

以社群化觀點探討部落格使用者合作式知識分享行為之研究

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摘要

部落格傳達使用者豐富內容形式外，亦提供社群支援功能，連結使用者與使用者之間關係。部落格發展至社群型態漸趨成熟，使用者之間以共同目標進行分享及發表文章。然而過去研究多是以部落格為主，鮮少有針對部落格社群之研究。為此本研究目的主要以社群化觀點探討使用者在部落格社群中，使用者進行知識分享之行為研究。本研究整理相關文獻提出研究模型，並以社群化觀點提出影響因素構面對於使用者行為之影響。依據研究架構進行問卷設計，並於各大部落格提供社群支援功能網站張貼及E-mail發放問卷。並以Chin(1997)所發展出之PLS-Graph 3.0進行資料分析。研究結果顯示，人們參與部落格社群進行合作式知識分享之主要因素包括社群凝聚力、信任、聲譽、相互影響、自我效能及便利狀態，而研究意涵與討論將提供給部落格社群經營者在趨勢及發展上參考。

關鍵詞：部落格;社群;知識分享;計畫行為理論

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