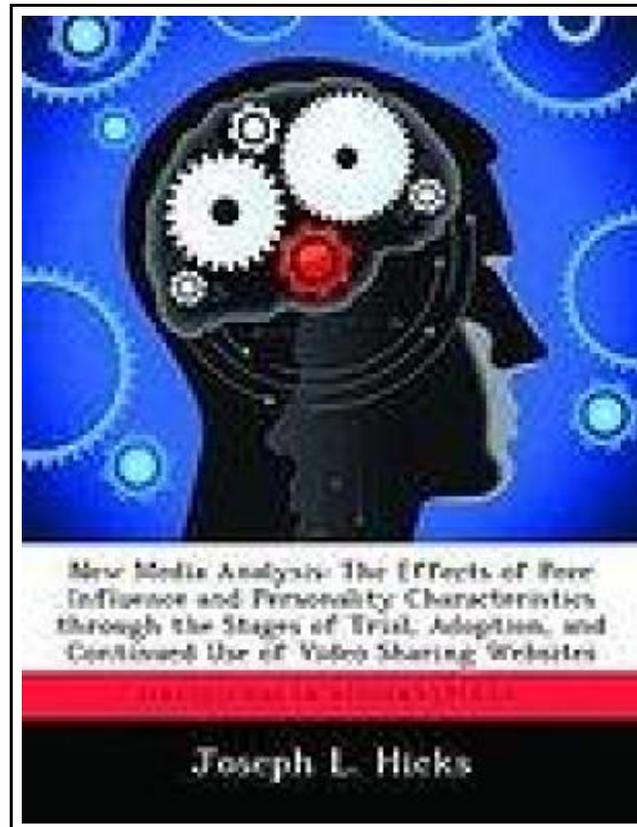


# New Media Analysis: The Effects of Peer Influence and Personality Characteristics through the Stages of Trial, Adoption, and Continued Use of Video Sharing Websites



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*(Ms. Ora Buckridge)*

## **NEW MEDIA ANALYSIS: THE EFFECTS OF PEER INFLUENCE AND PERSONALITY CHARACTERISTICS THROUGH THE STAGES OF TRIAL, ADOPTION, AND CONTINUED USE OF VIDEO SHARING WEBSITES**



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