

Knowledge Sharing Intention in Social Networks in Vietnam: A Study of Emotion and Profit - Driven

Nguyen Thi Nhan¹

¹Institute of Management Science and Engineering, Chongqing University of Posts and Telecommunications, Chongqing 400065, China.

Abstract

In the era of knowledge economy, knowledge has become a key resource to promote the rapid development of the country, and the problem of knowledge sharing has received more and more attention, especially the problem of knowledge sharing on social networks. Vietnam is no exception. Social network develops rapidly in Vietnam, and the domestic self-built social network platform also allows people to have more space to communicate and share knowledge. At the same time, the existence of paid knowledge, people cannot freely download the content they want, a lot of content needs to pay to download to read. And then influence knowledge as to whether the presence of paying to have knowledge in social networks Shared knowledge will, based on this question, I will from two aspects of emotion and interest to establish influence social network concept model of knowledge sharing, choose members of the Vietnamese social network as the research object, 328 valid questionnaires were obtained using a questionnaire survey method, the application of statistical software SPSS 22 and regression method carries on the empirical analysis and testing, the results prove the validity and practicability of the model. The results show that emotion affects knowledge sharing in social networks, and knowledge payment also plays a significant regulatory role.

Keywords

Social network knowledge sharing, emotion, economic benefits.

1. The Introduction

In the era of social network, social network has gradually become an important channel for people to share knowledge. Social networks include various virtual communities, online Q&A platforms, WeChat, Facebook, Twitter, Instagram, Google, etc. Social networks are playing an increasingly important role in our life. Users can freely share their opinions, experiences and also help people who in need to find answers quickly and effectively. However, in the era of sharing and economic competition, the urgent needed of information and data by the type of knowledge payment and subscriptions has become the hottest topic on the Internet. In essence, knowledge payment and subscriptions are to realize the business value of knowledge as a product or service. Nowadays, many users of social network platforms cannot obtain the knowledge they need for free, but have to pay for it. Members with knowledge can turn their own knowledge into products through social networks and earn the benefits by trading with other users. In this research, I built a research model from the perspective of emotional and economic interests, and proved the correlation between emotional and economic interests and their impact on knowledge sharing in social networks through empirical analysis.

2. Research Hypothesis and Conceptual Model

2.1. Emotional Dimension and Knowledge Sharing on Social Networks

Emotion is a part of attitude, which is consistent with a feeling intention of attitude. It is a complex and stable physiological evaluation and experience of attitude. Emotion refers to the emotions and feelings of human beings, such as emotions and attitude. Humans are emotionally unstable, and in order to satisfy their own needs it affects their behavior. Members of social network knowledge sharing may also be influenced by their own emotions and feelings to share knowledge. If sharing knowledge on social networks can bring pleasure and pride to users, then sharers will be willing to share knowledge on social networks.

Modern entertainment can be regarded as a kind of activity that makes the enjoyment and enjoyable activities, relaxing and enlightening by expressing oneself and others' joys and sorrows. In 1983, MaQuail, from the perspective of use and satisfaction, believed that the value of entertainment was to meet the needs of consumers to escape from derailment and enjoy the release of aesthetics and emotions. Entertainment is the basic need for people to relax in existence. Entertainment also has social functions, which can make the sharing between groups more frequent and closer. In most cases, entertainment deepens user interaction.

H1: Feelings on entertainment has a positive influence on social network knowledge sharing.

Trust plays an important role in individual behavior, and many scholars have incorporated trust into the research model when exploring the influencing factors of knowledge sharing in social networks. Trust refers to an individual's expectation that other social network members will abide by the same values, norms and principles []. Most of emotional trust is based on personality characteristics, social classification and values, with higher emotional intensity and closer connection with each other. Knowledge sharing on social networks is a non-face-to-face communication mode, which requires mutual trust among members of the group. Only based on a certain degree of trust that can make strangers trust each other and be willing to share knowledge with other members of the network. Therefore, trust should have a positive impact on knowledge sharing in social networks.

H2: trust has a positive impact on social network knowledge sharing

The sense of belonging refers to an internal connection between an individual and the group to which he belongs. It is an individual's delineation, identification and maintenance of a particular group and its subordinate relationship. The sense of belonging is the psychological expression of such delineation, identification and maintenance. Maslow, a famous American psychologist, put forward the "hierarchy of needs" theory in 1943. He believed that "the need for belonging and love" is an important psychological need of human beings, and only by satisfying this need can people "realize themselves". In recent years, psychologists have done a lot of research on the issue of belonging. Research suggests that people who lack a sense of belonging are less passionate about what they do, less responsible, have narrow social networks and lack interests. If users in social networks lack the sense of belonging, it will also affect the willingness of users to share knowledge.

H3: belonging has a positive impact on knowledge sharing in social networks

Actually, the sense of accomplishment is a positive emotional experience. It is an emotion derived from people's exertion of their own value and recognition by others. Zhou Jinmei (2005) believes that the sense of achievement is the full display of an individual's potential, and the satisfaction of the individual's psychological need to win self-respect after the realization of organization and self-value and recognition [13]. Zhu zhixian (1989) believes that the sense of achievement is a feeling and experience generated when evaluating one's own achievements according to certain achievement criteria [14]. Achievement evaluation standards are guided by people. If one's achievements meet the standards, that is to say, he/she satisfies his/her own

needs for achievements, a sense of achievement and pride will be generated, and he/she will feel that he/she is a valuable and capable person. If the members of the social network share their wisdom, experience and so on to other members and get their recognition, the sharer will feel confident. If social network members have more sense of accomplishment, they will be more motivated and interested to share knowledge.

H4: sense of achievement has a positive impact on knowledge sharing on social networks

2.2. Economic Interest Dimension and Social Network Knowledge Are Common

In essence, knowledge payment is a kind of knowledge service behavior. It is an economic phenomenon that people share their knowledge with others by using social network platform to earn income. Knowledge is regarded as a cheap shared product on social networks, and users can easily obtain the knowledge they want for free through many social network platforms. Knowledge producers are not protected by the knowledge value and copyright. Therefore, for knowledge producers, knowledge payment and subscriptions some of them can extent protect the intellectual copyright of knowledge information producers and stimulate the production of high-quality content []. The existence of knowledge payment may weaken or strengthen user’s willingness to share knowledge on social networks.

H5: knowledge payment moderates the relationship between entertainment sense and knowledge sharing in social networks

H6: knowledge payment moderates the relationship between trust and knowledge sharing in social networks

H7: knowledge payment has a moderating effect on the relationship between belonging and knowledge sharing in social networks

H8: knowledge payment moderates the relationship between sense of achievement and knowledge sharing on social networks

2.3. Conceptual Model

The theoretical model of this paper consists of three parts, including emotional dimension, economic benefit and knowledge sharing on social networks. The emotional dimension includes entertainment, trust, sense of belonging and sense of achievement. Economic interest is regarded as the moderator variable of knowledge payment.

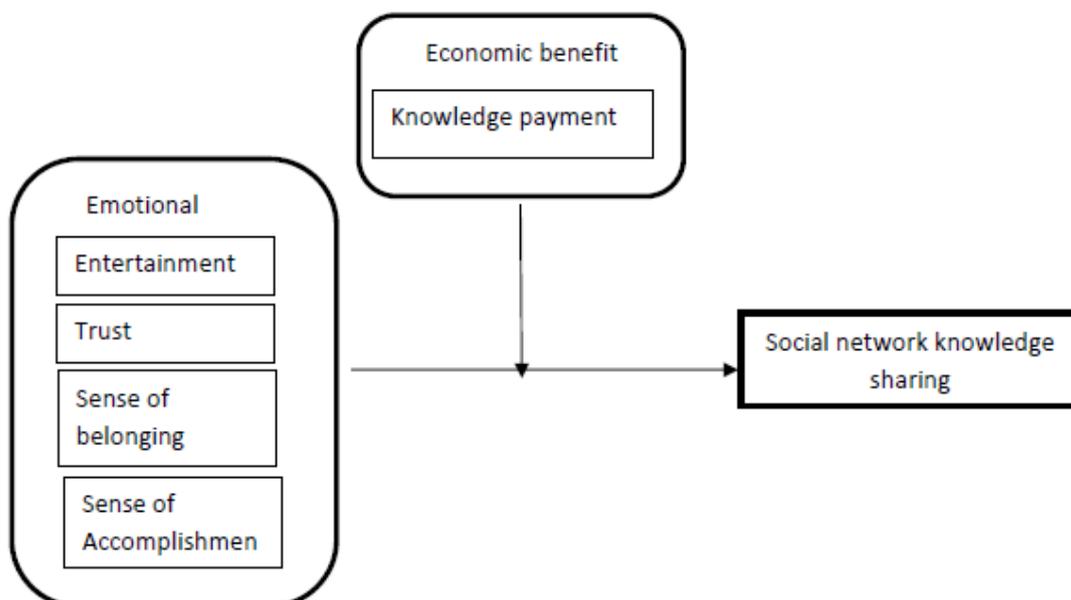


Figure 1. Theoretical research model

3. Research Design

3.1. Selection of Research Objects

At present, Vietnam's social network knowledge sharing has been paid more and more attention by the government. Many new social network platforms created in China are created to enable users to have better communicate and increase the channels of knowledge sharing. In particular, the knowledge communities, such as students, business staff, etc., they need to use knowledge for study and work. In addition to being exposed to new cultural knowledge on campus, students are also easily exposed to new social knowledge through social networks and can communicate and learn with other social members. Employees in enterprises also need to learn and search for new knowledge in their work. They also hope to communicate with other members of society through social networks as well, share knowledge and gain more experience to improve work efficiency. Therefore, I mainly send questionnaires to students and office workers.

3.2. Definition and Measurement of Variables

For the emotional dimension of knowledge sharing in social networks, this paper, on the basis of relevant research, mainly measures the sense of entertainment, trust, sense of belonging and sense of achievement. The sense of entertainment refers to that social network users can feel happy when sharing knowledge. Trust refers to the fact that social network users tend to believe in the security of social network platforms in virtual communities and believe that sharing knowledge in social networks is helpful to others. Belonging means that users will feel connected to other members when they share knowledge on social networks, and other members will have a sense of identity with them. A sense of accomplishment is when sharing knowledge on social networks leads to feelings of pleasure and success. For the dimension of economic benefits, this paper mainly measures through the dimension of knowledge payment. Knowledge payment means that the sharers will be paid for sharing knowledge on social networks. Based on this, this paper proposes measurement items for the emotional dimension and economic benefit dimension, as shown in table 1:

Knowledge sharing in social network refers to user's behavior and attitude of sharing and exchanging knowledge in social network. Based on relevant research, this paper proposes measurement items for social network knowledge sharing, as shown in table 2.

Table 1. Emotional and economic benefit measurement items

The Dimension	Variable	Measuring item
Emotional	Sense of entertainment	Ent1: Happy to find the knowledge I needed on the social networking platform Ent2: My knowledge sharing on social networking platforms makes me happy. Ent3: Knowledge of the process of sharing on social networking platforms is interesting Ent4: Sharing knowledge on social networks is an interesting form of recreation
	trust	Tru1: I believe that I am free to share my opinions, feelings and expectations on social networking platforms. Tru2: I believe that the answers I and other members of the social network have provided are very reliable. Tru3: I believe that the knowledge I share on social networks is helpful to other members. Tru4: I believe that sharing knowledge on social networking platforms is a positive act.
	Sense of belonging	Bel1: I feel that I am suitable for social networking knowledge sharing Bel2: I like the overall atmosphere among members of knowledge sharing in social networks. Bel3: I like to be a member of social networking knowledge sharing Bel4: My knowledge sharing on social networks is welcomed by other members.
	A sense of achievement	Ach1: I feel that knowledge sharing on social networks helps me gain more knowledge. Ach2: I think sharing knowledge on social networks is rewarding. Ach3: I feel happy when I help other members answer their questions. Ach4: I feel proud when I share valuable knowledge with other members on the social networking platform.
Benefit	Knowledge payment	Pay1: If I share knowledge on social networks for a certain reward and money, I would prefer to share more knowledge. Pay2: My knowledge of sharing on social networks is valuable and requires payment to get reading and using. Pay3: If sharing knowledge on social networking platforms can really make money, then I will share better and more knowledge. Pay4: I think it's worthwhile to pay for the knowledge you need.

Table 2. Measurement items of social network knowledge sharing

Variable	Measuring item
Knowledge sharing on social networks	KS1: I often share knowledge on social networks with other members.
	KS2: I often take the initiative to share my knowledge on social networks.
	KS3: I intend to continue to share knowledge with other members through social networks.
	KS4: I am willing to share my knowledge on social networking platforms.

3.3. Design and Modification of Prediction Questionnaire

3.3.1. Design of Predictive Questionnaire

The questionnaire in this paper consists of two parts. The first part is the personal information of the respondents and their knowledge sharing on social networks, including information such as gender, age, occupation, education level and frequency of using social networks to share knowledge. The second part is the scale part. The measurement model includes six variables, including sense of entertainment, trust, sense of belonging, sense of achievement, knowledge payment and willingness to share knowledge. The scale part adopts five-level scale to measure. Among them, 1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree.

3.3.2. Questionnaire Prediction and Correction

Before the formal distribution of the questionnaire, a prediction test should be conducted in a small range. The purpose of the prediction test is to check the reliability and rationality of the questionnaire. Delete or improve the questions that cannot meet the reliability and validity standards, further improve the questionnaire survey to avoid misunderstanding, thus affecting the effectiveness of the questionnaire survey. The participants of this study were Vietnamese students and friends who used social networks. In this prediction, 160 copies have been distributed, and 152 valid questionnaires have been finally obtained, that cover 95% of total questioners.

Firstly, statistical software SPSS22.0 was used in this paper to carry out Cronbach's alpha test for the prediction questionnaire, including 6 variables and 24 items in the model. In this paper, Cronbach's alpha test was conducted for each variable. The results showed that the Cronbach's alpha coefficient of the 6 variables and each item was greater than 0.8. In general, the Cronbach's alpha coefficient of the prediction questionnaire was 0.938, which was greater than 0.9, indicating that the questionnaire had relatively high reliability. Second validity analysis of the questionnaire, in my 24 measurement problem for factor analysis, there is a measurement problem because factor loading position errors are eliminated, delete a KS3, for the rest of the question 23 validity analysis, the results showed 23 of the corresponding factor load quantity is more than 0.5, shows that effective degree of the inspection results. After the correction, this prediction questionnaire has a good reliability and validity, so it is used as a formal. Questionnaire survey.

4. Data Analysis and Discussion

4.1. Descriptive Statistical Analysis of Samples

In this study, 328 valid questionnaires were collected, and the effective recovery rate was 93.7%. Through descriptive statistical analysis of the demographic characteristics of the questionnaire samples, the results showed that among the total samples, 153 men were surveyed, as 46.6%. There are 175 females, as 53.4% of the total. The age group with the highest proportion is 18-22 years old and 22-30 years old, as 41.5%. In terms of the frequency of using

social networks, frequent use accounts for the highest proportion (89%), which indicates that users have a deep understanding of social networks and use them frequently.

According to the results of descriptive statistical analysis of the questions, it can be seen that the maximum value of each question is 5, the minimum value is 1, and the standard deviation is more than 0.5 in most cases. The average distribution of each question is relatively balanced, which is around 4.4. This indicates that there is a difference in the respondent's scoring of the questionnaire, and the dispersion degree of the sample data is not large.

4.2. Questionnaire Reliability and Validity Analysis

In this study, factor analysis was conducted on the scale of emotional dimensions, the scale of economic benefits and the scale of social network knowledge sharing, and the validity of each question in the questionnaire was investigated from the perspective of structure. KMO test and Bartlett's spherical verification were carried out on the scale before factor analysis, and it was clear whether there was correlation between the observed values. Meanwhile, the reliability of the questionnaire was analyzed and the Cronbach's alpha coefficient of each question was calculated. The results of reliability and validity analysis of the questionnaire are shown in table 3. Cronbach's alpha coefficient of each variable is above 0.8, indicating the reliability of the questionnaire. Factor loads were all greater than 0.5, and the KMO coefficients of emotion dimension scale, economic benefit dimension scale and social network knowledge sharing scale were all greater than 0.6, indicating that the scale had good effectiveness.

Table 3. Reliability and validity of the formal questionnaire

Variable	Items	Factor	Cronbach's alpha if item Deleted	Cronbach's alpha	KMO
Sense of entertainment	Ent1	0.871	0.795	0.862	0.713
	Ent2	0.738	0.833		
	Ent3	0.850	0.813		
	Ent4	0.655	0.853		
Trust	Tru1	0.893	0.815	0.871	
	Tru2	0.732	0.839		
	Tru3	0.910	0.817		
	Tru4	0.598	0.867		
Sense of belonging	Bel1	0.923	0.814	0.883	
	Bel2	0.858	0.842		
	Bel3	0.935	0.812		
	Bel4	0.623	0.919		
Sense of accomplishment	Ach1	0.863	0.809	0.856	
	Ach2	0.768	0.807		
	Ach3	0.716	0.834		
	Ach4	0.840	0.815		
Knowledge payment	Pay1	0.879	0.803	0.851	0.664
	Pay2	0.877	0.797		
	Pay3	0.831	0.802		
	Pay4	0.766	0.839		
Knowledge sharing in social networks	KS1	0.892	0.787	0.828	0.710
	KS2	0.850	0.786		
	KS3	0.848	0.709		

4.3. Correlation Analysis

This study will analyze the correlation between variables of affective dimension and knowledge sharing on social networks. Results are shown in table 4 below, can be seen by the Pearson correlation coefficient matrix, the emotional dimension of four variables entertainment feeling, trust, and sense of belonging, a sense of achievement and the knowledge sharing of correlation were 0.508, 0.484, 0.492 and 0.427, and 0.01 level significantly correlated, thus it can be seen, emotional dimension and the social network has a more significant positive correlation relationship between knowledge sharing and is suitable for further regression analysis.

Table 4. Correlation analysis of emotional dimension and knowledge sharing on social networks.

		Sense of entertainment	Trust	Sense of belonging	Sense of achievement	knowledge sharing
Sense of entertainment	Pearson correlation Significance (Two tail) N	1 328				
Trust	Pearson correlation Significance (Two tail) N	0.506** 0.000 328	1 328			
Sense of belonging	Pearson correlation Significance (Two tail) N	0.333** 0.000 328	0.348** 0.000 328	1 328		
Sense of accomplishment	Pearson correlation Significance (Two tail) N	0.501** 0.000 328	0.429** 0.000 328	0.286** 0.000 328	1 328	
Knowledge Sharing	Pearson correlation Significance (Two tail) N	0.508** 0.000 328	0.484** 0.000 328	0.492** 0.000 328	0.427** 0.000 328	1 328

Note: ** When the confidence (Two tail) is 0.01, the correlation is significant.

4.4. Regression Analysis

4.4.1. Regression Analysis of Emotional Dimension and Knowledge Sharing in Social Networks

The main difference between regression analysis and correlation analysis is that regression analysis can determine the causal relationship between variables. This study takes entertainment, trust, sense of belonging and sense of achievement as independent variables and knowledge sharing in social networks as dependent variables. SPSS 22.0 statistical software was used for stepwise multiple regression analysis. The tolerance values of the regression model are all greater than 0.6, and the VIF values are all less than 2, indicating that

there is no collinearity problem between independent variables, and the equation regression obtained is reliable. If F probability value is displayed at the level of 0.01, it indicates that the regression effect of the model is very good, with an explanatory value of 42.5% and a good regression effect. Therefore, the standardized regression equation is obtained:

Social network knowledge sharing = 0.234 sense of entertainment + 0.320 sense of belonging + 0.200 trust + 0.144 sense of achievement

Stepwise regression analysis results show that the hypothesis H1, H2, H3, H4 verified, the sense of entertainment and social networking significantly positively related to the knowledge sharing, trust and knowledge sharing in social network is significantly related to the sense of belonging and social networking significantly positively related to the knowledge sharing, a sense of accomplishment and social networking significantly positively related to the knowledge sharing.

Table 5. Results of regression analysis

Order of input variables	Non-standardized coefficient		Standard coefficient β	t	Significant	Collinear statistics	
	B	Standard error				Allow	VIF
(Constant)	0.748	0.257		2.905	0.270		
Sense of entertainment	0.234	0.052	0.237	4.467	0.000	0.631	1.584
Sense of belonging	0.320	0.046	0.305	6.604	0.000	0.837	1.194
Trust	0.200	0.051	0.200	3.902	0.000	0.676	1.479
Sense of accomplishment	0.144	0.54	0.135	2.677	0.015	0.701	1.427
Model	R	R ²	After investigation R ²		Standard estimated error	F value	Significant p
	0.652	0.425	0.418		0.35467	59.631	0.000

4.4.2. Regulating Effect of Knowledge Payment

If the variable X is related to Y, but the relationship between X and Y is affected by the third variable M, then the M variable is the moderator variable. When verifying the moderator variable, we use a multiplying term to verify the moderator variable. The mathematical expression is: $Y = b_0 + b_1X + b_2M + b_3(M \cdot X) + e$. Specific methods: in the first step, X and Y were regression, and the determination coefficient R¹² was obtained. The second step is the regression of Y and X, M and X*M, which is R²². If R²² is significantly higher than R¹², the moderator variable is significant. This study makes four assumptions about the moderating effect of knowledge payment. This paper USES the hierarchical regression analysis in SPSS 22.0 software to analyze the moderating effect of knowledge payment on entertainment, trust, sense of belonging, sense of achievement and knowledge sharing in social networks.

Table 6. Analysis results of moderating effect of knowledge payment

Variable	β	Significance level	F Value	R2	ΔR^2
Sense of entertainment	2.472	0.000	62.458	0.278	0.182
Knowledge payment	2.132	0.000			
Sense of entertainment \times Knowledge payment	-3.445	0.000	95.546	0.469	
Trust	2.363	0.000	57.576	0.262	0.136
Knowledge payment	2.097	0.000			
Trust \times Knowledge payment	-3.294	0.000	72.926	0.398	
Sense of belonging	2.399	0.000	66.427	0.286	0.123
Knowledge payment	2.064	0.000			
Sense of belonging \times Knowledge payment	-3.090	0.000	76.360	0.409	
sense of achievement	2.437	0.000	51.628	0.236	0.148
Knowledge payment	2.372	0.000			
sense of achievement \times Knowledge payment	-3.397	0.000	69.017	0.384	

According to the analysis results, the significance of F value of each regression was less than 0.05, which reached the significance standard. The adjusted R2 in the first layer regression is smaller than that in the second layer regression. The adjusted R2 indicates that the ability of the second regression equation to explain knowledge sharing in social networks is increased compared with the first one. Therefore, knowledge payment plays a regulating role in the relationship between entertainment, trust, sense of belonging, sense of achievement and knowledge sharing in social networks.

4.5. Hypothesis Test Results.

The research purpose of this paper has two purposes. The first purpose is to test the emotional dimension, including the four variables of entertainment, trust, sense of belonging and sense of achievement, which have a positive impact on knowledge sharing in social networks. The second purpose is to verify the moderating effect of knowledge payment on affective and social network knowledge sharing. Through reading relevant literature, designing and issuing questionnaires, conducting empirical analysis of data, this paper finally obtained the results, which showed that all the research hypotheses proposed were verified. The test results are shown in table 7 below:

Table 7. Results of the test hypothesis

Hypothesis	Assumed content	Validation results
H1	Entertainment has a positive impact on knowledge sharing in social networks	Significant
H2	Trust has a positive impact on knowledge sharing in social networks	Significant
H3	Sense of belonging has a positive impact on knowledge sharing in social networks	Significant
H4	Sense of accomplishment has a positive impact on knowledge sharing in social networks	Significant
H5	Knowledge payment has a regulatory effect on the relationship between entertainment and social network knowledge sharing.	Significant
H6	Knowledge payment has a regulatory effect on the relationship between trust and social network knowledge sharing.	Significant
H7	Knowledge payment has a regulatory effect on the relationship between belonging and social network knowledge sharing.	Significant
H8	Knowledge payment has a regulatory effect on the relationship between sense of accomplishment and social network knowledge sharing.	Significant

5. Conclusion

Through theoretical analysis and empirical research, this paper verifies the influence of emotional dimension on knowledge sharing in social networks in Vietnam, and the moderating effect of knowledge payment on the relationship between emotion and knowledge sharing in social networks. The results show that : (1) the emotional dimension includes four variables, namely, sense of entertainment, trust, sense of belonging and sense of achievement, which have a positive impact on knowledge sharing in social networks. If users can feel happy when sharing knowledge on social networks, and can get more sense of belonging, sense of achievement and sense of trust, then users will definitely be more willing to use social networks to share knowledge with each other. Therefore, on the one hand, social network managers should improve the reputation of the website and add some functions of social knowledge sharing, so as to enhance the attraction to users and make them feel satisfied and willing to share knowledge. On the other hand, open stations or group functions can be established according to the types of knowledge and interests, such as life knowledge stations, economic and business knowledge stations, etc., which will enhance the sense of belonging and achievement of users and their trust in other users.

(2) Knowledge payment has a significant moderating effect on the relationship between emotion and knowledge sharing on social networks. Social network operators can use paid knowledge to make users more willing to share knowledge. Network managers can set up personal columns, live speeches and other ways to let users have more space to play, use their professional fields to produce more economic benefits. At the same time, we should establish and improve the knowledge payment audit and evaluation mechanism to consider setting a reasonable price, so that those who own knowledge will feel that the knowledge they provide is valuable, and those who use knowledge will also feel that the knowledge they acquire is worth paying for. In addition, network management should also improve the knowledge payment model, simple payment method, which is the problem in our country.

References

- [1] Zhang Nai, Zhounian Xi. An Empirical Study on the Influencing Factors of Knowledge Sharing Behavior in Virtual Communities [J]. Research on Library Science 2010(11):44-48.
- [2] He Bing Guan, Shi Yun. SNS Analysis of Influencing Factors of Social Network Knowledge Sharing [J]. China Journal of Ecommerce, 2013(21):173-174
- [3] Wing S. Chou, Lai Sheung Chan. Social network, social trust and shared goal in organizational knowledge sharing [J]. Information and Management, 45(2018)458-465
- [4] Jiangqingbo, Xu sen. Literature review of the main influencing factors of knowledge sharing [J], Operation and Management of Business, 2017(12):102-106.
- [5] Liu Ren Jing, Chai Jing. SNS Research on the Factors Affecting the Continuous Use Behavior of Individual Users in Social Networks [J]. Soft Science, 2013, 27(4):132-140.
- [6] Li Lin, Xie Lili, He Jianhong. An Empirical Study on the Influence of Social Capital on Social Network Knowledge Sharing Taking "Knowledge" as an Example [J]. Science & Technology progress and policy, 2017, 34(15):127-135.
- [7] Liu Yanfang, Jia Feifei. Research on User Knowledge Sharing Behavior Based on SNS [J]. Qing Bao Ke Xue, 2017, V35(1):41-46.
- [8] Zhang Shuai, Wang Wentao, Li Jing. Research on Influencing Factors of Users' Online Knowledge Payment Behavior [J]. Library and Information Service, 2017(10):94-100.

-
- [9] Liu Ruixian, Xing Caixia. The Impact of Trust on Creator Knowledge Sharing in Virtual Community: From the Perspective of Social Cognition Theory [J].Journal of Commercial Economic, 2017(6):138-140.
- [10]Jin Hui, Jia Yu, Qian Zhifa. Visualization Analysis of Research Progress of Knowledge Sharing in Virtual Community Based on Social Network Analysis [J].Operating Research and Management Science,2017,26(4):149-157.
- [11]Gebaoshan, Cui Yuehui. Construction of Knowledge Sharing Model for Start-up Enterprises from the Perspective of Social Network [J].Information Science, 2018, V36(2):153-158.
- [12]Hui Lin. Weiguo Fan. Linda Wallace. An Empirical Study of Web-Based Knowledge community Success[C]. Proceeding of the 40th Hawaii International Conference on System Sciences.2007.178c-178c.
- [13]Dong Xiao Ying. The Theoretical Basis and Strategic Choice of Knowledge Advantage [J]. Journal of Beijing University (Philosophy and Social Sciences Edition), 2004(4):37-45.
- [14]Zhou Jin Mei. Investigation on the Current Situation of Teachers'Professional Achievement in Vocational Schools and Research on Management Strategies [D]. Shanghai: East China Normal University,2015.
- [15]Zhu Zhixian. Psychological Dictionary [M]. Beijing Normal University Publishing Group, 1989.64.
- [16]Cao Ling, Gu Bingguang. An Analysis of the Effect of Social Capital on Knowledge Sharing in the Context of Social Networks [J]. Journal of Modern Information, 2018(2):41-47.
- [17]Lu Chunhui. Research on Knowledge Payment Model in Shared Economy [J].Modern Business, 2017 (33).
- [18]Feng Wei, Li Jinxin. Social question and answer platform, knowledge sharing, influencing factors, empirical research, from the perspective of motivation and demand [J].Information Research, 2018(2):20-28.