

# 以計畫行為理論與Web2.0特質觀點探討維基百科使用者集體創作型為之研究

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## 摘要

隨著Web 2.0的時代來臨，Wiki網站發展愈見豐富，其最大應用為匯集人類集體智慧之維基百科(Wikipedia)，然而相關研究中較少針對維基百科創作者創作行為動機進行探討。有鑑於此，本研究試圖以計畫行為理論為基礎，以Web 2.0特質之開放、分享與同儕傳遞並輔以信任、利他主義與社群認同建構研究模型，用以探討維基百科使用者集體創作行為。本研究採用問卷調查的方式共收回 118份有效問卷，運用最小平方方法(Partial Least Squares, PLS)進行分析，使用PLS-Graph 3.0作為資料分析軟體。研究結果顯示，影響維基百科使用者創作行為之因素包括社群認同與Web 2.0特質之開放、分享與同儕生產，解釋力R<sup>2</sup>=0.530，本研究結論與研究意涵期許對相關學術研究有所貢獻，並將提供給其他非營利網站做為經營上之參考。

關鍵詞：web 2.0;wiki;維基百科;集體智慧;計畫行為理論

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