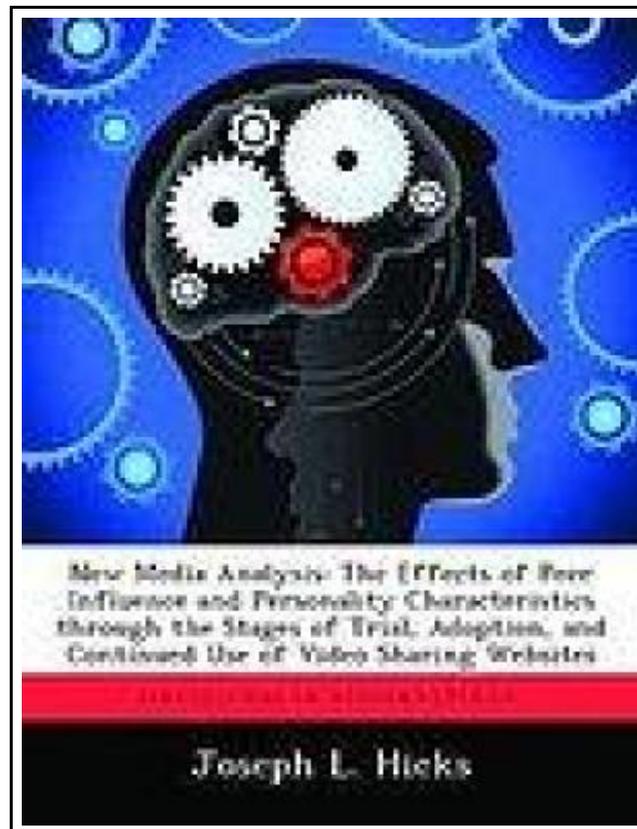


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Biblioscholar Dez 2012, 2012. Taschenbuch. Book Condition: Neu. 246x189x6 mm. This item is printed on demand - Print on Demand Neuware - New Media technologies have evolved at a rapid pace and have changed the way people communicate in the digital world. These changes are apparent in practically every type of application, including business, leisure, and the way people socially interact. The primary goal of this research was to contribute to the current breadth of knowledge and understanding regarding how, why, and under what conditions people interact with New Media technologies. In order to achieve this objective, this research provides an understanding of how peer influence and individual personality characteristics interact across time through the stages of New Media trial, adoption, and continued use of video sharing websites. The research methodology involved the collection of quantitative data from 63 university students. Three instruments were used to collect data: self-reported screener survey, semi-structured interview with quantitative items, and a personality survey. A conditional growth model was used to test six hypotheses proposed by this study. The results of these hypotheses revealed that peer influence is in fact moderated by personality characteristics across time through the stages of New Media trial, adoption, and continued use. This research provides a foundation in which to build upon and presents several opportunities for future research. 106 pp. Englisch.

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