以社會交換理論與社會認知理論之整合性觀點探討Mobile01知識分享的影響因素

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摘要

According to Top 100 Websites in Taiwan announced by Business Next on March 2, 2013, the ratio of top websites in the social networking category has reached an all time high of 30%. Many experts have therefore considered social networking services as popular services among Internet users in Taiwan. A survey on intentions to use virtual communities conducted by InsightXplorer shows that Taiwanese users join virtual communities mainly to "share feedbacks, opinions, and life experiences with people having some interests in common". The success of a virtual community depends on whether it can attract users to browse and use the website. A web platform is successful if it has more and more users willing to share their experience, knowledge or expertise to assist others in addressing certain problems. This study explores factors affecting knowledge sharing on Mobile01 from an integrated perspective that combines social exchange theory and social cognitive theory. Data were collected from a questionnaire survey and analyzed using stepwise multiple regression analysis. Results of this study can be a reference for administrators of virtual communities or people interested in knowledge sharing in virtual communities.

關鍵字：virtual communities、knowledge sharing、social exchange theory、social cognitive theory