

維基百科下虛擬社群成員知識分享意願之研究

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摘要

「維基百科」，是一個由眾人集體協作(Mass Collaboration)的線上百科全書，來自四面八方的創作者完全是無酬且自願的。因此，本研究對哪些因素會促成維基百科的使用者進行知識分享感到興趣。本研究以計畫行為理論(Theory of Planned Behavior)為理論架構，導入外生變數，探討在維基百科下影響虛擬社群成員知識分享意願之因素，以問卷調查法收集資料，並對資料進行量化統計的資料分析。本研究針對有使用過中文維基百科的使用者為受測對象，透過網路問卷搜集206份有效問卷再予以分析，經由LISREL分析的結果，本研究驗證了，預期互惠關係與樂於助人會正向影響知識分享的態度。自我價值感與同儕影響會正向影響知識分享的主觀規範。自我效能與資源助益環境會正向影響知識分享的認知行為控制。但對知識分享意願無直接影響。透過知識分享的態度、知識分享的主觀規範與知識分享的認知行為控制對知識分享意願產生間接影響。並提供管理意涵給中文維基百科網站參考。

關鍵詞：虛擬社群；知識分享；計畫行為理論；維基百科

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