Would You Share? Examining How the Interactions Between Knowledge Type and Expectations of Reciprocity Influence Knowledge Exchange

Paul Di Gangi
Florida State University

Follow this and additional works at: http://aisel.aisnet.org/icis2007

Recommended Citation

This material is brought to you by the International Conference on Information Systems (ICIS) at AIS Electronic Library (AISeL). It has been accepted for inclusion in ICIS 2007 Proceedings by an authorized administrator of AIS Electronic Library (AISeL). For more information, please contact elibrary@aisnet.org.
WOULD YOU SHARE? EXAMINING HOW THE INTERACTIONS BETWEEN KNOWLEDGE TYPE AND EXPECTATIONS OF RECIPROCITY INFLUENCE KNOWLEDGE EXCHANGE

Paul M. Di Gangi
Florida State University
Department of Management Information Systems
College of Business
Tallahassee, FL 32306
Email: pmd06c@fsu.edu

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