Abstract

Podcasting is known as the most popular personal media while Blog is previously considered the most important personal media. There are many attractive traits of Podcasting including RSS, portability, personal on demand, grassroots content. Podcasting has already become a hot trend in many countries, especially in America. What will be the future of Podcasting in Taiwan? When it comes to the development of new technology, we should go back to the users' level to find the answers. Thus this paper explores the influential factors of Podcasting users' acceptance and their behavior. The main objects of the study are the users who only download and listen to Podcasts because they are the majority in Taiwan so far.

This paper is based on UTAUT theory adding "Perceived Playfulness" and "PIIT" in an attempt to form a more perfect interpretative model to do quantitative research. To broaden the scope of the whole research, I also adopt in-depth interviews in a qualitative way. Research results show that the most important factor affecting users' intention is "Perceived Playfulness". Regarding "Use Behavior", "Behavior Intention" is noted as the most significant factor. Based on the information gathered from the interviews, the causes which lead to influence the users' behavior are the diversity of the content and the maturity of the platforms. What influenced podcasters making podcasts are podcasters' personality, ease of production process, the availability of suitable bandwidth and free (or cheap) network space, music and other intellectual property issues. All factors mentioned above are important issues in the development of podcasting. Of course, Podcasting has great potential for development so we can expect that there will be multi-oriented applications in the future.

Key Words: Podcast、UTAUT、Perceived Playfulness、PIIT