

Factors Affecting User Participation in Video UCC (User-Created Contents) Services

Seongcheol Kim^{*a}, Eun-Kyung Na^b, and Min-Ho Ryu^a

^aSchool of IT Business, Information and Communications University (ICU), Yuseong P.O. Box 77, Daejeon, 305-732, Korea,

E-mail: { hiddentree, ryumh12 }@icu.ac.kr

^bDaum Communications, 1357-10, Seocho-dong, Seocho-gu, Seoul, 137-862, Korea, E-mail: naccy@daumcorp.com

Abstract

User's participation in creating contents is essential for building future multimedia-based services and related cyber communities. Recently, due to the popularization of camcorder built-in digital gadgets and the Internet, users can create User-Created Contents (UCC) video clips beyond text and images more easily. However, the end-user adoption of video UCC services is far behind technological and market development even though the UCC services may only function successfully when the user's actual participation is widely activated. At present, only a few studies have explored how UCC services should be designed to encourage users to participate. Therefore, this study proposes and tests a new integrated theoretical framework of Technology Acceptance Model and Motivation Model for user's participation behavior on video UCC service. The results indicate that all the simultaneous direct links postulated between Intrinsic Motivation, Extrinsic Motivation, Perceived Ease of Participation, Perceived Trust and Intention to Participation in video UCC are significant. This study gives some implications for practitioners of video UCC service regarding how to design services that effectively motivate users to utilize them.

Key words: Video UCC, User participation, Technology Acceptance Model, Motivation model

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