The Study of User Cooperative Knowledge Sharing in Blog: a Community Perspective

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ABSTRACT

Blogs have to accord with rich contents that provide the communities-supported function and link the relationship between blog users and users. In recent year, Blog community has developed, and the users share knowledge and post articles with common goal. However, it was attend to blog community in few researches. Therefore, the purpose of study is to develop and validate the user behavior model which explains what influence blog community user sharing knowledge. The study applies the theory of planned behavior model with community perspective constructs to accurately predict the blog community user behavior. This study uses the method of PLS that result analysis reveals that group cohesiveness, trust, reputation, mutual influence, self-efficacy, and facilitating condition are positively related to intention to cooperative knowledge sharing. The result will provide further insights into blog community managers the decision that the blog of the trends and development.

Keywords : blog ; community ; knowledge sharing ; TPB

Table of Contents

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