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• 中文摘要

藥品費用的支出，一直是醫療服務過程中的重大項目，民眾藥品使用太過浮濫，也對全民健康保險的財務狀況形成了非常沈重的負擔。所以本研究的主要目的在於，透過較全面性的調查，針對大台北地區的民眾對藥物與醫療照顧機構之使用的現況，所採用不同之醫療和用藥方式，以並且希望探討各種影響藥物使用之因素，來檢視當前民眾藥物使用的相關情形。本研究主要以社會藥學模式爲本，配合合理行爲理論爲主的概念架構，來探討影響民眾求醫用藥行爲的相關因素，並據以設計研究的方法和進行的步驟。本研究採電話調查的方法，以大台北地區電話資料庫爲基礎，使用兩階段式電話隨機撥號，配合戶中抽樣的方式，來進行全面性的調查研究。問卷的內容包含了個人基本資料、健康的狀況、不同類型醫療場所的求醫經驗、藥品訊息的取得、藥物使用的知識、和用藥行爲等，將同時包括封閉式與開放式兩種問題形式。從本研究的結果有幾個重要的發現，首先是民眾在面臨不同的健康問題時，會採取的策略不盡相同，民眾會視其問題的性質或類型而前往不同的醫療單位。其次，是民眾到不同類型的醫療機構，其在藥品和相關之藥品訊息的取得也不相同，以及民眾面對處方藥和成藥的態度也有異。此外，對相關藥品的各類分析中，存在著性別上的差異，反應出國人性別角色之分化的影響。最後是影響民眾用藥行爲的重要關鍵因素是相關的藥品使用的知識，因此唯有加強民眾對其使用的藥物，有比較正確的知識，才有可能要求民眾有比較正向的用藥行爲。

• 英文摘要

Medical expense has always been an important issue in matters concerning medical service. The high frequency of ordinary people's taking medicine currently becomes a burden on the financial condition of the Bureau of National Health Insurance (BNHI). Therefore, the purpose of this study is to make overall investigation on the use of medicine and health care institutes of the residence in the great Taipei area and their medical

behaviors. By exploring the factors that influence the behaviors of taking medicine, this research aims to inspect the current use of medicine of ordinary people. The design of the investigation methods and steps of this research is mainly based on the social pharmacology and assisted with the adoption of the concepts of reasoned act behavior model. This research uses telephone interviewing to conduct an overall survey by employing the random digit dialing from the database of telephone numbers of the great Taipei area, together with the application of the technique of sampling in a family. The questionnaire used in this research has several sections, including personal basic information, health status, experience of going to different types of medical institutes, the obtainment of information relating to medicine, knowledge of using medicine, and medication-taking behavior. Moreover, the format of questions includes only closed-ended questions in the questionnaire. This research has several significant discoveries. First, people take different reactions as they face different health problems. Depending on the nature or type of their illness, they go to different medical units. Second, in the aspect of obtaining medicine and the medicine information, people's experiences vary with different types of medical institutes. Their attitudes towards prescribed medicine and over-the-counter medicine also differ. Third, the analyses relating to medicine reveal a difference between sexes. This reflects the differentiation of the sexual roles of the people in Taiwan. Finally, the key factor that influences ordinary people's medication-taking behavior is the knowledge relating to medicine use. In this case, the positive medication-taking behavior of ordinary people is expectable only after an effort is made to help ordinary people gain correct knowledge of the medicine that they are using.