

# The effects of information sharing and interactivity on use intention of social networking websites

孫榮廷、葉子明、黃開義

E-mail: 321774@mail.dyu.edu.tw

## ABSTRACT

With the prevalence of Social Networking Websites, the Internet has become the platform of interpersonal interaction in virtual environments that allow people around the world interact interpersonally with various platforms of Social Networking Websites. Nowadays, people's lives are highly linked in between the virtual and the actual. Social Networking Websites are able to satisfy people's basic demands on making friends, learning, and shopping. Evolving the commercial essence of .com into .life, people's lives are no longer separable from it. This study applies interaction and information share as the external variables as well as perceived usefulness, perceived ease of use, attitudes, and use intention in Technology Acceptance Model (TAM), proposed by Davis (1989), as the dimensions to propose a correlation mode of use intention suitable for community networks. Based on the discussions of relevant literatures, questionnaires are designed and distributed as the research method. Aiming at users who have ever used community networks as the objects, data are retrieved, sorted, analyzed with SPSS statistical software, and tested and verified with structural equation modeling (SEM) by Amos. The findings show that apart from reinforcing information share and interaction, the feelings of the users and their affected attitudes are also important to a certain extent to enhance the intention of Social Networking Websites users. Furthermore, aiming at the sample model from various communities, the factors in use intention are also different. However, most users in the sample groups quite identify with information share affecting perceived interest and further promoting use attitude and use intention.

Keywords : Social Networking Websites、 Information sharing、 Interactivity、 Structural Equation Modeling(SEM)

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