DETERMINANTS THAT INFLUENCE INTENTION TO SHARE INFORMATION ON BLOGS

KOH BOON SIEW

UNIVERSITI UTARA MALAYSIA

2011
KOLEJ PERNIAGAAN  
(College of Business)  
Universiti Utara Malaysia  
PERAKUAN KERJA KERTAS PROJEK  
(Certification of Project Paper)

Saya, mengaku bertandatangan, memperakukan bahawa 
(I, the undersigned, certified that)

KOH BOON SIEW (802415)

Calon untuk ijazah Sarjana  
(Candidate for the degree of)  
MASTER OF HUMAN RESOURCE MANAGEMENT

telah mengemukakan kertas projek yang bertajuk  
(has presented his/her project paper of the following title)

DETERMINANTS THAT INFLUENCE INTENTION TO SHARE INFORMATION ON BLOGS

Seperti yang tercatat di muka surat tajuk dan kulit kertas project  
(as it appears on the title page and front cover of the project paper)

Bahawa kertas projek tersebut boleh diterima dari segi bentuk serta kandungan dan meliputi bidang ilmu dengan  
(that the project paper acceptable in the form and content and that a satisfactory knowledge of the field is covered by  
the project paper).

Nama Penyelia  
(Name of Supervisor)

DR. SITI ZUBAIDAH BINTI OTHMAN

Tandatangan  
(Signature)

10 JANUARY 2011

Tanggal  
(Date)
Permission to Use

In permission this project paper in partial fulfillment of the requirement for Post Graduate degree from the Universiti Utara Malaysia (UUM), I agree that the Library of this university may make it freely available for inspection. I further agree that permission for copyright this project paper in any manner, in whole or part, for scholarly purposes may be granted by my supervisor or in their absence, by the Assistant Vice Chancellor of the College of Business where I did my project paper. It is understood that any copying or publication or use of this project paper or parts of it for financial gain shall not be allowed without my written permission. It is also understood that due recognition shall be given to me and to Universiti Utara Malaysia (UUM) in any scholarly use which may be made of any material in my project paper.

Request for permission to copy or to make other use of materials in this project paper in whole or part should be addressed to:

Dean
Othman Yeop Abdullah Graduate School
College of Business
Universiti Utara Malaysia (UUM)
06010 Sintok
Kedah Darul Aman
Disclaimer

The author is responsible for the accuracy of all opinion, technical comment, factual report, data figures, illustrations and photographs in this dissertation. The author bears full responsibility for the checking whether material submitted is subject to copyright or ownership right. Universiti Utara Malaysia (UUM) does not accept any liability for the accuracy of such comment, report and other technical and factual information and the copyright or ownership rights claims.

The author declares that this dissertation is original and his own expect those literatures, quotations, explanations and summarization which are duly identified and recognized. The author hereby granted the copyright of this dissertation to College of Business, Universiti Utara Malaysia (UUM) for publishing if necessary.

Student Signature:

Date:
Abstract

This study examines factors that influence the intention to share knowledge through blog among Intel’s users. The study was a cross sectional study where respondents’ perception was measured at one point in time. 118 respondents participated in this study. In this study, three factors were tested to understand the intention to share knowledge among bloggers at Intel.

Correlation analyses were conducted to test the relationship between organizational factors, individual factors and technology factors and intention to share knowledge through blog, whereas descriptive analysis was conducted to analyze demographic characteristics of participants. To test which factor has the significant contribution towards intention to share knowledge through blog, regression analysis was conducted.

The results show that there was an association between all the three factors (organizational, individual and technology) and intention to share knowledge through blog. Though all the three factors indicate significant positive relationship with intention to share information through blog, individual factor makes the strongest contribution to explain the intention to share knowledge through blog.
Acknowledgements

The past two years (2008 – 2010) have been challenging, both professionally and personally. I would not have started or completed this journey without the unconditional love and support from my family; something that I'm very fortunate to have and will be forever thankful.

Papi, thank you for being there when I needed help, you were always ready to chauffer me and the kids around and help with the errands. Ma, you stayed up late with me, took care of the kids when I was busy with my studies/work and always made sure I have healthy meals at home. Rene, thanks for the prep talks, for believing in me and convincing me that nothing is impossible. Max and Ben, your presence alone (with the constant bickering, fights and requests for milk and DVD) kept me sane. I also learnt to be more patient, how to better manage my time and be more disciplined. Heng, thanks for listening and giving me the support and direction I needed to continue on this journey.

My sincerest thank you and appreciation to my supervisor, Dr. Siti Zubaidah Othman for her time, guidance and patience, it is my privilege to be under her supervision. She has been most considerate, helpful and understanding as I worked through these chapters.

To accomplish great things, we must not only act but also dream,

not only plan but also believe.
# Table of Contents

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Permission to use</td>
<td>i</td>
</tr>
<tr>
<td>Disclaimer</td>
<td>ii</td>
</tr>
<tr>
<td>Abstract</td>
<td>iii</td>
</tr>
<tr>
<td>Acknowledgement</td>
<td>iv</td>
</tr>
<tr>
<td>Table of Contents</td>
<td>v</td>
</tr>
<tr>
<td>List of Tables</td>
<td>viii</td>
</tr>
<tr>
<td>List of Figures</td>
<td>ix</td>
</tr>
</tbody>
</table>

## Chapter 1: Introduction

1.0 Background of the Study  
1.1 Problem Statement  
1.2 Research Questions  
1.3 Research Objectives  
1.4 Significance of the Study  
1.5 Scope of Study  
1.6 Organization of Chapters  

## Chapter 2: Literature Review

2.0 Introduction  
2.1 Knowledge Sharing  
2.2 Blogs  
2.3 Blogging at the Workplace  
2.4 Factors that Influence the Intention to Share Knowledge through Blog  
2.4.1 Organizational Factors  
2.4.1.1 Top Management Support  
2.4.1.2 Organizational Rewards  
2.4.2 Individual Factors  
2.4.2.1 Knowledge Self-efficacy
2.4.2.2 Personal Outcome Expectations 16
2.4.2.3 Enjoyment in Helping Others (Altruism) 17
2.4.3 Technology Factors 17

Chapter 3: Method

3.0 Introduction 19
3.1 Research Framework 19
3.2 Research Design 19
3.3 Operational Definition and Measurement 20
3.4 Data Collection 21
3.4.1 Background of the Organization 21
3.4.2 Intel’s Planet Blue 22
3.4.3 Population and Sampling 23
3.4.4 Survey Materials 23
3.4.5 Data Collection Procedure 24
3.5 Technique of Data Analysis 24
3.6 Conclusion 24

Chapter 4: Findings

4.0 Introduction 25
4.1 Profile of Respondents 25
4.2 Correlation Analysis 28
4.2.1 Organizational Factors and Intention to Share Knowledge through Blog 28
4.2.2 Individual Factors and Intention to Share Knowledge through Blog 28
4.2.3 Technology Factors and Intention to Share Knowledge through Blog 29
4.3 Regression Analysis 32
4.4 Conclusion 32
Chapter 5: Discussion, Conclusion and Recommendation

5.0 Introduction 34
5.1 Discussion of Findings 34
5.1.1 Organizational Factors and Intention to Share Knowledge through Blog 34
5.1.2 Individual Factors and Intention to Share Knowledge through Blog 35
5.1.3 Technology Factors and Intention to Share Knowledge through Blog 36
5.2 Research Implication 37
5.3 Limitation and Direction for Future Research 38
5.4 Conclusion 39

References

Appendices
### List of Tables

<table>
<thead>
<tr>
<th>Table</th>
<th>Title</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Table 3.1</td>
<td>Operational Definition and Measurement</td>
<td>20</td>
</tr>
<tr>
<td>Table 4.1</td>
<td>Demographic characteristics of the participants</td>
<td>26</td>
</tr>
<tr>
<td>Table 4.2</td>
<td>Descriptive statistics, scale reliabilities, and correlations of variables</td>
<td>30</td>
</tr>
<tr>
<td>Table 4.3</td>
<td>Regression analysis</td>
<td>32</td>
</tr>
</tbody>
</table>
List of Figures

Figure 3.1  Research Framework  19
CHAPTER 1

INTRODUCTION

1.0 Background of the Study

The use of online social media tools in organizations is on the rise. With emails reaching saturation levels in terms of usage in most organizations, attention is now shifting to other forms of online social media. Blogs in particular, have been receiving attention as a useful communication and knowledge sharing tool by today’s organization. Large organizations that operate globally need to connect employees with each other and with the business. Lack of connection is one of the most commonly encountered difficulties in rapidly growing and geographically diverse companies. Blogs enable employees to expand their social contacts, accelerate business processes and improve morale, motivation and job satisfaction (Van Zyl, 2009). Blogs encourage interactive communications, enables knowledge sharing and helps promote collaborative efforts across organizations.

With the advent of better technology, the increased emphasis on knowledge sharing in a virtual community and the increased number of younger generation of social media users joining the workplace, organizations like Intel, Sun Microsystems and IBM have embraced these popular social networking tools such as blogs to increase communication traffic between peers and encourage exchange of ideas (Wyld, 2008). Web 2.0 is attractive to the younger generation of internet users or Net-geners who have grown up and are comfortable with these technologies. These net-geners commonly referred to as Generation X or Generation Y make up the majority of bloggers who want to be heard at the workplace and have long advocated the right to express and share their opinions in the blogosphere (Bogdanowicz & Bailey, 2002).
The contents of the thesis is for internal user only
References


