A Study of Micro-Blogging Users' Intention:A Knowledge Sharing, Social Information Processing and Media Synchronicity P

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ABSTRACT

As the widespread application of Internet, people via Internet to share knowledge and establish non-face relationships is much common in recent year. Micro-blogging which emphasizes interactive features free from the constraints of time and space is most popular. The main purpose of this study was to explore the micro-blogging users' intention. A survey of 317 Taiwanese micro-blogging users was analyzed to test the hypotheses. The results indicated that the mutual benefit of the user's attitude toward a significant positive impact, trust and reputation do not have a significant positive im-pact; the self-disclosure, and the relationship between pairs of users is expected to have significant positive effects on attitudes; media synchronization for users intentions are significantly positive impact; perceived usefulness to the user's intention of doing any significant positive impact; the user's attitude on the user's intention to have a signifi-cant positive impact. A practical implication of this study is that in order to create a mi-cro-blogging opportunities, platform operators should actively encourage third-party applications, and an alliance with the carriers, while providing the use of security and privacy functions, in order to attract users to use micro-blogging media synchronization service features, to social information processing aims to meet the real-time information exchange and emotional express intent.

Keywords : micro-blogging ; knowledge sharing ;social information processing ; media synchronicity

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