Investigation on the Motivation and User Experience of Network Knowledge Transmission——Taking Zhihu as an Example

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ABSTRACT. *From search engines to Wikipedia, to various types of knowledge aggregation sites, the Internet has broken the limitations of knowledge transmission channels and created important conditions for the universalization of knowledge transmission. The article selects Zhihu.com as a case study. Through the investigation of the dynamics of the dissemination of knowledge on the Internet and the investigation of user use and satisfaction, the relationship between the form of Internet media and the dissemination of knowledge is promoted. Research has found that the motivation for users to share knowledge free of charge lies in a win-win situation, and to improve their own realm by helping others solve their problems. Through the questionnaire, it is found that Zhihu user groups are characterized by high education and younger age. The main motivation for users to use Zhihu is to obtain knowledge. They also gave different opinions on the current problems of Zhihu.com. For example, there are many repetitive problems, redundant content, and proliferation of advertisements. To solve these problems, on the one hand, we must rely on the continuous improvement and improvement of the knowledge dissemination mechanism, on the other hand, we must also actively cultivate high-quality users, and redefine Internet knowledge dissemination with a rational discussion atmosphere and popular humanistic feelings.*

KEYWORDS: *Knowledge Dissemination, Network Q&A Platform, Zhihu.com*

1. Introduction

The concept of "knowledge" has existed since ancient times. Long before the birth of writing, after human beings entered civilization, there was knowledge exchange and spread. The emergence of education indicates that the knowledge dissemination activities among the members of human society are becoming more perfect. The birth and development of network media have not only expanded the total amount of knowledge resources, but also changed the way that knowledge is

organized, acquired and disseminated. From search engines to Wikipedia, to various types of knowledge aggregation sites, the Internet has broken the limitations of knowledge dissemination channels and has become the carrier and meaning carrier of books, newspapers, radio, and television, promoting the universalization of knowledge dissemination.

2. Methodology

2.1 Content analysis

The research explores the motivation of users to share knowledge by analyzing the content of responses to questions related to knowledge sharing motivation on Zhihu.com

2.2 Questionnaire survey

The study try to understands the "use and satisfaction" of Zhihu users by randomly issuing questionnaires on Zhihu.com

2.3 Interview survey methods

The research use interview survey methods to analyze the "use and satisfaction" of Zhihu users in China.

2.4 Problem analysis methods and element analysis methods

The research use problem analysis methods and element analysis methods to reveal the existing problems and influencing factors of the content on Zhihu.com.

3. Result and discussion

3.1 Knowledge sharing power of online question answering platform

The Internet Knowledge Q&A Platform is a search-based interactive knowledge Q&A sharing platform. Users ask questions in a targeted manner according to their actual needs, and mobilize other users to create answers to the question through a certain reward mechanism. Currently, the more active knowledge question and answer platforms are mainly based on Quora and Answers in the United States. In China, there are "Baidu Zhidao", "GuoKe Q&A", "Sina iask" and "Zhihu.com". The main mode of these online question answering platforms is to aggregate knowledge information and resources based on one-to-many question and answer methods, and then realize the goal of knowledge dissemination and sharing.

The knowledge production model of the online question-and-answer community is not innovative. One can see the infiltration and influence of Wikipedia's crowdsourcing and customer-digging websites. "When diverse groups are combined, they can outperform the opinions of a few outstanding people... Some people know part of the knowledge, then everyone can get all the knowledge in everything." [1] James Solowski wrote in his enlightening book The Wisdom of the Masses emphasizes that, in a sense, a large group of people are wiser than experts. Contrary to the "rabbit crowd", Solowski believes in the power of general public thinking and believes that the wisdom of the masses surpasses the smartest individuals.

The online Q&A community provides individuals with a continuous space for expressing opinions, and the accompanying social interaction and incentive mechanism also encourages people to contribute knowledge, learn knowledge, share knowledge, and realize the improvement of self-worth. User Q&A activities are driven by multiple motivations. Nam and others analyzed 2.6 million Q&A content on Naver's Knowledge-iN and investigated the motivations of 26 users. They found that people's motivations for participating in this service mainly include: helping others (altruism), business promotion, learning and review, interest, developing personal abilities, earning points and upgrading [2]. Lou et al. also investigated the motivational factors affecting the contribution of knowledge on "Baidu Know", and found five motivational factors-enjoyment of help, knowledge self-efficacy, self-worth, learning, and credit system rewards. These factors will affect The quantity and quality of knowledge contributions to the online Q&A environment [3]. It can be found that the power of knowledge dissemination is similar to the last three levels of Maslow's needs hierarchy, namely social needs, respect needs, and self-realization needs.

On Zhihu.com, there are many questions that point to the motivation of knowledge dissemination and sharing. The author chooses "Why are so many people willing to share knowledge for free?" as the research object, combing and analyzing the 530 effective responses under the question, and exploring the sharing of users on Zhihu. Motivation factor of knowledge.

Through the analysis of the content of the reply, the motivation of Zhihu users to share knowledge can be summarized into the following 16 aspects: knowledge sharing to achieve win-win, helping others, self-worth realization, sharing is happiness, seeking approval, knowledge exchange, showing off Knowledge, long-term benefits, being a good teacher, repaying others for sharing, being a sense of existence, seeking friends, expressing themself, personal interests, learning knowledge, satisfying vanity, knowledge management, social interaction, expressing empathy, clarifying misunderstandings, etc. Among them, the five most important items are win-win, helping others, self-realization, sharing is happiness, and seeking approval.

3.2 The use and satisfaction of the online question and answer platform

The "use and satisfaction" theory was born in the 1940s. With the emergence of new media, the masses' use and demand for media have reached unprecedented heights. This has also spawned a group of scholars to study and explore the audience's motivation for using media. "The study of' Use and Satisfaction' treats audience members as individuals with specific'needs', and regards their media contact activities as'using' the medium based on specific demand motivations, so that these needs are'satisfied' Process." [4] In order to examine the behavior and satisfaction of users using Zhihu to obtain knowledge and information, the author designed the "Questionnaire on Knowledge Transmission and Sharing of Zhihu." The questionnaires were randomly distributed on Zhihu.com by private message. A total of 150 questionnaires were distributed, 105 valid questionnaires were returned, and the questionnaire recovery rate was 70%.

Among the users who filled out the questionnaire, 73.33% were male audiences. The age structure of users tends to be younger, and their education is dominated by undergraduates. Most of these users entered Zhihu.com after open registration. In terms of usage, the average time for users to follow Zhihu online information is about half an hour.

The questionnaire found that "Zhihu can obtain knowledge and information" is recognized by users. The vast majority of users think that using Zhihu is helpful for them in acquiring knowledge. In the knowledge acquisition and sharing activities of users participating in Zhihu.com, more knowledge is outside their professional field.

The most extensive part of Zhihu.com users' participation is to provide feedback on answers, such as expressing approval, disapproval or not helping. The second is collection, that is, the collection of knowledge resources that you consider important and meaningful to your knowledge base. In contrast, the behavior of proactively asking questions is less, and the behaviors of answering and commenting on questions are in the middle.

By using Zhihu.com, what users get the most is a wealth of knowledge, a diverse lifestyle, and a standpoint of things. Some users have met like-minded friends through Zhihu.com, and some users say that using Zhihu is mainly to kill time.

In addition to the knowledge resources on Zhihu.com, a large amount of knowledge information from Zhihu.com is distributed on other social networking sites. The dissemination and flow of knowledge is inseparable from the active sharing of users. The survey found that 68.57% of users are willing to share their knowledge and information obtained on Zhihu.com on other websites, while 11.43% of users say they dislike this behavior.

3.3 The dilemma of the online question and answer platform and the solution

In response to the current problems of Zhihu.com in disseminating knowledge, the survey respondents gave many different opinions. On the whole, Zhihu users

believe that the most serious problem at present is the hierarchical situation among users, followed by a large number of marketing articles and redundant content, and some users have reflected the problem of the content format, including more and more repetitive questions. And a lot of "fishing" questions. These problems arising from the content itself are what Zhihu users are most worried about, and they all point to the inevitable "noise" problem in the spread of Internet knowledge.

"When knowledge is still in the shape of a pyramid, when it is still based on a solid foundation shared by all members, when its content is filtered by a trusted authority, when we know what is covered and what is not When knowledge still has form and shape, knowledge can easily find authority. Shapeless knowledge reflects the renewal of knowledge, but at the cost of eliminating the central authority." [5]

It is an irreversible torrent of the times that the Internet becomes the bearer of knowledge dissemination, and the promotion of a better knowledge dissemination pattern requires the formation of a broader consensus in the whole society. First of all, it is necessary to open up the space for knowledge access as much as possible. In terms of architecture, the network lacks an overall permission system, which makes knowledge no longer like independent content, more like nodes. Only in the network that connects them, we can fully trust them and even understand them. . Secondly, it is necessary to establish and improve the knowledge evaluation mechanism. In the noisy Internet environment, the dissemination of knowledge is inevitably disturbed by noise, and even knowledge itself may be replaced by noise. A sound evaluation mechanism not only relies on the construction of the website itself, but also requires everyone involved in it to improve their media literacy.

4. Conclusion

If we compare the Internet as a room, then the wisdom of the room itself should be greater than the sum of the wisdom of everyone in the room. In other words, individuals can fill the cyberspace with their own wisdom, and gain new wisdom from the cyberspace. When we hope to promote the advancement of knowledge through the Internet, we should clearly recognize the individual differences on the Internet. Cultivate high-quality users, give full play to everyone's cognitive surplus, and encourage everyone to explore their own potential, so as to form a real public knowledge dissemination space.

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