Using Technology Acceptance Model to Study the User Learning Satisfaction and Knowledge Sharing Willingness in Blog

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ABSTRACT

With the rapid development of information technology and internet, to provide a good e-Learning system and make learners using with satisfaction is one of the successful factors in education. Blog is one of the popular open sources software, because it's freedom, sharing and opening have been used in education realm. However, researches about empirically documented the linkage between information technology application and education theory was scant. Therefore, the aim of this research attempts to explore how learner's degree of Blog acceptance and knowledge sharing willingness in learning environment. This empirical study involved 127 undergraduate students and conducted to test research model and hypothesis, then tried to get the four conclusions: (1) We offer an assessed model which can be find the key factor effecting learners' satisfaction and knowledge sharing willingness in Blog learning system. (2) Perceived usefulness is effective key factor of the learning satisfaction. Learning Satisfaction is effective key factor of the knowledge sharing willingness. (3) Moreover, we divided targets into three groups of knowledge sharing types by using cluster analysis, and than utilized the discrimination analysis to identify the validity of cluster analysis. (4) These students of the high learning satisfaction are more willingness of knowledge sharing than students of the normal or low learning satisfaction in Blog learning system.

Keywords : Blog ; Technology Acceptance Model ; Learning Satisfaction ; Willingness of Knowledge Sharing

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