

A Study of Wikipedia Creators' Knowledge Sharing Behaviors from the Perspective of Experiential Value / 黃焱麟撰.- 彰

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ABSTRACT

Nowdays, Wikipedia is the most important Knowledge Sharing Platform on the Internet. It ' s a free, web-based collaborative encyclopedia written by volunteers around the world. This platform is not only used by individual users for knowledge sharing, but also by enterprise for knowledge management. Theory of reasoned action is used by this study as a framework, different experiential values were investigated to identify the factors that influence the knowledge sharing behaviors of Wikipedia. Data were gathered by questionnaires and analysed by Statistical Software. The results showed that Utilitarian Value and Obligation Value had significant effects on Knowledge sharing behaviors. The results of this study are used for Wikipedia and the enterprise wiki platform as a reference.

Keywords : Experiential Value、 Knowledge Sharing、 Wikipedia

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