

# 以資訊分享性與互動性探討社群網站之使用意向研究

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## 摘要

隨著社群網站的盛行，網際網路能在虛擬環境中成為人際互動的平台，讓全世界的人都能透過各種類型的社群平台來進行人際間的互動，而現在人的生活生活在虛實之間已產生高度連結，社群網站滿足人們在交友、學習、購物等基本需求，將.com的商業本質進化到.life，從此與人類生活密不可分。本研究以互動性與資訊分享性為外部變數，及Davis(1989)提出的科技接受模型以知覺有用性、知覺易用性、態度和使用意向做為本研究之構面，提出適用於社群網路使用意向之關聯模式。透過相關文獻探討，作為問卷設計之依據，並且以問卷調查方式進行，針對曾經使用過社群網路之使用者做為調查對象，資料回收統整後，以SPSS統計軟體進行樣本資料分析，並且以Amos進行結構方程模型驗證。研究結果發現，欲提升社群網站使用者之使用意向，除了要加強資訊分享性和互動性之外，對於使用者本身的感覺以及影響的態度也具有相當程度的重要性。另外，根據不同群體所產生的樣本模型，影響使用意向的因素也有所差異，不過大部分的樣本群組的使用者，對於「資訊分享性」影響「知覺有趣性」進而提升使用態度與使用意向都有相當程度的認同。

關鍵詞：社群網站、資訊分享性、互動性、結構方程模型

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