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Predictors of Knowledge Sharing Behaviors Among Community Based Natural Resources Management organizations in the Okavango delta, Botswana

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- Introduction
- Purpose
- Theoretical Framework
- Methodology
- Results
- Discussions & Implications
- Recommendations for Practice & Research
- Acknowledgements



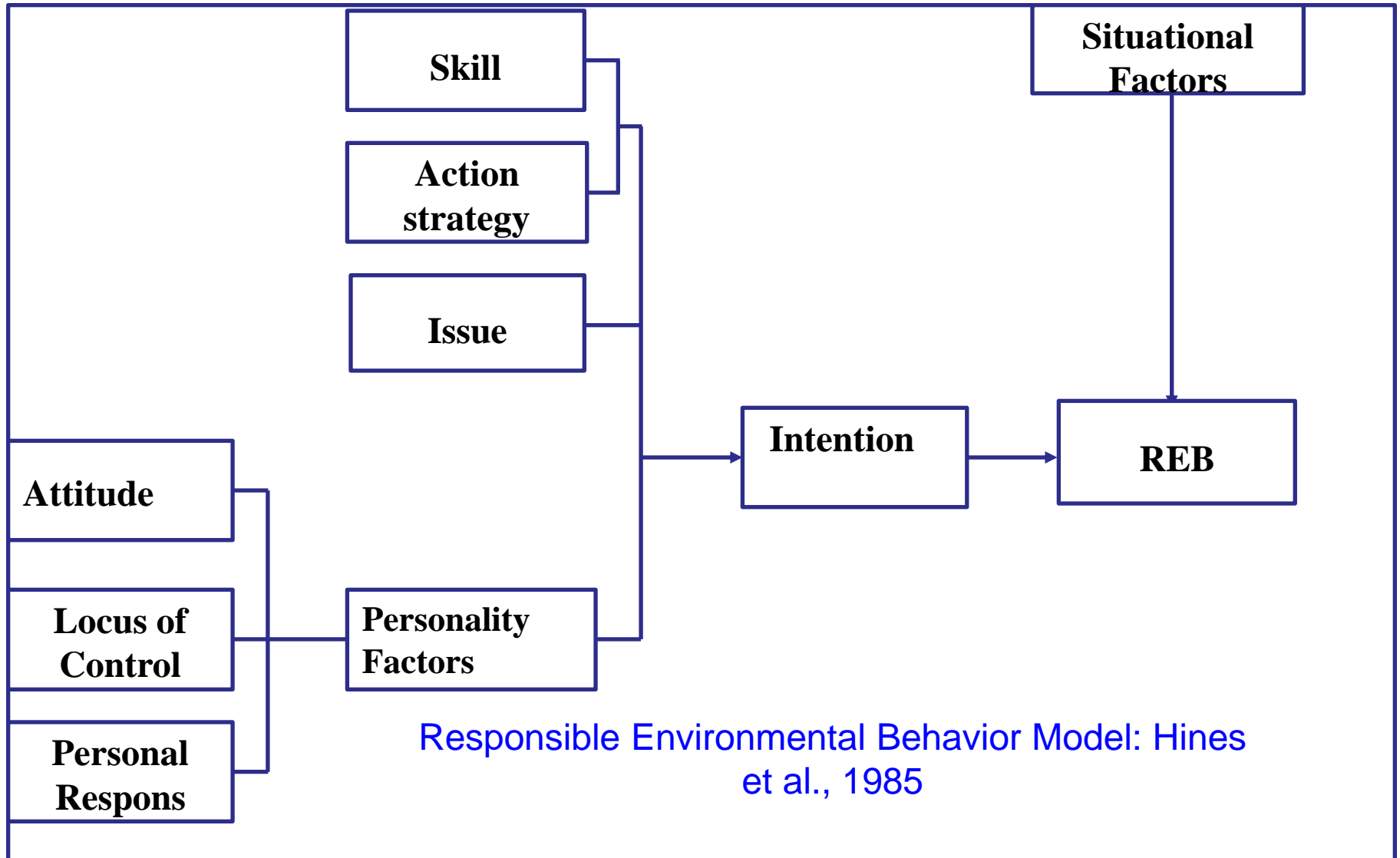
- Increasing environmental challenges and problems
- Need to promote broad public responsible environmental behaviors
- Information diffusion – use of agents to disseminate for broader social impacts
- Need to understand the knowledge sharing behaviors of the agents

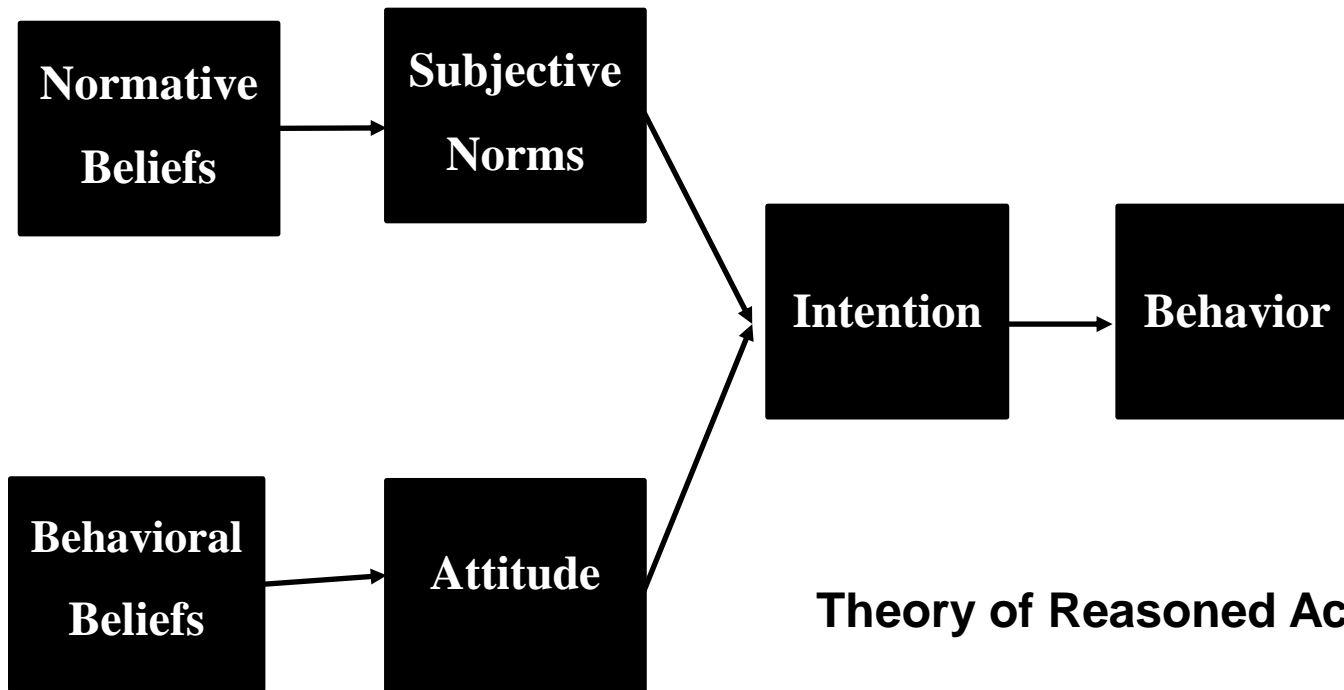


- **Improving public understanding of environmental/natural resources issues and promoting social change**
 - Examine communication approaches
 - Identify factors that are significant in facilitating desired social change
 - Design environmental communication interventions targeting important factors
- **Literature suggests**
 - Identify & target communication interventions to impact significant predictors of REB
 - Few KSB studies in NRM & targeting adult populations in informal settings
 - Knowledge management literature – virtual communities (private sector, business, professional service firms and IT - e.g., Wolfe & Loraas, 2008; Yang & Wu, 2008)



- To examine the relative contribution of selected predictors of knowledge sharing behaviors in explaining knowledge-sharing intentions among CBNRM board members in the Okavango Delta, Botswana.

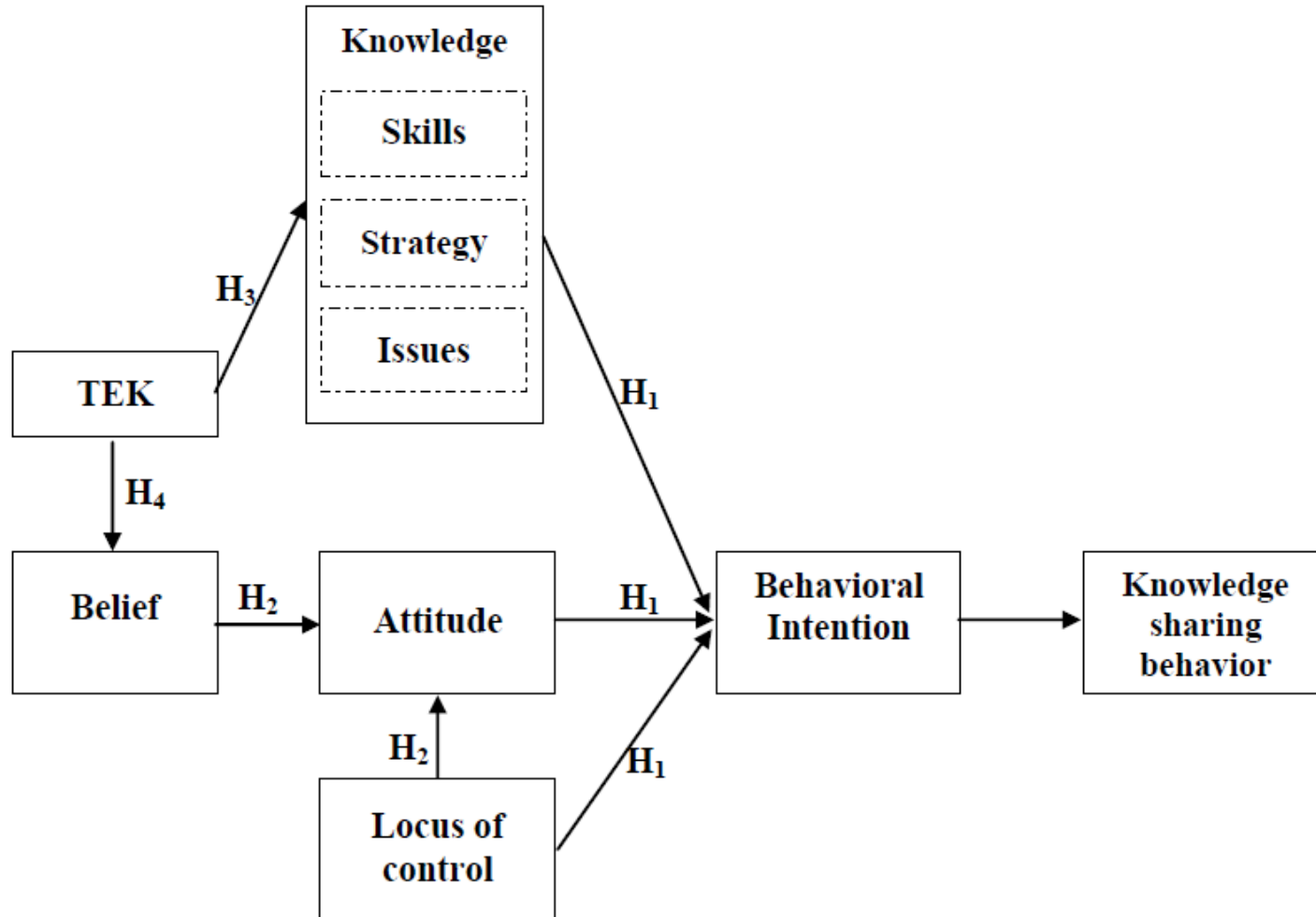




Theory of Reasoned Action: Ajzen (1985)



Research Model





- Multiple regression
- Assumptions
 - Independence of observations and errors
 - Multivariate normality
 - Linearity
 - Multicoliniarity
 - Homoscedasticity



Results



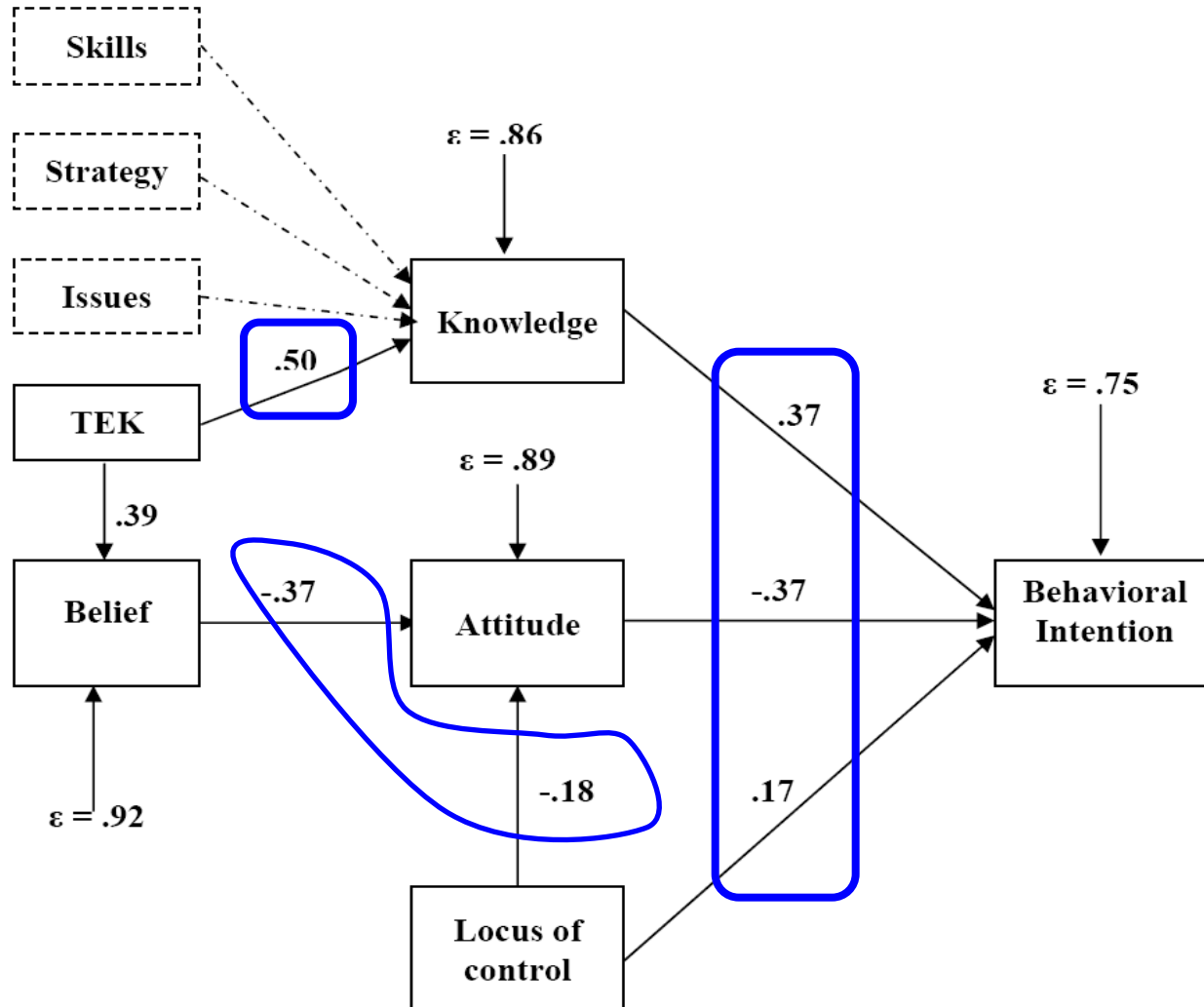
Socio-demographic characteristics

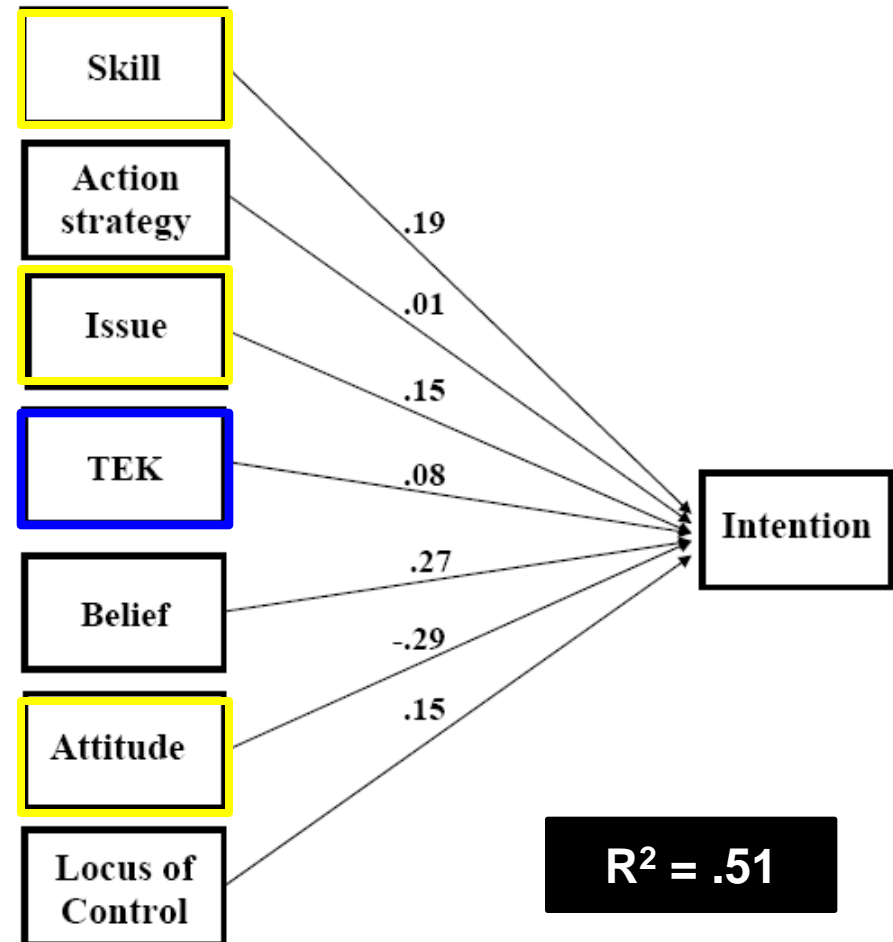
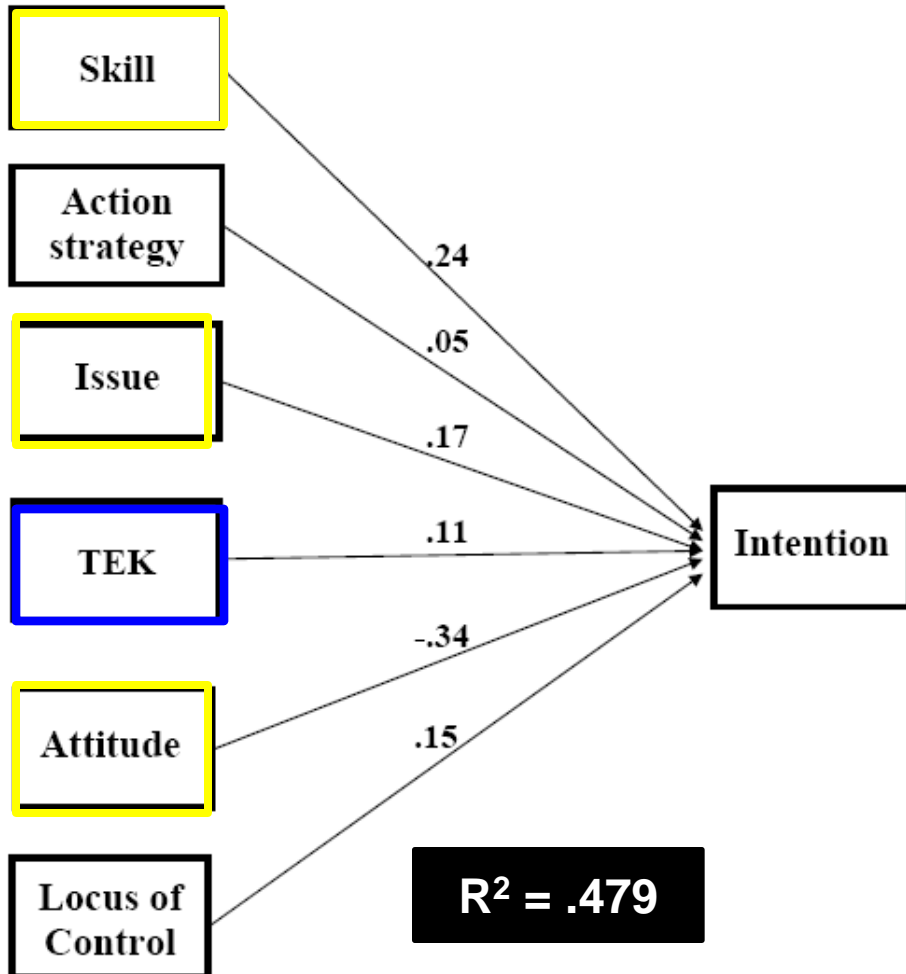


Variable	Items	N	M (SD)	%	n
Gender	Male			71.7	86
	Female			28.3	34
Education		120	2.53 (.77)		
	None			11.7	14
	Primary			28.3	34
	Secondary			55.0	66
	Tertiary			5	6
Ethnicity	Motswana			5.0	6
	Moyei			26.7	32
	Mosarwa			27.5	33
	Mombakushu			25.0	30
	Moherero			5.8	7
	Others			10.0	12
Position	Chairperson			10.8	13
	Vice Chairperson			9.2	11
	Secretary/Vice			15.8	19
	Treasurer			7.5	9
	Member			39.2	47
	Ex-officio			17.5	21
Age (years)		120	35.95 (13.02)		
Length of service		103	2.70 (1.92)		



Results







- Important factors: **Attitudes**, **Knowledge**, & **Locus of control**
 - **Chen et al., 2009, Hines et al., 1986**
 - **Contrast Hwang, Kim, & Jeng, 2000**
- **Knowledge: Issue & Skills**
 - **Partial contrast** Frick et al., 2004; Hines et al., 1986
- Effective knowledge sharing can be promoted through intervention that targets agent's attitudes, knowledge & locus of control



Limitations



- Use of self-reported scales
- Use of retrospective-pretest instrument design
- Convenient sample of a single stakeholder group



- **Practice**

- Agents' knowledge-sharing capacity needs assessment
- Training in such areas as self-efficacy, public communication skills
- Use of TEK for meaningful learning

- **Research**

- KSB and additional factors that can promote pro KSB in environmental/NRM field, e.g., subjective norms and normative beliefs
- Extend future studies to other stakeholders
 - Objective measurements scales
 - Traditional pretest-posttest design
 - Research designs with control groups



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