

The Study of User Collective Creative Writing in Wikipedia: TPB and Web 2.0 characteristics

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ABSTRACT

During the coming time of Web 2.0, Wikipedia built by the accumulating and collective intelligence, grows up rapidly. However, there are only fewer issues focus on the behavior motivation for editors in relative studies. Hence, the purpose of this study is to develop and validate the research model to explain the editor behavior in the contexts of the Wikipedia. The purposed model is empirical evaluated using survey data collected from 118 Wikipedia users about their perception. The result shows that which influence the co-edit behaviors of Wikipedia, including community identification, , opening / sharing feature of web 2.0 to others (R2=0.530). The result and concept of this study could contribute some useful parts to relative researches, and also points out the direction for the operation of other non-profit websites.

Keywords : eb 2.0 ; wiki ; wikipedia ; collective intelligence ; TPB

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