E-mail: 382054@ mail.dyu.edu.tw

SNS,Social Networking Sites

Facebook   Line

336

SPSS   AMOS

: (1)   (2)

(3)   (4)   (5)

:

(2009   2007
2010
- Facebook   (2003)
2011
2008
(2010   SPSS(PASW)
2004
94   47   3   289-309   2008
2011   Facebook
2009
- MSN   2012
(1993)
2007   2007

2010

2006

2011   (WebHR)   —
                      2003
    (2008)   (2002)
                                                              (2008)
Podcasting   (2011
                                                    Ajzen,I. & Fishbein M. (1980).
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2010
- Facebook (2003)
2011
2008
(2010 :SPSS (PASW) :
2004 94 47 3 289-309 2008
2011
Facebook 2009
- MSN 2012
(1993) :
2007 2007
: 2010
2006 :
2011
(WebHR) — 2003
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(2008) Podcasting (2011

Ajzen,I. & Fishbein M.(1980). Understanding attitudes and predicting social behavior. Englewood Cliffs, NJ: Prentice-Hall. Ajzen,I. 1985 " From Intentions to Actions:A Theory of Planned Behavior" , In J. Kuhi & J. Beckmann, Eds.,Action-control:From Cognition to Behavior ,Heidelberg:Springer, 11-39. Ajzen,I.(1991). The theory of planned behavior. Organizational Behavior and Human Decision Processes, 50, 179-211. Bandura, A.(1986). Social foundations of thought and

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