

探討虛擬社群使用者隱私顧慮與信任對網路社群中社團分類的影響-以Facebook為例

李燕芬、蔡翠旭

E-mail: 374611@mail.dyu.edu.tw

摘要

近年來Facebook不但成為網路最多人使用的社群網站，也連帶發展出社團功能，吸引更多不同的族群加入其中，其虛擬社團藉由何種力量形成，是否受其網路隱私顧慮及信任所牽制，是本研究欲探討之因。因此本研究欲從理性行為理論切入結合齊氏影響力去探究影響個人加入網路社團的因素，並以社群認同理論為群體規範依從動機，探討社群認同是否構成加入網路社團的因素。研究中採用網路問卷方式，透過Facebook滾雪球方式邀集各種有參加社團使用者填答，共收集502份有效樣本，進行變異數及結構方程模式分析。研究結果發現如下：一、齊氏影響力的六大原則中，以「承諾與一致」、「喜好」及「稀少性」對個人使用者加入社團分類有顯著的影響。二、社群認同對使用者加入社團分類有顯著的影響。三、信任跟隱私對於使用者加入社團分類並無顯著的影響，跟過去研究的文獻並不完全一致。四、隱私對個人因素、社群認同與社團分類之關係有部份中介效果存在。

關鍵詞：社群認同、齊氏影響力、社團分類

目錄

中文摘要	iii	英文摘要	iii
iv 誌謝辭	v	內容目錄	v
vii 表目錄	ix	圖目錄	ix
xi 第一章 緒論	1	第一節 研究背景與動機	1
1 第二節 研究目的	3	第三節 研究範圍	3
4 第二章 文獻探討	5	第一節 Cialdini影響力模式	5
5 第二節 社群認同、理性行為理論	7	第三節 信任	7
13 第四節 虛擬社群和社團分類	15	第五節 網路隱私顧慮	15
21 第六節 各項變數對社團分類的關係	29	第三章 研究方法	36
36 第一節 研究架構及假設	36	第二節 研究變項之操作型定義與衡量項目	40
40 第三節 研究設計	46	第四節 抽樣方法	53
53 第五節 資料分析方法	54	第四章 研究結果與分析	58
58 第一節 前測分析	58	第二節 樣本資料分析	60
60 第三節 信度分析	63	第三節 信度分析	63
63 第四節 效度分析	64	第五節 相關分析	64
64 第六節 線性結構方程模式	71	第七節 路徑效果分析	71
71 第八節 假設檢定分析	77	第五章 結論與建議	79
79 第一節 研究結論	79	第二節 管理意涵與研究貢獻	81
81 第三節 研究限制與研究建議	86	參考文獻	86
86 附錄A問卷	115		115

參考文獻

一、中文部份 戈立秀（2007），部落客之資訊蒐集與分享行為之研究，國立台灣大學圖書資訊學研究所，未出版之碩士論文。王保進（2004），多變量分析：套裝軟體與資料分析，台北：高等教育。王清泉（2011），應用虛擬社群於組織IT知識分享之探討 - 以Facebook為例，育達商業科技大學資訊管理研究所未出版之碩士論文。任文瓊、范錚強、許通安（2006），資訊隱私侵害行為意圖之研究，Journal of Information, Technology and Society, 77-100。李銘薰、卜小蝶P（2009），電腦與數位3C專業虛擬社群知識分享之影響因素研究，教育資料與圖書館學期刊，46（3），377-401。危芷芬（2001），華人的關係類型與人際義務，國立台灣大學心理學研究所未出版之博士論文。吳翊齊（2011），B2C電子商務信任之研究：以齊氏影響力模式闡述網路購物流程，政治大學資訊管理研究所未出版之碩士論文，p12-13。吳萬益、林清河（2000），企業研究方法，台北：華泰圖書出版公司。阮慧貞（2010），社會性認同與個人知覺因素對網路團購行為之影響，銘傳大學管理研究所未出版之碩士論文。林娟娟、蘇政泓（2007），以社群觀點研究線上遊戲使用者參與動機，電子商務研究，5（1），31-54。林嘉容（2010），社群網站使用者行為模式之研究 - 以臉書為例，國立東華大學資訊管理研究

所未出版之碩士論文。邱皓政(2006),結構方程模式:LISREL的理論、技術與應用,台北:雙葉書廊。胡台強(2009),以理性行為理論探討組織信任及組織文化對知識分享意願與行為之影響,成功大學經營管理研究所未出版之碩士論文。高美玲、蔡美玲(1999),結構方程模式的應用-驗證性因素分析,護理研究,7(6),594-603。范懿文、方毓賢、吳政杰、劉昌輝(2011),虛擬社群持續參與因素之探討,電子商務學報,13(2),413-434。張焯炯(2004),網站的品質與資訊隱私保護對使用者持續使用行為之研究,國立高雄第一科技大學資訊管理研究所未出版之碩士論文。梁永昌(2004),影響虛擬社群成員知識交流因素之探討,國立中央大學資訊管理研究所未出版之碩士論文。梁仁傑(2005),虛擬社群持續知識分享意圖之探討-公平與知識品質所扮演的角色,國立中央大學資訊管理研究所未出版之碩士論文。陳世杰(2005)虛擬知識社群持續使用之研究,國立高雄第一科技大學資訊管理研究所未出版之碩士論文。陳明德(2010),微網誌之資訊品質、信任、涉入程度對口碑傳播之影響-Plurk使用者之實證研究,明志科技大學工業工程與管理研究所未出版之碩士論文。陳靜旻(2008),影響虛擬社群成員知識分享因素之探討-社會資本理論觀點,國立中央大學資訊管理研究所未出版之碩士論文。黃文靖(2008),社會網絡為基礎的夥伴形成方式對結伴購物之影響,靜宜大學未出版之碩士論文。黃芳銘(2007),結構方程模式:理論與應用,台北:五南圖書。黃俊宇(2007),維基百科知識分享現象之研究,國立中央大學資訊管理研究所未出版之碩士論文。楊世瑩(2008),SPSS統計分析實務,台北:旗標出版社。鄒鴻泰、陳家祥(2007),參與虛擬社群因素對忠誠度影響之探討-以網絡書店為例,中華管理評論,10(4),1-24。劉岳涓(2010),互動性功能對社群網站網友忠誠度之影響,國立中山大學傳播管理研究所未出版之碩士論文。劉雅惠(2005),職棒球迷的球隊認同感對贊助企業品牌權益影響之研究,朝陽科技大學企業管理研究所未出版之碩士論文。蔡至欣、賴玲玲(2011),虛擬社群的知識分享行為,圖書資訊學刊,9(1),161-196。蔡家安、康贊清、洪新原(2011),從社會資本的互惠規範觀點探討虛擬社群知識品質的影響因素,電子商務學報,13(1),p217-240。賴冠名(2010),使用者資訊隱私顧慮和網站隱私機制對信任的影響-以Facebook台灣使用者為例,國立中央大學資訊管理研究所未出版之碩士論文。謝宗論(2005),虛擬社群知識分享行為研究-期待與價值扮演的角色,國立中央大學資訊管理研究所未出版之碩士論文。瞿文君(2008),知識社群分享現象之探討-以Yahoo!奇摩知識+維基百科為例,國立中央大學資訊管理研究所未出版之碩士論文。蕭文龍(2007),《多變量分析》最佳入門實用書,台北:碁?資訊。蕭美玲(2011),國際非營利組織之心理契約、組織公民行為與組織績效關係之研究,大葉大學管理學院研究所未出版之碩士論文。

二、英文部份 Acquisti, A., & Gross, R. (2006). Imagined Communities: Awareness, Information Sharing, and Privacy on the Facebook. Paper pre-sented at the 6th Workshop on Privacy Enhancing Technologies, Cambridge, UK. Adler, P.R. and J.A. Christopher, Intent community primer overview and busniessopportunities New York ,NY:Harper Collins,1999. Agranoff, M.H., "Controlling the Threat to Personal Privacy: Corporate Policies Must BeCreated," Journal of Information Systems Man-agement, (8), 1991: pp. 48-52. Ajzen, (1991) I. The Theory of Planned Behavior. Organizational Behavior and Human Decision Process, 50(2), December, 179-211. . Altman, I. (1975) . The Environment and Social Behavior. Mon-terey,CA: Brooks/Cole. Anderson, E. W. & Sullivan, M. W. (1993), "The antecedents and con-sequences of customer satisfaction for firms," Marketing Science, 12(2), 125-143. Armstrong, A. & Hagel, J. III. (1997). The real value of online com-munities. Harvard Business Review, 74(3), 134-141. Armstrong, A. and J. Hagel, 1999. "Net Gain: Expanding markets through virtual communities," Journal of Interactive Marketing, 13(1), 55-65. Ashforth, B. E. & Mael, F., "Social Identity Theory and the Organiza-tion", Academy of Management Review, Vol. 14, pp. 20-39. 1989. Bagozzi, R. P., & Yi, Y. (1988). On the evaluation of structural equa-tion models. Journal of the academy of marketing science, 16(1), 74-94. Bagozzi, R. P. and Dholakia, U. M. (2002). Intentional Social Ac-tion in Virtual Communities. Journal of Interactive Marketing, 16(2), 2-21. Barher, B. The logic and limits of trust, Rutgers University Press, New Brunswick,1983. Bauer, R. A. (1960). Consumer Behavior as Risk-Taking, In Dynamic Marketing for a ChangingWorld (pp. 289-393). Chicago: American Marketing Association Bergami, M. and Bagozzi, R. P. (2000). Self-categorization, Affec-tive Commitment and Group Self-Esteem as Distinct Aspects of Social Identity in the Organization. BritishJournal of Social Psychology, 39(4), 555-577. Blanchard, A. L. (2007). Developing a Sense of VirtualCommunity Measure. CyberPsychology & Behavior, 10(6),827-830. Blau, P. M. (1964), Exchange and power in social life, New York: Wiley. Bock, G. W., Zmud, R. W., Kim Y.G. and Lee, J.N. "Behavioral In-tention Formation in Knowledge Sharing: Examining the Roles of Extrinsic Motivators, Social-Psychological Forces, and Organizational Climate," MIS Quarterly (29:1), 2005, pp.87-112. Boczkwosk, Pablo J. (1999). Mutual Shaping of Users and Technolo-gies in a National Virtual Community, Journal of Com-munication, 49 (2),86-108 Bollen, K.A. "A new incremental fit index for general structural equa-tion models,"Sociological Methods and Research (17) 1989. Buchanan, T., Paine, C., Joinson, A. N. and Reips, U.-D. (2007). Development of measures of online privacy concern and pro-tection for use on the Internet. Journal of the American Society for Information Science and Technology (58:2), pp. 157-165. Burke,P.J., "The Self :Measursement Requirement from An Interac-tionist Perspective," Social Psychology Quar-terly,Vo1.43,No1,1980,pp18-29. Campbell, A. J. (1999). Relationship marketing in consumer markets: A comparison of managerial and consumer attitudes about informa-tion privacy. Journal of Direct Marketing, 11(3), 44-57. Chan, C. M. L., Bhandar, M., Oh, L. B. and Chan, H. C., Recognition and Participation in A Virtual Community, Proceedings of the 37th Annual Hawaii International Conference on System Science, 2004, pp. 194-203 Chang, A. M., Kannan, P. K. and Whinston, A. B. (1999), Consumers' extent ofevaluation in brand choice. The Journal of Business, Vol.72, No.2, 229-251. Charles Fried, Privacy [A moral Analysis], 77 YALE L. J. 475 (1969), reprint in Ferdinand D. Schoeman ed., PHILOSOPHICAL DIMENSIONS OF PRIVACY (1984). Chaudhury, A., Mallick, D. N. and Rao, H. R. (2001), "Web channel in e-commerce," Association For Computing Machinery, Vol. 44, No. 1, pp. 99-104. Chiou Jyh-Shen .,2004, "The antecedents of consumers, loyalty to-ward Internet Service Providers." Information and Mamage-ment41.685-689 Chiu, C.-M., Hsu, M.-H., & Wang, E. T. G.(2006). Understanding knowledge sharing in virtual communities: An integration of so-cial capital and social cognitive theories.Decision Support Sys-tems, 42, 1872-1888. Cialdini, R. B., Reno, R. R., & Kallgren, C. A. (1990). A focus theory of normativeconduct: Recycling the concept of norms to reduce littering in public places. Journal of Personality and Social Psy-chology, 58(6), 1015-1026. Cialdini, R.

B., Kallgren, C. A., & Reno, R. R. (1991). A focus theory of normative conduct. *Advances in Experimental Social Psychology*, 24, 201 – 234.

Cialdini, R. B. (2001). *Influence: Science and practice* (4th ed.). Boston: Allyn & Bacon.

Clarke, R., “ International Privacy Concerns Confirm the Case for Intervention,” *Communications of the ACM*, (42), 1999: pp. 60-67.

Cohen, S. (1997). On becoming virtual. *Training & Development* (51:5), pp. 30-37.

Coleman, J. S. (1988). Social capital in the creation of human capital. *The American Journal of Sociology*, 94, S95-S120.

Constant, D., Sproull, L. and Kiesler, S. (1996), “ The Kindness of Strangers: The Usefulness of Electronic Weak Ties for Technical Advice,” *Organization Science* 7(2), pp. 693-703.

Crosby, L. A., Evans, K. R., & Cowles, D. (1990). Relationship quality in services selling: An interpersonal influence perspective. *The Journal of Marketing*, 54(3), 68-81.

Davenport, T. H., and Prusak, L. *Working Knowledge: How Organizations Manage What They Know*, Harvard Business School Press, Boston, 1998.

Dholakia, U. M., Bagozzi, R.P., and Pearo, L.K. (2004). A Social Influence Model of Consumer Participation in Network- and Small-Group-Based Virtual Communities. *International Journal of Research in Marketing*, 21, 241-263.

Dwyer, C., Hiltz, S., & Passerini, K. (2007). Trust and privacy concern within social networking sites: A comparison of Facebook and MySpace. *Ellemers, N., Kortekaas, P., and Ouwerkerk, J. W. (1999). Self-Categorization, Commitment to the Group, and Group Self-esteem as Related but Distinct Aspects of Social Identity. European Journal of Social Psychology*, 29, 371-389.

Fishbein, M. and Ajzen, I. *Beliefs, Attitude, Intentions and Behavior: An Introduction to theory and Research*, 1975.

Fornell, C., & Larcker, D. F. (1981). Structural equation models with unobservable variables and measurement errors. *Journal of Marketing Research*, 18(2), 39-50.

Foster, M. K., Francescucci, A. and West, B. C. 2010. Why Users Participate in Online Social Networks. *International Journal of e-Business Management*, 4(1): 3-19.

Garbarino, E., & Johnson, M. S. (1999). The Different Roles of Satisfaction, Trust, and Commitment in Customer Relationships. *The Journal of Marketing*, 63(2), 70-87.

Gefen, D., Karahanna. E. and Straub, D.W. (2003). “ Trust and TAM in online shopping: An integrated model,” *MIS Quarterly*, 27(1), 51-90.

Gormley, K., One Hundred Years of Privacy, *Wisconsin Law Review*, 1992: pp. 1335-1408.

Govani, T., & Pashley, H. (2007). Student awareness of the privacy implications when using Facebook. Unpublished manuscript retrieved September.

Hafner, K., *Look Who’s Talking*, Newsweek (129:7), 1997, pp.44-45.

Hagel III, J., and Armstrong, A. G., *Net Gain: Expanding Markets through Virtual Communities*, Harvard Business School Press, Boston, 1997.

Hagel, J. III, & Armstrong, A. G. (1998). Net gain: Expanding markets through virtual communities ([Zhu, D.-K.] trans.). Taipei: Face Publishing LTD. (Original work published 1997)

Handy, C. (1995). Trust and the Virtual Organization. *Harvard Business Review* (73:3), pp. 40-50.

He, J., Chu, W. W. and Liu, Z. (2006). Inferring Privacy Information from Social Networks. *Springer Verlag Berlin Heidelberg*, pp. 154-165.

Hoadley, C. M., Xu, H., Lee, J. J. & Rosson, M. B. (2010). Privacy as information access and illusory control: The case of the Facebook News Feed privacy outcry. *Electronic Commerce Research and Applications*, 9 (1), 50 – 60.

Hoffman, D.L., Novak, T.P., and Peralta, M.A., (1999) ” Building consumer trust online ” *Communications of the ACM*, 42 (4) , 80-85.

Hosmer, L. T. (1995). Trust: The Connecting Link between Organizational Theory and Philosophical Ethics. *Academy of Management Review*, 20: 379-403.

Hsu, C. L. and Lin, J. C. (2008). “ Acceptance of blog usage: The roles of technology acceptance, social influence and knowledge sharing motivation,” *Information and Management*, 45, 65-74.

Huaiqing, W., Matthew, K. O. Lee and Chen, W. (1998). Consumer Privacy Concerns about Marketing. *Communications of the ACM* (41:3), pp. 63-70.

Javenpaa, S. L., Knoll, K., and Leidner, D. E., *Is Anybody out There? The Implications of Trust in Global Virtual Teams*, *Journal of Management Information Systems* (14: 4), 1998, pp.29-64.

Johnson, C. M. (2001). A survey of current research on online communities of practice. *Internet and Higher Education*, 4(1), 45-60.

Joon Koh, Young-Gul Kim Brian Butler ,and Gee-Woo Bock(2007). Encouraging Participation in Virtual Communities. *Association for Computing Machinery. Communications of the ACM*, 50(2), 68-73.

Joreskog, K., & Sorbom, D. (1993). *Lisrel 8: Structural equation modeling with the simple command language*. Chicago: Scientific Software International.

Kankanhalli, A., Tan, C.Y., and Wei, K. K. “ Contributing Knowledge to Electronic Knowledge Repositories: An Empirical Investigation,” *MIS Quarterly* (29:1), pp. 113-143, 2005.

Koh, J., and Kim, Y. G., *Knowledge Sharing in Virtual Communities: An E-business Perspective*, *Expert Systems with Applications* (26), 2004, pp.155-166.

Koh, J., Kim, Y. G., Butler, B., and Bock, G. W., *Encouraging Participation in Virtual Communities*, *Communications of the ACM* (50:2), 2007, pp.69-73.

Kollock, P. *The Economies of online cooperation: gifts and public goods in Cyberspace*, Routledge, London, 1999.

Krackhardt, D. “ The strength of strong ties: The importance of philo in organizations,” in *Networks and organizations: Structure, form, and action*, N. Nohria and R. G. Eccles (Eds.), Harvard Business School Press, Boston, 1992, pp.216-239.

Kozinets, R.V.(1999). *E-Tribalized marketing?: The strategic implications of virtual communities of consumption*. *European Management Journal*, 17(3), 252-264.

Kumar, N., L. K. Scheer and J. B. Steenkamp (1995), “ The effects of supplier fairness on vulnerable resellers ” , *Journal of Marketing Research*, 32, pp. 54-65.

Kwok, J. S., & Gao, S. (2004). Knowledge sharing community in P2P network: a study of motivational perspective. *Journal of Knowledge Management*, 8(1), 94-102.

Lin, H. F., *Understanding Behavioral Intention to Participate in Virtual Communities*, *CyberPsychology & Behavior*(9:5), 2006, pp.540-547.

Lin, H. F. (2007), “ Effects of Extrinsic and Intrinsic Motivation on Employee Knowledge Sharing Intentions,” *Journal of Information Science*, 33(2), pp. 135-149.

Lynn, Michael(1991), “ Scarcity effects on value: A quantitative review of the commodity theory literature,” *Psychology and Marketing*, 8(1), 45-47

Malhotra, N. K., Kim, S., & Agarwal, J. (2004). Internet Users' Information Privacy Concerns (UIIPC): The Construct, the Scale, and a Causal Model. *Information Systems Research*, 15(4), 336-355.

Malinowski, J., Weitzel, T., and Keim, T. (2008), “ Decision Support for Team Staffing: An Automated Relational Recommendation Approach ” , *Decision Support Systems*, 45(3), 429-447.

Mayer, R. C., Davis, J. H. and Schoorman, F. D. (1995). An Integrative Model Of Organizational Trust. *Academy of Management Review* (20:3), pp. 709-734

McCarter, M. W., & Northcraft, G. B. (2007). Happy together? Insights and implications of viewing managed supply chain as a social dilemma. *Journal of Operations Management*, 25(2), 498-511.

McKnight, D. H., Choudhury, V., & Kacmar, C. (2002). The impact of initial consumer trust on intentions to transact with a web

site: a trust building model. *Journal of Strategic Information Systems*, 11(3-4), 297-323. McKnight, D. H., Choudhury, V., & Kacmar, C. (2003). Developing and validating trust measures for e-commerce: An integrative typology. *Information Systems Research*, 13(3), 334-359. Moon, J.W. & Kim, Y.G.(2001), Extending the TAM for a World-Wide-Web context, *Information and Management*, Vol. 38, No. 4, pp. 217-230. Moor, J.H. (1997) . Towards a Theory of Privacy in the Information Age, *Computers and Society*, 27(3), 27-32. Morgan, M. R., and Hunt, D. S., "The Commitment-Trust Theory of Relationship Marketing," *Journal of Marketing*, Vol.58, No.3, July, 1994, pp.20-38. Morris, S. A., Marshall, T. E. and Rainer Jr., R. K. (2002). Impact of User Satisfaction and Trust on Virtual Team Members. *Information Resources Management Journal* (15:2), pp. 22-30. Nahapiet J. and Ghoshal (1998) , S. " Social capital, intellectual capital, and the organizational advantage, " *The Academy of Management Review* (23: 2), 1998,pp.242-266. Naud,P., & Buttle,F. (2000) *Assessing Relationship Quality .Industrial Marketing Management*,29 (4) ,351-361. Nelson, R. " The strength of strong ties: Social networks and inter-group conflict in organizations, " *Academy of Management Jour-nal* (32), 1989, pp. 377-401. Ohanian, R., Construction and Validation of a Scale to Measure Celebrity Endorsers ' Perceived Expertise, Trustworthiness, and Attractiveness, *Journal of Advertising*, Vol. 19, No. 3, 1990, pp. 39-52. Pantzalis, Ioannis (1995), " Exclusivity Strategies in Pricing and Brand Extension, " Unpublished Doctoral Dissertation, Uni-versity of Arizona. Paul, S., Samarah, I. M., Seetharaman, P., Mykytyn, Jr. and Peter, P. " An Empirical Investigation of Collaborative Conflict Man-agement Style in Group Support System-Based Global Virtual Teams, " *Journal of Management Information Systems* (21:3), 2004, pp. 185-222. Pfitzmann, Birgit (2003), " Privacy in Enterprise Identity Federation Policies for Liberty Single Sign-On, " *Proceedings of the 3rd Workshop on Privacy Enhancing Technologies*, pp. 26-28 Plant, R., 2004. " Online community, " *Technology in Society*, 26(1), 51-65. Portes, A. and Sensenbrenner, J. " Embeddedness and immigration: notes on the social determinants of economic action, " *American Journal of Sociology* (98),1993, pp.1320-1350. Prece,J.(2001).Sociability and Usability :Twenty Years of Chatting Online.*Behavior and Information Technology Jour-nal*,20(5),347-356. Reichheld, F. F. and Scheffer, P. " E-loyalty: Your secret weapon on the web, " *Harvard Business Review* (78:4), 2000, pp. 105-113. Reid, and Elizabeth (1995). *Virtual Worlds: Culture and Imagination*. In S. G. Jones (Ed.), *Cybersociety: Computer-Mediated Com-munication and Community* (pp. 164-183). Ridings, C. M., Gefen, D., and Arinze, B., Some Antecedents and Ef-fects of Trust in Virtual Communities, *Journal of Strategic Infor-mation Systems* (11), 2002, pp.271-295. Rioux, K. S. (2005). Information acquiring-and-sharing theory. In K. E. Fisher, S. Erdelez, & L. Mckechnie (Eds.), *Theories of information behavior* (pp.169-172), Asist,NJ: Information Today Press. Rheingold, H., *The Virtual Community: Homesteading on the Elec-tronic Frontier*, Reading, Addison-Wesley, Mass, 1993. Roloff, M. E. (1981), *Interpersonal Communication: The Social Exchange Approach*. Beverly Hills, CA: Sage. Romm, C., Pliskin, N., and Clarke, R., Virtual Communities and So-ciety: Toward and Integrative Three Phase Model, *International Journal of Information Management* (17:4), 1997, pp.261-270. Scott "The measurement of information system effectiveness: evalu-ating a measuring instrument," in: In proceedings of the Fifteenth International Conference on Information system, Vancouver,BC, 1994, p. 17. Senge, P. M. (2002). *The fifth discipline-The art and practice of the learning organization* ([Ya n g, Zh e n-F u] t r a n s.). Ta i p e i: Bookzone. (Original work published 2000) Sheppard, B.H., and M. Tuchinsky, (1996), *Micro-OB and the Net-work Organization*, Thousand Oaks, CA: Sage.Borgen, S. O. (2001), " Identifications as a Trust-Generating Mechanism in Cooperatives, " *Annals of Public and Cooperative Economics*, 72 (2), pp.209-228. Smith, H. J. ,Milberg,S.J.and burke , S.J., " Information Pri-vacy :Measuring Individuals Concerns, About organizational Practices, " *MIS Quarterly* ,20:2,June,1996,pp15-32. Snyder,C.R.,& Fromkin,H.L.(1977). " Abnormality as a positive char-acteristic: The development and validation of a scale measuring need for uniqueness. " *Journal of Abnormal Psychology*, 86, 518-527 Sonnenwald, D. H. (2006). Challenges in sharing information ef-fectively:examplesfromcommand and control. *InformationRe-search*, 11(3), 251. Retrieved Jun 12,2009, from <http://informationr.net/ir/11-4/paper270.html> Steel, R. P. and Ovalle, N. K., 1984. A review and meta-analysis of research on the relationship between behavioral intentions and employee turnover, *Journal of Applied Psychology*, 69, 673-686. Stewart,K.J.and Gosain,S.(2006):The impact of ideology on effec-tiveness in open source software development teams " *MIS Quarterly*,30(2),291-314. Stone, E. F., Gueutal, H. G., Gardner, D. G., & McClure, S. (1983). A field experiment comparing information-privacy values, beliefs, and attitudes across several types of organizations. *Journal of Applied Psychology*, 68(3), 459-468. Stryker, S. 1980. *Symbolic interactionism:A social structural vi-sion*, Menlo Park, CA:The Benjamin/Cummings Publishing Company. Tajfel, H. & Turner, J. C. 1979 An integrative theory of intergroup conflict. In W.G.Austin &S.Worchel (Eds.),*The social psychology of intergroup relations* (pp. 33-47).Monterey,CA:Brooks/Cole. Tajfel, H. (1981). *Human Groups and Social Categories: Studies in Social Psychology*.Cambridge: Cambridge University Press. Tajfel, H. & Turner, J. C. (1985). *The Social Identity Theory of GroupBehavior*. *Psychology of Intergroup Relations*, 2, 7-24. Timms, D., Ferlander, S. & Timms, L. 2001. *Building Communities: Online Education and Social Capital*, Published in Szucs, A., Wagner, E. & Holmberg, C. (ed) 2001. *Learning Without Limits: Developing the Next Generation of Education*. Proceedings of the EDEN 10th Anniversary Conference held in Stockholm, Sweden June 10 – 13, 2001. Budapest: EDEN. 118-123 Triandis, H. C. (1977). *Interpersonal Behavior*. Brooks/Cole. Tsai,W. and Ghoshal,S. (1998) " Social capital and value creation:The role of intrafirm networks, " *Academy of Management Jour-nal*,41(4),464-476. Turner, J. C. (1982), " Towards a Cognitive Redefinition of the Social Group, " In *Social Identity and Intergroup Relationships*, H. Ta-jfel (Ed.), Cambridge: Cambridge University Press. Van Dick, R., U. Wagner and G. Lemmer (2004), " Research Note: The Winds Of Change – Multiple Identifications In The Case Of Organizational Mergers, " *European Journal of Work and Organizational Psychology*, 13 (2), pp.121 – 138. Van Dyke, T. P., Midha, V., & Nemati, H. (2007). The effect of con-sumer privacy empowerment on trust and privacy concerns in e-commerce. *Electronic Markets*, 17(1), 68-81. Verhallen, Theo M.(1982), " Scarcity and consumer choice behavior, " *Journal of Economic Psychology*,2(2), 299-321. Von Krogh, G., and Von Hippel, E. " Special Issue on Open Source Software Development, " *Research Policy* (32:7), 2003, pp.1149-1157. Vroom, V. (1967). *Work and*

motivation. New York: John Wiley & Sons. Wang, Y., and Fesenmaier, D. R., . (2004) Modeling Participation in an Online Travel Community, Journal of Travel Research (42), 2004, pp.261-270 Warren, S. D., & Brandeis, L. D. (1890). Right to Privacy. Harv. L. Rev., 4, 193. Wasko, M. M., & Faraj, S. (2000). It is what one does: Why people participate and help others in electronic communities of practice. Journal of Strategic Information Systems, 9, 155-173. Wasko, M. M. and Faraj, S. (2005) , Why Should I Share? Examining Social Capital and Knowledge Contribution in Electronic Networks of Practice, MIS Quarterly, Vol. 29, No. 1, pp. 35-57. Wellman, B. 1997. An electronic group is virtually a social network. In Kiesler, S. (ed.), Culture of the Internet (pp 179-205). Mahwah, NJ: Lawrence Erlbaum Wenger, E. (1998). Communities of Practice: Learning, Meaning, and Identity. Cambridge, UK: Cambridge University Press. Westin, A.F.(1967), Privacy and Freedom, NY: Atheneum Whelan, B. (2005). Facebook, a fun resource or invasion of privacy. Athensnews.com, 8. William, R. and Cothrel, J. (2000). Four Smart Ways to Run Online Communities. Sloan Management Review, 41(4), summer, 81-91. Wu, C., & Hsing, S. S. (2006) . Less is more: How scarcity influences consumers' value perceptions and purchase intents through mediating variables, Journal of American Academy of Business, Cambridge, 9 (2): 125-132. Yoo, W. S., Suh, K. S., and Lee, M. B. (2002). Exploring Factors Enhancing Member Participation in Virtual Communities. Journal of Global Information Management, 10(3), 55-71. Zucker, L.G (1986), Prediction of Trust: Institutional Sources of Economic Structure, 1840-1920, Research in Organizational Behavior, Vol. 8, pp. 53-111. 三、網路資訊 動腦新聞
<http://www.brain.com.tw/News/RealNewsContent.aspx?ID=16664#ixzz1nukKjhY> 資策會 FIND
<http://www.find.org.tw/find/home.aspx?page=many&id=322> BloggerAds (2009) 。Facebook 現隱憂。檢索日期:2010年2月12日 ,
<http://www.BloggerAds.net/AdsPortal/BlogTell/30> Rex(2008) , 「信任是一種氛圍,不是一種量化指數」, 取自 Buzz Lab , 網址
<http://buzz.itrue.com.tw/blog>。
<http://socialmediatoday.com/index.php?q=errol-apostolopoulos/869491/takeaways-and-ideas-ad-age-digital-2012>