

AN INVESTIGATION ON THE EFFECT OF ALIENATION AND LONELINESS ON SOCIAL NETWORK SITE USE INTENTION

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ABSTRACT

The purpose of this paper is to investigate whether user' alienation and loneliness positively affect social tie and self-disclosure on social network site. An online survey was conducted to gather empirical data. SEM was employed to test research hypotheses. Research findings show that people who have strong loneliness and alienation are more likely to rely on Internet to built online social network, which will increase social ties among users and increase user's use intention toward blog. Blog creates not just tool used to disclose personal opinion, but also an important arena where people can get together to relief their loneliness and alienation.