

“A Study on The Formalisation of Knowledge Acquisition Patterns Through Social Networking”

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Abstract

Introduction

Social networks support formation of multiple groups inside the network on the basis of interests on specific areas of the network members who could carry on their own discussions on global matters with freedom of expression. There are a huge number of social networks based on people's needs and goals. In the pursuit of their area of interest, the users of network may engage in joint discussions and other activities to share knowledge and help one another. This kind of virtual meeting helps to discuss problems and come up with solutions and uniform procedure.

Knowledge, in the case of explicit knowledge, is improved through critical thinking, watching people and reading primary and secondary sources and participating in the social networks which are boon to the millions. People who are using social networks such as Facebook, MySpace, Twitter etc., share information on certain matters with another through social networks. If the information is convincingly accepted by the other person to whom it was shared, this information may be transformed into knowledge. It is quite apparent that dissemination and acceptance of this knowledge become a primary factor in the Knowledge Management. Once knowledge is accepted by another group, will the 'knowledge' be used as such without any modification? or is there any possibility of modification with a kind of incorporation of personal own experiences? or do the users of social networks show any patterns of learning or acquiring knowledge? This research attempts to study the knowledge acquisition pattern through social networks by analysing the performance of the selected social networks, applying data-mining concept to invent the patterns of knowledge acquisition and incorporating the principles of knowledge management in the process of knowledge acquisition.

While reviewing previous related literatures available in the research field undertaken for the study, it is understood that

Statement of The Problem

Most of the students today have various sources of learning patterns. The patterns may vary from student to student according to his nature. But according to a recent survey, most of them would like to learn their queries from the blogs or download the required content from the internet and gain their knowledge. The knowledge gained from various sources provide more conflicts at certain levels. The information uploaded in various blogs, spaces and unauthorized formats are not true or only up to the level of the blog creators where there is no editor or universal standards. In order to overcome these conflicts, various data mining techniques are to be proposed for retrieving the appropriate source of information from the web based databases or blogs and would be compiled into a framework through knowledge Management systems.

Objectives of The Study

- To understand the functions of various Social Networks
- To understand the process of knowledge acquisition through knowledge management
- To construct knowledge acquisition framework to study the pattern of the acquired knowledge.
- To study the pattern of knowledge acquisition by analysing the data with the help of data mining techniques.

Methodology

Normative survey method has been employed to carry out the study. Primary data are collected from the Questionnaires developed for the study and the secondary data from the data already available from the social networks, books and research works. With the help of random sampling technique, 600 samples – students, teachers, senior lecturers, household women, teen-agers -- are selected from various organizations for the study. In this connection, a questionnaire is constructed with three phases: phase I deals with personal information of the samples; phase II deals with learning orientation; phase III trust and originality of knowledge sharing. In addition to questionnaire, interview schedule is also designed to interview experts. As planned, data are collected and tabulated for analysis.

Analysis

The proposed knowledge acquisition model was analyzed with two different input sources as questionnaire and interview questions. The questionnaire was created

online and offline for data collection process. The study helps us to find the usage of social networking sites for knowledge generation among many different type of learners within India. The input data is formatted by applying data cleaning procedures and later the formatted data is depicted through KM framework for avoiding duplication in knowledge gaining process. The below figure 1 shows the view of proposed knowledge acquisition model.

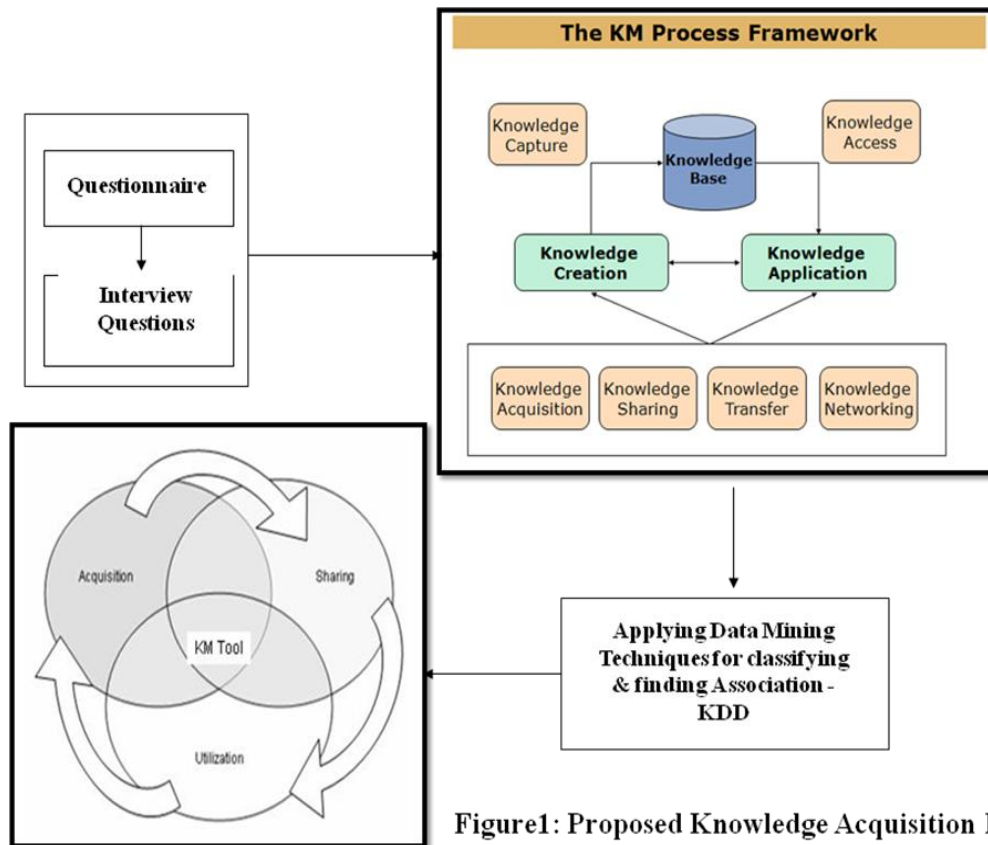


Figure1: Proposed Knowledge Acquisition Model

The proposed knowledge acquisition model takes more effort to avoid duplication and creates automatic domain clustering. The domain clustering helps classification and grouping the acquired knowledge for secured acquisition, sharing, transfer and networking.

The importance of implementing the knowledge management framework for individuals also is to provide guidelines for executing KM successfully, save time and efforts and to avoid inaccuracies in their decision making processes. The main emphasis was placed upon the process knowledge gaining infrastructure, knowledge sharing combinations, knowledge filtering, knowledge repository, trustiness in knowledge sharing, knowledge application and finally, knowledge performance..

The knowledge infrastructure includes three stages. in this knowledge infrastructure, the first stage I s the Knowledge discovery which is a method for developing new tacit or explicit knowledge from data or information or from mixture of previous knowledge [6]. In addition, [4] describe that Knowledge Discovery is the

process of locating precious knowledge exists in the organization. Knowledge Discovery also used to excavate the valuable intellectual capital from database, documentation and the tacit of experts [4]. The knowledge Discovery phase involves in finding internal knowledge within the organization or external sources. It searches through the large sum of data and chooses the applicable information. It relies on digging out information from a verity of data sets such as modern experimental and examination techniques. It also relies on individuals who have the knowledge and not being able to either express it publicly.

Furthermore, this phase is useful in discovering knowledge exists within large, nonhierarchical or geographically diffuse organization [7]. Knowledge Discovery relies on tools such as data mining and interviews. Data Mining assists knowledge hunters to discover preferred knowledge or unforeseen valuable knowledge from an enormous database. While interviewing accompany with incentive encourage individuals to express their knowledge they possess [3].

The second stage is Knowledge Capture defined as the process of reclaiming either explicit or tacit know ledge residing inside people, artifacts or organizational bodies [6]. Also, [3] noted that knowledge capture symbolizes the gaining of knowledge with an essential competences and experiences for the creation and updating of the selected knowledge areas. More over, knowledge capture or acquisition confines knowledge using matching technologies and symbolize or formalize knowledge in format used by computers [1]. Furthermore,[2] illustrate knowledge acquisition as a process of obtaining the needed knowledge from sources such as buying and consulting, Research and Development (R&D) and learning and self-creation. The significance of knowledge capture also depends on the culture and objectives of the organization [4]. Consequently, Knowledge acquisition is implemented using database holding indexes of external sources that can be important for the organization [3]. Furthermore, [2] portrays knowledge capture for finding and acquiring knowledge in the knowledge-based resources

(*Sample data and analysis report will be published later)

Implication of The Study

The study has the following implications which are highly useful not only for the learners and future researchers as well.

1. The derived framework would help the digital learners to acquire valid knowledge acquisition patterns through Data mining tools.
2. This study would also help the learners to analyze the originality, trustfulness and the sharing patterns of any content through knowledge management.

Conclusion

The research work has some limitations. First, Even though numerous social networks are available for the learner's usage in India, the researcher has selected only a few social networks for the study such as blogs, facebook and LinkedIn. The samples identified for the research are the learners who are addicted to the usage of

Information and Communication Technology. The data collected and taken for the further works are obtained only from Indian students excluding Foreign students. Further, this study can be explored for other social websites for knowledge acquisition.

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