

Integrating Impression Management into an Expectation-Confirmation Model for Sustaining Weblogs

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Abstract

The greatest challenge of the collaboration platform development is to create and maintain contributors' passion for sharing information with others, especially on blogs. If a popular user stops weblog participation, we expect community interactions will decrease significantly. This creates a need to promote the continuance intention of blog contribution. Further, there are two types of determinants of IS (Information System) continuous use: personal outcome expectations and performance-related outcome expectations. To fulfill these expectations for blogging, this study integrates impression management into an expectation-confirmation model to construct a post-acceptance model in order to examine the motivations behind individuals' blog continuance intention. Data was collected from 369 members of top weblogs to test the theoretical model. Results indicate that persistent labeling and self-presentation are positively associated with bloggers' perceived identity verification. Moreover, user confirmation positively influences perceived usefulness and perceived identity verification, and user confirmation, perceived usefulness, and perceived identity verification positively influence user satisfaction with the blog use. Furthermore, perceived usefulness, perceived identity verification, and user satisfaction positively affect the continuance intention of blog users. These results can help provide an acceptance-continuance view of IS use in creating and managing integrated and technical support services.

Keywords: Impression management theory, expectancy confirmation theory, blog continuance intention, the use of weblog technology.