

新特性觀點探討影響社群網站使用意願相關因素之研究：以Facebook為例

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摘要

社群網站隨著Web 2.0的概念提出後，在網際網路的應用上迅速崛起，社群網站風潮所延伸出的商業價值、社會現象與生活習慣改變等現象，將帶來網際網路的變革與引發商業模式的改變。因此，本研究從創新特性與網站特性觀點探討影響社群網站之使用意願，以Facebook網站使用者為主要對象，收集418份問卷。研究結果發現創新特性、社群網站特性與主觀規範皆顯著影響Facebook的使用態度與意願，而在創新特性中，複雜性並無顯著影響，社群網站特性中則以娛樂性、網站社交性影響力最大，而媒體豐富性則不具影響。根據結果推估，社群網站成功相關因素在於高的社會臨場感受與提供附加網路應用的小遊戲，使用者以打發時間、玩遊戲、與朋友連繫互動和擴展交友圈為主要目的，且會明顯受到周遭親友使用的影響，顯見社交網路的活絡是社群網站的特色，亦是社群網站成功的主因。而媒體豐富性與複雜性沒有顯著影響使用態度的原因，可能在於社群網站的功能操作、資訊與媒體提供與其他網站差異性不大，導致並非影響使用意願的主要因素。

關鍵詞：創新擴散理論、社群網站、使用意向、網路社交

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