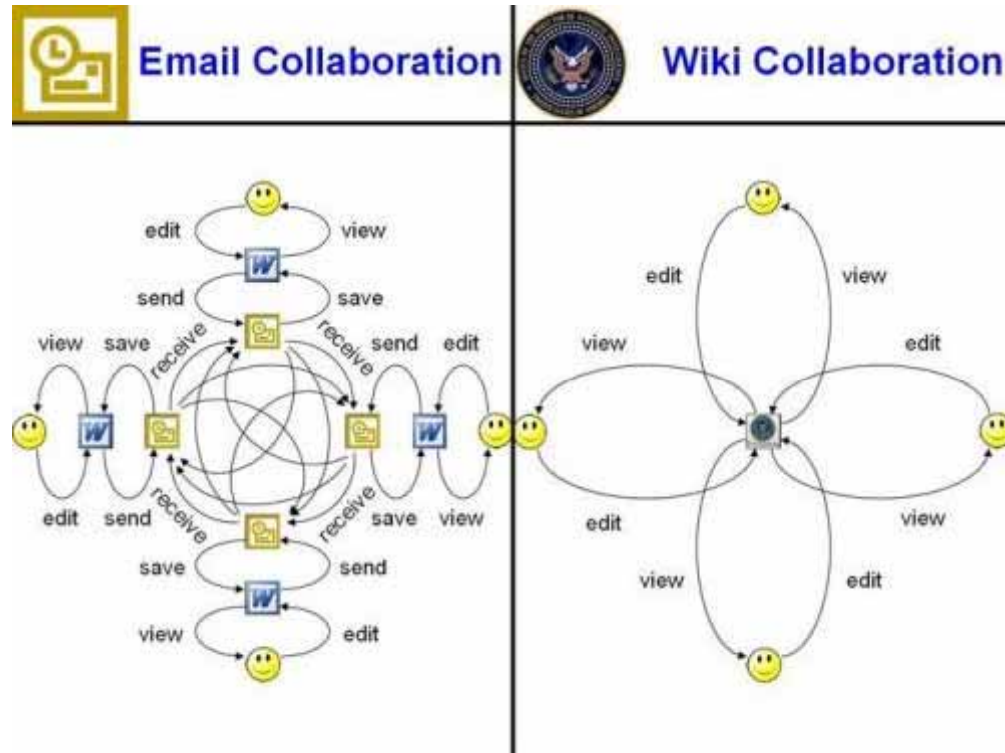


Wikis, Knowledge Management & Web 2



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Directorate Nursing and Service Delivery (NSD)

Team Information and Knowledge Management (IKM)

Joined RCN in September 2007

• **Qualifications**

- BSc Biochemistry (London University)
- Postgraduate Diploma Information Science (City University)
- Postgraduate Diploma Science Communication (Birkbeck)
- MSc Knowledge Management (Robert Gordon/Aberdeen Business School)
- Member of CILIP Chartered Institute of Library and Information Professionals

• **Has worked for**

- London School Hygiene & Tropical Medicine (LSHTM)
- National Heart and Lung Institute (NHLI)
- Eastman Institute for Oral HealthCare Sciences (UCL)
- Royal National Institute for the Blind (RNIB)
- Diabetes UK
-

• **Areas of Interest**

- Knowledge Management (KM), Use of wiki applications, Information Management, Web2 Tools and Technologies
- *Innovation without support is hallucination: lead, follow, or get out of the way*



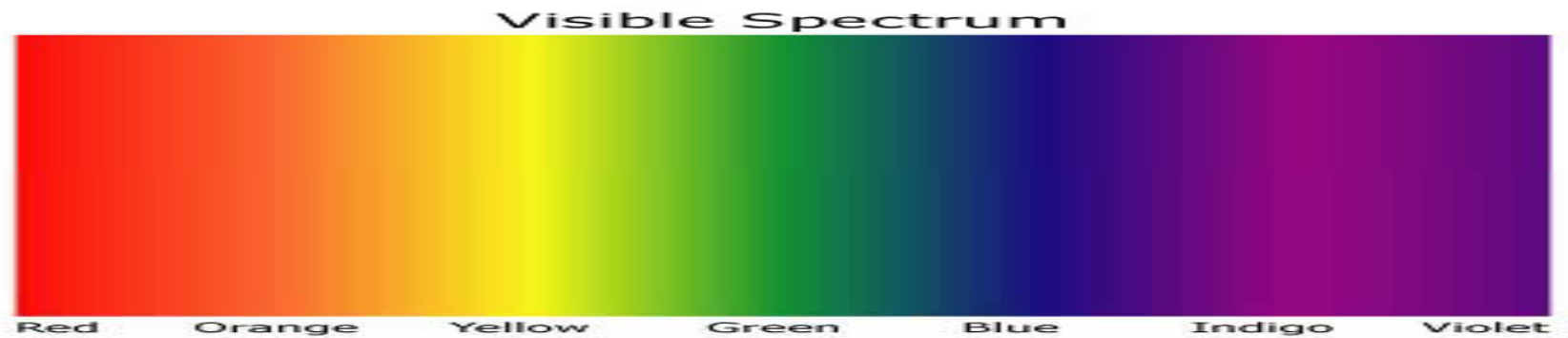
Defining Wikis



- A wiki is a type of website allowing users to add, remove, edit, and change the content of the site.
- This potential for collaborative authoring involving multiple users is the real strength
- *Wiki* is not an acronym; it means quick in Hawaiian
- A wiki is not a blog, the main differences are:
 - Degree of control possessed by wiki creator compared to blogger
 - *Voice* of wikis compared with blogs



Information Spectrum



- **TANGIBLE**
- **EXPLICIT**
- **CODIFIED
RECORDED**
- **CAPTURED**
- **Mostly about TOOLS**

- **INTANGIBLE**
- **IMPLICIT / TACIT**
- **INTELLECTUAL
CAPITAL**
- **Needs to be
CONNECTED**
- **Nearly all about PEOPLE**

Knowledge Management is:

*Getting the right information to the right people at the right time so that they **ACT** on it*

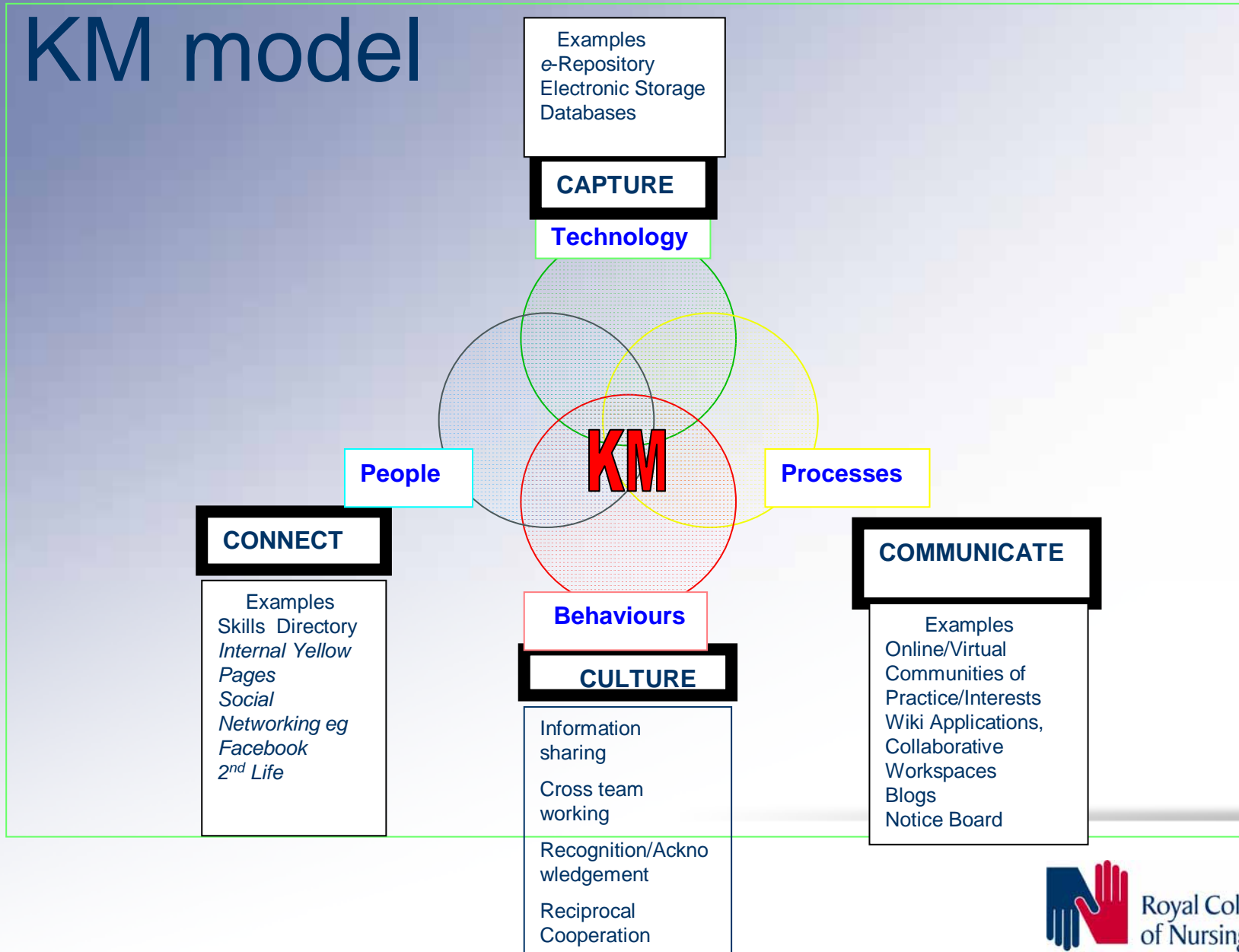
**Knowledge is information in a useful context
i.e. information with experience**



However

Knowing is NOT doing, that's why **action is included in the above definition**

KM model



Knowing-Doing Gap League Table

Top to Bottom = Best to Worst

- 1 Collect/Collate Information for the RCN 16
- 2 Acknowledgement for adding to RCN resources 17
- 3 Alerting colleagues to recent evolving information 17
- 4 Using cross team working for projects 18
- 5 Working across the RCN 20
- 6 Update current RCN information resources 21
- 7 Ability to contact colleagues 22
- 8 Knowing your RCN colleagues 25
- 9 Fast replies from colleagues 30
- 10 Having extensive RCN information collections 30
- 11 Cooperation and reciprocal information sharing 33
- 12 Knowing where to look for information 42
- 13 Confidence in accuracy of RCN information 42
- 14 Finding RCN information 43
- 15 Awareness of RCN team's current projects 47
- 16 Searching quickly for RCN information 48
- 17 Awareness of RCN information 50
- 18 Knowing skills/interests of RCN staff 50
- 19 Awareness of current RCN information 50
- 20 Avoiding duplication and reinvention 60

The C words

Capture

Content Management

Codified

Cross-Team Working

Communication

Connection

Culture

Cooperation

Collaboration

Creativity

CONTROL

There is no practical obstacle whatever now to the creation of an efficient index to all human knowledge, ideas and achievements, to the creation, that is, of a complete planetary memory for all mankind.

from World Brain:

The Idea of a Permanent World Encyclopaedia

H.G. Wells

Contribution to the new Encyclopédie

Française, August, 1937

The Wisdom of Crowds without Mob-Rule

What's Changed?

Web/Net/Internet/Cyberspace

Organisations produced content

Content was static, captured

Non interactive text, some pics

Users went to a computer

User was passive consumer (Solitary)

Top Down Approach (Vertical)

Information-Emphasis

PUSH/CONTROL/GATEKEEPING

Web 2/Wikis

- **Web 2**
- Individuals also now authors (prosumers)
- Sound/Video, many more formats
much more content
- Interactive
- Connects People
(Social/Horizontal)
- Customisable, information comes to you - on the move.
- Information-Emphasis
PULL/TRUST/COLLABORATION

Examples of Wiki Working/Collaborative Work Spaces

How do you synchronise the work of different teams working on the same part of the strategic plan?

How do we know about external events where RCN representation is needed and/or we now need to respond with a comment or an opinion?

How do we develop new resources/products and involve all the relevant stakeholders to confirm need, avoid duplication, ensure high visibility?

Why is there an overindulgence in convoluted email trails often with the relevant information buried several forwards/cc earlier?

How do I find who knows about a specific subject, or that organisation or who has experience of this situation?

Why are people always explaining what they do and introducing themselves at meetings - even when they have been here a long time?

Are we alerted to emerging issues, hot topics, and reacting to external factors?

Wouldn't a skills/people directory be a useful application and also a great induction tool?

Are we really a member-led organisation? Do we data-mine our interactions with our members? Are we evidence based?

Is it easy and intuitive for our geographically dispersed workforce to find information among our myriad of shared drives and idiosyncratic local arrangements?

Do we miss information opportunities and the World moves on?

How good is communication (inter/intra) in teams, departments, regions, countries?

Are we an Impact-Organisation? Do we punch our weight? How do we harness the enormous potential of a 1000 workforce and a 400,000 membership?

If we are to be more project based where will we find needed skills and expertise which may be outside our team?

Should we breakdown silos/connect them up? Is this a metaphor for something else?



Knowledge Behaviours in the **Global Village**



- Separatist/Isolationist
- Overly Theoretical
- Low Profile
- Poor Impact
- Risk Adverse
- Narrow Focus/Static
- Minimal if any ROI
- Collaborative/Cooperative
- Doing
- High Visibility
- High Impact
- Opportunistic
- Adaptable/Learning
- Worth Investing in

Creative, Innovative, World Class ,Ground Breaking, Most Admired, Makes a + Difference

Applies equally to Organisations/Individuals alike

Which Wiki, What is best for you?

Factors to Consider

Commercial Product or Free-of-Charge open source?

Do want to host it or have it done externally?

Your Level of Technical knowledge?

Generally, a commercial/enterprise product means hosting can be done for you, support is available, they will do the techie stuff

Open source products are usually free and you can customise to some extent. This needs more time investing in learning and probably means you are hosting.

The end user is unlikely to care where the wiki comes from so long as it easy to use

Over 100 wiki products available. What are you likely to try and use it for? How might it align with other tools you maybe using

<http://www.wikimatrix.org/> is a comparison site for initial evaluations

DO

- Pilot
- Populate
- Start Locally
- Demonstrate
- Evaluate
- Show how its different
- Seek your adopters
- Reassure
- Align to plans/Biz cases
- Fail and Fail early
- Expect resistance

DONT

- Insist on mega rollouts
- Have blank pages
- Suggest a wiki is the Grail
- Talk too much without showing
- Use the wiki to save ailing projects
- Get too corporate
- Measure content
- Spout Cost savings in real cash terms
- Get too despondent

<http://www.wikipatterns.com/display/wikipatterns/Wikipatterns>

1910/16



Computer Age



Information Era

Digital Decade



Dawn of the Knowledge Century 2008/13