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WOULD YOU SHARE? EXAMINING HOW THE INTERACTIONS BETWEEN KNOWLEDGE TYPE AND EXPECTATIONS OF RECIPROCITY INFLUENCE KNOWLEDGE EXCHANGE

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Abstract

Due to recent advancements in computer-mediated communication technologies, individuals are now able to access a variety of sources for the exchange of knowledge. This paper extends prior research to include a comparison of knowledge exchange through face-to-face and computer-mediated communication technologies (Email, Electronic Community, and Electronic Knowledge Repository) for different knowledge types (Computer Program and Expertise). Using theories of social exchange, hypotheses are proposed based on an individual's expectation of reciprocity for engaging in knowledge exchange and the costs and benefits associated with exchanging knowledge in different environments. This research proposal uses case-based vignettes adapted from the Constant et al. (1994) study to determine whether individuals adjust their knowledge exchange behaviors based on these different contextual situations.

Keywords: Knowledge exchange, Knowledge type, CMC, vignette, Virtual community