

A Study on Leisure Activities of Elementary School Students : A Case of Facebook

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Abstract

A Study on Leisure Activities of Elementary School Students : A Case of Facebook . This study is to explore the elementary school student's FaceBook browse habit. We also try to discover the related factors influencing the student's behavior intention. The study conducts a questionnaire survey on the fourth, fifth and sixth grades at an elementary school in metropolitan areas. We employ paper survey method to collect questionnaire survey. The number of valid questionnaires are 314. This study was using Technology Acceptance Model to explore the user's perception of value. The results find perceived usefulness and perceived ease of use show a significant positive correlation to behavioral intention.

Keywords: perceived usefulness, perceived ease of use, Technology Acceptance Model, FaceBook

