

# 探討科技接受與人際互動對微網誌使用行為之影響

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## 摘要

Microblogging, the act of broadcasting short and real-time messages, is a relatively new form of communication in which people share information by using instant messages, mobile phones, email or the Web. With the rising popularity of microblogging, it has recently generated a lot of research interest. Yet very little is known about what factors determine peoples use of microblogging. This study adopted the revised unified theory of acceptance and use of technology (UTAUT) model to explore factors that determine the adoption of microblogging. The empirical data reveal that effort expectancy, social influence and personal interactivity determine users behavioral intention. Moreover, behavioral intention determines peoples use of microblogging. This paper concludes with a discussion of the implications of microblogging for business use.

關鍵字：Microblogging, UTAUT Model, Personal Interactivity