

Association for Information Systems AIS Electronic Library (AISeL)

AMCIS 2012 Proceedings

Proceedings

Exploring users' behavioral model in Web 2.0 applications - The moderating effects of hedonic versus utilitarian motivations

Nai-Ching Yeh

*Department of Information Management+xml, National Taiwan University of Science and Technology, Taipei,,
cherish.yeh@msa.hinet.net*

Judy Lin

Department of Computer Science and Information Management, Soochow University, Taipei,, jclin@csim.scu.edu.tw

Hsi-Peng Lu

*Department of Information Management+xml, National Taiwan University of Science and Technology, Taipei,,
hsipeng@cs.ntust.edu.tw*

Follow this and additional works at: <http://aisel.aisnet.org/amcis2012>

Recommended Citation

Yeh, Nai-Ching; Lin, Judy; and Lu, Hsi-Peng, "Exploring users' behavioral model in Web 2.0 applications - The moderating effects of hedonic versus utilitarian motivations" (2012). *AMCIS 2012 Proceedings*. 3.
<http://aisel.aisnet.org/amcis2012/proceedings/Posters/3>

This material is brought to you by the Americas Conference on Information Systems (AMCIS) at AIS Electronic Library (AISeL). It has been accepted for inclusion in AMCIS 2012 Proceedings by an authorized administrator of AIS Electronic Library (AISeL). For more information, please contact elibrary@aisnet.org.

Exploring users' behavioral model in Web 2.0 applications - The moderating effects of hedonic versus utilitarian motivations

Nai-Ching Yeh

Department of Information Management
National Taiwan University of Science and
Technology
Taipei, Taiwan, R.O.C.
EMAIL: cherish.yeh@msa.hinet.net

Judy Chuan-Chuan Lin Ph.D. *

Department of Computer Science and Information
Management
Soochow University
Taipei, Taiwan, R.O.C.
EMAIL: jclin@csim.scu.edu.tw

Hsi-Peng Lu Ph.D.

Department of Information Management
National Taiwan University of Science and Technology
Taipei, Taiwan, R.O.C.
EMAIL: hsipeng@cs.ntust.edu.tw

ABSTRACT

The Web 2.0 trend has enhanced the overwhelming demand for more pervasive human space in online social interaction. Therefore, it is imperative for the practitioners of Web 2.0 websites to understand users' motivations to participate and develop specific services to stimulate a long-term usage. This study has proposed a research model that explores the factors affecting users' intentions to use Web 2.0 applications. In addition, user's usage motivations (i.e. hedonic versus utilitarian) are also compared. The results revealed that users' intentions to use Web 2.0 applications is influenced by usefulness, ease of use, enjoyment, and social presence. In addition, users' hedonic versus utilitarian motivations has the moderating influences on the research model.

Keywords

Social roles, Social presence, Interactivity quality, Web 2.0 applications.