



I. (SNS, Social Network Service)

e-mail 가 가 Google Yahoo, Naver, Daum

(Twitter) 가 가 (Oikolab) 가 2010 6 70 가 가 9 100 가 2010 12 210 가

(Social Media) 가 (SNS) (SNS) web 2.0

TV Wi-Fi

(open source)가 Web 2.0 2. (Social Media)

SNS(Social Network Service) 가 (connectivity) (interactivity)

SNS (Diffusion of Innovation) 가 (open source) 가 (prosumer) (Kotler, 2010).

(Rogers, 1995). 가 (Social Media) (Twitter) (YouTube)

Media) (Social Media) Kotler(2010) (Flickr) (Twitter), (You Tube), (Facebook) (Social Network) (cyworld) (metoday) (Wikipedia), (Craigslis)

SNS 가 3. (Technology of Readiness)

II.

1. (SNS, Social Network Service) 2000 가 Boyd and Ellison(2007) 가 Mick

and Fournier(1998) 8가 (Agarwal and Prasad, 1998).  
 Parasuraman(2000)  
 (TRI: Technology Readiness Index)

NTRS (National Technology  
 Readiness Survey) (Optimism),  
 (Innovativeness), (Discomfort),  
 (Insecurity) 가 3.3.  
 가

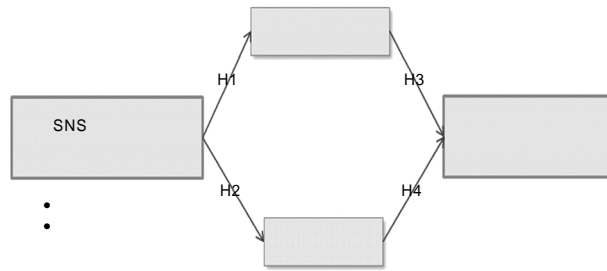
(drivers)  
 (inhibitors) (Parasuraman, 2000). (Parasuraman,  
 2000).

(NTRS) 가  
 Optimism 10 , Innovativeness 7 ,  
 Discomfort 10 36 가  
 Lam, Chiang and Parasuraman(2008)  
 Parasuraman (2000)  
 4 , 4 , 4 , 6  
 18

3.1. (Optimism) 3.4. (Insecurity)  
 가

(Parasuraman, 2000) 가 (Parasuraman, 2000)  
 (Hoffman,  
 Novak and Peralta, 1999).  
 (Bateson, 2000; Dabholkar, 1996) (Ram,  
 가 1987) 가  
 가  
 (Zeithaml and Gilly 2000). 가

4.  
 Hellevik and  
 3.2. (Innovativeness) Bjorkjund(1991)  
 가 가 “  
 (Parasuraman, 2000) . Katz(1957)



1.

web 2.0

가 2.0

가

( , 2005).  
15%  
68.9%

( , 2002).  
Lyons and Henderson(2005)

가  
1  
2. 가  
2.1. SNS

(Parasuraman, 2000). Rogers(1995)

8가

( , 2005).

SNS  
가 SNS

### III. 가

1.

가 SNS

web 1.0  
(Collective Intelligence)'  
(Levy, 1997) web 2.0  
가

web 2.0

SNS

가  
( , 2008)  
SNS  
가 web 2.0  
가

•가 1: SNS



1.

		가	가	4	Parasuraman(2000) Lam et al.(2008)
		가	가	4	
				4	
				6	
		SNS	가	4	
		SNS	가	3	
		가	가	10	Hellevik & Bjorklund(1991), Lyons & Henderson(2005)

(Exploratory Factor Analysis)  
(Confirmatory Factor Analysis)

가

. 500

400

382

가

, 56.5%,

Barron &

43.5%

10 가

Kenny(1986) 3

2.4%, 20 가 38.5%, 30 가 37.2%, 40 가

가

11.0%, 50 가 8.6%, 60 2.4%

3.

20.7%,

12.3%,

15.2%,

가 6.5%,

11.5%

H

82%,

18%

SNS(Social Network Service)

67% 가

.

25.9%,

2.1%

가 Web 2.0

4.2%

4.

가 SNS

가

가

2.

		1	2
	가	-0.209	0.823
		-0.351	0.741
		-0.028	0.878
		-0.358	0.811
		-0.671	0.529
		-0.420	0.790
		-0.593	0.547
		-0.437	0.753
		0.769	-0.379
		0.727	-0.263
		0.844	-0.361
	가	0.754	-0.307
		0.700	-0.433
		0.784	-0.465
		0.673	-0.473
	가	0.894	-0.319
		0.903	-0.201
		0.855	0.002
	Eigen Value	7.769	5.631
	% of Variance	43.160	31.284
		43.160	74.443

Cronbach's Alpha 가 0.9 가 , 가 .

2 . , 가 , ,

Lam et al.(2008) , , 가 가

4가 , 18 가 Amos 3

4 가

가 (Parasuraman, 2000) 가 GFI AGFI RMR 가

5. 가

가 Web 2.0 가 5.1.

가 , 가 SNS 가

가 1-1 가

4.1. (+) 가 가

3.

		estimate	Standard error	C.R.(t-value)		
	1	1.000			8	4
	3	0.840	0.046	18.092		
	4	1.054	0.054	19.585		
	2	1.086	0.059	18.315		
	<b>X<sup>2</sup></b>	<b>GFI</b>	<b>AGFI</b>	<b>RMR</b>	<b>CFI</b>	<b>NFI</b>
	10.2	0.988	0.939	0.024	0.991	0.989

4.

		estimate	Standard error	C.R.(t-value)		
	1	1.000			10	8
	2	0.821	0.049	16.870		
	3	1.458	0.061	23.788		
	4	1.028	0.054	19.168		
	2	1.380	0.062	22.137		
	4	1.806	0.070	25.938		
	5	1.631	0.067	24.299		
	6	1.276	0.073	17.551		
	<b>X<sup>2</sup></b>	<b>GFI</b>	<b>AGFI</b>	<b>RMR</b>	<b>CFI</b>	<b>NFI</b>
	151.7	0.912	0.841	0.055	0.959	0.953

1-1 , R<sup>2</sup> 0.587, P=0.000 가 (-)

SNS 가 1-1 . (R<sup>2</sup> =0.495) 가 2-2 .

(+)

5.3.

가

(-)

0.724 가 1-2 . “SNS 가 3 (+)  
가 1 (R<sup>2</sup>=0.724).”

5.4.

5.2.

가

SNS

가

가 2-1

가 4

(+)  
(R<sup>2</sup>=0.702).

가

(+)

가 2-1

6.

가

가 2-1 , R<sup>2</sup> 0.303 .

SNS

가  
가







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