Knowledge processes

Data, information, knowledge

- These words don't mean the same
- We use different tools in work with each type of knowing

Data,information, knowledge

Data

- We can sensually monitor them
- Objective facts/symbols (not dependent on our consciousness)
- Quantificable (speed, capacity, costs)
- Quality of information process is not dependent on amount of accessible data

Information

- **Information**: data that are processed to be useful; provides answers to "who", "what", "where", and "when" questions
- Data with specific meaning
- Related to needs of user
- Contain specific purpose
- Subjective character
- Value of information

Knowledge

- application of data and information;
- Information in interaction with our
  - Experience
  - Mental models and processes
  - Relationships
  - Values and principles
- Applied in action
- Knowledge management $\neq$ IS/IT
- answers "how" questions

Wisdom

- accumulated knowledge of life
- gives us real understanding
- asks questions to which there is no (easily-achievable) answer
- resides as much in the heart as in the mind
- Can't be described by words

Explicit and tacit knowledge

- Two forms of knowledge
- **Explicit** k. – can be expressed by var. Means
  - Transferable
  - Expressable by data

Explicit and tacit knowledge

- **Tacit k.** – (implicit) highly personal, cannot be easily expressed
- Interaction of expl.k. and intuition,experience,skills,ment.models etc.
- Examples
- Dimensions (individual-organization)
- Example with waitress
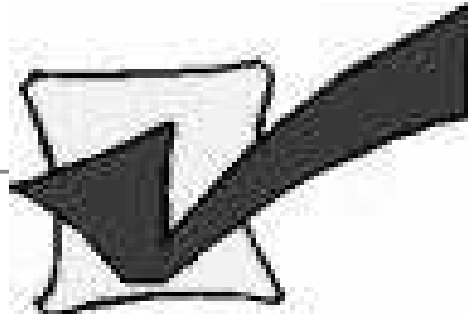
- **Try to identify utmost examples of tacit and explicit knowledge in the univerity ambient**
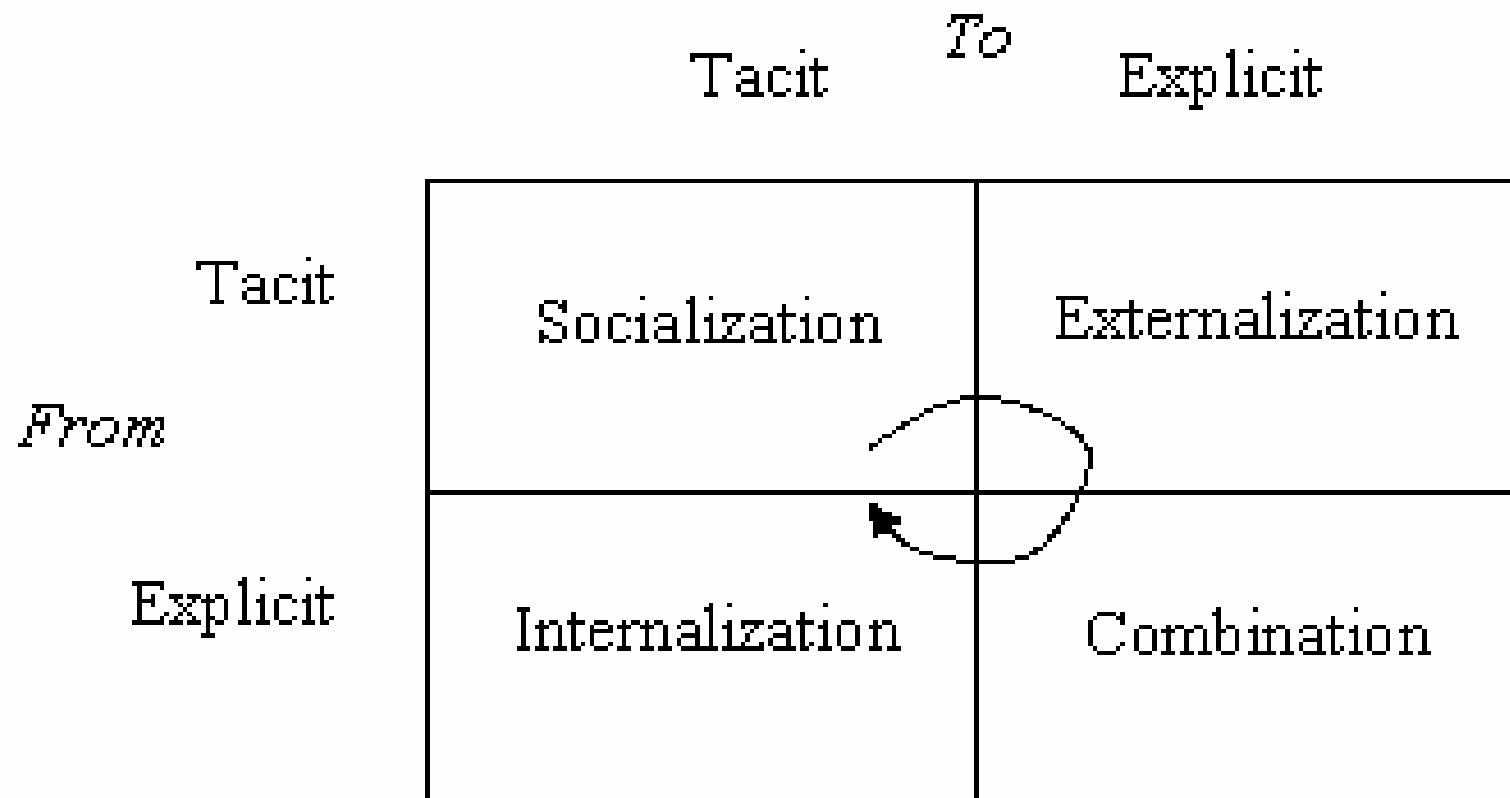
Tacit knowledge

- „We know more than we can say"

Conversion

- Change of form of information

- Results in origination of new information

Conversion

	To	
From	Tacit	Explicit
Tacit	Socialization	Externalization
Explicit	Internalization	Combination

Conversion

- Conversion process=SECI
  - **Socialization**
  - **Externalization**
  - **Combination**
  - **Internalization**
- Authors: Nonaka and Takeuchi

Sharing tacit knowledge

- Narrating stories (analogies, symbols)
- Apprenticeship (long-term,binding)
- Communities of practices

Knowledge market

- Every information exchange in org.
- Vital for every org.
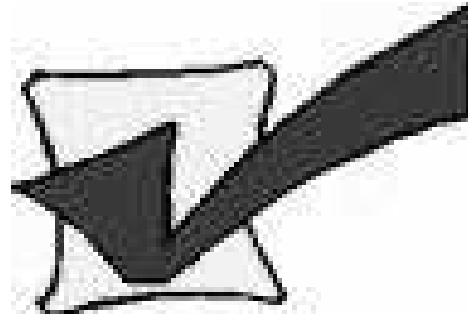- Physical and virtual space

Knowledge market

- Vendors
- Buyers
- Mediators

- Price of knowledge
- Role of confidence
- Why are info. provided for free

Knowledge market

- Knowledge market signals
  - Inform, how and where to get concrete information
  - Formal (status, education)
  - Informal (communities, informal knowledge networks)

- Which information can be sold and bought (and for what price) in academic sphere?

Disfunctional knowledge market

- When…
- It's hard to find a vendor
- It's hard to attain him
- It's hard to evaluate the quality of information in advance

Supporting knowledge market in organization

- Verbal and institutional support
- Tools to evaluate knowledge
- Motivation
- Space organization
- Accent on reusing kn.

Analysis of physical place

- Purpose(s) of the place
- Information from the place itself
- Exceptionality of place in knowledge sharing
- Accordance of purpose and disposition of the place
- Atmosphere of place as incentive of informal knowledge exchange
- Groups of people attracted by the place and correspondence or concurrence in their needs
- Suggestions how to optimize the place in order to foster knowledge exchange