行政院國家科學委員會專題研究計畫 成果報告

Web 2.0 知識型社群知識分享與發表意願之研究
研究成果報告(精簡版)

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中 華 民 國 99 年 09 月 03 日

行政院國家科學委員會補助專題研究計畫期末報告

Web 2.0 知識型社群知識分享與發表意願之研究

中 華 民 國 99 年 8 月 20 日

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Web 2.0 知識型社群知識分享與發表意願之研究

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中文摘要

隨著網路技術的發展，由使用者產生網站內容逐漸成為一種趨勢。在眾多由使用者產生內容的網站中，最有名的莫過於維基百科。維基百科是一個多國語言的百科全書，其內容都是由維基百科的使用者共同編輯所產生。然後，參與維基百科的編修必須花費時間與精力，並且很難獲得實質的報酬，因此是什麼原因讓這些維基百科的參與者貢獻其所擁有的知識在其中，是個值得被探討的議題。本研究從動機與態度的觀點來探討使用者在維基百科中分享知識的意願與行為。透過網路問卷調查以及結構方程模式的使用，本研究驗證了兩個所提出的研究模式與其中所包含的假說。研究結果顯示，內在自我概念動機會顯著影響個體在維基百科中分享知識的意願。除此之外，受訪著對於維基百科系統與資訊品質的態度，亦顯著影響其在維基百科中分享知識的意願。

關鍵字: 態度、動機理論、自我概念動機、維基百科、知識分享、Web 2.0

1. Abstract

Rapidly developing web technologies have increased the prevalence of user-generated Internet content. Of the many websites with user-generated content on the Internet, one of the most renowned is Wikipedia, which is the largest multilingual free-content encyclopedia written by users collaboratively. Nevertheless, although contributing to Wikipedia takes time and knowledge, contributors are rarely compensated. As a result, there is a need to understand why individuals share their knowledge in Wikipedia. In this study, we try to explore the influence of both motivation and individual attitudes toward Wikipedia on individual's knowledge sharing intention in Wikipedia. Members from Wikipedia were invited to participate in the investigation. An online questionnaire and structural equation modelling (SEM) technology was utilized to test two proposed models and hypotheses. Analytical results indicate that internal self-concept-based motivation significantly influences individual's knowledge sharing intention. Further, both information and system quality have significant effects on individual's attitude toward Wikipedia, and therefore, influence the intention to share knowledge in it.

Key Words: Attitude, Motivation theory, Self-concept-based Motivation, Wikipedia, Knowledge-Sharing, Web 2.0.

2. Introduction

Rapidly developing web technologies have increased the prevalence of

user-generated content on the Internet. User-generated content provides a new way to create, manipulate, and consume information online (Nov, 2007). For instance, Wikipedia, one of the most renowned user-generated content applications and the largest multilingual free-content encyclopedia in the world, is written by users collaboratively. Wikipedians (i.e., individuals who write and edit Wikipedia) are generally allowed to edit Wikipedia content by sharing their knowledge in relevant entries. Accordingly, anyone with Internet access can search and browse Wikipedia entries for free. Compared to conventional websites, in which content is provided by the vendor, the emergence of user-generated content has indeed changed conventional views of how information is created, shared, and used.

Wikipedia has attracted growing academic attention due to its popularity and unconventional operating mechanisms (Royal and Kapila, 2009). Several studies of Wikipedia have been conducted recently, which focused on participant's personality characteristics, cultural difference or motivation. For instance, Pfeil *et al.* (2006) compared the influence of cultural differences between several national Wikipedians. Nov (2007) compared the motivations associated with high and low levels of contribution to Wikipedia. Amichai-Hamburger *et al.* (2008) focused on the personal characteristics of Wikipedia participants. However, relatively little empirical evidences have been found to explain what drives individuals to share knowledge in Wikipedia and their

satisfaction to it. Wikipedia is an information system (IS) on the internet. In general, perceptions of IS success have been investigated within two primary research streams—the technology acceptance literature and the user satisfaction literature. Wixom and Todd (2005) proposed an integrated model which including both technology acceptance approach and user satisfaction approach. In their proposed model, the technology acceptance approach was emphasized on the influence of individuals beliefs and other external variables such as, personality traits, individual motivations on individuals IS uses intention, while the user satisfaction approach, on the other hand, focus on the effect of individual's attitude toward IS. Considering the research context and referencing to Wixom and Todd's (2005) framework, we also adopt both motivational and attitudinal perspectives to explore what influences individuals intention to share knowledge in Wikipedia.

The motivational theory is a frequently adopted perspective in prior individual behavior research. Many knowledge sharing related studies have applied motivational theory to explore individual intention and behavior. However, traditional motivational theories are originally based on interpersonal exchange relationship (Leonard *et al.* 1999), and therefore, cannot fully explain the diversity of individual's motivated behavior since individuals may be different in the way of using the expectancy information (Rynes and Lawler, 1983). For example, individuals may share knowledge in an online community, but not share knowledge

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in the others, even if their expectancies in terms of intrinsic and extrinsic motivation are similar. Leonard *et al.* (1999) therefore suggested that self-concept-based motivation should be included when explaining the consistency and variability in individual behavior across situations.

On the other hand, although previous research for investigating individual behavior suggested that attitude is an important factor that influences individual's behavioral intention (Fishbein and Ajzen, 1975; Ajzen, 1988; Davis, 1989). But it should be noted that the attitude mentioned in these research were largely emphasized on the attitude toward behavior. However, it can be argued that even though individuals have favorable toward knowledge sharing, they may not necessarily share knowledge in Wikipedia if their attitudes toward Wikipedia are negative. Alternatively, DeLone and McLean's (1992) IS success model demonstrated that individual's intention to adopt a specific information system is positively related to satisfaction toward that system. Restated, individual's attitude toward information system will also impact on individuals IS uses intention. Consequently, it is also an interesting issue to recognize individual attitudes toward Wikipedia, as well as its influence on individual's knowledge sharing intention.

3. Research Model and Hypotheses

In this study, we proposed two research models. The first model put attention on the influence of both conventional and self-concept-based motivation on individual's knowledge-sharing behavior in Wikipedia. Alternatively, the second model examines the influence of self-concept-based motivation and individual's attitude toward Wikipedia on knowledge-sharing intention, as well as sharing behavior.

From the motivational perspective, most studies on knowledge sharing assume that the key motivation for individual's sharing behavior is the anticipation of receiving intrinsic or extrinsic benefits in the future. Intrinsic motivation refers to the internal satisfaction received from the process of performing behaviors (Deci, 1975). Intrinsically motivated individuals engage in a behavior for enjoyment rather than to obtain an extrinsic outcome or reward. Kankanhalli *et al.* (2005) showed that individuals would share knowledge in organizations in order to gain intrinsic benefits. Lin (2007) also observed that intrinsic motivation of organization members is positively related to knowledge sharing intention. Additionally, Wasko and Faraj (2000) found that individuals who enjoy sharing knowledge are likely to be the most active contributors of valuable knowledge to a virtual community. Conversely, extrinsic motivation is a goal-oriented motivation that refers to performing an activity in anticipation of obtaining a return such as pay or reputation (Deci, 1975; Leonard *et al.*, 1999). Gray (2001) indicated that, once individuals share their knowledge, ownership and benefits based on that knowledge disappear. Therefore, the expectation of obtaining extrinsic returns such as pay and promotion may inspire some individuals to engage in knowledge sharing (Leonard *et al.*, 1999).

Kankanhalli *et al.* (2005) demonstrated that instrumental rewards lead individuals to share knowledge within organizations. Wasko and Faraj (2005) also proposed that individuals contribute knowledge frequently within virtual communities in order to enhance their reputations. Based on these inferences, this study proposes the following two hypotheses:

> **Hypothesis 1**: Intrinsic motivation positively affects individual knowledge sharing behavior in Wikipedia.

> **Hypothesis 2**: Extrinsic motivation positively affects individual knowledge sharing behavior in Wikipedia.

Although the influence of intrinsic and extrinsic motivation has been studied extensively, Leonard *et al.* (1999) suggested that, in addition to the traditional measures of motivation, self-concept-based motivations should also be examined. From the self-concept perspective, each individual has a set of perceptions about her/his traits, competencies, and values, namely, perceived self and another set of traits, competencies, and values that one would like to possess, namely, an ideal self (Rogers, 1959). The ideal self can derived from both external and internal sources, and individuals behave in ways that can make their perceived self congruent with the ideal self (Leonard *et al.*, 1999). Restated, there are two self-concept-based motivation types: external self-concept motivation and internal self-concept motivation.

External self-concept motivation is the primary motivation for individuals to adopt an activity that is congruent with the expectations of a reference group (Leonard *et al.*, 1999). This concept is similar to the social identity theory proposed by Tajfel (1981). Nahapiet and Ghoshal (1998) asserted that the extent of identification with an organization influences individual motivation to exchange knowledge. Chiu *et al.* (2006) also reported a positive association between identification and individual knowledge sharing activity in virtual communities. Conversely, internal self-concept motivation refers to the force that drives individuals to pursue an activity that meets their inherent standards (Leonard *et al.*, 1999), which was similar to Bandura's (1986) notion of self-efficacy. Lin (2007) further suggested that employees with high self-efficacy tend to have strong intention to share knowledge within an organization. Hsu *et al.* (2007) also empirically demonstrated that self-efficacy is essential for inducing individuals to participate and share knowledge in virtual communities. Based on the discussion above, this study suggests that both external and internal self-concept-based motivation may influence on individuals intension and behavior to sharing knowledge in Wikipedia; this leads to the following hypotheses.

> **Hypothesis 3**: External self-concept motivation positively affects individual knowledge sharing intention and behavior in Wikipedia.

> **Hypothesis 4**: Internal self-concept motivation positively affects individual knowledge sharing intention and behavior in Wikipedia.

Additionally, individual's attitude is

also been concerned. In this study, we have put attention on the influence of both information and system quality on individual attitudes toward Wikipedia. Considering Wikipedia's context, information completeness and accuracy were utilized to measure information quality, whereas reliability, usability, and timeliness were considered for measuring system quality in this study (Wixom and Todd; 2005; Nelson *et al.*, 2005). From the perspective of information quality, individuals who perceive a high degree of information completeness when Wikipedia provides comprehensive information and perceive a high degree of information accuracy when Wikipedia provides information with fewer errors may have favorable attitude toward Wikipedia. While considering the perspective of system quality, individuals who perceive that Wikipedia is highly reliable, effort-free, and can timely response to their request for knowledge may also therefore have favorable attitudes toward it. As a result, we propose the following hypotheses:

> **Hypothesis 5**: Information quality positively affects individual attitudes toward Wikipedia.
>
> **Hypothesis 6**: System quality positively affects individual attitudes toward Wikipedia.

Finally, DeLone and McLean's (1992) IS success model demonstrated that user satisfaction will impact individual willingness to use an information system. Wixom and Todd (2005) combined the IS success model with the TAM into a single model, and suggested that individual's satisfaction toward information system can be viewed as an individual's attitude toward the system and may influence their intention to adopt it. Since virtual community can be viewed as a web-based information system, individual attitudes toward virtual community may also influence individual's adopting behavior. Consequently, this study expects that individual attitudes toward Wikipedia may affect their intention to share knowledge in it. Further, according to the behavioral theories individual behavioral intention is positively related to their behaviors (Fishbein and Ajzen, 1975; Ajzen, 1988; Davis, 1989). Based on this viewpoint, individual's intention to share knowledge in Wikipedia may be also positively related to their actually sharing behaviors. According to the discussion above, this study proposes the final two hypotheses as follows.

> **Hypothesis 7**: Individual attitudes toward Wikipedia positively affect intention to share knowledge in Wikipedia.
>
> **Hypothesis 8**: Individual intention to share knowledge in Wikipedia positively affects knowledge-sharing behavior.

4. Research Method

4.1 Measures

The scale items used in this study were either adapted from measures that had been validated in prior literature or converted from the definitions of constructs. All items were measured using a five-point Likert-type scale, ranging from 1, "strongly disagree," to 5, "strongly agree." Specifically, the items for measuring intrinsic motivation and extrinsic

motivation were mainly adapted from previous studies and modified for use in the knowledge sharing context. Three items were used to assess intrinsic and extrinsic motivation. Items for assessing external self-concept motivation and internal self-concept motivation were adapted from the MSI scales developed by Barbuto and Scholl (1998) with minor modifications to fit this research context. External self-concept motivation and internal self-concept motivation each contained three items. The items measuring information quality and system quality were adapted from Wixom and Todd's (2005) research. Furthermore, items for the attitude toward Wikipedia construct were mainly developed based on previous studies and relevant theories. Finally, the items measuring knowledge sharing intention were adapted from Bock *et al.* (2005), and items for measuring knowledge sharing behavior were adapted from Kankanhalli *et al.* (2005).

4.2 Sample and Data Collection

This study randomly selected two-thousand subjects from all Wikipedians who had user page on English Wikipedia. We selected members from English Wikipedia as subjects because it is the largest one considering the entries and participants among all Wikipedias. An invitation e-mail was sent to the selected members and asked to click the hyperlink in the invitation e-mail to access the online survey questionnaire. Since some selected members had no valid e-mail address or had indicated that they did not wish to receive e-mail from other users, only 843 members were invited to engage in this study. Finally,

219 completed usable responses. Of these valid subjects, 29 (13.2%) were female and 190 (86.8%) were male. The average age of respondents was 26.1.

5. Results

5.1 Reliabilities and Validation

The test of the measurement model includes reliability, convergent and discriminant validity. The reliability of proposed model was measured using composite reliability (CR) while the convergent and discriminant validity were evaluated through average variance extracted (AVE). Fornell and Larcker (1981) suggested, (1) an acceptable CR value for the reliability of each construct should be exceeded 0.7, (2)the AVE value of each construct should exceed 0.5 to ensuring convergent variance, and (3) the AVE value of each construct should exceed the squared correlation among other constructs in the proposed model to ensuring discriminant validity. In this study, all CR values and AVE values were well above the criteria. Thus, the reliability, convergent and discriminant validity were confirmed.

5.2 Structural Equation Modeling

The Structure Equation Modeling (SEM) approach was used to test two proposed models. Since SEM has no single index to test significance, Hair *et al.* (2006) suggested using multiple fit indices to assess goodness-of-fit. Thus, seven indices, including chi-square statistics, goodness of fit index (GFI), adjusted goodness of fit index (AGFI), comparative fit index (CFI), normed incremental fit index (NFI), non-normed fit index (NNFI), and root

mean square error of approximation (RMSEA) were used in this study. As Figure 1 and 2 shows, all indices were well above the acceptable level, which indicated that the structural model had a good fit to the data.
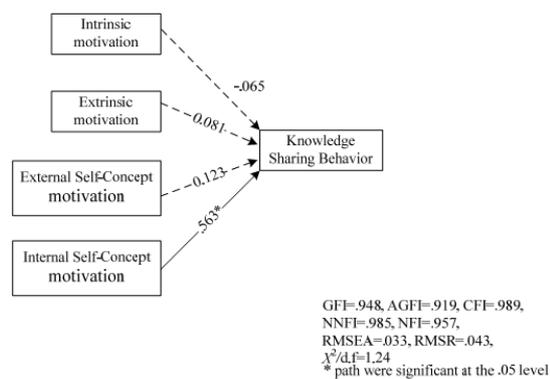

GFI=.948, AGFI=.919, CFI=.989, NNFI=.985, NFI=.957, RMSEA=.033, RMSR=.043, X^2/d.f=1.24
* path were significant at the .05 level

Figure 1. Model 1 SEM results

GFI=.865, AGFI=.827, CFI=.959, NNFI=.952, NFI=.917, RMSEA=.006, X^2/d.f=1.89
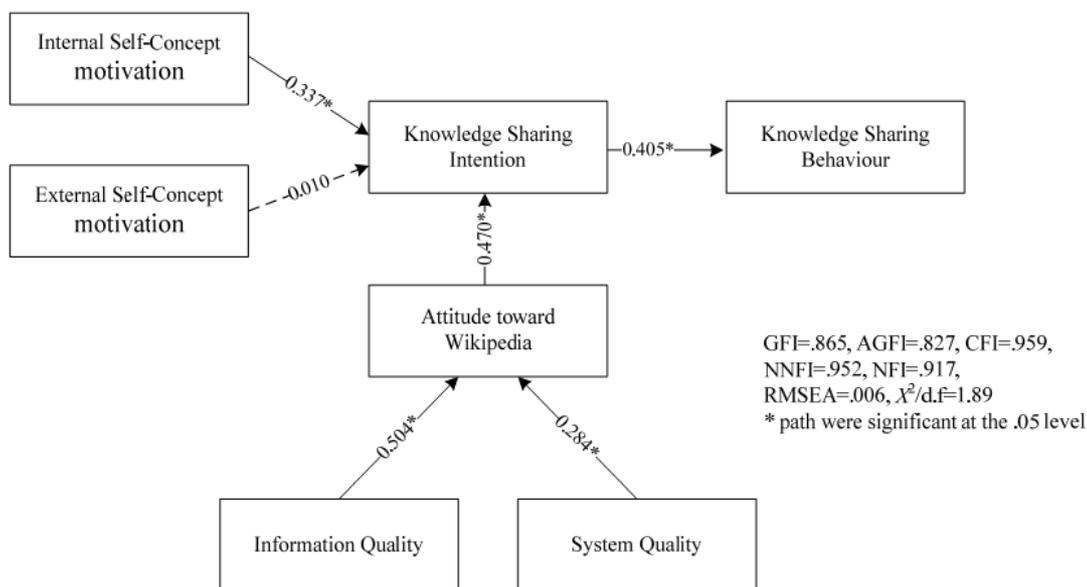* path were significant at the .05 level

Figure 2. Model 2 SEM results

After the fit of model was confirmed, the proposed hypotheses were tested with the structural model. From the perspective of conventional motivation sources, both H1 and H2 were unsupported in this study. Both intrinsic and extrinsic motivations did not significantly affect knowledge sharing behavior in this study. One possible reason is that unlike other traditional online communities, social interaction in Wikipedia is infrequent. Although some Wikipedia-related communities existing on the Internet enable individuals to interact with each other, individuals who participate in sharing knowledge in Wikipedia may not also join the same community. Thus,

individuals often spend considerable effort sharing knowledge in which they are interested but have little interaction with other users who are also engaged in editing the same article. Restated, individuals are more likely to gain self-based achievement rather than enjoyment in the process of sharing knowledge in Wikipedia. Alternatively, extrinsic motivation also did not significantly affect knowledge sharing behavior in this study. Even the reputation, image or respect gained in Wikipedia, such as a Barnstar award on a user page, is incomparable to a physical reward. As a result, extrinsic motivation is an insufficient motivation for actually sharing knowledge

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in Wikipedia.

Considering self-concept-based motivation (H3 and H4), only H4 was supported in this study. The analytical results revealed a positive association between internal self-concept motivation and knowledge sharing behavior. The analytical results extended previous research on organizational knowledge sharing (Kankanhalli *et al.*, 2005; Lin, 2007), which suggests that individual knowledge self-efficacy is the most important predictor of knowledge sharing intention and behavior. Individuals driven by internal self-concept motivation would feel confident to show their competencies at such an encyclopedia on Internet and gain achievement, thus they would behave to share knowledge frequently in Wikipedia. However, external self-concept motivation did not significantly affect knowledge sharing behavior. One possible explanation for this analytical result is that the design of Wikipedia is inadequate for social interaction as compared to other virtual communities. Since Wikipedians typically have a virtual account or are even anonymous to participate in sharing knowledge in Wikipedia, it was hard to recognize one's contribution in it. That is, personal identity is hard to be recognized. Furthermore, the relatively low social interactions also make individuals hard to perceive social normative pressures from reference group to perform the knowledge sharing behaviour in Wikipedia.

Regarding individual attitudes toward Wikipedia, both information quality (H5) and system quality (H6) were significant affect on individual's attitude toward Wikipedia. Information completeness and accuracy of entries in Wikipedia may have attained a level of acceptability even though Wikipedia has no expert review mechanism. In most cases, individuals revise entries in Wikipedia when they believe there is something wrong in the original entries. That is, information completeness and accuracy are ensured through "collective wisdom". Furthermore, subjects in this study also considered the Wikipedia website reliable, easy to use, and able to provide information requested in a timely fashion.

Further, the positive significant coefficient was also observed between individual's attitude toward Wikipedia and knowledge sharing intention (H7). Individuals with favorable attitude toward Wikipedia tend to have high willingness to share knowledge in Wikipedia. Finally, the analytical results also provide evidence that individual's intention to sharing knowledge positively affects the actual sharing behavior. As a result, hypothesis 8 was also supported.

6. Conclusions

The aim of this project was to examine the knowledge sharing intention and behavior of Wikipedians from both perspective of motivation and attitude. After performing an online questionnaire survey, SEM was applied to assess the proposed models and hypotheses. Several analytical results were obtained which may represent significant contributions to our collective understanding of what drives individuals to share knowledge in Wikipedia.

(1) From the motivational perspective, internal self-concept-based motivation is the dominant motivation to influence the intention to share knowledge in Wikipedia.

(2) Both perceptions of information quality and system quality would positively influence individual attitudes toward Wikipedia.

(3) Individuals with strongly positive attitudes toward Wikipedia would typically have a strong intention to share knowledge in Wikipedia.

(4) Individual intention to share knowledge in Wikipedia is positively correlated with the knowledge-sharing behavior.

7. Self-Evaluation on the Project

This study tries to provide more understanding about individual's behavior of using Web 2.0 applications. The major findings of our work are as expected in the proposal. Under the funding of current project, two articles were already accepted by international SSCI journals. Besides, we have also conducted another further survey which focuses on the influence of subjective task value and achievement motivation on individual's continuance intention to use Wikipedia. We expect the analytical results can provide more understanding about why individual engage in editing Wikipedia and how these Web 2.0 applications can attract individuals to persist in using them.

8. Research Publications of This Study (Up to August 2010)

1. Yang, Heng-Li and Lai, Cheng-Yu, 2010, "Motivations of Wikipedia Content Contributors," accepted for publication, forthcoming in *Computers in Human Behavior*, (SSCI)

2. Yang, Heng-Li and Lai, Cheng-Yu, 2010, "Understanding Knowledge Sharing Behaviour in Wikipedia," accepted for publication, forthcoming in *Behaviour & Information Technology*, (SSCI).

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98 年度專題研究計畫研究成果彙整表

計畫主持人：楊亨利　計畫編號：98-2410-H-004-189-

計畫名稱：Web 2.0 知識型社群知識分享與發表意願之研究

成果項目			量化			單位	備註（質化說明：如數個計畫共同成果、成果列為該期刊之封面故事...等）
			實際已達成數（被接受或已發表）	預期總達成數(含實際已達成數)	本計畫實際貢獻百分比		
國內	論文著作	期刊論文	0	0	100%	篇	
		研究報告/技術報告	1	1	100%		
		研討會論文	0	0	100%		
		專書	0	0	100%		
	專利	申請中件數	0	0	100%	件	
		已獲得件數	0	0	100%		
	技術移轉	件數	0	0	100%	件	
		權利金	0	0	100%	千元	
	參與計畫人力（本國籍）	碩士生	0	0	100%	人次	
		博士生	0	0	100%		
		博士後研究員	0	0	100%		
		專任助理	0	0	100%		
國外	論文著作	期刊論文	2	2	100%	篇	
		研究報告/技術報告	0	0	100%		
		研討會論文	1	1	100%		
		專書	0	0	100%	章/本	
	專利	申請中件數	0	0	100%	件	
		已獲得件數	0	0	100%		
	技術移轉	件數	0	0	100%	件	
		權利金	0	0	100%	千元	
	參與計畫人力（外國籍）	碩士生	0	0	100%	人次	
		博士生	2	2	100%		
		博士後研究員	0	0	100%		
		專任助理	0	0	100%		

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計畫名稱：Web 2.0 知識型社群知識分享與發表意願之研究

	其他成果 (無法以量化表達之成果如辦理學術活動、獲得獎項、重要國際合作、研究成果國際影響力及其他協助產業技術發展之具體效益事項等,請以文字敘述填列。)	無

	成果項目	量化	名稱或內容性質簡述
科教處計畫加填項目	測驗工具(含質性與量性)	0	
	課程/模組	0	
	電腦及網路系統或工具	0	
	教材	0	
	舉辦之活動/競賽	0	
	研討會/工作坊	0	
	電子報、網站	0	
	計畫成果推廣之參與（閱聽）人數	0	

國科會補助專題研究計畫成果報告自評表

請就研究內容與原計畫相符程度、達成預期目標情況、研究成果之學術或應用價值（簡要敘述成果所代表之意義、價值、影響或進一步發展之可能性）、是否適合在學術期刊發表或申請專利、主要發現或其他有關價值等，作一綜合評估。

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1. 請就研究內容與原計畫相符程度、達成預期目標情況作一綜合評估
    ■達成目標
    □未達成目標（請說明，以 100 字為限）
        □實驗失敗
        □因故實驗中斷
        □其他原因
    說明：

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2. 研究成果在學術期刊發表或申請專利等情形：
    論文：■已發表 □未發表之文稿 □撰寫中 □無
    專利：□已獲得 □申請中 ■無
    技轉：□已技轉 □洽談中 ■無
    其他：（以 100 字為限）
    已有兩篇論文被國際 SSCI 期刊接受，如下 Computers in Human Behavior, Behaviour & Information Technology.

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3. 請依學術成就、技術創新、社會影響等方面，評估研究成果之學術或應用價值（簡要敘述成果所代表之意義、價值、影響或進一步發展之可能性）（以 500 字為限）

    隨著網路技術的發展，由使用者產生網站內容逐漸成為一種趨勢。在眾多由使用者產生內容的網站中，最有名的莫過於維基百科。維基百科是一個多國語言的百科全書，其內容都是由維基百科的使用者共同編輯所產生。然後，參與維基百科的編修必須花費時間與精力，並且很難獲得實質的報酬，因此是什麼原因讓這些維基百科的參與者貢獻其所擁有的知識在其中，是個值得被探討的議題。本研究從動機與態度的觀點來探討使用者在維基百科中分享知識的意願與行為。透過網路問卷調查以及結構方程模式的使用，本研究驗證了兩個所提出的研究模式與其中所包含的假說。研究結果顯示，內在自我概念動機會顯著影響個體在維基百科中分享知識的意願。除此之外，受訪者對於維基百科系統與資訊品質的態度，亦顯著影響其在維基百科中分享知識的意願。