

以五大人格特質探討在Mobile01知識分享意圖之研究

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摘要

With the development of Internet technology, all kinds of virtual communities have quickly emerged. In addition to schools, people can also acquire information and knowledge shared by others from virtual communities. It has been confirmed in previous research that knowledge sharing is affected by personality factors. According to Alexa traffic statistics in 2013, Mobile01 ranks first in terms of visitors and page views among 3C online forums in Taiwan. Therefore, this study investigated website usage and knowledge sharing intentions of Mobile01 users based on Theory of Reasoned Actions. Data were collected from a questionnaire survey and further analyzed using structural equation modeling to find the relations between knowledge sharing dimensions and personality traits. Results of this study can be a reference for website operators.

關鍵字：Virtual Community, Knowledge Sharing, Personality Traits, Mobile01, Theory of Reasoned Action.