

以社會資本觀點探討使用者參與部落格行為之研究

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摘要

近幾年隨著部落格的不斷擴張，無論在資訊搜尋、人際經營上，部落格早已成為多數網際網路使用者中生活的一部份，同時也改變了許多人的生活型態。然而部落格使用人口的激增，卻早已形成某種強大社會網路的架構，也讓學術、實務等領域的人員視為不得輕忽的新興網路社群，而此社會網路其結構間的關係，對於人們採用科技的決策及社會資本的累積是否有所影響，為本研究所關心的議題。因此，本研究試圖藉由科技接受模式和修改Nahapiet & Ghoshal(1998)所提出的社會資本模型兩者的結合，來更深入探討人們參與部落格的行為與社會資本間的差異。我們採用問卷調查的方式，並以Chin(1997)所發展出之PLS-Graph 3.0進行資料分析。研究結果顯示，人們參與部落格的主要因素包括有用性、易用性、社會資本的認知面(共通的語言和符號、共同的故事)、關係面(信任、規範、義務、認同感)，而研究意涵與討論將提供給部落格經營者在行銷與經營上參考。

關鍵詞：部落格；科技接受模式；社會資本

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