

# Factor to Facilitate Learning in Knowledge Sharing

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**Abstract**—Knowledgesharing is fundamentally about making the right knowledge or the right knowledge sources (including people) available to the right people at the right time. Knowledge sharing is therefore perhaps the single most important aspect in this process, since the vast majority of KM initiatives depend upon it. Knowledge sharing can be described as either push or pull. The latter is when the knowledge worker actively seeks out knowledge sources (e.g. library search, seeking out an expert, collaborating with a coworker etc.), while knowledge push is when knowledge is "pushed onto" the user.

**Keywords** – knowledgesharing, KM, knowledge worker, collaborating

## I. INTRODUCTION

The Knowledge managers are often considered key in the build-up of a knowledge sharing system (Davenport & Prusak 2000, Gamble & Blackwell 2001). They must help define the areas of expertise of the members of the firm, guide their contributions, assist users, and be responsible for the language used in publications and other communication material. This is so as to avoid an information/knowledge overload. Access to both centrally managed and self-published knowledge. The former is often more scrutinized but takes longer to publish and is not as hands-on (and potentially relevant). Self-published information on the other hand runs the risk of not being as reliable.

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This study was conducted with the purpose of knowing sharing to facilitate the process of knowledge. Social networks will often ask users to share their personal information (identity) This is the starting point for users to build trust between them and facilitate broader learning environment after trust is built with Trust is a key factor that has been studied by many researchers when considering electronic knowledge sharing. However, the depth of information they are likely or willing to share, is still in doubt. For the purposes of this study, previous research has seen and model of those studies were analyzed. There are three main groups, which consist of the organization / community / individual factors, content and contextual factors, and technological factors.

## II. SIGNIFICANCE AND CONTRIBUTIONS

Contribution to the knowledge—There could assist people, especially knowledge practitioner to guide them in utilizing social network as a medium to share knowledge. As what has been pointed out by Akiyoshi(2008),the continuous investigations is important, because information worth reading and rewriting should be investigated. Contribution to organization, society and country—Individuals, organizations and government bodies could use the results from this study to evaluate and carefully select the social network that are trust worthy and could be depended on in sharing information. Proper selection is vital to ensure information could be shared smoothly among citizens, and within the same time, citizen's securities are protected.

## III. LITERATURE REVIEW

Chowand Chan(2008) pointed out that social network provided chances for interpersonal contact, where by people react positively towards sharing ideas and resources with those who have close relationship with them. Furthermore, people who build a social network may be expected to share their knowledge. Therefore social networks usage should be explored to ensure it can be fully utilized for knowledge sharing. Cadima,etal.(2010) stated that, in order to increase communication and collaboration opportunities, members of a community must be aware of the social networks that are available. In addition, from the study conducted by

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Chai and Kim (2010), blogs have gained a lot of popularity among Internet. The Pew Internet and American Life Project survey in 2008 stated that 40% of adult Internet users in the United States have blogs. Thus, blogs have become an innovative knowledge sharing medium for people, because blogs are easier to access and comprehensive information because bloggers can post videos, photo and sound in blogs. Hsu and Lin (2008) also had conducted a study, where by it was found that most blog readers and creators are young, and in overall, bloggers also value the information in blogs. This means that people who use blogs and to accept knowledge sharing process. Therefore, businesses and organizations seem to exploit blogs to advertise services or products, as well as to convey information. For example, the commonly found advertisement service in blogs is Nuff Nang, whereby it promotes various ages of products.

Yu, Lu, and Liu (2010) had similar view, whereby they pointed that identifying the motivation that underlies knowledge sharing behavior in cyberspace can help both academics and practitioners to gain insight into why people do not share knowledge. Zhanget al. (2010) also agreed with this point by added that the availability of virtual communities does not promise that their participants would share their knowledge. Thus, it is important to understand factors that could promote knowledge-sharing behavior in virtual communities. However, according to Indira Hamulic and Nina Bijedic (2009), one of the biggest barriers in knowledge sharing are spammers, people who write or posts irrelevant topics to the group. Fang and Chiu (2010) added that the major challenge in sustain in virtual community of practice, as well as social network is together knowledge spontaneously from users. Therefore, factors that could result in knowledge sharing could help to encounter these problems in knowledge sharing and could increase user's participation to share.

### A. Research Model

From previous researches, it was found out that trust is the major focus of these searches and could be the major factors that influence knowledge sharing followed by other factors. Models that have been developed by previous researches;

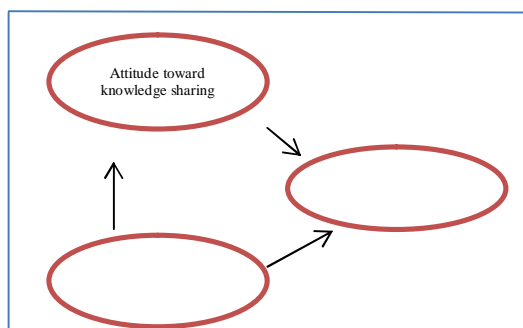


Fig1: Source: Chow and Chan, 2008

## IV. RESEARCH METHODOLOGY

This study used questionnaire method, which is the most favorable method being chosen in order to have standardized feedbacks from users. The questionnaire that has been developed were tested for validation (5 students from Masters of Science in Information Management, IM770 were selected) to ensure respondents could clearly understand the questions before it can be distributed to the actual respondents. The questionnaire was also being sent to an expert (lecturer/supervisor) for revision. After the pilot test and revision, some corrections have been done to improve and finally the questionnaire was distributed to 160 respondents. In order to ensure the number of respondents reach the total of 160, feedbacks from respondents were collected as soon as they complete the questionnaire. For the purpose of this study, data processing was done using commercial statistical software, called SPSS. This study used several approaches to process the data into meaningful information. Firstly, descriptive analysis – simple tabulation was used. It was about calculating the number of different responses and arranged the data into an organized manner to inform the researchers about the responses occur. The analysis also used frequency distribution approach. At last was prepared to display the counting of responses for each category (the frequency of occurrence). From the research model and research questions, a set of questionnaire has been developed. This research model divided the main factors that could contribute to knowledge sharing through social networks into three main categories; individual or community factors, content factors, and technological factors.

## V. DATA ANALYSIS AND FINDINGS

### A. Knowledge Sharing

From Table 1, it has shown that the most popular social network site among respondents is Facebook, where by every respondent know its existence (Statement “I do not know it” = % of respondents). 50.6 % of respondents (81 respondents) contribute to Facebook. This means that they are actively update their status/shoutout, posting videos or links, as well as involve in group discussion. This number is followed by 46.9 % of respondents (75 respondents) who only use Facebook without contribution. This means that they are passively participate in using Facebook tools. Users can easily access Facebook from Yahoo! site, as well as any other sites which enable user to logon into Facebook to share information they found. In addition, users could also logon into Facebook through mobile phones (most of latest model of mobile phones are equipped with Facebook icon). The social network sites usage is followed by Blogger, Friendster, Twitter, MySpace, Tagged and hi5.

Knowledge Sharing							
Statement	Social Network Sites						
	Facebook	Twitter	MySpace	Friendster	Blogger	Hi5	Tagged
I do not know it	0 0.00%	4 2.5%	5 3.1%	2 1.2%	6 3.8%	38 23.8%	26 16.2%
I know it, but do not use	4 2.5%	102 63.8%	98 61.2%	67 41.9%	97 60.6%	99 61.9%	82 51.2%
I only use it	75 46.9%	32 20.0%	42 26.2%	64 40.0%	26 16.2%	15 9.4%	38 23.8%
I contribution to it	81 50.6%	22 13.0%	15 9.4%	27 16.9%	31 19.4%	8 5.0%	14 8.8%
<b>TOTAL</b>	<b>160</b>	<b>160</b>	<b>160</b>	<b>160</b>	<b>160</b>	<b>160</b>	<b>160</b>

TABLE 1: The Knowledge Sharing

From Table2 ,it was found out that most respondents participate in social networking site because they would like to keep in touch with friends and families, which represented by a total of 86.9 % respondents(139respondents). This number was derived from a total sum of “Agree” and “Strongly Agree”. Other reasons that followed the main reason(to keep in touch) are to inform or be informed (contacts, events, appointments) with 86.2 % (138 respondents), to share interest with others with 82.5% (132respondents), to find & exchange information (k-sharing) with 73.1% (117respondents), to meet new people with 63.1 % (101respondents), and to advertise service, products, expertise with 59.4% (95respondents).

Knowledge sharing Sites Usage						
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Total
Keep in touch	2 1.2%	1 0.6%	18 11.2%	63 39.4%	76 47.5%	<b>160</b> <b>100%</b>
Find & exchange information (knowledge sharing)	2 1.2%	2 1.2%	39 24.4%	72 45.0%	45 28.1%	<b>160</b> <b>100%</b>
Share interests with others	4 2.5%	0 0.0%	24 15.5%	80 50.0%	52 32.5%	<b>160</b> <b>100%</b>
Inform / Be informed about contacts, events, appointments	3 1.9%	2 1.2%	17 10.6%	77 48.1%	61 38.1%	<b>160</b> <b>100%</b>
Meet new people	4 2.5%	4 2.5%	51 31.9%	64 40.0%	37 23.1%	<b>160</b> <b>100%</b>
Advertise expertise / service / business / product	8 5.0%	6 3.8%	51 31.9%	64 40.0%	31 19.4%	<b>160</b> <b>100%</b>

TABLE 2:Knowledge Sharing SitesUsage

**B.Individual orCommunityFactor**

Table3, each element with in the individual and community factor was displayed. It has been shown that the highest factor is user’s willingness to share (withmean=4.03). However,

these factors were then grouped according to research model (attitude, enjoyment, relationship, culture, trust, and fairness). The factors were again being calculated in order to represent each elements of the factor as in there search model.

Individual / Community Factors	Mean	Std. Deviation
Willing to share (attitude)	4.03	.70888
Approachable, enjoyment (enjoyment)	3.00	.57732
Know each other very well (relationship)	3.99	.67755
Prefer to work in group (relationship)	3.98	.73947
Keep each other updated (culture)	3.97	.74751
Trust (trust)	3.96	.95751
Supportive learning culture (culture)	3.93	.70533
Regardless of seniority (fairness)	3.86	.66812
Encouraged to give opinion (fairness)	3.83	.74582
Seniors commitment (culture)	3.78	.88275
Only share knowledge if it is important to other (attitude)	3.76	.84487
Feel sorry if SNS are shut down (attitude)	3.74	.89364
Have online discussion platform to exchange study-related ideas	3.73	.86838
Prefer people to approach rather than be volunteer attitude)	3.68	.78947
Involvement with knowledge sharing regardless of people (enjoyment)	3.59	.77206
Feel out of touch when haven’t logged onto social network for a while (relationship)	3.58	1.00031
Proud to be social network user (relationship)	3.57	.90853

TABLE 3: Individual or Community Factor Findings

Table 4, displays the results of the content factors which could contribute towards knowledge sharing through social network. The highest factor from content factor is the open communication, where by information is able to flow freely through social network. This factor score 4.02 (mean). However, these factors were not yet represent the actual factors as what being presented in there search model. Therefore, items in Table 4, were grouped into elements which being presented in the research model.

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Content Factors	Mean	Std. Deviation
Open communication (Openness)	4.02	.69565
Free disseminate information (Openness)	3.95	.68036
Current issue discussion (Usefulness)	3.88	.66340
Information about other societies/states/countries (Usefulness)	3.83	.70533
Relevant/used information (Usefulness)	3.82	.72573
Increase 'network' (connection with people (Reputation)	3.78	.63118
Personal (non academic) benefits (Benefit)	3.78	.67918
Personal experience (Detail)	3.74	.71364
Academic / work benefits (Benefit)	3.74	.64902
Reputation (Reputation)	3.70	.74226
Information about society (e.g. 1 Malaysia, etc) (Usefulness)	3.68	.77338
Information on shopping (Usefulness)	3.67	.72443
Academic experience (Detail)	3.63	.67990
Income (Usefulness)	3.59	.76387
Government information (Usefulness)	3.54	.78418
Political Information (Usefulness)	3.36	.82681

TABLE 4: Content Factor Findings

Represent the elements of content factor that could contribute to knowledge sharing through social network. Openness of information still has the highest score, with 3.99 (mean), followed by benefit with score 3.76(mean).The lowest and the least score is usefulness of information with score 3.67. Even though it the lowest, it can still be considered as positive result. Content Factor had scored 3.77 mean, which can be considered as significant factor and positive result. This study could also help to build awareness among people of what extent they have already shared, and what information should they improve to share in future. In addition, it was also found out that some engineers are still keep in contact with their seniors from the university, whom they referred to for certain solutions.

### VI. CONCLUSION

In order to foster knowledge creation and sharing, security and privacy features must also been hanced. In addition, technical supports could also be used to boost search speed and accuracy of search results, so that users would believe that social network could provide information to them in timely manner and faster From the study, sharing knowledge has ranked as the third (3rd) reason of why people use social network. This means that users till not seriously use the social networks for knowledge sharing. Therefore, it is important for the government and educational institution to promote usage of social network for knowledge sharing purposes.

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