

Extending the Technology Acceptance Model for Office Workers Social Networks during Cyberloafing

余政隆、李德治

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

ABSTRACT

The main purpose of Social Networking Sites (SNS) is to build the Internet social networking for a group of people who have the same interests and activities. The function of SNS is to provide a platform of communicating and interacting for the users. In recent years, because of the popularity of Facebook and Line, SNS have become the mainstream in the Internet. Currently, visiting SNS is one of the most popular Internet activities in the world. Under this situation, many researchers gradually pay attention to exploring people's behaviors of using SNS to do cyberloafing during their work time. In the earlier research, it was widely assumed that the behavior of cyberloafing during the work time wasted time and resources. It also lowered the productivity and effectiveness in an organization. As a result, the earlier researches put more emphasis on how the organization's employers could prevent their employees from cyberloafing during the work time. However, the findings of research in recent years found that appropriate cyberloafing can help ease the employees' stress and then further help improve the effectiveness. Therefore, this study explored people's behaviors of using SNS in cyberloafing during the work time by using TAM model and adding the two external variables: perceived convenience, and perceived enjoyment. This study adopted two methods to collect research samples: online questionnaires and printed questionnaires. The valid samples in this study were 336. In this study, the research method for data analysis was employing the softwares of SPSS and AMOS to process the descriptive statistical analysis, the analysis of reliability and validity, and the analysis of structure programming model. After the empirical research analysis, the findings of this study are as follows: 1. The positive influence of perceived ease of use affects the perceived enjoyment, the perceived convenience and the attitudes of using SNS. 2. The positive influence of perceived convenience affects the perceived usefulness. 3. The positive influence of perceived enjoyment affects the perceived usefulness. 4. The positive influence of perceived usefulness affects the attitudes of using SNS. 5. The positive influence of the attitudes of using SNS affects the willingness of using SNS.

Keywords : Cyberloafing、TAM、Perceived convenience、Perceived enjoyment、socialnetworking

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