

The study of information sharing behaviors in social network sites : 以Facebook為例

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ABSTRACT

The rapid rise of social networking sites have been paid attention to gradually in recent years, and also provide an information sharing platform for people. However, the previous studies on information sharing were virtually lying in a somewhat limited domain, such as the knowledge management in the organization behavior, rather than in an open-structured system as the internet. This study applies shoring motivation and social support perspectives to examine the factors that user ' s information sharing behaviors. This research study of Facebook ' s users dominated. Through the questionnaire on the website, we effectively collect data from 236 users. The study found that intrinsic motivation (eg. sense of accomplishment and perceived enjoyment), and social support (eg. information support and emotion support) significantly affect user ' s information sharing behavior.

Keywords : social network site、 information sharing、 sharing motivation、 social support

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