

---

(

---

:

«

»

---

:



(Zoltan and Chapanis 1982)

(Marvin and Winther 1983)

(1967) « » « »

« » « » .

« » .

(1972)

(1980) « » « » (1982) « »

« » (Shaft, Sharfman, and Woo 2004)

(2000) « »

( )

...

(1997, 1982, 1977) « »

...

---

»

«

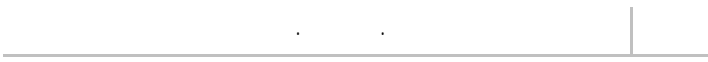
(Davis 1989; Davis, Bagzzi, and Warshaw

.1989)

.(Gelderman 1998)

« » .

(2000) « » .



: . « »

(Davis 1989; Igbaria and Iivari 1995)

(Compeau and

(Taylor, and Todd 1995)

(1997) « » « » .Higgins 1995; Igbaria and Iivari 1995)

» « »

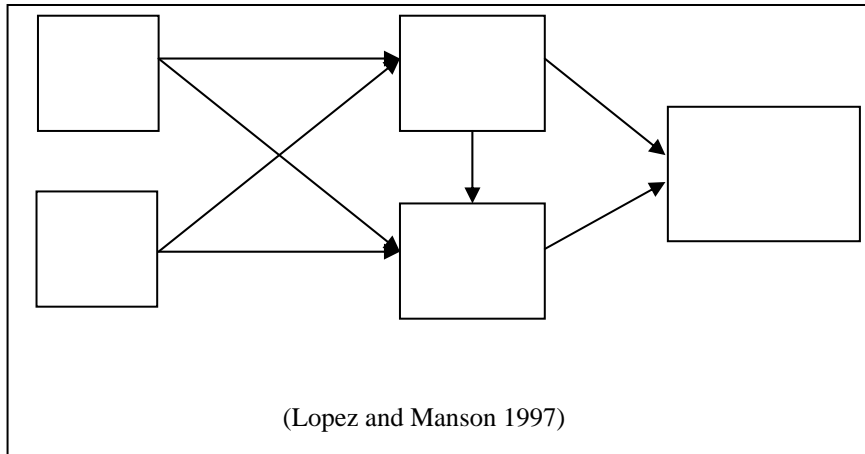
«

(2004) « » .( )

(1998) « » . « »

( )

.( )



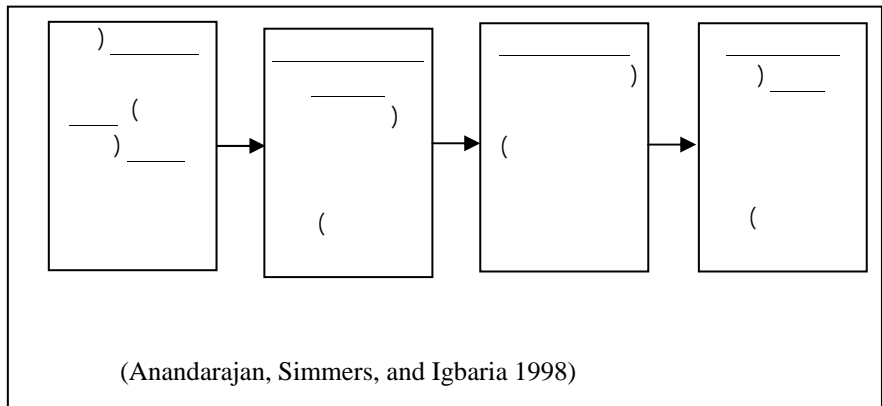
(2000) « » « »

« » ( )

...

« » . ( )  
( ) (2001)  
« »

» « »  
« »  
«



(2005) « »  
( ) .( )  
« » . ( )

---

(2001) « » .(2001 1999)  
« » « »  
(2001) « »  
( )  
» « »  
(2002) « » . «  
« » « »  
« » . (2006) « » « » .(Tsai 2003)  
(2004)  
« » . - -  
(2006) « »  
»  
« » « » « »  
» « » (2005)  
(2002) « » . «  
:  
« »  
( )  
(2005) « »  
« » .  
(2004)  
« »

...

(2005)

» « »  
(2005) « »  
( ) « » (2003) « » « »

» (2004) « »  
(2002) « » ( ) «

(2001) « - » « ».

( ) ( )  
) (

(2002) « » « »

)  
( ) (



« » « »)  
(

/ ( ) : /  
( ) / ( )  
/ ( ) /

: « » )  
.

: )  
- )  
-



...

---

)

.(

)

.(

- )

(Dinev and Koufteros 2002) (

/ /  
/ /  
/ /

/ /



| ...

---

.( )

« »

/	/		/	/	
/	/		/	/	
	/		/	/	
/	/		/	/	
/	/		/	/	
/	/		/	/	
/	/		/	/	
/	/		/	/	
/	/		/	/	
/	/		/	/	
/	/		/	/	
/	/		/	/	
/	/		/	/	
/	/		/	/	
/	/		/	/	
/	/		/	/	
/	/		/	/	
/	/		/	/	
/	/		/	/	
/	/		/	/	

» «            »            «            »  
/    /            «

\_\_\_\_\_ |

)  
.( / /  
/ / « »  
/ / « »  
.( )

		/	/	
		/	/	


( )  
( )  
( )  
( )

...

( )

( )

( ) ( )


» « »  
T «  
/ /  
/ /  
« »  
( ) « »



<b>t</b>	<b>t</b>					
/	/	/	/	/	/	
/	/	/	/	/	/	

« » « »  
/ / T  
/ /  
» « »  
«  
( )

<b>t</b>	<b>t</b>					
/	/	/	/	/	/	
/	/	/	/	/	/	

...

R

« »)

(« »

.( / / )

« » « »

( / )

/ « » « »

.( )

r= / p= /	r = / p= /	
r= / p= /	r = / p= /	

»

« » « » « »

»

» « » «

» « » / / «

.( ) / «



r= / p= /	r= / p= /	
r= / p= /		

) /

.(

/

KMO

/

«

»

.( / )

.(

/

)

/

/

/

/

»

«

»

«



...

:

	/			/	
/				/	
/				/	
/				/	
/				/	
/				/	
/				/	
/				/	
/				/	
/				/	
/				/	
/				/	
/				/	
/				/	
/				/	
/				/	
/				/	
/				/	
/				/	
/				/	
/				/	

/ ) /

/ / .(

/ /

/ / /

\_\_\_\_\_ /

/	/		/	/	
/	/		/	/	
/	/		/	/	
/	/		/	/	
/	/		/	/	
/	/		/	/	
/	/		/	/	
/	/		/	/	
/	/		/	/	
/	/		/	/	
/	/		/	/	
/	/		/	/	
/	/		/	/	
/	/		/	/	
/	/		/	/	
/	/		/	/	
			/	/	

...

(

(Colley and Comber 2003; Kadjevich 2000;  
.Schumacher and Morahan-Martin 2001; Tsai 2004)  
( ) « »

.(King and He 2006)

(Liaw 2002; Tsai and Lin  
« »  
(2004) .2001)

« »

« »

»

» .

«

« » « » « » «

(2005) « » (2002) « »

« » « »



(

(« » « »)

:

« » « »  
(Dinev and Koufteros 2002)

« » « »

« » « »

»

« » «

« »

(Joiner et al. 2005; Schumacher and Morahan-  
Martin 2001; Tsai 2002; Zhang 2005; Wu and Tsai 2006)

(Tsai  
.2002; Sam, Othman, and Nordin 2005)

» « »

«

...

(2002) « » ( )  
 (2005) « »  
 » « » )  
 (« » «

(Tsai and Lin 2001; Schumacher and  
 Morahan-Martin 2001; Liaw and Huang 2003; Anderson 2005; Luan et  
 .al. 2005; Durndell and Haag 2002)

« » « »

(LaRose, Eastin, and Gregg.  
 .2001; Bax and McGill 2003; Tsai and Tsai 2003; Wu and Tsai 2006

» « »  
 «

(2002) « » « »

« »  
(2005) « »  
« » « » « »  
« »  
) « » « »  
« » ( « »  
« » « »  
(2005) « »

« » (2001 1999) « » (2004 2002) « »

- ...
- 
- (2005 2002)
- « » (1998) « »
- (2000) « »
4. Anandarajan, M., C., M. Simmers, M. Igbaria. 1998. An exploratory investigation of the antecedents and impact of Internet usage: an individual perspective. In *Proceedings of the Thirty-First Annual Hawaii International Conference on System Sciences-Volume 4*. Washington, DC, USA: IEEE Computer Society.  
<http://ccdl2.computer.org/comp/proceedings/hicss/1998/8242/04/8240022.pdf>. (accessed September 15, 2006)
  5. Anderson. T. 2005. Relationships among Internet attitudes, Internet use, romantic beliefs, and perceptions of online romantic relationships. *CyberPsychology and behavior* 8(6): 521-531.
  6. Bandura, A. 1997. *Self-efficacy: The exercise of control*. New York: W.H. Freeman.
  7. Bandura, A. 1982. Self-efficacy mechanisms in human agency. *The American psychologist* 37(2): 122-147.
  8. Bandura, A. 1977. Self-efficacy: Toward a unifying theory of behavioral change. *Psychological review* 84: 191-215.
  9. Bax, S. and T. McGill. 2003. *Predicting web page development success: an exploratory study*. Murdoch University, Perth, Western. Australia.  
<http://www.it.murdoch.edu.au/research/working-papers/IT0302.pdf> (accessed September 15, 2006)
  10. Compeau, D. R., and C. A. Higgins. 1995. Computer self-efficacy: development of a measure and initial test. *MIS quarterly* 19(2): 189-211.

- 
11. Chang, P. V. 2004. The Validity of An Extended Technology Acceptance Model (TAM) for Predicting intranet/ Portal usage. Thesis MS in Information Science, University of North Carolina at chapel Hill. <http://etd.its.unc.edu/dspace/handle/1901/78/1/draft25.pdf>. (accessed September 15, 2006)
  12. Christensen, R. and G. Knezek. 2000. Internal consistency reliabilities for 14 computer attitude scales. *Journal of technology and teacher education* 8: 327-36.
  13. Colley, A., and C. Comber. 2003. Age and gender differences in computer use and attitudes among secondary school students: what has changes? *Educational reseach* 45: 155-65.
  14. Davis, F. D. 1989. Percieved usefulness, perceived ease of use, and user acceptance of information techuology. *MIS Quarterly* 13(3): 318-41.
  15. Davis, F. D., R. P. Bagzzi and P. R. Warshaw. 1989. User acceptance of computer technology: a comparison of two theoretical models. *Management science* 35(8): 982- 1003.
  16. Dinev, T., and X. Koufteros. 2002. Self-efficacy and Internet usage-measurement and factorial validity. Decision Sciences Institute Conference , San Diego. <http://www.fau.edu/~tdinev/publicatios/self.pdf> (accessed July 5, 2004).
  17. Durndell, A. and Z. Haag. 2002. Computer self efficacy, computer anxiety, attitudes towards the Internet and reported experience with the Internet, by gender, in an East European sample. *Computers in human behavior* 18: 521-535.
  18. Eastin, M. S., R. LaRose. 2000. Internet self-efficacy and the psychology of the digital divide. *Journal of computer-mediated communication* 6(1). <http://www.ascusc.org/jcmc/Vol6/issie1.html> (accessed July 25, 2004).
  19. Gelderman, M. (1998). The Relation between user satisfaction, usage of information systems and performance. *Information and management* 34(1): 11-8.
  20. Igarria, M. and J. Iivari. 1995. The effects of self-efficacy on computer usage. *Omega International journal of management science* 23(6): 587-605.
  21. Isman, A. 2004. Attitudes of students towards Internet. *Turkish online journal of distance education* 5(4): 340-360.
  22. Joiner, R., J. Gavin, J. Duffield, M. Brosnan, C. Crook, A. Durndell, P. Maras, J. Miller, A. J. Scott, and P. Lovatt. 2005. Gender, Internet identification, and Internet anxiety: correlates of Internet use. *CyberPsychology & behavior* 8(4): 371-378.
  23. Kadijevich, D. 2000. Gender differences in computer: attitude among ninth-grade students. *Journal of educational computing research*. 22: 145-54.
  24. King, W., and J. He. 2006. A meta-analysis of the technology acceptance model. *Information & management* 43(6): 740-755.



25. LaRose, R., M. S. Eastin, J. Gregg. 2001. Reformulating the Internet paradox: social cognitive explanations of Internet use and depression. *Journal of online behavior* 1(2). <http://www.behavior.net/job/v1n1/paradox.html> .(accessed July 15, 2004).
26. Liaw, S. S. 2002. An Internet survey for perceptions of computers and the World Wide Web: relationship, prediction, and difference. *Computers in human behavior*, 18: 17-35.
27. Liaw, S. S., and H. M. Huang. 2003. An investigation of user attitudes toward search engines as an information retrieval tool. *Computers in human behavior* 19: 751-765.
28. Lopez, D. A., and D. A. Manson. 1997. Study of individual computer self-efficacy and perceived usefulness of the empowered desktop information system. *The Cal Poly Pomona journal of interdisciplinary studies* 10: 83-92.
29. Luan, W. S., N. S. Fung, M. Nawawi, and T. S. Hong. 2005. Experienced and inexperienced Internet users among pre-service teachers: Their use and attitudes toward the Internet. *Educational technology & society* 8(1): 90-103.
30. Marvin, C and M. Winther. 1983. Computer-Ease: A twentieth-century literacy emergent. *Journal of communication* 33: 92-108.
31. Sam, H. K., A. E. Othman, and Z. S. Nordin. 2005. Computer self-efficacy, computer anxiety, and attitudes toward the Internet: a study among undergraduates in Unimas. *Educational technology and society* 8(4): 205-219.
32. Schumacher, P. J., and Morahan-Martin. 2001. Gender, Internet and computer attitudes and experiences. *Computers in human behavior* 17: 95-110.
33. Shaft, T. M, M. P. Sharfman, and W. Woo. 2004. Reliability assessment of the attitude towards computers instrument (ATCI). *Computers in human behavior* 20(5): 661-689.
34. Taylor, S., and P. A. Todd. 1995. Understanding information technology user: a test of competing models. *Information systems research* 6(2): 144-176.
35. Teo. T. S. H. 2001. Demographic and motivation variables associated with Internet usage activities. *Internet research* 11(2): 125-37.
36. Teo, S. H. T., V. K. G. Lim, and R. Y. C. Lai. 1999. Intrinsic and extrinsic motivation in internet usage. *Omega international journal of management science*, 27: 25-37.
37. Tsai, C. C. 2004. Adolescents' perceptions toward the Internet: a 4-T framework. *CyberPsychology & behavior* 7(4):458-463.
38. Tsai, M. J., and C. C. Tsai. 2003. Information searching strategies in web-based science learning: the role of Internet self-efficacy. *Innovations in education and teaching international* 40(1): 43-50.

- 
39. Tsai, M. J. 2002. Do male students often perform better than female students when learning computers? a study of Taiwanese eighth graders' computer education through strategic and cooperative learning. *Journal of educational computing research* 26(1): 67-85.
  40. Tsai, C. C., and S. S. J. Lin. 2001. Analysis of attitudes toward computer networks and Internet addiction of Taiwanese adolescents. *CyberPsychology & behavior* 4: 373-376.
  41. Tsai, C. C., S. S. J. Lin, and M. J. Tsai. 2001. Developing an internet attitude scale for high school students. *Computers & Education* 37(1): 41-51.
  42. Venkatesh, V. and F. D. Davis. 2000. A theoretical extension of the technology acceptance model: four longitudinal field studies. *Management sciences* 46(2): 186-205.
  43. Usoro, A. 2000. Attitude as a factor for the use of information and communication technology for global planning. *Computing and information systems* 7(2): 58-64.
  44. Wu, Y. T. and C. C. Tsai. 2006. University students' internet attitudes and Internet self-efficacy: a study at three universities in Taiwan. *CyberPsychology & behavior* 9(4): 441-450.
  45. Zhang, Y. 2005. Age, gender, and Internet attitudes among employees in the business world. *Computers in human behavior* 21(1):1-10.
  46. Zhang, Y. 2002. Comparison of Internet attitudes between industrial employees and college students. *CyberPsychology & behavior* 5(2): 143-149.
  47. Zoltan, E and A. Chapanis. 1982. What do professional persons think about computers? *Behavior and information technology* 1(1): 55-68.

...

					( ) e-mail	
					(chat)	



1. Hope
2. Berry
3. Startzman
4. Robbins
5. Christensen
6. Knezek
7. Computer efficacy
8. Computer Anxiety
9. Computer literacy
10. Computer usage
11. Computer Experience
12. Self Efficacy
13. Bandura
14. Technology Acceptance Model (TAM)
15. Perceived Usefulness
16. Perceived Ease of Use
17. Computer Attitude
18. Behavioral Intention
19. Computer System Usage
20. Usoro
21. TAM
22. Lopez
23. Manson
24. Chang
25. Anandarajan
26. Eastin
27. LaRose
28. Joiner
29. Teo
30. Tsai
31. Wu
32. Luan
33. Zhang
34. Isman
35. Sam
36. Anderson
37. Bax
38. McGill
39. Liaw
40. Schumacher
41. Morahan-Martin

- 
42. Dinev
  43. Koufteros
  44. John Best
  45. Internet Self Efficacy Scale
  46. Internet Usage and Impact Scale
  47. Venkatesh

( )

Mazaki42@yahoo.com :

(