

# A Study on Wikipedia-based Virtual Community Members' Knowledge Sharing Intention

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## ABSTRACT

Wikipedia is an on-line encyclopedia created by Mass Collaboration. The creators come from everywhere. This creating behavior is voluntary, and has no rewards. Consequently, this research is concerned with which factors will facilitate Wikipedia users to share knowledge. This research uses the theory of planned behavior as a theoretical framework and introduces several extraneous variables for a study on wikipedia-based virtual community members' knowledge sharing intention. Data were collected data by questionnaires and conducted rough a quantitative analysis. The results of the empirical research are as follows. "Anticipated reciprocal relationships" and "enjoy helping" are positively related to "attitude toward knowledge sharing". "Sense of self-worth" and "peer influence" re positively related to "subjective norm toward knowledge sharing". "Self-efficacy" and "resource facilitating conditions" re positively related to "perceived behavioral control on knowledge sharing". "Attitude toward knowledge sharing", "subjective norm toward knowledge sharing" and "perceived behavioral control on Knowledge Sharing" are positively related to "intention to share knowledge". Managerial implications are also given wikipedia.

Keywords : virtual community ; knowledge sharing ; theory of planned behavior ; wikipedia

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