

1. Record Nr.	UNINA9910298473303321
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Titolo	Factors Driving Social Network Site Usage // by Claus-Peter H. Ernst
Pubbl/distr/stampa	Wiesbaden : , : Springer Fachmedien Wiesbaden : , : Imprint : Springer Gabler, , 2015
ISBN	3-658-09918-6
Edizione	[1st ed. 2015.]
Descrizione fisica	1 online resource (133 p.)
Disciplina	330 658.8 658514
Soggetti	Management Industrial management Marketing Innovation/Technology Management
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references.
Nota di contenuto	The Hedonic and Utilitarian Motivations of Social Network Site Usage -- The Influence of Perceived Belonging and Perceived Privacy Risk on Social Network Site Usage -- Privacy Protecting Behavior in Social Network Sites -- Drivers of Sharing and Receiving Usage on Social Network Sites.
Sommario/riassunto	Based on multiple surveys, the present book gives valuable insights into the factors driving Social Network Site usage behavior for both practitioners and academics. By empirically evaluating multiple influence factors, it contributes to the current body of knowledge on Social Network Site usage behavior and provides multiple practical implications for Social Network Site service providers, advertisers, etc. Contents The Hedonic and Utilitarian Motivations of Social Network Site Usage The Influence of Perceived Belonging and Perceived Privacy Risk on Social Network Site Usage Privacy Protecting Behavior in Social Network Sites Drivers of Sharing and Receiving Usage on Social Network Sites Target Groups Students and researchers in the fields of information systems and marketing Executives in the fields of information systems and marketing The Author Claus-Peter H. Ernst is

a professor of information systems and business administration in Frankfurt am Main. He obtained his doctorate degree in business administration at the Johannes Gutenberg University Mainz under the supervision of Prof. Dr. Franz Rothlauf.

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