

臺灣的大學院校師生對Library 2.0網站的使用意圖及使用行為之探討

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摘要

With the development of information technology, increasing prevalence of the internet, the emergence of Web 2.0 has allowed users to access an increasing amount of information on the Web. In the present social environment, libraries play the role as an information provider. This study based on technology acceptance model and innovation diffusion theory to survey Library 2.0 applications in Taiwan's university libraries. Results showed that most of the respondents hold a positive attitude toward Library 2.0, and their attitude has positive influence on their intention to use them. Besides, if perceived usefulness, perceived ease of use, trialability, and observability can be emphasized during promotion of the systems, users' intention to use the systems can be effectively increased. Through the above findings, this study attempted to provide a reference for libraries planning to introduce Library 2.0 in the future.

關鍵字：Web 2.0; Technology acceptance model; Innovation diffusion theory; Library 2.0; Digital library