

Using UTAUT to explore Collective Intelligence of Wiki Virtual Community

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ABSTRACT

With the maturity of information science and technology, several several fast accumulation of knowledge, knowledge share and rise of Web2.0 already been quite popular concept in recent years, Web2.0 is used by the network of a kind of collection combined wisdom, through sharing or participating in the system to put up and build up, it is the abundant understanding and utilizing to combined wisdom. Wiki develops the one of the most successful platforms under Web2.0 combined wisdom concept, linking base encyclopaedia establish purpose to is it let everyone can is it produce any theme knowledge to write through one's own language to want among Wiki, the user expands from individual to the community, so, this research regards linking the base encyclopaedia in Chinese as the platform, it influences the key factor which the user uses to probe into. This research aims at combining the merger type science and technology that Venkatesh et al. Dr. eye: puts forward and accepting the way (UTAUT) And Csikszentmihalyi (1975) Spirit fan theory, set up it last theory structure, target regard having persons who links encyclopaedia use experience of bases as, it influences users to adopt Wiki knowledge community and reach the common creation, key factor of combined wisdom to probe into.

Keywords : UTAUT ; Flow Expectancy ; Wiki

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