社群網站使用者對社群網站態度之研究

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摘要

With the popularity of information technology and convenient network access, community website has become an interactive platform for information exchange, making friends and entertainments. So people are gradually used to conducting social activities via website. Based on the technology acceptance model and the theory of planned behavior, we knew that attitude would influence the behavior of users. Therefore, this study is aiming to explore the users' attitudes of community websites. With the method of questionnaire survey, this study was conducted on users of community websites as the subject. We totally collected 483 valid samples. The results show that many factors have remarkable impacts on the users' attitudes, including user's background, internet using motivation, experience and behavior, as well as different community websites.

關鍵字：community websites, attitudes toward community websites, technology acceptance model, theory of planned behavior