

社群參與影響因素之探討

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摘要

The emergence of social networking sites (SNSs) such as Facebook has changed the way people communicate. People share interests and activities, or are interested in exploring the interests and activities of others in online communities built by SNSs. This study proposes an SNS engagement model by identifying self-disclosure, sense of community, and perceived value of community as primary influential factors, which are driven by self-efficacy and norms. The analysis indicated that, as predicted, self-disclosure, sense of community, and perceived value of community positively influence community engagement. The findings also reveal that self-efficacy has a positive impact on sense of community and perceived value of community. Based on the results of this study, theoretical and practical implications are recommended accordingly

關鍵字 : Social networking sites, Self-disclosure, Self-efficacy, Community engagement