

# 微網誌使用行為之研究：知識分享、社會資訊處理和媒體同步觀點

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## 摘要

近幾年網際網路普遍應用在社會各個層面，使用者透過網路進行資訊與知識分享、建立非面對面的人際關係已是常態，其中，強調互動功能不受時空限制的微網誌更是大受歡迎。本研究主要在探討微網誌使用者的意圖，以台灣微網誌使用者為對象，透過網路問卷調查，獲得有效樣本數317份。根據所得資料經敘述性統計與結構方程模式(SEM)實證分析。研究發現：台灣微網誌的使用目的偏向資訊交流與情感抒發；研究假設顯示：1.在知識分享構面方面，互惠互利對使用者的態度有顯著正向的影響，信任和聲譽則沒有顯著正向的影響。2.在社會資訊處理構面方面，自我揭露和預期關係對使用者的態度有顯著正向的影響。3.媒體同步對使用者的意圖有顯著正向的影響。4.知覺有用性對使用者的意圖有顯著正向的影響。5.使用者的態度對使用者的意圖亦有顯著正向的影響。根據研究結論：為開創微網誌商機，平台經營者應積極鼓勵第三方應用，並與電信業者結盟，同時提供使用安全與保護隱私機能，以吸引使用者應用微網誌的媒體同步服務特性，達到社會資訊處理目的，以滿足即時資訊交流與情感抒發的意圖。

關鍵詞：微網誌；知識分享；社會資訊處理；媒體同步

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