

Developing a Model for Information Giving Behavior in Virtual Communities

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Abstract : Virtual communities have created a range of new social spaces in which to meet and interact with one another. Both as a stand-alone model or as a supplement to sustain competitive advantage for normal business models, building virtual communities has been hailed as one of the major strategic innovations of the new economy. However for a virtual community to evolve, the biggest challenge is how to make members actively give information or provide advice. Even in busy virtual communities, usually, only a small fraction of members post information actively. In order to investigate the determinants of information giving willingness of those contributors who usually actively provide their opinions, we proposed a model to understand the reasons for contribution in communities. The study will definitely serve as a basis for the future growth of information giving in virtual communities.

Keywords : information giving, social identity, trust, virtual community

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