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Author yi-de Wu
Author's Email Address No Public.
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Abstract
YouTube was established in 2005 until now only more than 3 years. Although it was established just more than 3 years, it has already become the one of multitudinous video shares website that most people use. Additionally, it has become the famous website in the Internet. As YouTube is popularized, “YouTube” starts appearing in our daily life. Some media even say『Do you use YouTube today?』to emphasize YouTube’s influence for people’s life. YouTube has become successful model in the network media, However, what kind of charm is in YouTube? How are the interaction relations between the user and YouTube also? So, this research by the scientific theory will analyzes these key questions in mind angle, and provides some reference about the network media research in the future. This research based on in-depth interviewing and questionnaire to investigate user factor and user behavior about YouTube. Use the factor analysis method to examine this multitudinous factor reorganization, and prove a model to explain influence about using YouTube, In the research we discovered five factors which influence the reason why people use YouTube, The respectively include『Brands effect』：Explain how the good impression in YouTube influence the user、『Diversification』：Explain how valuable the user see the movie content、『Easy to use』：YouTube is operated convenient and that affects user's use intention、『Topic transmission』：Explain how the topic transmission increase using probability and『Social manner』：Explain user's social impression is also one of the factors affects user.
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