

旅遊經驗和資訊發布意圖之研究：以Facebook為例

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摘要

隨著網路技術和資訊科技的進步，虛擬社群發展越來越蓬勃，近幾年Facebook風潮席捲全球，是目前臺灣最受歡迎的社群網站。而受到全球休閒旅遊風氣盛行的影響，台灣旅遊業的發展速度相當可觀，國民旅遊市場更是蓬勃發展，遊客使用Facebook分享旅遊經驗和資訊已經成為一種風潮。本研究以科技接受模式為基礎，以認知有用性、認知易用性和認知有趣性作為影響因素，並加入知識分享因素及其他影響因素來探討Facebook使用者對於旅遊經驗和資訊的發佈態度和意圖。透過網路問卷進行施測，有效樣本310份，並以結構方程模式驗證研究假設。研究結果顯示，以上因素除了認知有用性和隱私兩項因素，對於發佈態度沒有顯著影響外，其餘因素皆對使用者的發佈意圖具有顯著影響，也符合過往相關研究之結果。

關鍵詞：科技接受模式、知識分享、主觀規範、隱私

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