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Abstract
This paper studied the factors influencing user adoption for knowledge map. We collected 179 virtual community users on Internet survey. By using AMOS software to test the model that based on TAM, and the related statistic data revealed that the fitness of whole research model is fine. The results indicated that the main factors influencing user adoption of knowledge map are user’s self-efficacy of knowledge map, perceived ease of using knowledge map, perceived usefulness of knowledge map. In addition, there is significant difference on the status of knowledge map by personal attribute. Therefore, it is important to design easy knowledge map, meet user need, and raise user’s confidence of using knowledge map to promote user adoption of knowledge map.
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