Why Would I Share?

The Intention to Use Blogs for Knowledge Sharing According to Gender, Experience, and Cultural Differences

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ABSTRACT

Blogs are known for their information and knowledge sharing capabilities. Several theoretical frameworks have been proposed to study the factors that influence an individual's intention to use blogs for knowledge sharing. However, factors like content familiarity and design familiarity are lacking in the literature. Hence, this paper aims to extend past studies and investigate the influence of familiarity with blogs in knowledge sharing. Particularly, the purpose of this paper is twofold. The first objective is to explore the effect of familiarity in terms of content familiarity and design familiarity on individual intention to use a blog as a knowledge sharing tool. The second objective is to determine whether familiarity factors change with gender, blog experience, and cultural differences. The results show that content familiarity and design familiarity positively influence an individual's knowledge sharing behavior in blogs. In addition, content familiarity and design familiarity differ according to gender, blog experience, and cultural differences.

KEYWORDS

INTRODUCTION

The ever-emerging development of information technologies has dramatically changed our lifestyle. People rely on the Internet and social media for education, work, and entertainment (Wang & Wang, 2018; Yueh et al., 2014). As a popular social media service platform, blogs are increasingly attracting people who wish to share their opinions, detail their activities, and maintain their existing relationships. With the popularity and pervasiveness of this interactive tool, past research has stressed that utilizing blogs as a knowledge-sharing technology can promote users to collaborate and create more knowledge (Hou et al., 2009).

One of the promising features of the blog is that it enables bloggers to actively participate in information and knowledge sharing. Functions such as searching, posting comments, tagging, trackbacking, and linking to other blogs all play a significant role in supporting knowledge sharing and content retention (Röll, 2004). Scholars have been interested in understanding the popularity of blogs in different contexts and studying how blogs can be beneficial to their users. For instance, Yueh et al. (2014) conducted a study to understand user perceptions of the different functions of educational blogs for both educational and personal uses. In marketing, Ho et al. (2015) suggested

how blogs can be used by enterprises for advertisement and brand awareness. Other research has focused on investigating the user's motivation to accept blog usage (Chen & Behm-Morawitz, 2018; Hsu & Lin, 2008). Generally, the effective deployment of a blog as a knowledge-sharing tool requires several factors. In previous studies, a variety of theoretical frameworks have been employed to investigate the antecedents of knowledge-sharing behavior as it is believed to be the critical factor for blog success. Studies employing social exchange theory identified that outcome expectancy affects the intention to use blogs for knowledge sharing. Studies harnessing theories related to technology acceptance have argued that performance expectancy, effort expectancy, social influence, self-efficacy, subjective norms, perceived enjoyment, and individual attitudes impact user intention to use blogs as a knowledge-sharing tool (Lu et al., 2010; Papadopoulos et al., 2013; Pardamean & Susanto, 2012). However, these factors can be changed easily according to a given context and may be inadequate to fully explain the intention behind the blogging behavior of users, especially behavior that lasts for a long time. Therefore, other relevant effective factors warrant further investigation. In this vein, researchers in psychology shed light on some factors related to user behavior that develops over time. One of these factors is user familiarity. Familiarity represents emotions that evolve over time, and it grows naturally with years of social interaction (Gobbini et al., 2004). Previous research relates that there is a familiarity factor related to user intention, and it contributes to explaining the intention to use web-based services (Lee & Kwon, 2011).

Despite the increased attention the blogging phenomenon has received, little research has focused on the factors that drive users to create and share blog articles from the perspective of familiarity. Hence, the purpose of this study is to extend upon past studies and investigate the relationship between familiarity in terms of content familiarity and design familiarity and the intention to use blogs as a knowledge-sharing medium. In addition, this research aims to examine the effect of individual differences on online blogging behavior. Particularly, the authors intend to investigate whether the relationship between familiarity factors and the intention to use blogs for knowledge sharing vary with demographic differences.

Specifically, to address this research gap, the authors address two research questions. Firstly, will user familiarity with blog content and design affect their intention to use blogs as a knowledge-sharing tool? Secondly, will gender, experience, and cultural differences affect the relationship between blog familiarity and user intention to engage in blog use for knowledge sharing? Understanding the familiarity effect on people's intention to use blogs would provide important insights for knowledge management and online community platforms.

The reminder of the paper is organized as follows. The next section presents background with respect to theory. The research model and hypotheses are described in section 3. Section 4 explains the research methodology. The results are detailed in section 5. Finally, the discussion and concluding remarks are presented in section 6.

THEORY BACKGROUND

The Behavioral Intention to Use

With the prosperity of social media services, Information Systems (IS) scholars have been interested in investigating methods and tools that facilitate the knowledge management process (Balmisse et al., 2007; Shang & Liu, 2016). While some studies focused on how to utilize information from social media for knowledge sharing (Meneghello et al., 2020), other studies investigated users' intention and acceptance of using social media platforms for knowledge sharing (Chang & Yang, 2013; Hsu & Lin, 2008; Lavoué et al., 2011; Wang & Wang, 2018). Blogs attracted intense attention due to their outstanding capability for knowledge sharing (Chang & Yang, 2013; Hsu & Lin, 2008). In this study, the authors attempt to understand what affects users' intention to use blogs for knowledge sharing. The behavioral intention indicates the subjective likelihood a user performs a particular behavior

(Fishbein & Ajzen, 1977). Many theories such as the Technology Acceptance Model (TAM) (Davis, 1989) and the Theory of Reasonable Action (TRA) (Fishbein & Ajzen, 1977) have been developed and applied to understand an individual's behavioral intention as well as their behavior. The TRA asserts that people make a rational decision on whether to adopt a specific behavior based on their perceived outcomes (Karnowski et al., 2018). Derived from the TRA, the TAM specifically investigated the users' acceptance behavior in an IT context. Both the TRA and TAM are alike in that they try to explain an individual's behavior in terms of behavioral intentions. Many other theories adopted this rational; for instance, Iglesias-Pradas et al. (2017) explained that behavioral intention predicts actual use activity, and behavioral intention is consequently an appropriate measurement. Following this line of reasoning, our outcome variable is the intention to use blogs as a knowledge-sharing tool.

Familiarity Theory

The familiarity theory, also known as the mere exposure effect, describes a psychological phenomenon in which people tend to develop a preference for things or people that are repeated stimuli to them (Zajonc, 1968). Zajonc found that participants who were asked to rate certain stimuli had a strong preference for the items they had already seen over the items to which they had not been previously introduced. It has since been documented by numerous empirical studies and psychology textbooks (Monahan et al., 2000; Montoya & Horton, 2014; Montoya et al., 2017).

Studies have proven that repeated, unreinforced exposure is sufficient to enhance a subject's attitude toward a stimulus (e.g. Montoya et al., 2017). A marketing study (Gefen, 2000) found that repeated exposure to a product can gradually grow a customer's affinity for the product without having tried it (which is a common goal in advertising). This effect has also been seen in studies of gambling and game addition (Griffiths & Parke, 2005).

The Intention To Use Blogs For Knowledge Sharing

TRA and TAM believe that behavioral intention is determined by the user's attitude toward their behavior. Theories following these approaches show that knowledge sharing behavior is rooted in general outcome analysis, an approach that focuses on understanding how fundamental outcomes provide value to users that motivates behaviors. The TAM uses perceived usefulness and perceived ease of use to reflect an individual's assessment of the value of using the information system. Inspired by both theories, the authors believe the behavioral intention to use blogs is driven by an individual's assessment of their perceived value based on their prior knowledge or experience with blogs. In other words, if an individual had been previously exposed to similar or related information provided by a blog, the individual will estimate higher value due to less time cost (higher time cost efficiency) in trying to understand the subject or the tools, and as such develop a positive attitude toward the content and the blog itself. When starting to learn new knowledge, a rational individual will quickly evaluate that the cost of getting to know something they are familiar with is lower than something completely new. This psychological assessment process can be explained by familiarity theory.

Familiarity not only concerns understanding an object based on previous interaction, learning, and experience, but it also pertains to feelings and the extent to how much a user feels familiar with a task because they associate it with personal experience. As the term implies, familiarity increases the understanding of current actions and thus may increase the efficiency of performing the task through reducing uncertainty. In a virtual community context, familiarity reduces the complexity associated with how, what, where, and when to perform activities (Yoon & Rolland, 2012). The mere-exposure effect theory posits that a linear increase in positive affect is produced by greater familiarity and reduced uncertainty (Montoya et al., 2017). Jacoby and colleagues (1992) proposed that previously perceived stimuli are processed more quickly and more easily than novel stimuli. Along this line, the authors attempt to investigate if an individual's previous exposure to similar blog content and design are stimuli that can increase intention to use blogs for knowledge-sharing.

RESEARCH MODEL AND HYPOTHESIS DEVELOPMENT

Content Familiarity

Content familiarity is defined as the extent to which a user is familiar with the content of the blog. This includes the background knowledge, the concept, terminology, and language used in the field, as well as the recognition of the content. Content familiarity often relates to domain knowledge familiarity, which reflects the user's general knowledge or background knowledge about the topic (Teixeira & Ribeiro, 2015). In cognitive science research, domain knowledge has been found to be related to how people interpret information, and thus there is a difference between experts and novices in content comprehension level (Chi et al., 1981).

Several studies have investigated this feature. For instance, in an information search behavior context, Teixeira and Ribeiro (2015) argued that higher familiarity with the search task increases search efficiency. In the same setting, studies (Liu et al., 2012; White et al., 2009) concluded that domain knowledge plays a significant role in query formulation and search performance. In particular, the findings showed that experts in a specific domain like computer science demonstrated different levels of query skills and effort when completing tasks compared to users with no domain knowledge. Similarly, users with expertise in a specific domain show high proficiency in understanding the content in that domain but limited comprehension levels in low or non-domain knowledge. Thus, such users prefer less technical material for topics that fall outside of their comprehension within a particular domain (Kim et al., 2012).

Another research stream has investigated the relationship between content characteristics, such as readability, correctness, and relevance, and domain knowledge and familiarity with the topic (Teixeira & Ribeiro, 2015). In this vein, users comprehend and assimilate content differently due to their different levels of topic familiarity and the adequacy of their domain knowledge. The language that was used in an educational and knowledge sharing context is also found important to improve understandability for the audience (Molina, 2012; Mroz, 2006). A study has proven that a well-written, error free blog was more credible than poorly presented blogs (Chesney & Su, 2010). Consequently, it is important to pay considerable attention to content simplicity, accuracy, and correctness.

In closely related work, Chen and colleagues (2014) studied various attributes of blog content like content reliability and understandability and their effect on behavioral intention. Particularly, the results showed that understandability of blog content is one of the factors that have an impact on behavioral intention. Nevo et al. (2003) confirmed that familiarity with the concepts or relevance of the knowledge source are important features of meta-knowledge, and thus these should be incorporated in the design of any knowledge management system. As such, the authors propose:

H1: User familiarity with blog content will positively affect user intention to use blogs as a knowledge-sharing tool.

Design Familiarity

Design familiarity is defined as the extent to which a user is familiar with the website features of the blog. This includes navigability and interactivity (Fang et al., 2012; Yoon et al., 2008). Blog feature design and tool development have been of interest to IS scholars in the past decade. Studies believe that the technology characteristics of blog design play an important role in blog success (Du & Wagner, 2006). According to Luhmann's (2018) work on trust and power, familiarity with features or conditions can create an understanding of the environment. This concept is applicable to a web environment. For example, in e-commerce research studies, design familiarity represents the user's previous knowledge or learning of how to use the website interface (Gefen, 2000). For instance, familiarity with an online shopping website would consist of the knowledge of how to search for a product, inquire information about it, and order the product through the website interface. Hence,

familiarity would reduce the complexity of using a particular interface by establishing the structure of the interface and the structure of the interaction. Conversely, users who have encountered complexity when using a website interface or do not understand how to interact with it are likely to give up or seek support. In virtual communities, familiarity with the virtual community also reduces the complexity associated with how, what, where, and when to perform a task or an activity (Yoon and Rolland, 2012).

Consequently, it is important to increase the familiarity of websites by providing a detailed explanation of how to use them. Such familiarity should increase a user's willingness to use the site or inquire about its products (Gefen, 2000). In other words, familiarity is an antecedent of purchase intentions and inquiry intentions. In the same setting, Lee and Kwon (2011) found that familiarity with web-based services are associated positively with user intention to continue using that service.

On a similar note, the representation design also plays a role in reducing the complexity that can overwhelm unfamiliar users. For example, in human-computer interaction research, the content representation format influences reader comprehension (Potelle & Rouet, 2003). Particularly, the content representation of using an interactive presentation format would improve the comprehension level for domain novices and/or those who are unfamiliar with the content. As such, the authors propose:

H2: User familiarity with blog design will positively affect user intention to use blogs as a knowledge-sharing tool.

Moderating Effects

A moderator is a variable that modifies either the direction and/or strength of the relationship between a dependent and an independent variable (Sharma et al., 1981). Based upon conceptual and empirical similarities across prior technology acceptance models, Venkatesh et al. (2003) developed the unified theory of acceptance and use of technology (UTAUT) model that not only underscores the main individual-level factors that affect technology acceptance, but also identifies the contingencies that would amplify or constrain the effects of these factors. Gender, age, and experience, are the most common factors posited to moderate the impact of the key constructs on usage intention and behavior in the literature (Chung et al., 2010; Halic et al., 2010; Lin & Wang, 2020; Venkatesh et al., 2003). For example, Page et al. (2012) investigated how gender and experience differences impact the relationship between web knowledge and web utility. Other studies (Porter & Donthu, 2006; Yoo & Huang, 2011) found that demographic variables such as education, income, race, and culture have direct and/or moderating effects on behavioral intention. In this study, the authors investigated the moderating effect of gender, experience, and culture differences on the relationship between user intention to use blogs and their familiarity with blog content and blog design. The authors excluded age and education as moderating variables because the participants are undergraduate and graduate students from the United States and Jordan. 99% of the participants are between 19 to 29. 96% of the participants are undergraduate students and 4% are graduate students. Age and education level do not display variability in the sample data as shown in Table 1.

Gender

The consideration of gender in models of behavior was introduced in the gender schema theory (Bem, 1981) and in technology acceptance models (e.g., UTAUT). Previous studies have shown that men and women are different in their decision-making processes, and they usually use different socially constructed cognitive structures (Lin et al., 2017; Venkatesh & Morris, 2000). Venkatesh et al. (2003) found that the explanatory power of the TAM significantly increased to 52% after the inclusion of gender as a moderator. Ha et al. (2007) reported considerably stronger effects on females than males of the relationship between perceived ease of use and enjoyment of mobile gaming. Zhang et al. (2009) found a moderating effect of gender in blog switch intention. Based on previous studies, the authors

Table 1. Sample profile

Measure	Items	Valid Percent
Gender	Female	61.7
	Male	38.3
Age	Less than 20	27.0
	20-29	71.0
	30-39	2.0
	Above 39	0.0
Educational level	Undergrade (1st year	14.3
	2nd year	30.6
	3rd year	19.9
	4th year	27.0
	5th year)	4.1
	Graduate	4.1
Do you have a blog?	Yes	5.6
	No	94.4
Frequency of visiting blogs	Always	1.0
	Most of the time	6.6
	About half the time	4.6
	Sometimes	31.1
	Never	56.6
Topic familiarity	Extremely familiar	11.7
	Very familiar	27.0
	Moderately familiar	44.9
	Slightly familiar	9.2
	Not familiar	7.1

believe that gender differences also have an impact on user intention to use blogs for knowledge sharing. As such, the authors propose:

H3a-1: The relationship between user familiarity with blog content and user intention to use the blog as a knowledge-sharing tool differ according to gender differences.
H3a-2: The relationship between user familiarity with blog design and user intention to use the blog as a knowledge-sharing tool differ according to gender differences.

Blog Experience

Blog experience refers to the user's previous blogging experience. Users with blogging experience have previously known of blogs and used blogs. A user's previous experience of using blogs can increase their perception of learning, and thereby, may positively affect their intention to use blogs. The impact of user experience on behavior intentions is studied in the literature (Halic et al., 2010; Yan, 2006). For instance, Yan (2005) found that children's online perceptions and behaviors are affected by the extent of their direct online experience, such as the frequency or number of years of Internet use. Specific to blogging experience, Halic et al. (2010) discovered that blog experience can significantly improve the user's learning experience in a college-level course. As such, the authors propose:

H3b-1: The relationship between user familiarity with blog content and user intention to use the blog as a knowledge-sharing tool differ according to the extent of the blogger's experience.
H3b-2: The relationship between user familiarity with blog design and user intention to use the blog as a knowledge-sharing tool differ according to the extent of the blogger's experience.

Culture

Mora (2013) defines culture as mental programming that affects the behavior of human communities in general. The moderating influence of cultural differences has been studied in many IS studies (Johnson, 2001; Shahsavar, 2014). Ardichvili et al. (2006) found that various culture-related factors did have different levels of impact on employee's knowledge sharing through online communities in three participating countries. A study by Mandl (2009) discovered that Chinese blogs focus more on the communication between bloggers and commentators when compared to German blogs. Yoo and Huang (2011) compared cultural differences between South Korea and the U.S. on the acceptance of web 2.0 applications, including blogs. Interestingly, they found South Korean students tend to be more positive than American students in using blogs as a knowledge-sharing tool. In this study, the authors seek to investigate how the difference between western culture and eastern culture affect user intention to use blogs based on their blog familiarity. As such, the authors propose:

H3c-1: The relationship between user familiarity with blog content and user intention to use the blog as a knowledge-sharing tool differ according to the extent of the blogger's culture.
H3c-2: The relationship between user familiarity with blog design and user intention to use the blog as a knowledge-sharing tool differ according to the extent of the blogger's culture.

Figure 1. Research Model
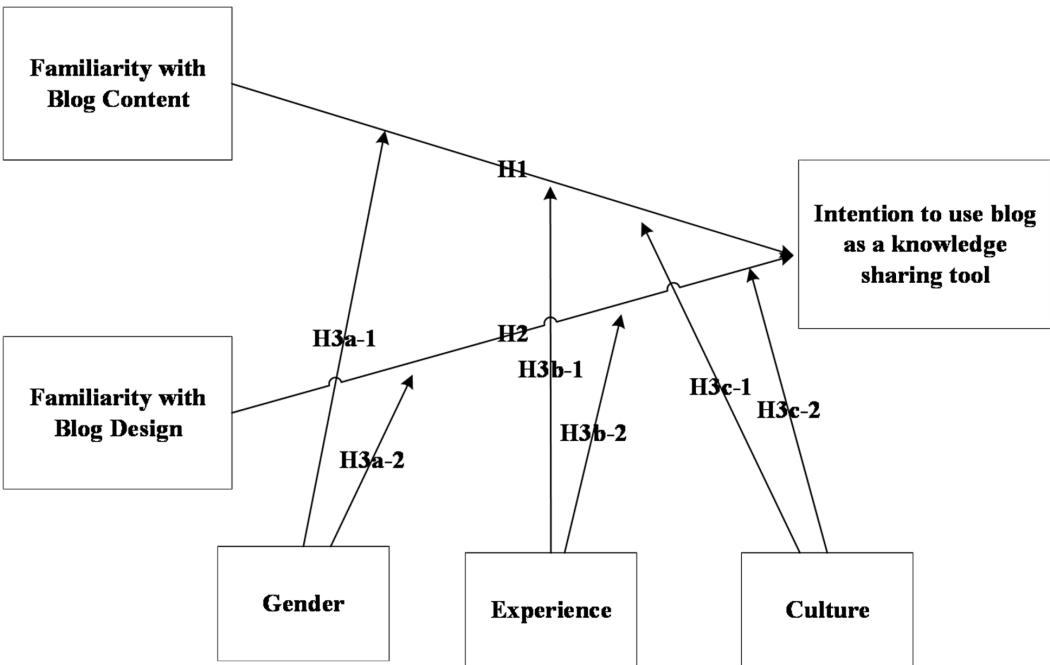
RESEARCH METHOD

Data Collection

To assess our hypotheses, the authors recruited undergraduate and graduate students from our respective universities in the United States and Jordan to use blogs. There were 64 students from

the university in the USA and 132 students from the university in Jordan. The research employed two well-known information technology-related blogs (IBM/Amazon blogs and security blogs). During the data collection period, the researchers first introduced the research topic to the students in a class and asked their consent to participate in the study. The link for the blogs was provided on the course online learning platform (such as Blackboard or Moodle) and made available for a week. All participants, then, were asked to blog voluntarily and retrieve and read IT-related articles in the selected blogs. After the experience of exploring and using the blogs, the participants answered the online questionnaire at the end. The responses were strictly confidential. Students could not be linked to the data by their name, title, or any other identifying item when the data was collected and analyzed.

Construct and Measurement

In this study, the intention to use blogs as a knowledge sharing tool is the dependent variable, while familiarity with blog content and familiarity with blog design are the independent variables. Gender, experience, and culture were used as moderators. The measurement items that were used to operationalize the research model constructs are based on prior related studies (See Appendix A). These measurement items were adapted to apply to the current study, and they use a five-point Likert measurement scale, where 1 means "strongly disagree" and 5 "strongly agree." The constructs, measurements, and related literature supporting our research model are presented in Table 7 in Appendix A.

RESULTS

A total of 196 valid responses were received from the participants and used for further analysis. For the composition of the sample, the respondents were 61.7% female and 38.3% male. 89% of the respondents were below the age of 30, 96% of the respondents were undergraduate students, and 94.4% of the respondents do not have a blog. Detailed descriptive statistics of the study sample are shown in Table 1.

Further, the authors used partial least squares (PLS) to test the relationships between the research model constructs using SmartPLS software (Hair et al., 2014). Particularly, the analysis is presented in two stages: the measurement model and the structural model.

Measurement Model

The measurement model is examined by performing validity and reliability tests on each of the model measures. In particular, the following tests are used to evaluate the measurement model: 1) internal consistency reliability and indicator reliability, 2) convergent validity, 3) discriminant validity.

The first criterion to examine the measurement model is internal consistency reliability. Composite reliability is used to measure this criterion (Hair et al., 2014). The value of composite reliability varies between 0 and 1. The higher values indicate a higher level of reliability. As shown in Table 2, the reliability of all constructs in our model exceeded a threshold of 0.70 (Nunnally, 1994). Thus, the results of composite reliability indicate that the constructs are robust in terms of their internal consistency level.

To evaluate indicator reliability, standardized outer loading is used. Table 2 presents the loadings for all measurement items on their respective constructs. The common rule of thumb is that the outer loadings should be 0.70 or higher. However, indicators with outer loadings between 0.40 and 0.70 should be retained when deleting the indicator does not impact the average variance extracted (AVE) above the threshold (Hair et al., 2014). In this study, the loadings for all measurement items are between (0.663 and 0.906) except for blog design (BD5). Therefore, the authors deleted the indicator that is less than 0.40. The results of internal consistency and indicator reliability ensure that the measurement items have enough reliability.

Further, convergent validity is assessed by examining the AVEs for the model constructs. As shown in Table 2, the AVEs for all constructs are above the suggested threshold of 0.5 (Hair et al., 2014).

Table 2. Internal reliability, indicator reliability, and convergent validity test results

Construct	Item	Internal Reliability	Indicator reliability	Convergent validity
		Composite reliability	Factor loading	AVE
Blog Content	BC1 BC2 BC3 BC4 BC5	0.87	0.663 0.715 0.750 0.808 0.842	0.58
Blog Design	BD1 BD2 BD3 BD4	0.81	0.699 0.816 0.683 0.684	0.52
Intention to use blogs as a sharing tool	INT1 INT2 INT3	0.92	0.845 0.906 0.901	0.78

Furthermore, the third criterion to examine the measurement model is discriminant validity. Generally, two common methods are proposed to evaluate discriminant validity. One method is by observing the cross loadings of the measurement items. Particularly, indicators or measurement items should load higher on their assigned constructs than all its loadings on other constructs (Hair Jr et al., 2014). The results of cross loading confirmed that the indicators loaded higher on their theoretically assigned constructs than other constructs (see Table 3).

The second method to examine discriminant validity is the Fornell and Larcker test (1981). This test compares the square root of AVE values with a construct's correlations. Specifically, the square root of the AVEs for a construct should be higher than its correlation with other constructs. Consistent with Fronell and Larcker guidelines, the AVE for each construct exceeded the recommended threshold value of 0.50. Table 4 shows the square roots of the AVEs (the elements in the matrix diagonals), and they are greater in all cases than the off-diagonal elements.

Taken together, the results of the measurement model provide evidence for the reliability and validity of the model constructs.

Structural Model

In this section, the authors detail the relationships between the research model constructs. However, it is recommended to examine the structural model for collinearity in the first step (Hair et al., 2014). As reported in Table 5, the VIF values for all constructs are less than the suggested threshold of 5 and thus collinearity is not an issue in the structural model.

Table 5 shows path coefficients and their significant p values omitting the influence of the moderator variables. As reported in Table 5, the authors find the beta path coefficients for the relationship between blog content and the intention to use blogs as a sharing tool to be positive (i.e. in the expected direction) with a statistically significant p-value <0.05. Similarly, the relationship between blog design and the intention to use blogs as a sharing tool is positive with a statistically significant p-value < 0.05.

Table 3. Discriminant validity test results (Cross loading result)

	Blog Content	**Blog Design**	**Intention to Use Blogs**
BC1	0.663	0.557	0.179
BC2	0.715	0.378	0.238
BC3	0.750	0.571	0.309
BC4	0.808	0.480	0.342
BC5	0.842	0.528	0.398
BD1	0.471	0.699	0.238
BD2	0.630	0.816	0.355
BD3	0.374	0.683	0.211
BD4	0.357	0.684	0.246
INT1	0.336	0.270	0.842
INT2	0.305	0.319	0.907
INT3	0.421	0.392	0.902

Moderating Effect

Next, the authors evaluated the impact of gender, experience, and cultural differences on the relationships in our model. This study used the subgroup analysis method to evaluate the moderating effect (Sharma et al., 1981). Following this approach, the dataset is split according to the moderator variable used. Particularly, in order to test the influence of gender, the sample is first divided in two groups according to the given moderator. For gender, this divides the survey participants into a group of 75 males and 121 females. For experience, about 111 respondents have no experience in using blogs (those who never visited a blog), and 85 have experience in using blogs. For culture, 64 are from western culture (USA) and 132 are from eastern culture (Jordan).

Table 4. Discriminant validity test results (Fornell-Larcker Criterion)

	Blog Content	**Blog Design**	**Intention to Use Blogs**
Blog Content	0.758		
Blog Design	0.654	0.723	
Intention to Use Blogs	0.406	0.375	0.884

Table 5. Paths coefficients and p values

	Original Sample (O)	**T Statistics (|O/ STDEV|)**	**P Values**	**VIF**	**Results**
Blog Content → Intention to Use Blog	0.280	3.382***	0.001	1.79	Supported
Blog Design → Intention to Use Blog	0.193	2.137**	0.033	1.75	Supported

*p<.10. ** p<.05. ***p<.01.

Second, the authors evaluated the measurement model and structural model for each group. The authors fixed any violation for validity and reliability tests based on the reported numbers. Hypotheses related to the moderating effects were estimated by comparing path coefficients between subgroups (Lu & Lee, 2012). Path coefficients were calculated using t-values (Keil et al., 2000). Table 6 shows the results of our analysis of gender, experience, and culture.

For the female group, content design has a positive influence on intention to use blogs as a sharing tool (beta=0.347, $p < 0.001$). Blog design also has a positive influence on intention to use blogs as a sharing tool (beta= 0.186, $p < 0.10$). For the male group, the hypotheses for blog content and blog design are not supported. This implies that gender differences modify the relationship between blog content and intention to use blogs, as well as blog design and intention to use blogs.

For non-experienced users, only blog content familiarity is significant (beta=0.314**). As for experienced users, both hypotheses are significant (beta=0.207**, beta= 0.347***) for blog content and blog design, respectively. This implies a significant difference between non-experienced and experienced users on their blog use intention based on blog design. However, blog content familiarity is significantly impacting the users' intention to use blogs as a sharing tool for both experienced and non-experienced users. To test the difference between the two groups, the authors performed the statistical comparison of the path coefficient from content familiarity to the intention of using blogs in the structural model for experienced users and non-experienced users. The authors followed the method provided by Keil et al. (2000) (see Appendix B). The results show that there is a significant difference between non-experienced users and experienced users (H1, t-value= 6.5342, $p < 0.001$). This implies that blog experience differences modify the relationship between blog content and blogging behavior as well as blog design and blogging behavior.

For the western culture group (USA), the hypothesis of blog design familiarity on the intention to use blogs is supported (beta=0.463***), while for the eastern culture group (Jordan), the hypothesis of blog content familiarity on the intention to use blogs is supported (beta=0.358***). Results show that cultural differences modify the effect of both hypotheses on the intention to use blogs.

Table 6. Comparison of gender, experience, and culture differences

Hypothesized path	Gender		Experience		Culture	
	Male	**Female**	**No**	**With**	**USA**	**Jordan**
Content familiarity → Intention to use blogs	0.218	0.347***	0.314**	0.207**	0.191	0.358***
Design familiarity → Intention to use blogs	0.166	0.186*	0.087	0.347***	0.463***	0.063

*p<.10. ** p<.05. *** p<.01.

CONCLUSION

Discussion

This study investigates how user familiarity with blog content and design will affect their intention to use blogs as a knowledge-sharing tool. With this empirical study, the authors find several implications.

Firstly, the authors find that user familiarity with blog content has a positive effect on their intention to use blogs for knowledge sharing. The extent of familiarity with blog content is depicted by how well users can understand the terms used in the blog, how much they trust the knowledge source cited in the blog, and how easy the language was in the blog. It also includes the relevancy and consistency of blog content to the topic. Past studies have proven that blogs can be used to improve

learning and knowledge sharing (Divitini et al., 2005; Ladyshewsky & Gardner, 2008). When users can easily understand the content and the content is highly relevant, they tend to use blogs to share knowledge. Additionally, studies (Hsu & Lin, 2008; Huang, 2015) unearthed that user trust of a blog's information positively affects user attitude toward blogs and the intention to use blogs.

Secondly, user familiarity with blog design increases their intention to use blogs for knowledge sharing. The extent of familiarity with blog design is depicted by the interactivity and the navigability of the blog. This is consistent with the extant research. Interactivity and navigability of a website has been proven to be positively related to perceived usefulness and perceived ease of use of a website (Green & Pearson, 2011).When a blog website provides adequate interactive mechanisms such as searching, sharing, and collaboration tools, users tend to increase their willingness and intention to use the blog. Similar to the navigability of the blog, when a clear navigation system is provided, users have higher satisfaction, and thereby, will likely intend to use the blog.

Thirdly, gender, experience, and culture moderate the relationship between blog content/design familiarity and the intention to use blogs for knowledge sharing.

The moderating effect of gender difference on the relationship between familiarity with a blog and the intention to use blogs for knowledge sharing is supported. Interestingly, male users will not make their decision to use blogs based on their familiarity with the blog. This seems to be contrary to the mere exposure effect. However, the authors believe there may be other explanations for this phenomenon. Other reasons such as interest in the topic could be the driver. In contrast, the female user intention to use blogs is largely affected by their familiarity with blog content and design. This finding provides the blog writer and designer an insight that female users are more easily influenced by a blog's content and design features. Existing literature has proven the impact of gender differences on social media usage (Krasnova et al., 2017) and decision making (Chakraborty et al., 2013). Our result is in line with these studies. This finding suggests different strategies for writing and designing blogs should be employed when target audiences are different. For those blogs whose audiences are mostly male users, the topics might be the focus, whereas, for those blogs whose audiences are mostly female users, the writing of content and designing the website should be the focus.

Furthermore, there is a significant difference between experienced users and novel users with respect to the impact of familiarity of blog design on the intention to use blogs. The results show that novel users care less about the blog design than experienced users. This finding aligns with research by Jennex (2008) that found experienced users and novel users use knowledge management system differently. In particular the study found the knowledge management systems/tools can provide better benefits for experienced users than novel users. This also explains why experienced users are affected by their familiarity with blog design more than novel users. The experienced users use blogs to search and retrieve articles, information, and knowledge they are interested in, while novel users try to explore and learn about the blogs. This indicates that efforts can be made to sustain novel and experienced users, such that they remain loyal users of blogs. Previous studies found that user loyalty is the key to the success of social media services (Brandtzæg & Heim, 2008). As such, the authors suggest that media service providers offer personalized blog design for different users based on their level of experience.

Moreover, blog design familiarity has a stronger impact on the intention to use blogs for knowledge sharing in western culture than eastern culture. On the contrary, blog content familiarity has a stronger impact in eastern culture than western culture. Since cultural factors affect individuals' attitudes and intentions toward internet and information technology usage, research suggests that the navigation, multimedia, and other characteristics of the user interface should be designed accordingly based on the major audience's culture (Cyr, 2008; Cyr & Trevor-Smith, 2004). As discussed in the data collection section, the participants were introduced to blogs using popular blogs in the USA. With cultural elements certainly included in the blog sites, it is reasonable that blog design has a significant influence on user intention to use blogs for the USA group, but not the Jordan group. As such, the authors suggest that culturally preferred design elements should be considered when designing blog sites and writing blog articles.

Implications

The findings of this study provide several important insights for research and practice. Although investigating knowledge sharing behavior using virtual communities has been emphasized in the knowledge management literature, the interplay between familiarity theories, TAM, and TRA has received very little empirical investigation. In this study, the authors draw upon familiarity theories, TAM, and TRA to develop a theoretical model to empirically examine the effect of user familiarity with blog content and blog design on the intention to use blogs as a knowledge sharing tool. The study also enhances the understanding of the moderation effects of gender, experience, and culture on the relationship between familiarity-related constructs and knowledge sharing behavior. In addition, our study shows the applicability of these factors in explaining knowledge sharing behavior using the blog in a knowledge management context.

The findings of this study also provide important implications for blog practitioners regarding blog writing and blog design. Particularly, the study provides strategic insights into achieving success in blogs. First, blog operators should pay attention to the content readability to help non-domain users understand the articles better. Second, the blog designer should continue to improve the navigation or functionality of the blog to make it easier for the user to use the blog and attract the user to share knowledge. Third, the blog designer, manager, and writer can make efforts to manage the blog based on the demographic differences of the audience. Culturally preferred elements can be included based on users' geographical location, and personalized design is recommended based on the experience level of the user. Fourth, blogs are used by many organizations to share news and information, collaborate on projects, and create and store knowledge within their organizations. Because blog design and lack of familiarity can largely affect the novel user's attitude toward using blogs, managers can include training on using blogs (or other knowledge sharing tools in the organization) in the onboarding process to facilitate the utilization and improvement of knowledge sharing tools in the organization.

Limitations and Future Studies

This study is not without limitations. Firstly, as mentioned in the research model section, the research data was collected from undergraduate and graduate students in the USA and Jordan. The age and education level differences of participants are not significant. Therefore, the authors did not have an opportunity to investigate the impact of age and education level on the relationship between user intention to use blogs and their familiarity with blog content and blog design. Secondly, the subgroups in our data are not evenly distributed. For example, there was 61.7% female vs. 38.3% male; 56.6% novel users vs. 43.4% experienced users; 32.7% western culture vs. 67.3% eastern culture participants. Because of the limitations, the authors recommend that further studies proceed in the following areas. First, recruiting more diverse participants to increase the sample size and reduce bias. Second, in-depth analysis of cultural differences. Our data analysis showed a difference intention in using blogs in two different countries using qualitative or mixed research methods. Future studies can investigate how various cultural factors impact the intention to use blogs. Third, investigating actual blogging behavior in addition to behavior intentions.

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APPENDIX A

Table 7. The construct and measurement of the research model

Construct	Measurement	Reference
Familiarity with blog content	I feel familiar with the terms/ terminologies used to represent the topic. I feel familiar with the source of knowledge presented in this blog. I feel the information in this blog was easy to understand. I feel the content of this blog is closely related to the article title and topic. I feel the content of this blog is accurate and consistent with facts.	Lee, Y., and Kwon, O. (Lee & Kwon, 2011) Lu, H. P., and Lee, M. R. (Lu & Lee, 2012) Nevo, D., Benbasat, I., and Wand, Y. (Nevo et al., 2003) Lopes, C. T., and Ribeiro, C. (Lopes & Ribeiro, 2015) Chen, Y. C., Shang, R. A., and Li, M. J. (Chen et al., 2014)
Familiarity with blog design	I feel familiar with searching for articles and information in this blog. I feel familiar with moving among different articles in this blog. I feel familiar with writing comments in this blog. I feel familiar with using the collaborative tools of this blog. I feel familiar with the media types in this blog such as text, audio, and video.	Yoon, C., and Rolland, E. (Yoon & Rolland, 2012) Green, D. T., and Pearson, J. M. (Green & Pearson, 2011) Merry, M. K. (Merry, 2010) Lee, Y., and Kozar, K.(Lee & Kozar, 2004)
Intention of using blog as a knowledge sharing tool	I will use blogs to share my knowledge with others (e.g. re-post articles, thoughts, or provide comments and feedback on relevant articles, etc.). I intend to use blogs to share my knowledge with others more frequently in the future. I try to use blogs to share my knowledge with others in an effective way (e.g. provide helpful and valuable information at relevant blogs or involve myself in discussions of various topics).	Hwang, Lin, H., and Shin (Hwang et al., 2018) Lee, Y., and Kwon, O. (Lee & Kwon, 2011)

APPENDIX B

Equation used to test path coefficient difference of two groups: (Adapted from Keil et al. 2000):

$$S_{pooled} = \sqrt{\frac{N_1 - 1}{N_1 + N_2 - 2}SE_1^2 + \frac{N_2 - 1}{N_1 + N_2 - 2}SE_2^2}$$

$$t = \frac{PC_1 - PC_2}{S_{pooled} \times \sqrt{\frac{1}{N_1} + \frac{1}{N_2}}}$$

where S_{pooled} = pooled estimator for the variance

t = t-statistic with $N_1 + N_2 - 2$ degrees of freedom

N_i = sample size of dataset for user experience group i

SE_i = standard error of path in structural model of user experience group i

PC_i = path coefficient in structural model of user experience group i

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