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7 K H U R O H R I V W X G H Q W V K D V D O R W K F P O V A U H G R U H R P L O H S D M L V L Y H J W K H
V X E M H F W W R D Q Z K R W S V D F W W K G H O M H F O L D U Q I N Q R Z O H G J H F R Q W U L E X W
D Q G D V V H V V P H Q W W D V N V L Q W K H R S O R O H V S H H U D V V H V V P H Q W Z R X O G
2 Q H R I W K H N H V B H V D H V R E H D Q W L P S O R P H L Q W W K H U L J K W W R R O V W R
F R P P X Q L W \ L V W K H D F W L Y H S D U V F R L V S D M E L R Q H R W K W M U P H R E F Z O H G O H Z
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+ R Z H Y H U V W X G L H V K D Y H V K R Z Q W K L V H N Q R I Z O H G J O X V H O F U L Q J I D B W R U V
S H H U D V V H V V P H Q W F R Q W L Q X H V W R R Z I O H Q H D E B D H G K R Q S V H X Q G V H U H V V
U H V H D U F K H G F R P S D U H G W R W K H W W K H U V S V B F H L W H R U J D Q Z J H E G E D W H G R O O
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W K H V L J Q L I L F D Q F H R I P R W L Y D W I U R Q H D R J F K K D U H N Q R Z O H F V G L R H Q L Q
Y D U L R X V R Q O L Q F W R P R P Q Q X H L G F H I D F W R U V R Q
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G L I I H U I U R P R W K H U R Q O L Q H N Q R Z O H G J H F R P P X Q L W L H V E H F D X V H
S H H U D V V H V V P H Q W L V G L V W L Q F W O \ F K D U D F W H U L J H G D Q G W K H \

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H2b. Reciprocal benefits has a positive impact on specific knowledge sharing behavior in online peer assessment.

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PHPEHUV SDUWLFXODUO\ SRVLW
LPSEDFWV D XVHU V IXWXUH H
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SRVLWLYH IHGEDFN DUH PRUH L
WKHLU NQRZOHGJH ZLWKLQ WKH
DVVHVPHQW FRPPXQLWLHV WDV
VXEMHFWHG WR D UDQJH RI HYDO
HYDOXDWLRQV FDQ UDQJH IURI
FRPPHQGDWLRQV ZKRV RQH YL
JUDWLWXGH DUH PRUH PRWLYDWHG
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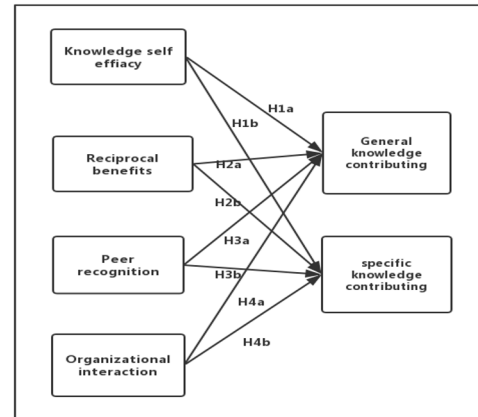
H3a: Peer recognition has a positive impact on general knowledge contributing behavior in online peer assessment.

H3b: Peer recognition has a positive impact on specific knowledge contributing behavior in online peer assessment.

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GLVFXVVLRQ DPRQJ VWXGHQWV DSSHOE
NQRZOHGJH FRQWULEXWLRQV DWLRQV
KDYH FRUURERUDWHG WKDW VWXGHQWV
LQIOXHQFH NQRZOHGJH WKHLU
FRPPXQLWLHV VWXGHQWV DUH UHFRJQL
WDVNV QHFHVVLWDWLRQV FRPPXQLWLHV
WKURXJK RUJDQLJHG LQWHUDFWLRQV
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D NH\ PRWLYDWRU IRU HVWDE
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DOOHYLDWH IHOLQJV RI LVRO
HQYLURQPHQW WKDW HQKDQFH
VWXGHQWV IRU DGYDQFHG VWXGHQWV
NQRZOHGJH RQ WDVNV LQGLYLGH
IURP SHHUV ZKLFK IRVWHUV
FRPPXQLW\ RQVHTXHQWO\ FRQWULEX
ZLWKLQ SHHU DVVHVPHQW VHWLQJ
FULWLFDO WR IDFLOLWDWH RU
LQWHUDFWLRQV +HQFH ZH
DVVXPSWLRQV

H4a. Organization interaction has a positive impact on general knowledge sharing behavior in online peer assessment.

H4b. Organization interaction has a positive impact on specific knowledge sharing behavior in online peer assessment.



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'DWD DQG PHWKRGV
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2XU ILQDO FRUSXV FRQWDLQV GD
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QV DWLRQV DWLRQV DWLRQV DWLRQV
NQRZOHGJH FRQWULEXWLRQV DWLRQV
KDYH FRUURERUDWHG WKDW VWXGHQWV
LQIOXHQFH NQRZOHGJH WKHLU
FRPPXQLWLHV VWXGHQWV DUH UHFRJQL
WDVNV QHFHVVLWDWLRQV FRPPXQLWLHV
WKURXJK RUJDQLJHG LQWHUDFWLRQV
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IURP SHHUV ZKLFK IRVWHUV
FRPPXQLW\ RQVHTXHQWO\ FRQWULEX
ZLWKLQ SHHU DVVHVPHQW VHWLQJ
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LQWHUDFWLRQV +HQFH ZH
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NQRZOHGJH FRQWULEXWLRQ DQG IF
YDULDEOHV NQRZOHGJH VHOI HILFD
SHHU UHFRJQLWLWLRQV RQH YDULDEOH
,Q 3HHU UHYLHZ SODWIRUP VWXG
UROHV WKH VROYHU DQG TXHVWLRQ
FDQ FRQWULEXWH VXJJHVWLRQV WR
XVHU\ QXPEHU RI VXJJHVWLRQV LV
PHDVXUH KLV NQRZOHGJH FRQWULE
DVVHVPHQW FRPPXQLW\ ,Q WKLV
QXPEHU RI VXJJHVWLRQV SURYLGHG
KLV NQRZOHGJH FRQWULEXWLRQ
Knowledge self-efficacy. ,Q SHHU DVVHVPH
NQRZOHGJH VHOI HILFD\ LV UHIOHF

NQRZOHGJH DQG VSHFLILF NQRZOHGJH HSHHUK HDVH RUVPHQW ,Q WKL
 K\SRWKHVLV D DQG K\SRWKHVLVL QEV DUBF WXSR UWHSG H RMKWUV WKH V
 PHPEHUV IHHGEDFN KDV D SRVLV H WZ H R Q DFWX B QJW Q H UKD W D QJ HVVL
 VSHFLILF NQRZOHGJH FRQWULEXWR B UI LEFKIDYWR R B UL Q R D Q L Q D W S R Q D O L
 DVVHVVP HQW +\SRWKHVLV D VD Q Q L I K F B R W K H S V L V E ERWK IRU JH
 LQYHVWLJDWHV WKH LPSDFW RI W S H F R L L J D Q L Q R W O R I Q D D L Q M H U D I R W H R Q
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 WKDW RUJDQLJDWLRQDO LQWHUDFWL R D V L R D Q S R D V L V L S I R V L P S I D F W L P S D I F W H R J D
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	General knowledge provided		Specific knowledge provided	
	&RHI	6LJ	&RHI	6LJ
General Knowledge received				
Specific Knowledge received				
Praise				
Communication				
Score				
	1	1	1	1
	3VHXGR 5	0	0	0
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 Z L W K R W K H U V L Q S H H U D V V H V V P H Q W F R P P X Q L W L H V H I S H F W D W L R Q
 V R F L D O F R J Q L W L Y H W K H R U \ V R F L D O F R P S W D O W K H R U \ D Q G V R F L D O
 H I F K D Q J H W K H R U \ W K L V S D S H U U H X H P O V W K D W L N H X G H K R R G I R S H U W X
 U H F R J Q L W L R Q D Q G R U J D Q L J D W L R Q D Q G H U D F W L R Q S O D W K H U H
 L P S R U W D Q W U R O H V L Q N Q R Z O H G J H H I H F W R W K H E X W L R Q H K D Y L R U V
 7 K H H P S L U L F D O O G D W W H Z H U H R F R 3 H G L W H R G H X Q O L N H V R F L D O P H G L D Z
 S O D W I R U P D Q G Q H J D W L Y H E L Q R F L D V X O W J Z H N Q R Z O H G J H F R Q
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 D V V H V V P H Q W F R P P X Q L W \ D U H D Q R W X G H Q W V R V W V W X G H Q W V B I W K D W
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 F R P P X Q L W L H V L V V H H Q D V D Q L P S R U W D Q W D I R W L Y D W R K H L U R N Q R Z O H
 N Q R Z O H G J H F R Q W U L E X W L R Q I R U Z K L X K H Q W U H F R W R Q Q R K X U D S H G W K H
 W K H P L P S U R Y H U H S X W D W L R Q D Q R W K R U H S W H T P E O F X W H S O D R D W L R Q
 H I S D Q G L Q J W K H S R V V L E L O L W \ R F R P P X Q L F D W L R Q S U B G L W \ L Q W H U D F W L R

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3RLVVRQ DQG QHJDWLYH ELQRPLDO PRGHOV

Psychological bulletin