

## Appendix 2: TreeIt Technology Acceptance Model Questionnaire

Researcher:

Date:

### Section One: Background Information:

[1] Gender  Male  Female

[2] Age: \_\_\_\_\_ years old

[3] Educational Level:

Elementary School  Junior High  Senior High  Bachelor's Degree

Graduate Degree

[4] Do you have experience in using social network sites?

Yes (Go to question 5 and 6)  No (Please go directly to Section Two)

[5] Your preference in using social network sites (multiple choices):

Facebook  Twitter  google+  LinkedIn  Sina Weibo  Others \_\_\_\_\_

[6] Your habits when using social network sites (multiple choices):

Facebook  Twitter  google+  LinkedIn  Sina Weibo  Others \_\_\_\_\_

### Section Two: TAM Questions:

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
Using the TreeIt system helps me understand my social status.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Using the TreeIt system helps me quickly analyze my social status.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Compared to other SNSs, the TreeIt system provides more complete inspection of my social status.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Compared to other SNSs, it is more convenient to use the TreeIt system.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Overall, I think the TreeIt system is useful for me.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I find the TreeIt system to be easy to use.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I find the TreeIt system easy to learn.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
My interaction with the TreeIt system is clear and understandable.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Compared to other SNSs, the TreeIt system has a clearer and easier operating interface.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Compared to other SNSs, the TreeIt system provides a more humanized operating interface.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Overall, I think the TreeIt system is easy to use.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
To inspect my social status in the future, I am willing to continue using the TreeIt system.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I plan to use the TreeIt system to inspect my social status.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I will recommend the TreeIt system to my family and friends.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Overall, I have a high intention to use the TreeIt system.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Thank you for taking time to participate in our survey. We truly value the information you have provided.