

以動機理論探討影音部落格使用者行為之研究

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摘要

近年來部落格的數量迅速的成長，從各家部落格應用服務商紛紛在其部落格上加設影音功能的程度上來觀察，影音部落格可說是目前相當受矚目的服務。但對於使用者參與影音部落格的因素與依據不同使用經驗使用者進行探討的研究卻相當少，本研究以動機理論觀點出發，提出影響使用者對影音部落格使用態度與意願之因素。透過網路問卷調查方式有效收集213位使用者資料，並以SPSS統計軟體分析影響使用態度與意願之因素。研究結果發現，驅使使用者使用影音部落格之因素包括外在動機(期望關係)與內在動機(利他主義、認知愉悅性、打發時間與認知關鍵多數)，解釋能力為 $R^2=57.5\%$ 。此外，研究發現不同使用經驗的使用者影響其影音部落格使用意願之因素有明顯差異。本研究結論與意涵可提供影音部落格經營者在制定行銷策略上參考。

關鍵詞：影音部落格;內在動機;外在動機

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