

# The Study of User Participation in Blog Social Capital Theory Perspective

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## ABSTRACT

Blog has profitably created a new Internet market in recent years. However, fewer studies to examine what factors influencing user's intention to adoption this service. This study applies the technology acceptance model (TAM) that incorporates social capital (Nahapiet and Ghoshal, 1998), as additional belief-related constructs to accurately predict the user's intention of Blog. The propose model is empirically evaluated using survey data collected from 402 user about their perceptions of Blog. Overall, the results reveal that perceived useful、perceived easy of use、structure dimensions of social capital(network ties、network configuration)、cognitive dimensions of social capital(share codes and language、share narratives)、relation dimensions of social capital(trust、norms、obligations、identification) and attitude explain about 47.4% of Blog use. Additionally, there was significant difference over social capital stages. The results provide further insights into Blog marketing strategies.

Keywords : Blog ; TAM ; Social Capital

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