

虛擬社群意識影響因素之探討

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摘要

Social Networking Sites (SNSs) such as Facebook have been rapidly and widely adopted and changed the way people communicate. Sense of virtual community is one of the important determinants for the usage of SNSs. Based on social exchange theory, this study examine factors influencing the formation of sense of virtual community. We used an online questionnaire to conduct empirical research, and collected and analyzed data of 373 samples. The analysis indicated that, as predicted, community commitment, dependence, and reputation positively influence sense of virtual community. The findings also reveal that reciprocity has a positive impact on trust, dependence, and reputation. In addition, self-disclosure has a positive effect on dependence and reputation. Based on the results of this study, theoretical and practical implications are discussed accordingly.

關鍵字 : Sense of virtual community, Social exchange theory, Community commitment, Reciprocity, Self-disclosure