

# A Study of Internet User ' s Intention to Participate in Crowdsourcing Based on Social Capital Theory

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## ABSTRACT

As an emerging knowledge sharing activity on Internet, crowdsourcing is defined as organizations post or outsource tasks to Internet users and provide rewards to attract a crowd on sharing ideas or techniques in responding to inquiries. What motivate Internet users to actively participate in crowdsourcing? Many previous studies examined user ' s intention or behavior towards Internet applications based on Theory of Planned Behavior and Technology Acceptance Model. However, these theories are insufficient to explain Internet user ' s intention to join in crowdsourcing. This study explores the factors influencing Internet user ' s participation in crowdsourcing from the social capital perspective. Based on the prior studies, the research hypotheses were established. Through an online survey, a total of 200 effective samples were collected from Internet users who participated in crowdsourcing. A structural equation modeling approach was adopted to test the research model. Results of measurement model showed the instrument had sound validity and reliability and the model fitness was good. Results of structural model indicated that Social Interaction Ties, Identity, Trust, Altruism, and Interest significantly affected Internet user ' s intention to participate in crowdsourcing while Comfort and Rewards had no significant effect. This study confirms the major factors influencing Internet user ' s intention to participate crowdsourcing. Findings inform effective management of crowdsourcing initiatives for organizations.

Keywords : Social Capital Theory、Crowdsourcing、Altruism

## Table of Contents

中文摘要	iii	英文摘要	iii
iv 誌謝辭		v 表目錄	
viii 圖目錄		ix 第一章 緒論	
1 第一節 研究背景	1	1 第一節 群眾外包	6
2 第二節 研究動機與目的	2	6 第一節 社會資本理論	7
4 第二章 文獻探討	6	7 第二節 利他行為	11
6 第二節 社會資本理論	11	11 第三章 研究方法	13
11 第三章 研究方法	13	13 第二節 研究工具	19
13 第一節 研究架構與假說	13	19 第三節 研究對象	25
19 第三節 研究對象	25	25 第四節 問卷預試	25
25 第四章 結果與討論	28	25 第四章 結果與討論	28
28 第二節 工具信效度與模型適配度	32	28 第一節 樣本分析	32
32 第三節 假設檢定	36	32 第二節 工具信效度與模型適配度	36
36 第四章 結論與建議	41	36 第四節 討論	41
41 第五章 結論與建議	41	41 第一節 研究結論	43
41 第二節 建議	43	43 第三節 研究限制與未來研究方向	43
43 參考文獻	45	43 參考文獻	45
45 附錄A 研究問卷	45	45 附錄A 研究問卷	45
45 表目錄	50	45 表目錄	50
50 表 1.1 影響群眾外包活動參與者意圖的相關研究	3	50 表 1.1 影響群眾外包活動參與者意圖的相關研究	3
3 表 2.1 社會資本的定義	11	3 表 2.1 社會資本的定義	11
11 表 3.1 各變數之操作型定義	19	11 表 3.1 各變數之操作型定義	19
19 表 3.2 社會互動連結之測量題目	20	19 表 3.2 社會互動連結之測量題目	20
20 表 3.3 認同之測量題目	21	20 表 3.3 認同之測量題目	21
21 表 3.4 信任之測量題目	23	21 表 3.4 信任之測量題目	23
23 表 3.5 利他主義之測量題目	23	23 表 3.5 利他主義之測量題目	23
23 表 3.6 方便性之測量題目	23	23 表 3.6 方便性之測量題目	23
23 表 3.7 獎酬之測量題目	24	23 表 3.7 獎酬之測量題目	24
24 表 3.8 興趣之測量題目	24	24 表 3.8 興趣之測量題目	24
24 表 3.9 群眾外包參與意圖之測量題目	24	24 表 3.9 群眾外包參與意圖之測量題目	24
24 表 3.10 因素分析結果摘要	26	24 表 3.10 因素分析結果摘要	26
26 表 4.1 樣本人口統計變項分析	29	26 表 4.1 樣本人口統計變項分析	29
29 表 4.2 各變數測量题目的敘述性統計	30	29 表 4.2 各變數測量题目的敘述性統計	30
30 表 4.3 各變數測量题目之描述性統計摘要	33	30 表 4.3 各變數測量题目之描述性統計摘要	33
33 表 4.4 測量模型與結構模型之適配度檢定結果	36	33 表 4.4 測量模型與結構模型之適配度檢定結果	36
36 表 4.5 研究假說驗證結果	39	36 表 4.5 研究假說驗證結果	39
39 圖目錄	圖 1.1 研究流	39 圖目錄	圖 1.1 研究流

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