

A Study of the Intention of Posting Travel Experience and Information in Facebook

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ABSTRACT

With the advancement of network and information technology, virtual communities are growing rapidly. In recent years, Facebook is getting popular in the world, and it is now the most popular social networking site in Taiwan. Under the global impact of leisure activities and travels, tourism industry in Taiwan is developing very fast, and the national tourism market is booming. Visitors have a tendency to use Facebook to share travel experiences and information. In this study, technology acceptance model is used as a basis. Perceived usefulness, perceived ease of use and cognitive playfulness are included as influencing factors. Knowledge sharing and other factors are also included to explore the attitudes and intentions of posting travel experience and information concerning Facebook users. This study used online questionnaires and received 310 valid samples. Structural equation modeling was used to analyze data and test hypothesis. The results of the empirical research are as follows. Besides perceived usefulness and privacy, all other factors have a significant impact on the attitudes and intentions of posting travel experience and information concerning Facebook users. The results are consistent with those of previous studies.

Keywords : Facebook、Technology Acceptance Model、Knowledge Sharing、Subjective Norms、Privacy

Table of Contents

中文摘要	iii	英文摘要	iv	誌謝辭	v	內容目錄	vi	表目錄	viii	圖目錄	ix	第一章	緒論	1	第一節	研究背景與動機	1	第二節	研究目的	6	第三節	研究流程	7	第二章	文獻探討	8	第一節	虛擬社群	8	第二節	虛擬社群的定義	8	Facebook簡介與概況	9	第二節	觀光旅遊	9	全球觀光發展概況	9	台灣觀光發展概況	10	第三節	科技接受模式	12	第四節	知識分享因素	14	聲譽	15	利他主義	16	信任	16	第五節	其他影響因素	17	主觀規範	18	隱私	18	第三章	研究方法	20	第一節	研究架構與假說	20	研究架構	20	研究假說	22	第二節	變數的操作性定義與衡量	26	第三節	研究設計	31	第四節	資料分析方法	32	第四章	結果與討論	37	第一節	敘述性統計分析	37	第二節	信度與效度分析	39	第三節	結構方程模式	43	第五章	結論與建議	47	第一節	研究結論	47	第二節	研究貢獻	50	第三節	管理意涵	50	第四節	研究限制與未來研究方向	52	參考文獻	54	附錄	65
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