

User Intention of Sharing Video Clips on Web 2.0 Social Network Websites

Eldon Y. Li

National Chengchi University

Shu-Hsun Chang

National Chengchi University

ABSTRACT

As the advance of Internet technology continues, various applications, services, and business models are emerging in the market. The online video sharing website is the hottest application nowadays; thus it is important to understand the key factors influencing user's behavior on these websites. In this chapter, we propose a conceptual model which is based on the integrated model of user satisfaction and technology acceptance developed by Wixom and Todd (2005). To comprehend the user's behavior intention toward using the website, we also added the potential factors about community which influence user's behavior on video sharing websites. The results indicate that community satisfaction, content satisfaction, and system satisfaction all have significant positive impact on usefulness and ease of use, and that community satisfaction has a much higher impact than the other two types of satisfaction. This finding reveals an important attribute of video sharing websites, namely, the users of the website care most about the entire website community, indeed, reliable system operations and useful, interactive content are two factors influencing the community satisfaction. For designers who want to set up a video sharing website, this research provides more comprehensive information on how to invest the limited resources on the critical variables in order to maximize the service value.

INTRODUCTION

Since the advent of Internet technology, various applications, services, and business models have been introduced. Tim O'Reilly (2004) and Paul Graham (2005) introduced the concept of Web 2.0 to describe this kind of phenomenon, showing that Internet service has entered a new era. Among different services related to Web 2.0, video sharing is the most important application nowadays. According to YouTube.com (2012), there are 72 hours of video uploaded to YouTube every minute and over 3 billion hours of video are watched each month on its website. The company website boasts over 800 million unique users visiting YouTube each month and there were more than 1 trillion views in 2011.

Despite the intensive competition across different websites, web-based video sharing is still emerging and developing. There are no fixed rules in terms of website design, video content and marketing methods. Given that, this research attempts to understand Web 2.0 online video sharing websites and the behavioral intention of users to discover the principles for designing Web 2.0 websites as well as factors affecting user behaviors. Based on the above motives, there are two research objectives of this study:

- (1) To identify the key factors that might influence the quality of Web 2.0 video sharing websites. Each website with its different market share in the Web2.0 video sharing market provides particular services and value to its users. However, there are also some common factors for these websites such as system stability and content richness. This study attempts to find out key factors that influence the quality of various video sharing websites.
- (2) To understand the user attitude and intention to use Web 2.0 video sharing websites. Each of the numerous users of Web 2.0 websites has his or her individual attitude and reasons to accept the video sharing websites. There are likely some common factors affecting the user's

acceptance and intentions toward video sharing websites. This study expects to find out the factors that influence users' attitudes and behavioral intentions regarding using Web 2.0 video sharing websites.

Different from the website environment of Web 1.0, the user environment of Web 2.0 enhances the user intention to browse websites according to its key features. Therefore, this study adopts the technology acceptance model (TAM) and proposes a holistic integrated model combining the original TAM with website quality and satisfaction. Also, related concepts of Web 2.0 were added to the research model to further understand behavioral intention of Web2.0 users. Furthermore, for video sharing website owners, this study provides the principles for investing limited resources on critical variables to maximize service value.

LITERATURE REVIEW

Features of Web 2.0

The concept of Web 2.0 began in a brainstorming session between Dale Dougherty, web pioneer and VP of O'Reilly, and Craig Cline of Media Live International in the 2004 O'Reilly Media Conference. Back then, they explained this term in several instances but failed to define it clearly. Web 2.0 is defined by John Musser and Tim O'Reilly (2006) as follows:

“Web 2.0 is a set of economic, social, and technology trends that collectively form the basis for the next generation of the Internet—a more mature, distinctive medium characterized by user participation, openness, and network effects.”

Such a web-oriented application enables users to play the roles of commentators and/or content providers. The former refers to participants in the group/community discussion board who usually give individual opinions on some issues in the websites. The latter refers to users who provide their photo, blogs, and video/audio clips sharing in their personal profile in the websites. For example, thousands of videos are uploaded to YouTube every day, exerting a new web-based phenomenon.

A web-based community refers to a platform by which users can provide useful advice to solve other's issues by sharing their knowledge and expertise (Constant et al., 1996; Galegher et al. 1998; Lakhani & von Hippel, 2003). In other words, users can conduct a series of community-based interactions addressing the issue brought about by a user message. According to a report from Institute for Information Industry (2006) in Taiwan, Web 2.0 services are characterized by 4C also known as Content, Community, Consumer experience, and Cross-service integration. See Table 1.

Table 1: The 4C of Web 2.0

Dimension	Characteristics
Content	Since Web 2.0 stresses user-participation and user-contributed value, users are both content readers and providers; that is, services values are enhanced via user-generated contents.
Community	Community in the Web 2.0 website expands its social network through resources shared by users. Users strengthen the stickiness to websites through interpersonal connections and resource sharing via the Internet in terms of their respective attributes (e.g., jobs, ages, and interests).
Consumer Experience	A well-designed user interface brings a positive user experience; good user experience would lead to continuous intention of using the websites.
Cross-Service Integration	Application programming interfaces are available via Web 2.0 environment; users can use this interface to create mashup or remade new services as well as embed service effortlessly.

Source: Institute for Information Industry, Taiwan (2006)

Among the 4C, content and community have been used to assess the quality of the video sharing

platform whereas the applications of the other two elements are lacking so far. Thus, both content and community were applied to the conceptual model of this research.

Information System Success Model

DeLone and McLean (1992) proposed an information systems (IS) success model as a framework for conceptualizing and operationalizing IS success. They described two quality factors in their framework, namely, information quality and system quality. An additional factor, service quality, was included in the updated model (DeLone & McLean, 2003). This was because the changing nature of IS function in which service quality has becoming ever important when evaluating information system success. Another modification was replacing individual impact and organization impact with an aggregate measure of impacts, called “net benefit.” Therefore, the updated model can assess the benefit at any level of analysis. In the updated model, they suggest that a high-quality system will result in higher degree of satisfaction, system use, and net benefit. They further suggest that the updated model can be adapted to measure the success of the new Internet websites.

Since DeLone and McLean proposed the IS success model, it has been applied to various IS researches (Seddon & Kiew, 1994; Goodhue & Thompson, 1995; Igarria & Tan, 1997; Rai et al., 2002). Based on the model, this study adapted service quality and information quality with community quality and content quality for the context of online video sharing systems. The concept of community is an essential function in online video sharing websites, representing a kind of service application. Furthermore, content quality transcends information quality as a quality factor; it reflects the media richness of online video sharing websites.

Measuring the Quality of Video Sharing Website

This study attempts to assess the quality of video sharing websites by using the community quality, content quality, and system quality factors. The review of these factors follows.

Community Quality

A review of the related literature suggests that the quality of community be assessed from 4 dimensions: mass size, community diversification, service diversification, and interactivity.

- (1) Mass size — A considerable number of members is a basic element to a community. According to the theory of critical mass by Oliver and Marwell (2001), the mass would not perform a social tendency unless the number of community members exceeds the threshold. From the innovation diffusion theory by Rogers and Allbritton (1995), the critical mass refers to the minimum number of users required for innovation to diffuse via interaction. Consequently, prolific user interactions demand a certain number of community members as a fundamental requirement; then users can be satisfied during the process of interaction with others. In other words, a user cannot share anything when he is essentially alone in a virtual community with few acquaintances with whom to share.
- (2) Diversification of community — Community diversification refers to communities consisting of website users in terms of specific attributes and categories. Generally, such communities are classified pursuant to geographic features, interests and occupations. According to Lin (2001), social, informative, trading and experience are four common values that virtual community members expect to obtain/exchange through participating in such a community. Regarding websites, communities with different attributes and categories represent personalized optimal value portfolios. As a result, a website with diversification to some extent might fulfill personalized optimal value portfolios, leading to high community satisfaction.
- (3) Diversification of service type — Diversification of service type refers to the service categories available to community members in many ways. Generally, diversified information and values are exchanged via distinct services such as message boards, blogs, albums, videos, votes, labels and private letters. Given that, diversified service might stimulate community users to interact with each other according to their preferences, leading to higher user satisfaction toward the community.
- (4) Interactivity — Reid (1995) identified a virtual community as a cyberspace where a user communicates with others via imagination and creativity. Indeed, users also can be delighted

with positive feelings during their social interactivities, hereby obtaining satisfaction toward the community. Thus, the higher interactivity across community members might lead to the greater user satisfaction.

Content Quality

Based on the related literature, there are 5 dimensions of content quality to consider, including resolution, entertainment, education, quantity, and diversification. These dimensions are discussed as follows.

Resolution — The quality of format has been regarded as an essential factor to assess content quality of a system (Seddon & Kiew, 1994). In the context of our study, there are different formats used to record the video, such as audio video interleaved (avi) and moving picture experts group (mpeg). Each type of video has its respective resolution. High resolution video can show greater detail and improve the presentation. Therefore, in this study, resolution is regarded as an important factor.

Entertainment — According to Kao (2007), the top two categories for most-viewed films are entertainment and fun videos, indicating that entertainment is important on its own and should be an essential factor.

Education — In addition to entertainment, many users search the videos mainly for watching the demonstration or instructional movies on subjects such as cooking, dancing, and make-up, etc. Chen (2008) indicated that education affects the user's attitude regarding Web 2.0 video sharing websites since many viewers expect to learn useful skills like dancing, cooking and music via watching video clips.

Quantity — The main purpose of a Web 2.0 viewer is to watch video clips on the website, so the quantity of available clips to viewers becomes a determinant to both initial visit and continuous usage. In other words, users may step back if they cannot find their desired films on the website. Lee et al. (2002) showed that a proper quantity of information is an important factor to assess content quality.

Diversification — Liu and Arnett (2000) identified flexible and customized information presentation and product/service differentiation as key factors to assess content quality. In the context of video sharing websites, users usually demand diverse types of video clips according to different purposes, interests, contexts, and communities. Greater content diversification could attract and satisfy a wide variety of users.

System Quality

According to the literature, we adapted five related factors to the video sharing websites context and developed the factors to form system quality, namely download/upload speed, search accuracy, human-computer interface design, privacy, and upload space.

- (1) **Download/upload speed** — Download/upload time means the speed with which content is transferred up or down from the Internet. Normally, users may be turned off if they need to wait for a long time to download or upload videos, leading to user dissatisfaction.
- (2) **Search accuracy** — A good search mechanism can rapidly and accurately respond to user requirements and make the surfing experience more fulfilling (Koufaris, 2002), especially when there are voluminous videos provided by the website. Correctly offering what users want is an essential factor of system quality.
- (3) **Human-computer interface design** — Human-computer interface design is adapted from the user-based design construct of Zviran et al. (2006). When users access websites, they expect to effectively and easily navigate the sites and accomplish their tasks. A good human-computer interface design renders improved ease of use and coordination between user and computer, leading to higher system satisfaction.
- (4) **Privacy** — Generally, a community-based video sharing website will make individual videos available to users with different access authorization. Users may request that some personal videos be accessible only by authorized users, rather than general public. Failure to ensure privacy and authorization control could cause a legal litigation and result in system dissatisfaction.
- (5) **Upload space** — The size of storage a user may store their uploaded video files is usually limited. Some video file may be too large to store, high-definition video in particular. Many

websites limit the size of a single file or the total storage for a single user uploading videos. Small storage capacity for uploaded files would cause an upload to fail, influencing the perception of system quality.

Technology Acceptance Model (TAM)

Technology acceptance model (TAM) proposed by Davis (1989) is based on the theory of reasoned action (TRA) (Fishbein & Ajzen, 1975). In TRA, there are 4 stages of process: belief, attitude, intention, and behavior. The theory prescribes 2 general constructs influencing behavioral intention (BI): behavioral attitude (BA) and subjective norm (SN). A person's behavioral intention depends on the person's attitude toward the behavior and subjective norm ($BI = BA + SN$).

To improve the TRA, Ajzen (1991) developed the theory of planned behavior (TPB) by adding the construct of perceived behavior control (PBC). They postulated the factor of PBC being affected by perceived facilitation and perceived control beliefs. The former refers to the resources available to performance a behavior and the latter refer to an individual's subjective determination thereto (Bandura, 1982). Because of low influential power, theoretical uncertainty, and challenges for psychological measurement, Davis et al. (1989) abandoned the use of subjective norm and proposed technology acceptance model (TAM). The model contains two constructs, namely usefulness and ease of use, that affect the attitude to use technology and further determine behavioral intention. Behavioral intention, in turn, affects usage behavior.

Since its introduction, the TAM has been applied to integrate different theories for the explanation and exploration of various phenomena in the IS field. For example, Wixom and Todd (2005) developed an integrated model by integrating satisfaction theory with TAM; this model is also used to predict the IS usage. According to their research model, IS quality (content and system quality) represented object-based beliefs and user satisfaction referred to object-based attitude determined by IS quality. Increased user satisfaction leads to greater behavioral beliefs and behavioral attitude, where the behavioral beliefs correspond to the TAM's concepts of usefulness and ease of use.

An integrated model of satisfaction and TAM illustrates how user attitude impacts behavioral intention. It also shows how usefulness and ease of use influence user attitudes toward the IS. Furthermore, quality constructs such as reliability, flexibility, integration, accessibility, timeliness, etc., act as the antecedents which affect user satisfaction.

In accordance with Benbasat and Barki (2007), the TAM-related studies shall focus on antecedents and consequences of usefulness; thereupon, we employ an expanded TAM by integrating the theoretical model of Wixom and Todd (2005) in association with satisfaction to explain user behavior of using Web 2.0 video sharing websites. The research model of measuring satisfaction corresponds to the purpose of this research, that is, to find out key factors affecting user behavioral intention. Our methodology is in the following chapter.

Research Model and Constructs

We aim to identify the factors affecting user intention towards Web 2.0 video sharing websites. Based on the literature review in the previous section, the key factors concerned are community, content and system quality. Meanwhile, the integrated model consisting of user satisfaction and TAM proposed by Wixom and Todd (2005) serves as the conceptual model for this study (see Figure 1).

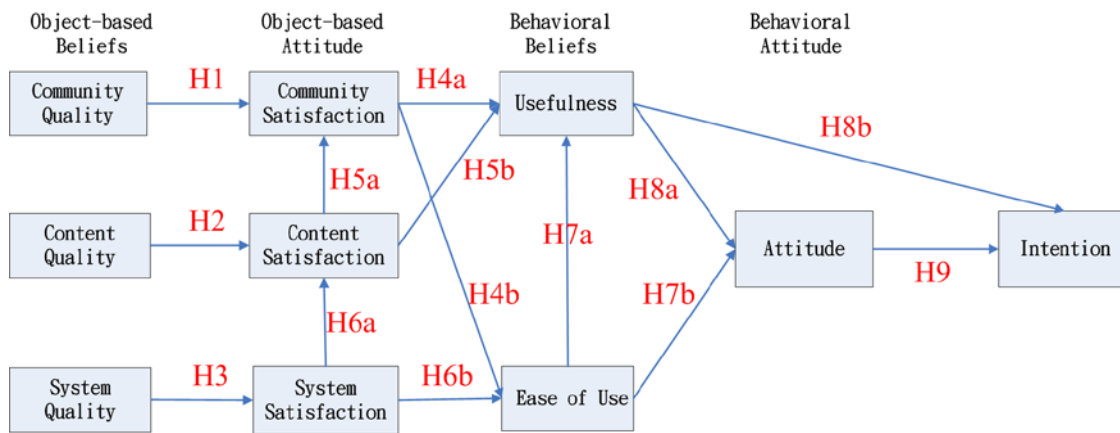


Figure 1: Research Model

Object-based beliefs covering community, content and system quality refer to user beliefs regarding video sharing websites. Object-based attitude includes community, content and system satisfaction, and refers to user attitudes toward video sharing websites. Behavioral beliefs are comprised of usefulness and ease of use, and refer to user post-use beliefs. Behavioral attitude refers to user post-use attitudes. The operationalization of each construct is defined in Table 2.

Table 2: Operational Definitions of Variables

Construct	Definition
Community quality	Community quality is concerned with such issues as mass number, community diversification, diversification of service type, and interactivity among users in the video sharing websites.
Content quality	Content quality is concerned with such issues as resolution, entertainment, education, quantity, and diversification content accessible from the video sharing websites.
System quality	System quality is concerned with downloading and uploading speed, accurate search, human machine interface design, privacy and upload space provided by websites.
Community satisfaction	Community satisfaction is defined as a subjective judgment of the community setting up in the video sharing websites which meets user social needs.
Content satisfaction	Content satisfaction is defined as a subjective judgment of the content provided by the video sharing websites.
System satisfaction	System quality is defined as a subjective judgment of the operational functions provided by website system.
Usefulness	The degree to which the user believes that using the video sharing websites has improved his or her productivity of watching videos.
Ease of use	The degree to which the user believes that using the video sharing websites is easy and definite.
Attitude	Attitude is defined as the feelings of favorableness towards using the video sharing websites.
Intention	Intention is defined as the intent of using or recommending to others about the video sharing websites in the future.

Hypothesis Development

In this research, we follow Wixom and Todd's (2005) model and regard three quality-related constructs

(community quality, content quality, and system quality) as antecedents of satisfaction. The justification is presented as follows.

Community Quality

Service providers should not only furnish the services that fulfill demands of customers but also satisfy the needs of spiritual support and social interactions. These services also can effectively promote customer participation in the meantime. In a community of Web 2.0 website, participants can have opportunities for social interactions. They can attend the social activities in the communities. When users have higher levels of interaction with others in the community, they realize their commitment to the community and have the intent to share their opinions and resources with other participants. Furthermore, the greater level of socialization among participants, the more they understand the prescribed roles they play in the community; the congruence between the expected and actual roles lead to more satisfaction (Parasuraman et al., 1988).

A web-based community is an excellent medium to fulfill the demand of socialization. Service providers can set up a variety of communities to spark interests in participation of users. In other words, users can be enticed to surf the communities in the website and interact with others to satisfy their need for social interaction and spiritual communication. A good community with sound services available to users would lead to positive community satisfaction; that is, the higher the community service quality, the greater user satisfaction toward web-based communities. Hence, the postulation follows.

H1. Community quality has a positive effect on community satisfaction in video sharing websites.

Content Quality

Content quality adapted from the DeLone and McLean's IS success model (1992, 2003) was used to measure the quality of information content. Here, we applied it to evaluate the content quality of Web 2.0 video sharing websites. Normally, users can view various films with they want and obtain content satisfaction. For example, users may intend to view a specific video from a website and watch the related clips as well. A site with good content quality may have abundant videos, fulfilling user requirements and expectations, thus, leading to user satisfaction. Related studies also indicated similar evidence (Rai et al., 2002; Wang, 2008; Cheung & Lee, 2008; Petter & McLean, 2009). Hence, we propose that higher content quality may lead to greater content satisfaction for the user. Hence is the hypothesis:

H2. Content quality has a positive effect on content satisfaction in video sharing websites.

System Quality

System quality is also a key attribute in the model of DeLone and McLean (1992, 2003). System quality is related to download speed or the search mechanism. For example, a fast download speed allows users to watch on line videos expeditiously. A satisfying search mechanism can accurately find the content corresponding to user requirements. A high level of system quality can supply users with more convenient and faster responses. Several studies have shown that good system quality can result in greater user satisfaction (Rai et al., 2002; Wang, 2008; Cheung & Lee, 2008; Petter & McLean, 2009). Hence is the hypothesis:

H3. System quality has a positive effect on system satisfaction in video sharing websites.

User Satisfaction and Behavioral Beliefs

According to Wixom and Todd (2005), object-based attitudes will affect behavioral beliefs. Thus, in our research model, the community, content, and system satisfaction are regarded as the external variables shaping behavioral beliefs (usefulness and ease of use) respectively. That is, the degree of satisfaction would serve as the determinant of beliefs about the outcome of using the systems (Ajzen & Fishbein, 1980). The related hypotheses are postulated as follows.

A web-based community offers its users a useful medium for social interaction. Most users of video sharing websites expect to interact with others and find desirable video clips. A high degree of community satisfaction indicates the users have positive interactions with others or the diverse services provided by the community have fulfilled the demands of the users, leading to an increase in the perception of usefulness. Thus, we propose the following hypothesis:

H4a. Community satisfaction has a positive effect on usefulness in video sharing websites.

Community satisfaction is an overall consequence of user's interaction with the community members through the website. For example, one may find a group of members who have the same interest by using the community-based functions of the website. A user may effectively communicate with others via sharing video clips online at a lower cost in time and money as compared to other means (e.g., e-mail the video file to others). Hence, we postulate that high community satisfaction results in increasing the perception of ease of use.

H4b. Community satisfaction has a positive effect on ease of use in video sharing websites.

According to our research model, the degree of content satisfaction is likely to affect the degree of community satisfaction. Users with high content satisfaction might be the result of the diversification of video clips or abundant comments from other viewers. It is very likely that content satisfaction will stimulate members to share their own opinions, leading to more social interactions and higher community satisfaction. Thus, users who have higher content satisfaction tend to have higher community satisfaction. Hence is the hypothesis:

H5a. Content satisfaction has a positive effect on community satisfaction in video sharing websites.

According to Wixom and Todd (2005), improved content quality via increasingly informative contents may result in greater content satisfaction. This outcome may further help users realize the perception of usefulness. A user's usefulness of a video sharing website may increase because the content fulfills the personal demands. For example, one user may be eager to obtain knowledge for specific issues by viewing particular videos, while another may acquire pleasures by viewing funny videos if he or she just wants to relax after work. Hence is the hypothesis:

H5b. Content satisfaction has a positive effect on usefulness in video sharing websites.

In general, high system quality might be attributed to improved human-machine interface design or search precision. Well-designed human-machine interfaces enable informative content to be presented in a simple and clear manner, promoting content satisfaction. Likewise, a user could find needed information in a rapid and accurate way via the search mechanism provided by the system, leading to high content satisfaction. Thus, the degree of system satisfaction is likely to influence the degree of content satisfaction. Hence is the hypothesis.

H6a. System satisfaction has a positive effect on content satisfaction in video sharing websites.

System satisfaction reflects the degree of which the user likes and interacts with the system (Wixom & Todd, 2005). High system satisfaction may indicate that the user likes the system and is willing to interact more with the system. For example, high system satisfaction might result from excellent human-machine interface design that enables a user to use the website in a simple and effortless manner. Also, ease of use might be ascertained via the rapid download speed which allows the user to save time and effort. By using such a system, a user is likely to discover that the system is easy to use. Thus, we posited the following hypothesis:

H6b. System satisfaction has a positive effect on ease of use in video sharing websites.

Original Hypotheses in TAM

According to TAM (Davis, 1989), ease of use and usefulness might impact user attitudes toward using the system. It reflects that users have perceptions of favorableness towards using the system since they received the useful information and positive experience in using video sharing websites. Further, other relationships were illustrated from Davis et al. (1989). They concluded that attitude toward usage and usefulness impact behavioral intention, and ease of use impacts usefulness. Since the related hypotheses in this model have been widely tested by previous technology acceptance behavioral studies in various contexts (Venkatech & Bala, 2008; Taylor & Todd, 1995; Ahn et al., 2007; Moon & Kim, 2001), we postulate the same hypotheses below.

H7a. Ease of use has a positive effect on usefulness in video sharing websites.

- H7b. Ease of use has a positive effect on attitude in video sharing websites.**
- H8a. Usefulness has a positive effect on attitude in video sharing websites.**
- H8b. Usefulness has a positive effect on intention in video sharing websites.**
- H9. Attitude has a positive effect on intention in video sharing websites.**

METHOD AND RESULTS

Demographics

This study conducted a web-based survey on experienced users from video sharing website. Compared to a traditional mail-based questionnaire, the online version has several advantages: (1) the sample is not restricted to a single geographical area, (2) lower cost, and (3) shorter time frame (Tan & Teo, 2000). The questionnaire included three parts. In the first part, respondents were asked to answer the questions regarding personal profile, including gender, education, age, and experience of Web usage. The questions in the second part are about the habits of using the video sharing websites, e.g., the number of times they used video sharing websites per week, the length of time they used the site per week, etc. The last part of the questionnaire was related to the measurement of our research constructs.

To avoid invalid responses, the online system checked to make sure all items in the questionnaire are filled out by each respondent before the responses are stored into the database. Moreover, in order to promote the response rate, the opening instructions informed the respondent that five gift certificates would be awarded to respondents randomly chosen from the complete questionnaires.

The invitation messages were sent to 1,000 members randomly chosen from several video sharing websites in Taiwan. After three weeks, 280 members replied to our questionnaire and 220 of the responses were validated. According to the validated sample, the proportions of male and female were 39.5% and 60.5%, respectively. When it comes to the experience with the Web, 92.1% of respondents had more than five years and 6.8% had 3.5 years. Regarding the experience with video sharing website usage, 36.3% of respondents were using such websites more than 20 minutes per day, 48.6% used the websites for 40 to 60 minutes, and 15.0% exceeded one hour. The majority of users were female within the ages of 18-25; this is consistent with the structure of a survey sample reported in a behavioral survey on online video entertainment population conducted by Institute for Information Industry (2006).

Assessment of Measurement Model

According to Hair et al. (2000), the value of the composite reliability (CR) of a construct should exceed 0.7, representing the acceptable level of the overall reliability in a heterogeneous data collection. Table 3 shows that the values of all reflective constructs in our model exceeded 0.7, ranged from 0.86 to 0.97.

As for validity of each construct, a confirmatory factor analysis (CFA) was applied. The convergent validity is tested by examining the value of factor loading. In accordance with Fornell and Bookstein (1982), the value of factor loading should exceed 0.5 for good convergent validity. The discriminant validity might be tested by the square root of an average variance extracted (AVE) exceeding the coefficient between two constructs (Fornell & Larcker, 1981) as shown in Table 4.

With regard to formative constructs, the weight of each item in a construct surpassed the recommended level suggested by Chin et al. (2003). Tables 3, 4 and 5 showed that both formative and reflective constructs were robust related to convergent and discriminate validity of the instruments in our study.

Table 3: Assessment of Reliability and Convergent Validity of Reflective Constructs

Construct	Items	Loading	CR	AVE	SE	t
CMS	The functions provided from video sharing website satisfied my social needs.	0.87	0.86	0.76	0.021	41.94
	Overall, I am satisfied with the functions about communities from the video sharing website.	0.87			0.020	44.20
COS	The information I got from video sharing website satisfied my needs.	0.93	0.93	0.88	0.011	82.43
	Overall, I am satisfied with the video clips provided from the video sharing website.	0.94			0.011	82.94
SYS	The design of video sharing website satisfied my needs.	0.95	0.95	0.91	0.009	108.2
	Overall, I am satisfied with the design of the video sharing website.	0.95			0.008	122.9
USF	The content provided from video sharing website is what I want	0.90	0.90	0.82	0.020	45.60
	Overall, I think the video sharing website is useful to me.	0.91			0.013	68.15
EOU	It is easy to use the video sharing website.	0.97	0.97	0.95	0.006	151.1
	The website is simple to use	0.97			0.006	173.3
ATT	Overall, I like to use the video sharing website.	0.59	0.95	0.90	0.008	118.8
	I would get the positive feeling about this video sharing website.	0.90			0.010	94.39
INT	I will keep use this video sharing website in the future.	0.59	0.92	0.79	0.009	94.88
	Despite other similar websites, I will use this video sharing website rather than others.	0.59			0.015	60.31
	I will recommend others to use this video sharing website.	0.90			0.016	55.53

Note:

CMS = community satisfaction; COS = content satisfaction; SYS = system satisfaction; USF = usefulness; EOU = ease of use; ATT = attitude; INT = intention

Table 4: Assessment of Discriminate Validity

Construct	CMS	COS	SYS	USF	EOU	ATT	INT
CMS	0.87						
COS	0.70	0.94					
SYS	0.41	0.49	0.95				
USF	0.63	0.62	0.52	0.91			
EOU	0.64	0.55	0.42	0.77	0.97		
ATT	0.69	0.56	0.48	0.73	0.73	0.95	
INT	0.78	0.57	0.44	0.73	0.72	0.83	0.89

Note:

1. CMS = community satisfaction, COS = content satisfaction, SYS = system satisfaction, USF = usefulness, EOU = ease of use, ATT = attitude, INT = intention
2. The square root of an AVE serves as a diagonal entry where a correlation coefficient is beneath it.

Table 5: Assessment of Formative Constructs

Item	Contents	Weight	SE	t	
Community quality (CMQ)	Mass number	There are mass members in the video sharing website.	0.25	0.027	9.36**
		There are mass users in the video sharing website.	0.21	0.012	17.73**
	Diversification of community	The video sharing website provided completed types of virtual communities.	0.11	0.021	5.18**
		The video sharing website provided a variety of virtual communities.	0.20	0.017	11.66**
	Diversification of service type	The video sharing website provided full of community functions	0.21	0.012	17.73**
		The video sharing website provided various community services	0.10	0.028	3.55**
	Interactivity	You can interact with others in the video sharing website.	0.31	0.030	10.19**
		You can build friendship with others in the video sharing website.	0.13	0.037	3.42**
Content quality (COQ)	Resolution	The resolution of video ships is satisfied.	0.11	0.021	5.14**
		The video sharing website provided high quality of videos.	0.09	0.015	5.64**
	Entertainment	Funny films are available in the video sharing website.	0.17	0.015	11.42**
		I am pleased by viewing films in the video sharing website.	0.18	0.012	14.98**
	Education	Films provided from the video sharing website are educational	0.14	0.024	5.74**
		Films provided from the video sharing website fulfills my demands for learning	0.08	0.029	2.68**
	Quantity	There are a great number of videos in the video sharing website.	0.22	0.016	13.42**
		The video number is unsatisfactory. (reverse)	0.13	0.028	4.54**
	Diversification	The video categories are abundant in the video sharing website.	0.23	0.022	10.47**
		The video categories are complete in the video sharing website.	0.24	0.024	10.06**
	Download/upload speed	It is not need to take lots of time to download the videos.	0.13	0.020	6.46**
		There were delay or lag problems when watching the films.	0.05	0.020	2.57**
It is easy to find what I want by using the searching functions.		0.17	0.017	10.24**	
Tags the categories in the video sharing website help me to find videos in need.		0.12	0.018	7.11**	
Computer-user interface design	The video sharing website displays visually pleasing design.	0.16	0.034	4.85**	
	Overall, the video sharing website provided good user-interface design.	0.19	0.012	15.57**	
Privacy	The video sharing website can protect personal profile from leaking out.	0.11	0.02	5.46**	
	The video sharing website provided the authority control for private clips.	0.12	0.020	6.01**	
	I feel safe to use the video sharing website.	0.18	0.017	10.48**	
Upload space	The video sharing website provided sufficient capacity for single clip upload	0.15	0.031	4.91**	
	The video sharing website provided sufficient capacity for upload all of my clips	0.21	0.023	9.36**	

** P < 0.01

Assessment of Structural Model

This study conducted a partial least square (PLS) to test the structural model. A linear structural relation model (LISREL) demands a large sampling size, whereas a partial least square (PLS) analysis is free of the limitation of variable patterns and sampling sizes but requires a good ability to predict and explain (Anderson & Gerbing, 1988), so the latter is adopted for a total of 10 constructs with 44 items. Also, through the Kolmogorov-Smirnov test which demonstrated the non-normal distribution ($p < 0.001$) of our data, PLS is adequate to this study (Chin et al., 2003).

After ascertaining the validity, we conducted the structural assessment using PLS (Figure 2) in which outcomes were shown by path coefficients and R-squared values; the former represents the affected levels of respective constructs and the latter indicates the variance of dependent variables explained by the independent ones.

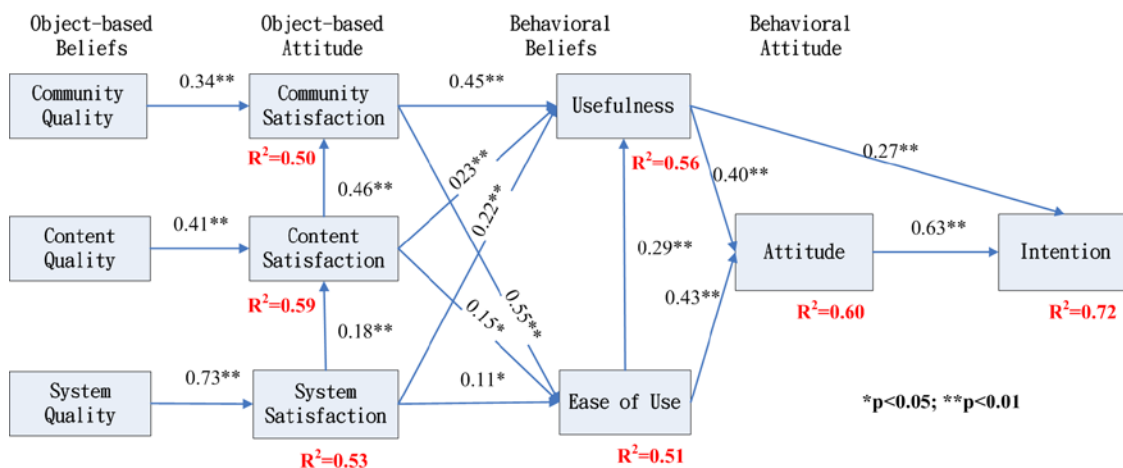


Figure 2: Results of PLS Analysis

Table 6 shows the analysis results supporting all hypotheses from H1 to H9. As for quality-related constructs (H1-H3), system quality has the highest impact on satisfaction, followed by content quality and community quality. However, satisfaction-related constructs are in reversed order affecting ease of use and usefulness constructs. Usually, a video sharing website is comprised of content generated by users and/or communities instead of by webmasters. As a result, a video sharing website having rich content and reliable system but few users and passive communities would not be sustainable, causing low community satisfaction. Thus, community satisfaction having the most significant impact on ease of use and usefulness conforms to expectation.

To sum up, the explanatory power based on R-square value of the three satisfactions was 56% on construct of usefulness, but only 51% on ease of use. In addition, the R-squared value of use intention reached 0.72 showing a considerable explanatory power from attitude and usefulness and conforming to previous studies (Davis, 1989; Davis et al., 1992). This evidences that the model developed in this study can properly explain the intention of using video sharing websites.

Table 6: Results of Hypothesis Testing

Hypothesis	Content	β	Significant
H1	Community quality has a positive effect on community satisfaction in video sharing websites.	$\beta = 0.34$ ($p < 0.01$)	YES
H2	Content quality has a positive effect on content satisfaction in video sharing websites.	$\beta = 0.41$ (< 0.01)	YES
H3	System quality has a positive effect on system satisfaction in video sharing websites.	$\beta = 0.73$ ($p < 0.01$)	YES

H4a	Community satisfaction has a positive effect on usefulness in video sharing websites.	$\beta=0.19$ ($p<0.05$)	YES
H4b	Community satisfaction has a positive effect on ease of use in video sharing websites.	$\beta=0.63$ ($p<0.01$)	YES
H5a	Content satisfaction has a positive effect on community satisfaction in video sharing websites.	$\beta=0.46$ ($p<0.01$)	YES
H5b	Content satisfaction has a positive effect on usefulness in video sharing websites.	$\beta=0.20$ ($p<0.05$)	YES
H6a	System satisfaction has a positive effect on content satisfaction in video sharing websites.	$\beta=0.18$ ($p<0.05$)	YES
H6b	System satisfaction has a positive effect on ease of use in video sharing websites.	$\beta=0.14$ ($p<0.05$)	YES
H7a	Ease of use has a positive effect on usefulness in video sharing websites.	$\beta=0.54$ ($p<0.01$)	YES
H7b	Ease of use has a positive effect on attitude in video sharing websites.	$\beta=0.42$ ($p<0.01$)	YES
H8a	Usefulness has a positive effect on attitude in video sharing websites.	$\beta=0.40$ ($p<0.01$)	YES
H8b	Usefulness has a positive effect on intention in video sharing websites.	$\beta=0.27$ ($p<0.01$)	YES
H9	Attitude has a positive effect on intention in video sharing websites.	$\beta=0.63$ ($p<0.01$)	YES

Finally, we considered direct and indirect effects of respective antecedents on intention in terms of standardized path coefficients as shown in Table 7. To behavioral intention, the direct effect is from only two constructs: attitude (0.63) and usefulness (0.27). All constructs, except attitude, have indirect effects ranging from 0.1 to 0.55. The constructs having most total effects in sequence are attitude (0.63), ease of use (0.55), usefulness (0.52), and community satisfaction (0.45). The total effects of the other constructs are insignificant, ranging from 0.10 to 0.31.

Table 7: The Effects of Research Constructs on Intention

Research Construct	Direct effect	Indirect effect	Total effect
Community quality	NA	0.15	0.15
Content quality	NA	0.21	0.21
System quality	NA	0.10	0.10
Community satisfaction	NA	0.45	0.45
Content satisfaction	NA	0.31	0.31
System satisfaction	NA	0.13	0.13
Usefulness	0.27	0.25	0.52
Ease of use	NA	0.55	0.55
Attitude	0.63	NA	0.63

Note: NA = No assertion of any effect of such construct on intention

CONCLUSIONS

Since Internet bandwidth and storage technology are advancing rapidly, more and more entrepreneurs are entering the industry of video sharing websites. Through a model combining user satisfaction and TAM by Wixom and Todd (2005), we aim to build a behavioral model by identifying the key factors affecting user intentions toward video sharing websites. The research results allow us to draw the

following conclusions.

- (1) The research model proposed in the study has high explanatory power. All postulated relationship between the constructs in the model are significant at $p < 0.05$ level.
- (2) The three quality constructs (community, content, and system qualities) respectively affect the satisfaction toward community, content, and system. Among the three, community satisfaction is the most critical satisfaction construct as system satisfaction affects content satisfaction, and content satisfaction subsequently affects community satisfaction. Moreover, it yields the highest effects on usefulness and ease of use constructs as evidence by the β coefficients in Figure 2.
Both usefulness and ease of use have significant and positive influence on attitude. This results in community satisfaction having the highest indirect effects on attitude among the three kinds of satisfaction constructs. It demonstrates that community satisfaction is the key factor affecting the user attitude toward the video sharing websites.
- (3) Usefulness and attitude have positive impact on user intention of using video sharing websites. This evidence corresponded with the research result from Davis (1989). Therefore, improving the user satisfaction about the community, the content, and the website system would influence usefulness and ease of use and further impact user attitude and use intention.
- (4) The two phases of user behavioral process we adapted from Wixom and Todd are valid and sound for video sharing behavior. First of all, the gap between expectation and confirmation lead to user satisfaction, representing a kind of object-based attitude toward the video sharing websites. Then, this object-based attitude transforms into the behavioral beliefs and attitudes regarding the use of video sharing websites. This illustrates that having a good experience using the video sharing websites plays a key role and probably leads the user to revisit and reuse the websites.

MANAGERIAL IMPLICATIONS

Based on the research results, this study provides the following implications for practitioners and webmasters when designing and operating video sharing websites.

Video sharing websites often are regarded as the websites hosting large databases to store lots of video clips. The webmasters used to overlook the community quality with a mentality of “sharing first, socializing second.” However, with the maturity of Web 2.0 development, they start to realize the value of socialization among community members on the websites, and thus consider that community plays a key factor to future development in the market. For instance, YouTube and Yahoo have been dedicated to developing community-based services. Consequently, we identify four community-related constructs (i.e., mass size, diversification of community, diversification of service type, and interactivity) for the webmasters to design, build, and measure community-based services on video sharing websites. For example, supplying some functions for users to interact with each other might improve the intra-community interactivity and fulfill the user’s spiritual satisfaction via community-generated interaction.

In addition, webmasters must not only encourage users to upload video clips, but also control content quality such as resolution, entertainment, education and diversification, so that user may be able to find what they need rather than a plethora of rough information.

Next, system quality is of high importance to a website where content and community rely on system operations. The main concerns of system quality include download/upload speed, search accuracy, user interface design, safety, and upload space, which assure good system quality and in term enhance user experience with content and community.

Finally, webmasters should pay timely attention to user satisfaction. Satisfaction is the important factor that determines how a user views a website and further affects user intention to reuse it. With the rapid change of web technology and user habits, satisfying the users in the ever-changing Internet is not easy. Webmasters must make feedback channels available to users, such as message boards and blogs for both parties, to maintain real-time responsiveness so the website can give timely adjustments of services to fulfill user demands. This practice will significantly heighten the value of the website.

REFERENCES

- Ahn, T. R., Ryu, S., & Han, I. (2007). The impact of Web quality and playfulness on user acceptance of online retailing. *Information and Management*, 44(3), 263-275.
- Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179-211.
- Ajzen, I., & Fishbein, M. (1980). *Understanding Attitude and Predicting Social Behavior*, Prentice-Hall, Englewood Cliffs, New York.
- Anderson, J.C., & Gerbing, D.W. (1988). Structural Equation modeling in Practice: A Review and Recommended two-step Approach. *Psychological Bulletin*, 13(3), 411-423.
- Benbasat, I., & Barki, H. (2007). Quo Vadis TAM? *Journal of the Association for Information Systems*, 8(4), 211-218.
- Bandura, A. (1982). Self-efficacy mechanism in human agency. *American Psychologist*, 37(2), 122-147.
- Constant, D., Sproull, L., & Kiesler, S. (1996). The Kindness of Strangers: The Usefulness of Electronic Weak Ties for Technical Advice. *Organization Science*, 7(2), 119-135.
- Chen, Y. F. (2008). *A Study for the Effect of the experience Characteristics of the Web 2.0 based Video Blog on the User's Intention*. Unpublished master theses, Chung Yuan Christian University, Taiwan.
- Cheung, C. M. K., & Lee, M. K. O. (2008). The structure of Web-based information systems satisfaction: Testing of competing models. *Journal of the American Society for Information Science and Technology*, 59(10), 1617-1630.
- Chin, W. W., Marcolin, B. L., & Newsted, P. R. (2003). A Partial Least Squares Latent Variable Modeling Approach for Measuring Interaction Effects: Results form a Monte Carlo Simulation Study and an Electronic-Mail Emotion Adoption Study. *Information Systems Research*, 14(2), 189-217.
- Davis, F. D. (1989). Perceived usefulness, perceived ease of use, and user acceptance of information technology. *MIS Quarterly*, 13(3), 319-340.
- Davis, F. D., Bagozzi, R. P., & Warshaw, P. R. (1989). User acceptance of computer technology: A comparison of two theoretical models. *Management Science*, 35(8), 982 -1003.
- Davis, F. D., Bagozzi, R. P., & Warshaw, P. R. (1992). Extrinsic and Intrinsic Motivation to Use Computers in the Workplace. *Journal of Applied Social Psychology*, 22(14), 1111-1132.
- DeLone, W. H., & McLean, E. R. (1992). Information Systems Success: The Quest for the Dependent Variable. *Information Systems Research*, 3(1), 60-95.
- DeLone, W. H., & McLean, E. R. (2003). The DeLone and McLean Model of Information System Success: A Yen-Year Update. *Journal of Management Information Systems*, 19(4), 9-30.
- Fishbein, M., & Ajzen, I. (1975). *Belief, attitude, intentions and behavior: an introduction to theory and research*, Boston: Addison-Wesley.
- Fornell, C., & Larcker, D. F., (1981). Structural Equation Models with Unobservable Variables and Measurement Error: Algebra and Statistics. *Journal of Marketing Research*, 18(3), 382-388.
- Fornell, C. R., & Bookstein, F. L. (1982). Two Structural Equation Model: LISREL and PLS Applied to Consumer Exit-Voice Theory. *Journal of Marketing Research*, 19(4), 440-452.
- Galegher, J., Sproull, L., & Kiesler, S. (1998). Legitimacy, authority, and community in electronic support groups. *Written Communication*, 15(4), 493-530.
- Goodhue, D. L., & Thompson, R. L. (1995). Task-technology fit and individual performance. *MIS Quarterly*, 19(2), 213-236.
- Graham, P. (2005). Web 2.0. Retrieved Oct.11, 2006, from <http://www.paulgraham.com/web20.html>
- Hair, J. F. Jr., Anderson, R. E., Tatham, R. L., & Black, W. C. (2000). *Multivariate data analysis with reading*. New York: MacMillan.
- Igbaria, M., & Tan, M. (1997). The consequences of the information technology acceptance on subsequent individual performance. *Information and Management*, 32(3), 113-121.
- Institute for Information Industry, (2006). *Applications for Web2.0 innovations cases*. Taipei, Taiwan, Institute for information industry. ISBN/ISSN: 9789575813475.
- Kao, Ni-Yin (2007). "Uses and Gratifications Theory" *On Web 2.0 Application—A Case of Online*

- Video Sharing Websites*. Unpublished master theses, National Taiwan University of Science and Technology, Taiwan.
- Koufaris, M. (2002). Applying the Technology Acceptance Model and Flow Theory to Online Consumer Behavior. *Information Systems Research*, 13(2), 205-223.
- Lakhani, K. R., & von Hippel, E. (2003). How open source software works: "free" user-to-user assistance. *Research Policy*, 32(6), 923-943.
- Lee, Y. W., Strong, D. M., Kahn B. K., & Wang, R. Y. (2002). AIMQ: A methodology for information quality assessment. *Information and Management*, 42(2), 133-146.
- Lin K. (2001). *An Exploratory Study for Commercial Application of Virtual Community*, Unpublished master theses, Soochow University, Taiwan.
- Liu, C., & Arnett, K. P. (2000). Exploring the factors associated with Web site success in the context of electronic commerce. *Information and Management*, 38(1), 23-34.
- Moon, J.-W., & Kim, Y.-G. (2001). Extending the TAM for a World-Wide-Web context. *Information and Management*, 38(4), 217-230.
- Oliver, P. E., & Marwell, G. (2001). Whatever happened to critical mass theory? a retrospective and assessment. *Sociological Theory*, 19(3), 292-311.
- O'Reilly, T. (2004). *What Is Web 2.0*, Retrieved September 30, 2005, from <http://www.oreillynet.com/pub/a/oreilly/tim/news/2005/09/30/what-is-web-20.html>
- O'Reilly, (2006). *Web 2.0 Principles and Best Practices*, Retrieved May 29, 2009, from http://oreilly.com/catalog/web2report/chapter/web20_report_excerpt.pdf
- Parasuraman, A., Zeithaml, Valerie A., & Berry, Leonard L., (1988). SERVQUAL: A Multiple-Item Scale for Measuring Consumer Perceptions of Service Quality. *Journal of Retailing*, 64(1), 12-40.
- Petter, S., & McLean, E. R. (2009). A meta-analytic assessment of the DeLone and McLean IS success model: An examination of IS success at the individual level. *Information and Management*, 46(3), 159-166.
- Rai, A., Lang, S. S., & Welker, R. B. (2002). Assessing the validity of IS success models: an empirical test and theoretical analysis. *Information Systems Research*, 13(1), 50-69.
- Reid, E. (1995). Virtual worlds: culture and imagination, In: Jones, S.G., Editor, *CyberSociety: computer-mediated communication and community*, Sage, Thousand Oaks, CA, 164-183.
- Rogers, E. M., & Allbritton, M. M. (1995). Interactive communication technologies in business organizations. *Journal of Business Communication*, 32(2), 175-195.
- Seddon, P. B., & Kiew, M. Y. (1994). A partial test and development of DeLone and McLean's model of IS success. In *proceeding of the International Conference on Information Systems*, DeGross, J. I., Huff, S. L. and Munro, M. C. (eds.), Association for Information Systems, Atlanta, GA, USA, 99-110.
- Tan, M., & Teo, T. (2000). Factors influencing the adoption of Internet banking. *Journal of the Association for Information Systems*, 1(5), 1-44.
- Taylor, S., & Todd, P. A. (1995). Assessing IT Usage: The role of prior experience. *MIS Quarterly*, 19(4), 561-570.
- Venkatesh, V., & Bala, H. (2008). Technology Acceptance Model 3 and a Research Agenda on Interventions. *Decision Sciences*, 39(2), 273-315.
- Wang, Y.-S. (2008). Assessing e-commerce systems success: a respecification and validation of the DeLone and McLean model of IS success. *Information Systems Journal*, 18(5), 529-557.
- Wixom, B. H., & Todd, P. A. (2005). A Theoretical Integration of User Satisfaction and Technology Acceptance. *Information Systems Research*, 16(1), 85-102.
- YouTube. (2012). *Statistics*. Retrieved June 30, 2012, from http://www.youtube.com/t/press_statistics?hl=en.
- Zviran, M., Glezer, C., & Avni, I. (2006). User satisfaction from commercial web sites: The effect of design and use. *Information and Management*, 43(2), 157-178.

APPENDIX

This section includes the descriptions of questionnaire items. Respondents were asked to answer to each

item by a 5-point Likert scale in which “1” is “strongly disagree” and “5” is “strongly agree.”

Community quality:

1. There are mass members in the video sharing website. (Mass size)
2. There are many users online on the video sharing website. (Mass size)
3. The video sharing website provides completed types of virtual communities. (Diversification of community)
4. The video sharing website provides a variety of virtual communities for me to join. (Diversification of community)
5. The video sharing website is full of community functions. (Diversification of service type)
6. The video sharing website provides various community services. (Diversification of service type)
7. You can interact with others in the video sharing website. (Interactivity)
8. You can build up friendship with others in the video sharing website. (Interactivity)

Content quality:

1. The resolution of video clips is satisfactory. (Resolution)
2. The video sharing website provides high quality of videos. (Resolution)
3. Funny films are available in the video sharing website. (Entertainment)
4. I am pleased by viewing films in the video sharing website. (Entertainment)
5. Films provided from the video sharing website are educational. (Education)
6. Films provided from the video sharing website fulfill my demands for learning. (Education)
7. There are a great number of videos in the video sharing website. (Quantity)
8. The number of available video clips is unsatisfactory. (reverse) (Quantity)
9. The video categories are abundant in the video sharing website. (Diversification)
10. The video categories are complete in the video sharing website. (Diversification)

System quality:

1. I can quickly download the videos from the website. (Download/ upload speed)
2. There are delay or lag problems when watching the films. (reverse) (Download/ upload speed)
3. It is easy to find what I want by using the searching functions. (Search accuracy)
4. Tagging the categories in the video sharing website helps me to find videos in need. (Search accuracy)
5. The video sharing website displays visually pleasing design. (Computer-user interface design)
6. Overall, the video sharing website provides good user-interface design. (Computer-user interface design)
7. The video sharing website can protect personal profile from leaking out. (Privacy)
8. The video sharing website provides the authorization control for private clips. (Privacy)
9. I feel safe to use the video sharing website. (Privacy)
10. The video sharing website provides sufficient capacity for me to upload a large video clip (Upload space)
11. The video sharing website provides sufficient capacity for me to upload all of my video clips (Upload space)

Community satisfaction:

1. The functions provided by the video sharing website satisfy my social needs.
2. Overall, I am satisfied with the functions provided by the communities on the video sharing website.
3. Content Satisfaction:
4. The information I got from the video sharing website satisfies my needs.
5. Overall, I am satisfied with the video clips provided from the video sharing website.

System satisfaction:

1. The design of the video sharing website satisfies my needs.
2. Overall, I am satisfied with the design of the video sharing website.

Usefulness:

1. The content provided by the video sharing website is what I want.
2. Overall, I think the video sharing website is useful to me.

Ease of use:

1. It is easy to use the video sharing website.
2. The website is simple to use

Attitude:

1. Overall, I like to use the video sharing website.
2. When using the video sharing website, I can get positive feeling about it.

Intention:

1. I will keep using this video sharing website in the future.
2. Despite other similar websites, I will use this video sharing website rather than the others.
3. I will recommend others to use this video sharing website.

KEY TERMS & DEFINITIONS

Community quality: Community quality is concerned with the measurements of attributes about community within the website, such as mass size, community diversification, diversification of service type, and interactivity among users in the video sharing websites.

Content quality: Content quality is concerned with the measurements of website output, such as resolution, entertainment, education, quantity, and accessibility to diversified content.

System quality: System quality is concerned with the measurements of the processing system itself, such as downloading and uploading speed, search accuracy, human-machine interface design, privacy, and upload space.

Community satisfaction: Community satisfaction is defined as an affective state that is the emotional reaction to the community setting up in the video sharing websites.

Content satisfaction: Content satisfaction is defined as an affective state that is the emotional reaction to the information provided by the video sharing websites.

System satisfaction: System satisfaction is defined as an affective state that is the emotional reaction to the operational functions provided by website system.

Usefulness: The degree to which a user believes that using the websites has improved the performance of watching videos.

Ease of use: The degree to which a user believes that using the websites is free of effort.

Attitude: Attitude is defined as beliefs about favorableness towards using the websites.

Intention: Intention is defined as a state of mind in which a person has the intent to use the website or recommend it to others in the future.

Webmaster: The person who oversees and maintains the community, the system, and the content qualities of a website.