

How Benefits and Risks of Social Capital Effect Knowledge Flow

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Abstract

Knowledge, in comparison to traditional methods of communication, can be shared more frequently and the information posted on a community can spread quickly because of the near-instantaneous nature of Internet communication. Furthermore, online users are more willing to share their personal information and opinions because they can be anonymous. Therefore, this study examines knowledge flow among online community members. Social capital facilitates the behavior of knowledge sharing between employees. However, social capital also has negative influences. This study conceptualizes a framework to examine the effect of the benefits and disadvantages of social capital on online communities' knowledge flow. In addition, we also propose moderating variables that influences the relationship between social capital benefits/downside and knowledge flow. This study will employ the structural equation modeling (SEM) approach to estimate a conceptual model using survey data from participations in the virtual community.

Keyword : Social Capital, Social Capital Benefits, Social Capital Risks, Knowledge Flow, Virtual Community