

Online Knowledge Sharing Behavior: A Review on the Social Capital Theory and Individual Motivation

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Abstract - Knowledge sharing behavior between people (between individuals, groups, departments, and organizations / two way information) are actively included in the concept of knowledge sharing behavior (KSB). To comprehensively understand the processes and determinants of consumer involvement in sharing knowledge, it is necessary to know the variables that influence social relations. This study seeks to examine and integrate perspectives of social capital and individual motivations to knowledge sharing behavior and its impact on community participation.

Keywords: *knowledge sharing behavior; social capital; community participation*

I. INTRODUCTION

A content management service site, in collaboration with Hootsuite, reporting that the average social media users in Indonesia is an adult-teenager with ages range from 25 – 34 years. Social media is the most efficient tool because it is durable, has a long period of time, and is able to establish affiliation between business people and potential consumers globally, plays an important role in corporate marketing communications, community, and communication between individuals [1] with all the benefits it creates, including: social media is part of a marketing strategy because of the nature of its interactions [2], which enables collaboration [3], is fast, and is able to collect information efficiently. Social media in marketing and its function as a marketing tool had been researched by some researchers and practitioner in marketing area [2] [4] [5].

Data compiled from We Are Social content management service site in collaboration with Hootsuite (2019) stated that 56% (150 million) of the Indonesian population used the internet and at the same time were active users of social media, of which 48% (130 million) used social media on a mobile. The data shows an increase in the number of internet users in Indonesia by 13% and 15% for active users of social media from 2018. Some activities that usually do for social media users in Indonesia includes: (1) mobile messenger, (2) watch videos, (3) mobile map, (4) play games, and (5) mobile banking. According to [6], said that social media can support

communication between individuals (either directly or indirectly, synchronous or asynchronous) which emphasizes: interaction between users (conversation or dialogue), user generated content (UGC), building relationships and online community. Social media bridges communication between companies, communities, and between individuals (consumers). This conversation can be passed on to family, friends, or other people in their social networks [7]. Content on social media is colored with content created by social media users.

Viral marketing or e-WOM [8] [9] refers to the online sharing behavior of corporate campaigns carried out between consumers [10] both commercial or non-commercial [11] [12]. In online communities, knowledge sharing activities or contributing knowledge by giving "likes" and "comments" messages have become important and interesting topics to study [13]. Based on the user's or individual's view, the purpose of participating in an online community is to gain knowledge, solve problems, improve individual abilities, absorb knowledge professionally, or create innovation. Whereas if it viewed from a company perspective, interactions between customers in a community will enable them to receive information about new designs or new product ideas from the company.

Information sharing activities between people (between individuals, groups, departments, and organizations/two-way information) are actively included in the concept of knowledge sharing behavior (KSB). Furthermore, the presence of computers, especially the internet is able to mediate and bring up new communication patterns in the form of online knowledge sharing activities. To comprehensively understand the processes and determinants of consumer involvement in sharing knowledge, it is necessary to know the variables that influence social relations. Tie strength, trust, interpersonal relationships, etc. are the main variables that influence social relations and knowledge sharing activities [14]. Based on previous study, [15] there are three perspectives that motivate a person to carry out knowledge sharing activities, namely the economic scope (use reward), social psychology, and sociological. In general, social factors are important when community and relationships among members are concerned, some researchers continue to argue that at the collective level, social capital is more likely to produce mutual agreement when individuals are highly interdependent and interactive within a

group. As a result, researchers agree that Internet interaction without face-to-face communication can reduce the generalization of social capital. However, other researchers argue that social capital is also generated and built through the contribution of various individual-level resources in online networks. Interpersonal networks in social capital theory provide media as an exchange for the resources needed both tangible and intangible. Based on previous studies, the use of social capital theory in knowledge sharing activities has been carried out in different contexts, for example: sharing knowledge on blogs, virtual communities, in organizations or between teams. Previous studies have shown that some dimensions of social capital have significant influence on knowledge sharing, while other dimensions have no significant effect on knowledge sharing.

Furthermore, a holistic framework is derived from marketing theory, psychology and sociology and propose several key elements that must be included in knowledge sharing behavior on social media, including: motivation, content, network structure, roles, and social interaction. While some other studies mentioned that there are four important factors that determine the success of knowledge sharing behavior, including: (1) the structure of social networks; (2) content, namely the appeal of a message that makes it easy to remember [16] [17] [18], (3) behavioral characteristics of the recipient and the benefits received when resuming messages [19], and (4) the seeding strategy, which is the selection of target consumers chosen by the initiator in viral marketing. Furthermore, content tends to be viral when the content reflects an element of anxiety, anger, or admiration [17]. Finally, Kozinets et al. [10] categorizing content in the context of word-of-mouth online.

Message content refers to the subject that is communicated to the audience which in an online context, someone is said to be useful when they add a value to their community [20]. Value can be utilitarian or hedonic rational and emotional. Utilitarian or rational values relate to things that are primary, functional, cognitive, comfort, product quality, and useful information. On the other hand, hedonic or emotional values are outcomes related to spontaneous responses that are more subjective and personal, and these outcomes including: entertainment, exploration or self-expression. Furthermore, individual motivational factors that encourage consumers to do share behavior include: arousing emotions [21], stimulating [5], entertaining, or have utilitarian/hedonic content. Furthermore, consumers are also motivated to forward viral marketing for personal reasons, show concern (altruism), or show a sense of superior knowledge and as an opinion leader. Finally, this study sought to examine and integrate the perspectives of social capital theory, individual motivations, in relation to knowledge sharing behavior and its impact on community outcomes, community participation.

II. LITERATURE REVIEW

Relational social capital, one of the dimensions of Social Capital Theory, is a dimension that emphasizes the affective nature of the importance of relationships between individuals which is the basis of knowledge sharing. Wasko and Faraj [23] state that relational capital arises when individuals have strong

identification and trust in a network. Trust are certain beliefs especially related to integrity, virtue, and the ability of other parties in the management literature. Trust has become a major attribute in a form of relationship, encouraging the creation and effective knowledge sharing in personal networks [22]. Furthermore, Nahapiet and Ghoshal [24] suggest that when trust exists between several parties, these parties will be more willing to engage in a social exchange and cooperative interaction.

Trust is an important antecedent for collaboration, acquisition of resources, and sharing of knowledge in virtual communities. Some researchers conclude that trust as an important antecedent of group performance, intellectual capital exchange, organizational value creation, online transactions, and sharing knowledge in virtual communities. This proved by prior studies which emphasize that trust between individuals is an important element in encouraging the behavior of sharing knowledge in a network. Although trust has been recognized as an important factor in encouraging knowledge sharing in organizations, more research is needed on the role of trust in the online environment. This research focuses on integrity and refers to individual expectations that members in a virtual community will follow some of values, norms, and principles. Thus we propose:

Proposition 1: Trust will have significant effect on online knowledge sharing behavior

Tsai and Ghoshal [25] consider social interaction ties (network ties) as a media for information and resources. In this study, social interaction ties represent the strength of the relationship, the amount of time spent, and the frequency of communication between virtual community members. A bond of social interaction among members of the virtual community will save money in accessing various sources of knowledge. Furthermore, network ties provide opportunities for combining and exchanging knowledge. Several studies have provided empirical support regarding the influence of social interaction bonds on the exchange and combine of resources between units; knowledge sharing between units, and knowledge acquisition. We propose;

Proposition 2: Social interaction will have a significant effect on online knowledge sharing behavior

One dimension of Social Capital Theory, Cognitive Social Capital includes sharing understanding between individuals about languages and codes. The meaning shared language has exceeded the meaning of the language itself. Shared language includes "acronyms, subtleties, and assumptions that are usually used in daily interactions. Sharing code and language facilitates understanding of shared goals and appropriate behaviors in virtual communities. Nahapiet and Ghoshal [24] state that shared language influences the conditions for combining and exchanging intellectual capital in several ways. First, shared language facilitates one's ability to gain access to others and their information. Second, shared language to evaluate the benefits of exchange and combination. Finally, shared language sometimes overlaps with knowledge. In some research contexts, shared language not only helps about sharing ideas but also improves communication efficiency among members of the community with similar backgrounds or

practical experiences. Thus, shared language will motivate community members to be actively involved in knowledge sharing activities and improve the quality of knowledge sharing. We posit:

Proposition 3: Shared language has a significant effect on online knowledge sharing behavior

The need to belong construct is the experience of someone's involvement in an environment so that they feel themselves as an integral part of that environment. According to social identity theory, people tend to classify themselves into various social categories. As a place for social interaction, online communities provide social support to individuals so they consider themselves as part of the online community and foster a sense of ownership. Based on the shared sharing model, researchers suspect that a high sense of ownership causes information sharing behavior. This model shows that, collected by the same identity, people tend to share altruistically regardless of the contribution of other members in the community. Such behavior is determined by strong feelings of belonging and motivation to be together. Individuals who are members of the community assume that they are part of the community and communal is more important than their personal benefits. A strong sense of ownership leads people to believe that they must contribute to the community without financial rewards. Therefore, the researchers propose that the sense of belonging is the antecedent of the activity to share in online communities. Then we propose:

Proposition 4: Need to belong has a significant effect on online knowledge sharing behavior

Wasko and Faraj [23] define electronic practice networks as computer-mediated discussion forums where individuals exchange ideas about practical problems with others based on shared interests. It was also found that individual decisions regarding whether to share knowledge or not could be influenced by perceived benefits and sharing costs. Furthermore, feedback can facilitate knowledge sharing, and individuals who share their knowledge with others are expected to get benefit from their sharing behavior. This is different from altruism, which involves the performance of some behaviors that are intended to benefit others without expecting anything in return. Helpful behavior can increase value, group cohesiveness, and a sense of team ownership, all of them can improve work performance and help virtual communities to attract and retain better members. Sharing knowledge through weblogs can be seen as a form of general social exchange in which more than two people participate and feedback is indirect dependency, with the weblog as an intermediary for contributors and knowledge seekers. Frequent interactions with community members can help the exchange, both silently and codified knowledge. In addition, individuals can contribute knowledge to society because they feel that helping others to solve problems are interesting and get intrinsic feelings. We propose

Proposition 5: Altruism has a significant effect on online knowledge sharing behavior

Knowledge belongs to individuals, so sharing knowledge in virtual communities occurs spontaneously, especially when

negating the reward system. Knowledge sharing activities cannot be forced, but can be encouraged and facilitated. Sharing knowledge occur when individuals are motivated. However, individuals in the group run the risk of losing reputation if the knowledge shared is not reliable. Knowledge contributors in the community will useful by showing others that they have valuable expertise, their self-image improves, and they receive recognition as experts, so a reputation is built up. According to Wasko and Faraj [23] reputation is an important social motivation, which at the same time encourages individuals to contribute to social networks and increases knowledge sharing behavior in virtual communities. In the Social Exchange Theory, it is stated that people will share knowledge on their social networks because they expect a reward from their community. Social rewards such as reputation motivate individuals to engage in social interaction without having to know one another and without feedback directly. Reputation is also important for individuals to achieve and maintain their status. Previous research at a forum, mediated by computer networks, showed that individuals would benefit from active sharing if they saw that the contribution, they made would enhance their personal reputation. If people feel that sharing knowledge and information in an electronically connected social community can improve their social status and reputation, they become more motivated to participate in several activities. Individuals feel that when they respond more often and expose professions in social networks, they will get more reputation. We propose

Proposition 6: Reputation has a significant effect on online knowledge sharing behavior

The internet is seen as a medium of increasing participation by facilitating its users to express their views. The main challenge for the sustainability of online brand communities are to encourage participation and create a thriving community. It is still an important question to find out what makes members participate in the context of online brand community research. Overall, social network sites have significantly changed the role of customers in having an equal position with producers in a media. Previous research mentioned that customer participation is a major component to ensure the continued existence of a community. The participation of community members has become an important aspect of several studies of online brand communities and has been the main concern of practitioners and researchers. Further research in several contexts is needed to understand online participation, especially in communities built on social media-based platforms. So, for the sustainability of online brand communities, the participation of their members is needed. We propose:

Proposition 7: Online knowledge sharing behavior has a significant effect on community participation

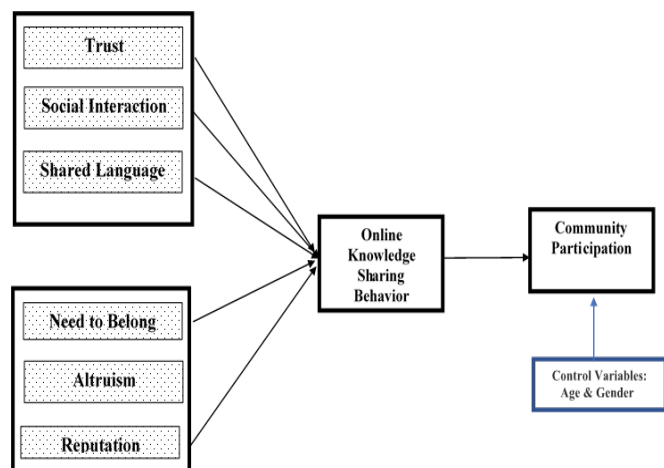


Figure 1
Research Model

III. DISCUSSION

The trust literature provides sufficient evidence that a relationship of trust has led to greater knowledge exchange: when trust exists, people are more willing to provide useful knowledge. Trust, namely the willingness of one party to be vulnerable to the actions of another party. There are three streams of research on trust, namely: personality-based trust, institutional-based trust, and cognition-based trust which can partially explain trust. Each research stream includes several factors: personality-based factors, institutional-based factors and cognition-based factors, which will influence trust.

Meanwhile social interaction is an interaction between an individual and another person or a group in various social relationships, including building positive interactions so that individuals can benefit from the relationship. Social interaction is a process in which members become familiar with each other through various channels, through periods of interaction, and gain mutual understanding. Previous studies have shown that a continuous flow of knowledge often requires interactions between people, such as frequent conversations, sharing experiences, and activities. A more ambiguous or complex exchange of knowledge requires more social interaction between members. Community members who have close relationships and often interact with each other can gain and exchange greater levels of knowledge. Social interaction increases knowledge sharing behavior.

The understanding of shared language goes beyond the understanding of language itself which is related to "acronyms, subtleties, and underlying assumptions that are at the heart of everyday interactions. Shared code and language, facilitating shared understanding of collective goals and ways of acting appropriately in virtual communities. Shared language influences conditions for the combination and exchange of intellectual capital in several ways. First, shared language facilitates people's ability to gain access to people and their information. Second, shared language provides a common conceptual tool for evaluating the possible benefits of exchanges and combinations. The shared language will

enhance the ability of various parties to combine the knowledge they have gained through social exchange. Shared language is very important in virtual communities as well as a medium where members understand each other and build common vocabulary in their domains. In this case, shared language not only helps share ideas but also increases the efficiency of communication between people of the same background or practical experience. Thus, shared language will help motivate participants to actively engage in knowledge exchange activities and improve the quality of shared knowledge.

The need for affiliation is inseparable from the need to have in a group. The need to belong theory to examine social interaction motivation and knowledge sharing behavior in the learning process through affiliated motivational mechanisms (to form social bonds) and relationship commitments (to maintain ties) between 581 students. People naturally tend to seek interpersonal relationships, foster relationships, and continue to do so until they reach a minimum level of social contact and interconnectedness. This type of tendency is explained in the "need to belong" theory. The need to be possessed as "the need to form and maintain at least a minimum amount of interpersonal relationships that are natural and universal among humans." The need to be a part is also understood as a powerful force that affects cognition, emotions, and behavior. Next, this means that there are differences in individual strengths in people's needs for social connections. Previous studies have proposed the concept of altruism in a variety of contexts such as online organizations and communities. Altruism refers to the extent to which 'someone is willing to improve the welfare of others without expecting anything in return' in the context of online communities. Other studies have considered altruism as the extent to which a person takes spontaneous relief measures without clear compensation in the organizational community that leads to direct benefits for other individuals or indirect benefits for the community. Altruism motivates individuals to share or not share knowledge with other members through voluntary participation. Online community members seek to share their unique knowledge and experience to help others by investing their time and efforts when they decide to share knowledge. This shows the importance of altruism, where individuals can contribute to some benefits without self-benefits in certain online communities. The rational notion of research on online communities is that knowledge providers make active contributions to online communities because of their altruistic value in helping others without any reward. Some researchers have shown altruism as a predictor of knowledge sharing. More specifically altruism is a motivational component in sharing knowledge and is directly related to the level of knowledge sharing activities in the peer-to-peer online community. In this case, some studies validate a positive relationship between altruism and electronic communication by word of mouth (e-WOM) in the context of the restaurant review website (Openrice.com). Likewise, this altruistic value has been observed to function as the most important motive influencing voluntary contributions to local

communities, revealing that a person is involved in spontaneous contributions to help others without clear expectations of something in return.

The concept of reputation can be developed based on the social exchange theory, where individuals engage in social interactions to receive social rewards such as approval, status, and respect. Reputation refers to 'the extent to which a person believes that participation can enhance personal reputation through sharing knowledge'. In online communities, reputation is considered as an important motive for sharing knowledge where individuals can achieve and maintain their status through knowledge contributions. Empirical evidence of the relationship between reputation and knowledge contribution has been proposed especially in the field of online communication. Several studies have suggested that individuals can aggressively contribute to virtual communities through sharing knowledge to receive more attention (eg reputation) from community members and advertisers. Similarly, individuals can be highly valued by other members through their contribution to the online community through knowledge sharing. As a result, reputation can occur when he feels that the knowledge that contributes will enhance his reputation and status in online communities. Although there is an important role for reputation from active participation in online communities, several studies have examined the role of personal reputation in knowledge sharing behavior in online communities. Individual efforts to share high-quality information and help others with valuable information are the result of their desire to gain prestige from others in the community. This shows that individuals are willing to contribute their time and efforts to the online community through sharing knowledge because they might expect positive attention from other members (recipients). Also, empirical evidence that shows that reputation has a significant positive impact on behavioral attitudes towards online social sites (blogs) can reveal a strong relationship between reputation and contribution of knowledge in the context of online communities. Reputation refers to the image and personal status of someone in the community, which can motivate someone to participate in the practice of sharing knowledge.

Several studies have explored how customer participation influences customer value and brand equity in the social media domain. Based on previous literature, two aspects of participatory behavior have been identified in a more active and critical form on social media: (1) content contributions, which refer to content contributions produced by member initiatives in original articles, videos, photos, and other forms, (2) community participation, which refers to interpersonal communication of online and offline members such as discussing group issues, participating in media administration, joining or even being active in community activities. Content contribution and community participation in social media are positively related to product innovation support, customer attitudes, customer loyalty, brand commitment and brand from mouth to mouth (brand word of mouth) and perceived benefits. Some of these studies have concluded that the success of online communities is highly

dependent on high levels of customers and strong participation. However, other forms of member participation have often been ignored in previous studies. This form is passive participation: where community members merely watch and read the information on social media platforms. From focusing more on active members participating, there are quite a lot of study results that discuss passive participation, lack of information exchange and lack of interaction with others. In recent years, remain has increased research on forms of passive participation or often known as lurking. This passive participation is not useless, but it can also produce valuable things that bring benefits outside in the form of reputation, prestige, and network externalities. Practically speaking, the experience of watching and reading is a potential for the next step of communication and community members will feel satisfied and entertained as well.

Member participation has been recognized as the main resource and the biggest challenge for the survival of online communities. Regardless of the purpose, type, or the environment in which they live, the survival of online communities is highly dependent on their ability to attract and retain members who are willing to actively participate in their community. Assuming the very important role of participation for the survival of online communities, most of the previous research on online communities has been conducted to understand what motivates people to participate in this social space. Some studies have used the use of several theories such as social cognitive theory; social capital theory; social exchange theory; sunk cost theory; the technology acceptance model; social network theory and social network theory; critical mass theory; and resource-based theory.

Consumer participation in online communities is a key factor that determines long-term online community success because consumer participation in online communities will contribute to building long-term relationships between community members. Participation in online communities will guarantee a high level of consumer involvement with online communities, which can "strengthen feelings that bind each member with other community members, increase instructions about communal values, encourage shared behavior and information sharing, and enable stronger groups cohesion. Continued participation in activities with online communities helps community members achieve shared goals and is a key factor for community resilience.

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