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## Knowledge Sharing Contribution through Social Network

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**Abstract** Knowledge sharing is an essential organizational phenomenon to overcome adversities. It requires a major transformation in organization culture to create a desire to share knowledge. As the technology continues to grow, knowledge sharing sites has been made available and become common today. Using the social networks, people convey and exchange information with people, normally with others who share same interest. This is how the process of sharing could happen. Thus, this study has conducted to examine the success factors that could encourage to the process of sharing information on knowledge through social networks. The factors mainly consist of individual or community factor, content factor, and technological factor. Individual and community factor is factor which embedded within individual or community which could encourage people to share. Content factor is factor which provided by social network sites, including what information can be shared, how depth people could share, etc. Technological factor concerns with features of the social network sites, including the tools, links, navigation, etc. Result from this study could assist organizations, especially educational institutions (as the respondents are students) to evaluate their usage of social networks sites and utilize it for knowledge sharing, as well as to support teaching and learning process. 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.

**Keywords** knowledge sharing, social network, information, content factors, technological factors, educational institutions

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### 1. Introduction

Technology has been considered a significant requirement in our daily life recently. The rapid growth of the technology tools and applications has made the technology an important medium to transfer and distribute information. Thus, it can be considered as enabler for knowledge sharing, whereby it provides infrastructure for sharing even though it might not be the motivation for people to share their knowledge [1]. Today, we can see a lot of technology tools that have been made available to facilitate sharing, which include electronic bulletin boards, databases, forums, e-mails, blogs, as well as social networking sites. This study attempts to investigate the factors that could encourage knowledge sharing through social networks. Social network has been chosen as the medium to be studied because it is widely used all over the world today. Therefore, this study is conducted with the aim to discover what factors that might lead to knowledge sharing through social networks and how depth social networks being used to facilitate the process. According to a research that has been conducted by IDC Research (a body which actively conducts researches in Malaysia), the Internet users in Malaysia has reached 16 millions and predicted to increase to 20.4 millions in 2012 [2]. Due to the active usage of Internet, this phenomenon has resulted in social network sites existence. Social networks communities and websites have indicated a significant trend recently towards business, academic communities, as well as to the individuals within a society. Friendster had

reported over 17 millions users and MySpace 20 millions users in July 2005 [1]. The social network services and websites are expanding and produce community knowledge in every second [3]. Social network communities usually request users to share their personal information (identity). This is the starting point for users to build trust among them and facilitate wider learning environment after trust are built strongly among them. Social networks are believed to be able to resolve barriers to knowledge sharing, which is lack of open communication (Ramirez, 2007) as in Sharinaz Ismail [1]. This study attempts to investigate the factors which could contribute to knowledge sharing through social networks. Social network has been chosen as the medium to be studied because it is widely used all over the world today. As what has been reported by many researches and statistical reports, social networks are widely used all over the world today. However, there some issues pertaining the usage; which include the factors that lead to social network usage, the reason of access and the knowledge sharing phenomenon. The factors might vary from individuals to community, contents, as well as the technological facilities. There are also various reason of why people choose to use social network sites. The extent and depth of the process sharing knowledge and types of information that user commonly shared is still in doubt. Therefore, this study has been conducted in order to examine and discover these issues. The outcomes of this study could assist in increasing more efforts towards promoting knowledge sharing through social networks.

## 2. Objectives

This study was conducted with the attempt to achieve the following objectives;

- To investigate factors that encourage of knowledge sharing through social network.
- To discover types of information that being shared and being used over the social network.

MARA University of Technology (UiTM) has been chosen as the location to conduct this study. This is because UiTM is one of the universities in Malaysia that currently active in doing research, which means, actively participate in sharing and retrieving information activities. In order to narrow down the scope, Faculty of Information Management which located in Puncak Perdana, Shah Alam, Selangor has been selected. Faculty of Information Management is selected to represent the community as this faculty is involves in area of managing and evaluating information. The activity of managing valuable information has been the core duty of people who graduated from this faculty (the former name for this faculty is School of Library Science). Therefore, final semester students, from four different programs (bachelor degree) from this faculty have been selected to be among 160 respondents, as they might be more exposed to activity of dealing with information compared to their juniors. Furthermore, they will be graduated soon, which means they might build their own networking in order to search for jobs and experience. This situation could lead to actively using social networking websites or blogs. Six social networking sites that have been chosen to be studied, which include Facebook, Twitter, Blogger, MySpace, Friendster, hi5, and Tagged. Those sites were selected based on usage which reported by statistical reports and studies from previous researches. From previous reports, Facebook were found to be the most popular, followed by Friendster, MySpace, Twitter, Blogger, hi5, and Tagged.

## 3. Literature Review

Knowledge and social networks has become important in 21<sup>st</sup> century organizations. A study conducted by Janhonen and Johanson [4] has found out that both knowledge creation processes and social networks defined the performance of the team. This indicates that a proper management of knowledge and a good utilization of social networks can bring out benefits towards the organization. In addition, blogs and social networks have tools that could facilitate sharing, such as frequent updates, free public access, personal editorship, etc. These tools support the searching and retrieval of knowledge, as well as knowledge transfer [5]. There are increasing numbers of professionals who have using blogs to present their work. For example, 'Library Law Blog by Mary Minow (attorney cum librarian), which discusses the development regarding copyright, access, intellectual freedom, etc. Cross, et al. [6] has pointed out that knowledge which embedded within a worker is a critical resource for the organization, and there were little effort to organize this type knowledge which is sometimes lies in social networks. Cross, et al. has introduced a social network



analysis to understand collaborative relationships between people and its knowledge flow. Similarly, Cadima, et al. [7] had introduced the KIWI system, which enables users to register their interactions and visualize their social networks usage. KIWI helps to gather information about social interactions, and provide visualization of the social networks (how depth social network has been used, which gap could be improved, etc.). However, for the purpose of this study, focus was not oriented towards social network analysis, since no model or system has been built. This study focuses primarily on identifying factors which could lead to sharing of knowledge through social network. Yang and Chen [8] has stated that it is a common problem for a social network to support the exploration, retrieval, and exchanging knowledge because users might have their own needs when they access and discuss information with others. Yang and Chen has suggested establishment of social network-based collaboration support which could help people find relevant content experts who are willing to share their knowledge. This kind of support is already made available through social networks. For example, through Facebook, users could create a group of people consists of friends with similar field and discuss on issues. Users could also provide suggestion to colleagues of whom to refer to for particular solutions.

### **Content Factors**

Even though less of previous authors have emphasis on content factors, but it is still important to encourage knowledge sharing. Content factors may involve the usefulness of information, the benefits, etc. Hsu and Lin [9] had pointed that many companies had launched blogs as a marketing channel, because commercial companies are aware that blogs could build up their reputation and provide benefits through information that being distributed through blogs. Hou, Sung and Chang [10] added that social networks encourage integrated solutions for information and provide opportunities for further analysis/discussion of knowledge. Furthermore, Thelwall [11] had conducted a study and found out that news, links and page analysis is important contents which may convey through social network environments. It was stated that social networks has the function to support people to manage the relation between task and knowledge so that when a user is assigned a task, the relevant knowledge can be obtained intellectually and navigated easily by the relationships between tasks and knowledge. Cheng [12] stated that social network becomes a highly dependable mechanism for firms to use to gather new practices, whether to gain legitimacy or to find for relevant knowledge.

### **Technology Factors**

Shahrinaz Ismail [1] suggested that technology factor is important because technology has tools that could facilitate knowledge sharing. Furthermore, technology may affect what people willing to share. For example, Friendster and Facebook requested disclosure of identity information beyond common elements (such as shootout, hobbies, testimonials, etc.). From the study conducted by Shahrinaz, the tools or elements which have shown potential contribution to engender trust among participants would be hobbies, interests, favorites, shout out, about me, testimonials, groups and affiliations. Hsu and Lin [9] had a similar view, whereby they stated that most people recognize blogs as easy publishing tools. Further discussions on three factors (individual and community, content, and technology) can be viewed in the next section, which discussed on previous research models that have been developed by various authors. These models discuss a number of elements within each factor and have been tested by the authors according to their studies. The results of the study have shown that fairness and openness could significantly affect the sharing culture. Some respondents thought that it is fair to help others if they could get the help from the community. The findings also indicated that high openness members are more eager to participate with the community since they believe that the interactive environments are suitable places to share opinions and ask for advices. However, identification was not considered as significant as fairness and openness towards sharing culture. It is also confirmed that enjoyment has positive effects towards knowledge sharing behavior. When people feel good about sharing knowledge to help others, they tend to perform more sharing actions and provide more helpful knowledge. Therefore, from the study, it could be concluded that sharing culture (fairness, openness), enjoy helping, and usefulness /relevancy of information could lead to successfulness of knowledge sharing in a community.



#### 4. Research Model

The main factors that might contribute to successful knowledge sharing through social networks consist of three elements, which are individuals or community factors, content factors, and technological factors. Based on previous model, this research model divides individual and community factor into six elements, which are trust, fairness, community culture, individual attitude, enjoyment, and relationship. Trust can be defined as users believe that other people would not misuse the knowledge or information that they distribute. Moreover, users believe that other people that users would like to share with would not take advantage towards them. People with a strong trustworthy belief tend to reveal and share their knowledge better. Fairness can be defined as users feel that they are treated fairly, free from bias, and equality among users. Fairness might encourage users to share more knowledge if users feel satisfy of with how they are treated. Community culture can be defined as the environment where users come from, the belief and the norms that where what is right and what is wrong is defined by the culture. A good culture is assumed to encourage and continuously developed knowledge sharing and development. Individual attitude is the actions and manners which embedded within an individual. Positive attitudes, such as willingness to share, cooperative, caring for others is important to encourage knowledge sharing to be successful. Enjoyment is the extent where people are ready and willing to help others (altruism), regardless of who they are, no matter they have strong or close relationship or not. People with enjoyment tend to actively participate in sharing the knowledge, as long as they could convey and share what they know. Lastly, relationship is about identification. It is related to how close a person to another and the sense of belonging to a group. It is believed that users with strong relationship feel that they are part of the community, thus, willing to share their expertise and knowledge. Furthermore, content factors can be divided into five elements, consist of usefulness, detail, openness, reputation, and benefit. Usefulness is how the content may be relevant to what user's needs. People are assumed participate in knowledge sharing if they think that information they would like to convey or retrieve is fulfilling their information demands. Otherwise, they will not interest to involve. Information that might considered as relevant such as educational information, political information, business information, etc. Detail is defined as the thoroughness or the completeness of information. Users will participate in sharing if social networks could provide adequate and comprehensive information that they need. Openness is the where information flow freely through social networks. Some people might prefer to have opinion from others with no close relationship because they wanted honest opinions (close colleagues may not provide total honesty because they would avoid from hurting friend's feelings). Reputation is about credibility. People tend to actively participate in sharing if they believe social networks could improve their credibility through sharing of knowledge (from the information they provide). Lastly, benefit is about what people expected to get from process of sharing through social network. People tend to share and gather information from social networks if they think that social networks could provide personal or work-related benefits to them. Lastly, technological factor can be divided into five elements; ease of use, navigation, interactive, useful links, and useful tools. Ease of use is about how technological features of social network could help users perform their task faster. For example, if social networks have the ability to share articles, people might more interested in sharing. Navigation is about how the social networking sites works. A good navigation can be determined by easy to understand icon, clear instruction, and organized menus. The availability of icon might also help. For example, today, we could easily found Facebook icon everywhere on the websites. This could facilitate sharing, because users can simply click on the icon to share articles or videos that they found into Facebook. Useful links is defined by the ability of the social network to provide any links that may be needed for users. For example, if users search the term 'politic' in the search box through Facebook, the capability of Facebook to provide related links might be helpful in serving knowledge sharing needs. Lastly, useful tools can be defined by the availability of tools (added value) which could aid users to communicate with others easier.



## 5. Methodology

### Population and Sampling

For the purpose of this study, Faculty of Information Management is the population that has been selected. It is located at Puncak Perdana, Shah Alam, and also has four other branches at other states, including Machang (Kelantan), Merbok (Kedah), Segamat (Johor) and Kota Samarahan (Sarawak). However, for this study, it focused to the respondents at the faculty which located at Puncak Perdana, since only Puncak Perdana have complete numbers of bachelor degree's students from all four programs. According to the statistical data which gathered from the Faculty of Information Management, there are a total of 2151 students from various modes and programs. There are 1684 students of bachelor degree from four programs, including Information System Management (IM 221), Records Management (IM 222), Information Resource Center (IM 223) and also Library and Information Management (IM 220). Others are consists of student of Pengajian Luar Kampus (PLK) with 117 students, Masters with 332 students and PHD with 18 students. Generally, there are three types of sampling method being used, which include grouping, stratified and random. Grouping is done by selecting one specific group. For example, focus on Records Management's students only. Stratified, in the other hand, is done through selecting a few people from each group at an average. For example, 50 students Information System Management program, 50 from Records Management program, etc. The third type is by random. This method is done by randomly selecting the respondent regardless of how many of them have to be selected from each program. For this study, the stratified random sampling is being used. Stratified is in this case is means by the 160 respondents that were selected from final semester of bachelor degree students, from all four programs of Faculty of Information Management. These 160 respondents are actually representing 43.48% of final semester students (the total number of final semester students are 368). From the total of 160 respondents, there were randomly selected to answer the questions. The stratified random sampling was used because the difficulty to filter and to reach all of the total respondents in a limited time (368 respondents).

### Data Collection Method

This study used questionnaire method, which is the most favorable method being chosen in order to have standardize feedbacks from users. The questionnaire that has been developed were tested for validation (5 students from Masters of Science in Information Management, IM 770 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. Other than questionnaire, online observation was also conducted. This is to observe the trend of what kind of information that is commonly being shared by users, how frequent they share, as well as how depth the sharing occurred.

### Data Analysis Method

Data analysis involves transferring information gathered from questionnaire into computerized data, and to be processed by certain software. During this process, data are examined and validated for errors, and later being transformed into useful information. For the purpose of this study, data processing was done using commercial statistical software, called SPSS (version 16). SPSS is a widely used software for data analysis by students, academician and professionals [13]. 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. A table was prepared to display the counting of responses for each category (the frequency of occurrence). Moreover, cross tabulation also being used. This means that a table was prepared to organize data by group or classes. It is a joint frequency distribution of two or more sets of variables.. In order to analyze the factors which contribute to knowledge sharing, data was organized and processed using descriptive statistic



analysis. A table being produced and each factor were described by mean and standard deviation. From the Likert Scale, ranking 1 to 5 (“Strongly Disagree”, “Disagree”, “Neutral”, “Agree”, “Strongly Agree”), the average number will be calculated. If the mean is less than 3, it is a negative result, while if it more than 3, it indicates positive result.

**Table 1:** Likert Scale

Number Representation	Statement	Description
1	Strong Disagree	Indicates that respondents have strong disagreement with the question (negative feedback)
2	Disagree	Indicates that respondents have moderate disagreement with the question. (negative feedback)
3	Neutral	Indicates that respondents do not have any idea or opinion or feeling unrelated towards the question. (neutral feedback)
4	Agree	Indicates that respondents have moderate agreement with the question. (positive feedback)
5	Strongly Agree	Indicates that respondents have strong agreement with the question (positive feedback)

## 6. Data Analysis

In order to measure frequency of usage of social network sites, respondents were asked to choose their frequency of usage according to the option given (“Never open it after registration”, “1-5 times per week”, “6-10 times per week”, “11-15 times per week”, “More than 15 times per week”). From Table 2, it was found out that most user access social network sites more than 15 times per week, with a total number of 33.13% of respondents (53 respondents). As well, only four (4) respondents who never use their social network accounts after the first registration. This was represented by 2.5% of respondents. This result indicates that respondents are actively using social network sites.

**Table 2:** Frequency of Social Network Sites Usage

Gender/Frequency of Accessing to Social Network Sites						
Cross Tabulation						
How many times do you log into your social network site in a week?						
	Never open it after registration	1-5 times per week	6-10 times per week	11-15 times per week	More than 15 times per week	Total
Male	2	7	1	7	14	31
Female	2	45	24	19	39	129
<b>Total</b>	<b>4</b>	<b>52</b>	<b>25</b>	<b>26</b>	<b>53</b>	<b>160</b>

### Reason of Social Network Usage

This section would answer one of the research objectives, which is to identify why people choose to use social network sites. Respondents were given six statements and were required to indicate their agreement for each statement. The statements are “To keep in touch”, “To find and exchange information – knowledge sharing”, “To share interest with others”, “To inform / be informed about contacts, events, appointments”, “To meet new people”, and “To advertise expertise, service / business / product”. From the six statement, two of them are oriented towards more specific knowledge sharing (academic or work-related), which are “To find and exchange information knowledge sharing”, and “To advertise expertise, service / business / product”. Another four statements could be considered as oriented towards general knowledge or sharing information casually. The differences between statements are purposely done in order to identify the level of involvement of respondents in sharing their knowledge or information. To answer the question, respondents were given a Likert Scale, from 1 to 5 (“Strongly Disagree”, “Disagree”, “Neutral”, “Agree”, and “Strongly Agree”) and they are required to respond according to the scale given. From Table 2, 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 (139 respondents). 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% (132 respondents), to find & exchange information (k-sharing) with 73.1% (117 respondents), to meet new people with 63.1% (101 respondents), and to advertise service, products, expertise with 59.4% (95 respondents).

**Table 3: Reason of Social Network Sites Usage**

	Reason To Use Social Network Sites					Total
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	
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 15.0%	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>

#### Factors that Contribute to Knowledge Sharing through Social Network

Table 4, presented the results of individual or community factors that could contribute towards knowledge sharing through social network. Each element within the individual and community factor was displayed. It has been shown that the highest factor is user’s willingness to share (with mean = 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 the research model.

**Table 4: Individual or Community Factor Findings**

Individual / Community Factors	Mean	Std. Deviation
Willing to share (attitude)	4.03	0.70888
Approachable, enjoyment (enjoyment)	3.00	0.57732
Know each other very well (relationship)	3.99	0.67755
Prefer to work in group (relationship)	3.98	0.73947
Keep each other updated (culture)	3.97	0.74751
Trust (trust)	3.96	0.95751
Supportive learning culture (culture)	3.93	0.70533
Regardless of seniority (fairness)	3.86	0.66812
Encouraged to give opinion (fairness)	3.83	0.74582
Seniors commitment (culture)	3.78	0.88275
Only share knowledge if it is important to other (attitude)	3.76	0.84487
Feel sorry if SNS are shut down (attitude)	3.74	0.89364
Have online discussion platform to exchange study-related ideas	3.73	0.86838
Prefer people to approach rather than be volunteer attitude)	3.68	0.78947
Involvement with knowledge sharing regardless of people (enjoyment)	3.59	0.77206
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	0.90853

From Table 4, it has shown that trust is the dominant factors which contribute to knowledge sharing through social networks, with 3.96 (mean). It is followed by community culture and fairness with 3.85 (mean).



Relationship is the least and has the lower score of the individual or community factors. However, 3.78 can still be considered as positive result. (From the Likert scale 1 to 5, where 1 is strongly disagree, and 5 is strongly agree, the average mean should be 3. If result is more than 3, it could be considered as positive result). In overall, the Individual or Community Factors had scored 3.84 mean, which considered as significant and positive result.

**Table 5:** Individual or Community Factors

Individual/Community Factors	Mean
Trust	3.96
Social (Community) culture	3.85
Fairness	3.85
Individual attitude	3.80
Enjoyment	3.79
Relationship	3.78
Individual / Community Factors Mean	3.84

Table 6, 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, whereby 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 the research model.

**Table 6:** Content Factor Findings

Content Factors	Mean	Std. Deviation
Open communication (Openness)	4.02	0.69565
Free disseminate information (Openness)	3.95	0.68036
Current issue discussion (Usefulness)	3.88	0.66340
Information about other societies/states/countries (Usefulness)	3.83	0.70533
Relevant/used information (Usefulness)	3.82	0.72573
Increase 'network' (connection with people (Reputation)	3.78	0.63118
Personal (non academic) benefits (Benefit)	3.78	0.67918
Personal experience (Detail)	3.74	0.71364
Academic / work benefits (Benefit)	3.74	0.64902
Reputation (Reputation)	3.70	0.74226
Information about society (e.g. 1 Malaysia, etc) (Usefulness)	3.68	0.77338
Information on shopping (Usefulness)	3.67	0.72443
Academic experience (Detail)	3.63	0.67990
Income (Usefulness)	3.59	0.76387
Government information (Usefulness)	3.54	0.78418
Political Information (Usefulness)	3.36	0.82681

Table 7, 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.

**Table 7:** Content Factor

Content Factors	Mean
Openness	3.99
Benefit	3.76
Reputation	3.74
Detail	3.69
Usefulness	3.67
Content Factors Mean	3.77





Table 8 presents the findings from technological factors. It was found out that the highest factor from technological factor that could encourage users to share knowledge over social network is the ability of social network to give user feedbacks from their friends, with score 3.84 (mean). However, these elements were not yet represent the actual elements, as what have been described in research model. The items were later being grouped into the actual elements according to research model to represent the elements of technological factor. The technological factor can be viewed as in Table 9.

**Table 8:** Technological Factor Findings

<b>Technologies</b>	<b>Mean</b>	<b>Std. Deviation</b>
Feedback (Interactive)	3.84	0.81300
Navigations and interface (Navigation)	3.84	0.69034
Interactiveness (Interactive)	3.83	0.82072
Useful tools (Tools)	3.82	0.73435
Online sources is preferable (Ease of use)	3.75	0.80876
Useful links (Links)	3.69	0.82414
Easier rather than face-to-face (Ease of use)	3.61	0.89011

The highest element is the interactive and navigation of the social networks, which score 3.84 (mean). The lowest or the least element is the ease of use, which score 3.68 (mean). Even though it is the lowest element, it is still considered as significant and provides positive result. The Technological Factor scored 3.77 (mean), which indicate that technological factor can be considered as significant factors that contribute to knowledge sharing through social network.

**Table 9:** Technological Factor

<b>Technological Factors</b>	<b>Mean</b>
Interactive	3.84
Navigation	3.84
Tool	3.82
Links	3.69
Ease of use	3.68
Technological Factor Mean	3.77

This section presents the findings of what information that considered important (as perceived by users) to be distributed or shared through social network. The results indicate what types of information that users frequently search for or transfer through social network. The results can be viewed as in Table 10. From the result, it has shown that information that frequently being distributed through social network by users is current issue discussion (general knowledge), which might involve the news or and current event happened within the organization or country. This score 3.88 (mean). User ranked information about other countries or society as the second important information, which score 3.83. Surprisingly, political information has the lowest score, with 3.36 (mean).

**Table 10:** Knowledge Being Shared Through Social Network

<b>Information / Knowledge Being Shared</b>	<b>Mean</b>
Current issue discussion	3.88
Information about other societies/states/countries	3.83
Personal (non academic) benefits	3.78
Personal experience	3.74
Academic / work benefits	3.74
Information about society (e.g 1 MALAYSIA, etc)	3.68
Information on shopping	3.67
Academic experience	3.63
Government information	3.54
Political information	3.36



## 7. Conclusion

### **Research Objective: To investigate factors that encourage of knowledge sharing through social network.**

From Table 5, it has shown that trust is the dominant factors of Individual or Community Factor which contribute to knowledge sharing through social networks, with 3.96 (mean). This result is in line with other previous author which also identified that trust is among the most important factors to cultivate knowledge sharing behavior. This means that users perceive that trust is important before they can actually distribute and share knowledge through social network. In overall, the Individual or Community Factors had scored 3.84 mean, which considered as significant and positive result. Moreover, from Table 7, openness of information has the highest score with 3.99 (mean) of Content Factor. This means that users perceive that information should be freely available through social network, and can be easily shared in order to cultivate knowledge sharing behavior. This Content Factor had scored 3.77 mean, which can be considered as significant factor and positive result. Furthermore, interactive and navigation of the social networks, has considered as the most important factor of Technological Factor, with score 3.84 (mean) as what have been found in Table 9. This means that users perceive that good navigation, which means that icons made available anywhere in the Internet, as well as clearly understood menu is important to encourage users in sharing information. In addition, users also think that social networks should have and maintain the interactive elements, whereby they can easily upload or access photos, videos, articles or any information they need. The Technological Factor scored 3.77 (mean), which indicate that technological factor can be considered as significant factors that contribute to knowledge sharing through social network. Therefore, Individual and Community Factors is found out to be the most important factors in encouraging people to share, followed by Content Factors and Technological Factors. This indicate that approaches and effort should be focus more on encouraging individuals and community, so that people could actively participate in knowledge sharing through social network.

### **Research Objective: To discover types of information that being shared and being used over the social network**

From the result of Table 10, it has shown that information that frequently being distributed through social network by users is current issue discussion (general knowledge), which might involve the news or and current event happened within the organization or country. This score 3.88 (mean). This indicates that users use social network to share general (not serious) information. Surprisingly, governmental information score 3.54, which is second lowest and political information has the lowest score with 3.36 (mean). This might happen because users are still not aware that governmental and political information is important to be shared, since it could develop patriotism among people and awareness of what happened within the country. In conclusion, individual and community factors, content factors, and technological factors are all important to ensure successful knowledge sharing through social network. This means that, in order to ensure knowledge could be shared effectively, people, community, organization, as well as the country should made aware of these factors and should take certain approaches related to the factors. As a result, knowledge sharing through social network can be improve in future and social network sites will be seen as one of the important alternatives or ways for people to share what they know and what they have.

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