수정된 원형/행동경향 모형을 통한
SNS이용자들의 상호작용성이 이용저하에
미치는 영향*

Effects of SNS Users' Perceived Interactivity on Using Reluctant Intention Using Modified Prototype/willingness Model

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Abstract

This study focused on causes of use reluctant intention because closed SNS was more active than open SNS was despite tremendous growth of SNS to have negative influence upon not only SNS contents suppliers but also marketing business using SNS.

The survey were conducted a total of 205 participants with adult over colleague student, 197 copies that excluded questionnaire with unfaithful answer were used in the analysis, and we used path analysis of

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structural equation modeling.

The results of modified path model showed that interactivity was influenced by value, and then affecting "trust → satisfaction → using reluctant intention" path and "satisfaction → using reluctant intention" path. These result reflected that interactivity have a double-edged sword and value is very important standard to make a positive of negative role of interactivity.

These results suggested that interactivity was found to have influence upon not only behavioral willingness that took actions depending upon either improvisation or situation but also behavioral intention path that thought and took actions in reasonable way. The interactivity had double-edged sword to help develop SNS and to produce negative results.

Key Words : SNS, Perceived Interactivity, Using Reluctant Intention, Modified Prototype/behavioral willingness Model

I. Introduction

The social networking sites(SNS) with the highest grow up rate and expansion among communication media recently grew up rapidly owing to development of Internet and mobile service. According to Yang & Kim(2013)\(^1\), in July 2012, number of Facebook subscribers accounted for 7.17 million persons and number of twitter users did 6.42 million persons, and in January 2013, about 30 million subscribers were found to make use of Kakao Talk that was native SNS. SNS that was information technology representing web 2.0 paradigm of opening, participation and communication can make out personal profile online to share various kinds of information and to present his or her own ideas and communicate with another person(Choi et al, 2013)\(^2\).

Cowen(2011)\(^3\) reported in his book "The Great Stagnation" that internet provides intellectual and/or emotional space free of charge to produce rich inner life of men that is like 'opened

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