

**Steve Barth**

**Reflected Knowledge Consulting**

**Making Documents Smarter**



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## **Reflected Knowledge Consulting**

- **UN Department of Peacekeeping Operations**
- **Acción International**
- **Government Savings Bank (Thailand)**
- **Office of Knowledge Management & Development**
- **USC Center for Telecommunications Management**
- **Cynefin Centre for Organisational Complexity**
- **Harvard Learning Innovations Lab**
- **Knowledge Management magazine**
- **25 years in journalism**

# Highly Evolved Knowledge Transfer

- ▶ **Casa Colina Outdoor Adventures (Pomona CA)**
  - 4 day sports camp: fun, challenge & confidence
  - 100+ severely disabled sportsmen/women
  - 3 fulltime staff
  - 100+ volunteers get only 1 day training
- ▶ **“Tribal” culture—not KM**
  - No manual (not worth the time)
  - Tenure & Recruitment
  - Mentorships
  - Happy hour AAR



# Expert P2P Knowledge Transfer



**Las Meninas: 1656 by Diego Velázquez**

**Las Meninas: 1957 by Pablo Picasso**

# Modes of Interaction

- ▶ To work effectively in today's collaborative knowledge environments, we need to have communication, presentation, persuasion, listening and learning skills for different levels of social interaction.

one-one

one-many

many-many

many-one

one

(Degrees of many ie team, community, culture, WWW)

# Old Fashioned KM?

## ▶ Internal/external communications

- Branding and change management
- Consistent messaging with integrity
- Know your audience(s)

## ▶ Journalism & editorial process

- Derive/deliver information, ideas & insights
- Needs context & compelling narrative
- Common language, metaphors & architecture

# **Evolving & Emerging Channels**

- ▶ **Limits to individual and social cognition**
- ▶ **Personalized versus shared presentation**
- ▶ **Organic v. engineered progress**
- ▶ **Evolution is a tectonic process: “slip-stick”**

***“The future is already here...”***

**▶ 304th MI Bn OSINT Team (October 16)**

- ***Twitter has also become a social activism tool for socialists, human rights groups, communists, vegetarians, anarchists, religious communities, atheists, political enthusiasts, hacktivists and others...***
- ***Extremist and terrorist use of Twitter could evolve over time to reflect tactics that are already evolving in use by hacktivists and activists for surveillance. This could theoretically be combined with targeting.***

# Rich Documents

- ▶ **A counterintuitive perspective**
  - **Make simpler, not more complicated**
  - **Look more old-fashioned, not high-tech**
  - **More effective presentation with less effort**
  - **Bridge generational divides, not jump them**

# The Role of Documents

- ▶ **Xerox PARC:** “Whats important are the conversations around the documents”
- ▶ **HP Research:** “The marks are on the knowledge worker”
- ▶ **Steve:** Documents can't contain knowledge but they can evoke knowledge
- ▶ **Steve:** Paper has a place. The physicality of cognition (“the wisdom of the piles”)

# Enhancing Message & Meaning

## ► John Seely Brown

- *The manuscript of a magazine article contains the same information as what is eventually published, but does not generate nearly as much understanding. The designers structure that information in a physical form. The design—rendering—is what actually communicates.*
- *Information minus medium is basically worthless*
- *The catch to ubiquitous computing lies in the phenomenology of how you interact with that medium.*

# Considerations

- ▶ **How is it gathered or researched?**
  - **How, when, where & who<sup>2</sup>**
- ▶ **How is story told or info explained?**
- ▶ **How is material designed and presented?**
  - **Best practices can streamline process**
  - **Best practices protect integrity and utility**
  - **Best practices maximize learning & decision-making**
- ▶ **Respect evolved traditions**
  - 000001+ years **Mobile/Social Media**
  - 000010+ years **New Media**
  - 000100+ years **News Media**
  - 001000+ years **Graphic Design**
  - 010000+ years **Storytelling**
  - 100000+ years **Foraging (needs 3 more zeros)**



# Anthropology before Technology

## ► Old Media

- **Type affects attitudes and assumptions**
- **Layout affects reading speed, comprehension**
- **Crafted publications attract readers**

**Fontology**

Georgia

Arial

Comic

Gigi

# Anthropology before Technology

## ► New Media

- Documents become disposable
- Expanded, complementary sensory channels
- Interactive and/or collaborative authorship (and sense-making)
- Integrate with Old Media?

# Integrating New Media

- **Enhanced bandwidth**
- **Multichannel rich media**
- **Collaborative authorship**
- **Individualized delivery**
- **Online environments**
- **Disparate devices**
- **Portable, virtual and interactive**
- **Both sell & demonstrate KM wisdom**

# Adobe Creative Suite 4

- ▶ **Better design for accidental art directors**
- ▶ **Richer documents & multiple outputs**
  - **Print**
  - **Web**
  - **Interactive**
  - **Audio**
  - **Video**
  - **Mobile**

# Demos and Discussion

- ▶ **Online magazines**
- ▶ **Print & Go**
- ▶ **Repurposing interview materials**
- ▶ **Conditional Text**
- ▶ **Collaboration inside CS4**

# Thank You!

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