User Selections on Social Network Applications

Authors : C. C. Liang

Abstract : MSN used to be the most popular application for communicating among social networks, but Facebook chat is now the most popular. Facebook and MSN have similar characteristics, including usefulness, ease-of-use, and a similar function, which is the exchanging of information with friends. Facebook outperforms MSN in both of these areas. However, the adoption of Facebook and abandonment of MSN have occurred for other reasons. Functions can be improved, but users’ willingness to use does not just depend on functionality. Flow status has been established to be crucial to users’ adoption of cyber applications and to affects users’ adoption of software applications. If users experience flow in using software application, they will enjoy using it frequently, and even change their preferred application from an old to this new one. However, no investigation has examined choice behavior related to switching from Facebook to MSN based on a consideration of flow experiences and functions. This investigation discusses the flow experiences and functions of social-networking applications. Flow experience is found to affect perceived ease of use and perceived usefulness; perceived ease of use influences information ex-change with friends, and perceived usefulness; information exchange influences perceived usefulness, but information exchange has no effect on flow experience.

Keywords : consumer behavior, social media, technology acceptance model, flow experience
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