An Application of the UTAUT Model for Office Workers Use Social Networks during Cyberloafing

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ABSTRACT

Cyberloafing refers to employees using the organization's computers and networks engaged in non-work-related Internet activities during working hours, has become a concern about the behavior of well-developed information network countries in recent years. In the early research, people think most cyberloafing is one of the cause of poor organizational productivity. In recent years research gradually shift from totally negative effect to the positive and negative effects. Join social networks is one of the world's most popular Internet activities now. My research is based on the basic architecture of UTAUT model to analysis office workers' intention to use Cyberloafing and their actual usage behavior. Online questionnaires and paper questionnaires used to collect samples, there are 403 valid replies. The data were analyzed and verified using descriptive statistics, reliability and validity analysis and structural equation models by using SPSS and AMOS software. The empirical results show that: (1) When office workers are Cyberloafing, Behavior Intention of using social network affected by Effort Expectancy and Social Influence; (2) When office workers are Cyberloafing, Use Behavior of using social network affected by the Facilitating Conditions; (3) Office workers' personal characteristics such as gender, age, Internet experience, career type affects their Cyberloafing Behavior Intention and Use Behavior of using social network.

Keywords: Cyberloafing UTAUT social networking Behavior Intention

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