The Theoretical Framework for the Macro-Value of Mobile Services’ Social Behavior in Taiwan: The Establishment of New Theories

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Abstract

This paper began its observations from microscopic circumstances of mobile services, and then linking these with a more macroscopic situational context of social behavior interactions. In order to establish a theoretical framework for the social behavior of mobile services, this paper selected Taiwan's top three telecommunications companies as its research subjects and applied the grounded theory analysis, which yielded concepts and propositions, and finally emerging theories. The contribution of this paper is in proposing a “theoretical framework for the macro-value of mobile services’ social behavior”, and in observing two kinds of core concepts for value path meaning: fetishism of mobile information and quality of relationships. These two core concepts then converge and form the macro-value of mobile services’ social behavior.

Keywords: Mobile Service; Macro-Value of Mobile Services’ Social Behavior