



Thammasat University  
Faculty of Commerce and Accountancy

Independent Study  
Master of Science in Management Information System

Determinants of User Acceptance of Wikipedia

By

Suppat Kaenprakob      Student ID 4902037250

The independent Study Submitted in Partial Fulfillment of the Requirements  
for the Degree of Master of Science  
Department of Management Information System  
Faculty of Commerce and Accountancy  
Thammasat University  
September, 2008

## **ABSTRACT**

The objective of this research is to validate the technology acceptance model with Wikipedia and identify antecedents of Wikipedia perceived usefulness and perceived ease of use. This is to explore an extension of the technology acceptance model. The result from this research is to define user's acceptance factors of Wikipedia.

The research model is tested using the structural equation modeling concept and confirmatory factor analysis is conducted to test measurement model. The data analysis results support TAM framework. Perceived usefulness and perceived ease of use are positively related to usage. Information quality and source credibility have significant effects on perceived usefulness. System quality and knowledge of search domain have also significant effects on perceived ease of use. Moreover, information quality is measured in terms of information accuracy. System quality is measured in terms of flexibility and accessibility.

Discussions of study results indicate contributions to information system knowledge and managerial implications. The research results provide a clear view how to promote Wikipedia.