此研究採用社會交換理論與社會認知理論之整合性觀點探討知識分享的影響因素。

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摘要

This study adopted an integrated view combining Social Exchange Theory and Social Cognitive Theory to investigate factors affecting knowledge sharing of Mobile01 users. Data were collected from a questionnaire survey, and multiple regression analysis of the data was performed to validate the proposed hypotheses. The research subjects were people with an experience of sharing their knowledge or personal experiences on Mobile01. Results showed that Trust, Dependence, Guanxi, Promise, and Reputation in Social Exchange Theory and Knowledge Sharing Self-efficacy in Social Cognitive Theory were significantly and positively related to Knowledge Sharing Attitude, users’ Knowledge Sharing Attitude also varied by age, education degree, and hours of using the Internet per day, and Knowledge Sharing Attitude was positively related to Knowledge Sharing Behavior. Finally, based on research results and conclusions, this study offered some suggestions as a reference for administrators of virtual communities and people interested in knowledge sharing in virtual communities.

關鍵字：Virtual Community, Knowledge Sharing, Social Exchange Theory, Social Cognitive Theory