

以擴充的科技接受模式探討上班族網上閒逛時使用社群網站

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摘要

社群網站 (SNS, Social Networking Sites) 主要作用是為一群擁有相同興趣與活動的人建立網路線上社群，其功能為提供用戶各種相互聯繫、交流的平台。近年來由於Facebook、Line的興起，社群網站成為網路中的主流，造訪社群網路是目前全球最受歡迎的網路活動之一。在這種背景之下，上班時間使用社群網站進行網上閒逛的行為，逐漸受到研究者的重視。早期的研究中，往往認為上班時間進行網上閒逛行為是浪費時間與資源，造成組織生產力降低，產能及產值下降，因此著重在企業主該如何防堵員工在上班時間進行網上閒逛；但近年來的研究發現，適度的網上閒逛有助於員工壓力減輕，進而提高績效。因此，本研究嘗試以科技接受模式為模型，並加入「知覺便利」和「知覺愉悅」這兩個外部變數，來探討上班族「網上閒逛時使用社群網站」的行為。研究以線上問卷與紙本問卷等二種方式收集樣本，共回收336份有效樣本，並利用SPSS和AMOS軟體進行描述性統計分析、信效度分析及結構方程模型分析等研究方法進行資料分析驗證。上班族在網上閒逛使用社群網站時，實證分析結果顯示：(1)知覺易用正向影響知覺愉悅、知覺便利及社群網站的使用態度；(2)知覺便利正向影響知覺有用；(3)知覺愉悅正向影響知覺有用；(4)知覺有用正向影響社群網站使用態度；(5) 社群網站使用態度正向影響社群網站使用意願。

關鍵詞：網上閒逛、擴充的科技接受模式、知覺愉悅、知覺便利、社群網站

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