

# POTENTIAL FACTORS INFLUENCING INFORMATION SHARING IN VIRTUAL COMMUNITY

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## STUDY DETAILS

### RESEARCH QUESTION

What potential factors could influence individual's information sharing behavior in virtual community?

### BACKGROUND

- The virtual community could provide a way for the members to interact with others socially.
- A number of factors, including the cost, potential benefits, motivated systems, intrinsic and extrinsic



incentives, and so on, could influence the information sharing behavior.

- Extrinsic motivation refers to the potential profits of contributing are expected to exceed the information provider's costs.
- Intrinsic motivation present the mental satisfaction is more important than the consequences of the activity.
- Some previous researches showed the potential connection between these factors and information sharing behavior.

## STUDY PROCESS

### PARTICIPANTS

- Should be familiar with virtual communities
- Should be familiar with relevant technologies
- Should be English speaker

### ONLINE SURVEY & INTERVIEW

- 26 online participants & 4 interviewees.
- 4 multiple choice questions, 2 short answer questions, 2 scaled questions, and 2 open questions.
- 5 open questions in interview.

### RESULTS

- 77% consider Facebook as their most frequently used online community.
- 92% check their online status every day.
- 96% would like to receive info, 23% like to share.

### DISCUSSION

#### Intrinsic Motivation Play an Important Role

*When asked how much would you like to share your information in the virtual community, one interviewee firstly said she would like to share her ideas and moods within the community; while in a few seconds, she added "not the bad moods, because my parents could see that".*

*Another interviewee said that she would post/share some negative text or photos on Twitter or Instagram but not on Facebook because she knew most of her Facebook friends and only wanted to show her best.*



#### Other Potential Factors

- Personal information Security
- Trust towards community
- Interpersonal relationship

## CONCLUSIONS

- People may like to share information due to the satisfaction and enjoyment they acquired from others in the same platform.
- The users may have different requirements from such communities, like Facebook, Instagram, and Twitter, because of users' various social relationships.
- Some other factors, such as personal information security, and the trust to the communities may also relate to the information sharing behavior.

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