

# Network Privacy and Social Network Service Relationship Between Social Behavior

吳百盛、鍾育明

E-mail: 322089@mail.dyu.edu.tw

## ABSTRACT

With the popularity of internet and WEB2.0 era, Social Network Service become more and more attention, according to comScore Media Metrix statistics, in January 2009, the impact of the global economic situation, the U.S. tax class, job category significant increase in site traffic and tourism category. Facebook is also the first leap into the top ten sites list, showing the social networking Web sites in 2009 will have great momentum. Among the famous are Facebook, twitter, Myspace ... etc.. And one of Facebook, traditional Chinese culture, has recently launched a social networking service, once again hit another peak. This study attempts to Theory of Reasoned Action and the Technology Acceptance Model of the dimensions and the dimensions of this research to increase Network Privacy, to analyze the average internet user for the Social Network Service of cognition and behavior. The study found that, in addition to Perceived Ease of Use of the attitude is not positive relationship, other Perceived Ease of Use on the positive relationship between Perceived Usefulness, Perceived Usefulness, Network Privacy, Subjective Norms on the positive relationship between attitude, attitude on behavioral intention are positive relationship, Perceived Ease of Use is most likely because Internet development, general Internet users have some common sense, and the Social Network Service diversification, the Perceived Ease of Use may not directly affect the attitude .

Keywords : Social Network Service、 Facebook、 Theory of Reasoned Action、 Technology Acceptance Model、 Network Privacy

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