

以動機與社會支持觀點探討社交網站的資訊分享行為

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摘要

近年來，社交網站的快速興起，受到各方的重視，也提供人們分享資訊的平台。然而，過去對分享行為的研究大部分侷限於探討組織內的知識分享，較缺乏探討在網路上開放性空間的資訊分享研究。因此，本研究彙整過去分享動機的相關研究，整理出內外動機並且加入社會支持作為理論基礎。透過文獻及資料的收集，並以Facebook的使用者為主要研究對象，以網路問卷方式進行調查。驗證本研究所提出的假設，藉此了解社交網站使用者的資訊分享行為。本研究共收集236份有效問卷，以PLS來驗證研究假設。結果發現，促使社交網站使用者分享資訊的主要因素包括內在動機的成就感與娛樂性、以及社會支持的資訊支持與情感支持。

關鍵詞：社交網站、資訊分享、分享動機、社會支持

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