# The Investigation of Knowledge Constructions on Web2.0 Social Communities System

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Information searching and sharing have become a part of our daily life. In recent years, the rise of the network has makes us obtain information easier. Besides that, people live in various social communities, where they tend to look for friends' help to solve problems. Social network is widely utilized in this study to promote our idea through the entire world. The purposes of this study were to investigate how the Web2.0 been applied in community websites, as well as the impact on members' "knowledge construction". The research subject included both the participants of web community and our team members. Our system applied constructionist-based theories as its core concept, integrates the model of Web2.0 knowledge- sharing and co-construction, in addition to exploring the effectiveness of the knowledge construction.

In order to integrate the strengths of various communication tools and knowledge management strategies into an online shared workspace for knowledge construction, this study designed a bidirectional Web2.0 social community system for managing, sharing, and reusing information about tourism and leisure. In order to keep the devotion of online members, the reward mechanism was used to encourage members share their knowledge. Based on constructionist theories, the social platform was developed for knowledge sharing and construction. Online participants were encouraged to interact with each other by using text messages, photos, and movies according their own experiences. The information sharing processes and behaviors were traced and recorded for analyzing statistics data. The content of text messages were analyzed based on the coding scheme called Interaction Analysis Model (IAM).

The results showed that communication messages were able to reach the highest level of IAM to make agreement statements and application of newly constructed knowledge about tourism and leisure. Furthermore, the active participation of whole members and the motivation for promotion are the main factors that enable members to produce high-level knowledge construction. System communication and community website present positive influences and feedback on the knowledge construction developed by whole members. It reveals that using this Web2.0 social communities system with knowledge management strategies can increase knowledge constructions.