USING TECHNOLOGY ACCEPTANCE MODEL FOR INVESTIGATING THE SOCIAL NETWORK WEBSITE (FACEBOOK) USAGE INTENTON

Chih-Hung Wu  Yi-Chuen Tsai
Department of Digital Content and Technology, National Taichung University of Education

ABSTRACT

The dramatic proliferation in the growth of users in using social network websites, especially Facebook, has been changing the way of communication in recent years. Therefore, this study aims to examine critical factors that affect the user intent of Facebook. The study adopted technology acceptance model (TAM) as the structural model to conduct an empirical survey via the Internet. A survey of 105 Facebook participants found support for the model via the PLS (Partial Least Squares) multiple-group analysis. The research results indicated that perceived enjoyment significantly affects the attitude toward using Facebook. On the other hand, in contrast to previous studies of the TAM model in social network websites, perceived usefulness and perceived ease of use may have no significant effects on the attitude of using Facebook between various groups of users (Sex, Age, Experience, Time spent). Perceived enjoyment is the critical factor that affects user’s attitude of using Facebook. The Attitude of using Facebook significantly influenced a user’s intention to continue to use Facebook. Multiple-group analysis shows that ‘perceived usefulness’ and ‘perceived ease-of-use’ may not significantly influence their attitude of Facebook. Two types of Facebook groups, male users and long usage time users, highly confirmed all factors in the TAM model. Perceived usefulness confirms males, young population (greater than 25 years old), and heavy Facebook usage users. Perceived ease-of-use confirms males, young people (under 25 years old) and experienced Facebook users. Therefore, we suggest the development team of Facebook can improve their user interface to be more friendly and continuous provide enjoyable and funny content for user.

Keywords: technology acceptance model (TAM), Facebook, social network