

A study of web 2.0 website usage behavior using TAM 2

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Abstract

Web 2.0 is a new Internet platform that allows users to build personalized content through participation and sharing. The technologies used and business opportunities brought by this new platform have impacted many conventional websites. This paper aims to explore the relationships among constructs in Technology Acceptance Model 2(TAM 2) and survey the general users' acceptance of Web 2.0 websites. The proposed hypotheses are further tested by Structural Equation Modeling (SEM). Based on the obtained results, users' acceptance of Web 2.0 websites and factors affecting their acceptance are discussed to provide a substantial reference for Web 2.0 website operators

Keyword : Web 2.0, Technology Acceptance Model 2(TAM 2), Structural Equation Modeling (SEM)