A Study of User Behavior in Distributed Knowledge Management for Blog Community Using

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ABSTRACT

Blog expands very fast, so it becomes the main style of internet media. Blog is also one of famous applications in internet. Blog begins to extend in education. The concept of multimedia blog in this paper can enhance to present knowledge in learning blog and improve personal teaching materials. It can also accelerate the knowledge communication between blogs and recycle. Finally, it aims to share and innovate knowledge by using blogs. This paper constructs a learning community of multimedia blog and researches the learning behavior of students in academy education. The foundation of this research is theory of planned behavior, adding perceived attributes of innovations and task-technology fit. This paper studies the critical factor that affects learners' behavior in a learning community of multimedia blog. The results of this research show that perceived attributes of innovations in the learning system of multimedia blog can affect learners' attitude toward the behavior significantly. Attitude toward the behavior, subject norm, perceived behavior control and task-technology fit are also affect users' will positively and then affect users' behavior.

Keywords : Blog ; Distributed Knowledge Management ; IDT ; TPB ; TTF

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