

Evolution of Personal Knowledge Management

The Evolution of Personal Knowledge Management

grl3215: March 29, 2006 7:39:45 PM EST, Posted and Edited by Greg Lloyd



July 1945 The difficulty seems to be, not so much that we publish unduly in view of the extent and variety of present day interests, but rather that publication has been extended far beyond our present ability to make real use of the record. The summation of human experience is being expanded at a prodigious rate, and the means we use for threading through the consequent maze to the momentarily important item is the same as was used in the days of square-rigged ships. -- *As We May Think* by Vannevar Bush, *Atlantic Monthly*, July 1945

February 2000 What's more ironic is this: As the Web has made the idea of cross-linked, cross-indexed information commonplace, the tools we provide end-users to cross-link and cross-index personal information have become worse. -- *Still in mourning for my personal information manager - now extinct* by Bob Lewis, *Infoworld*

August 2003 Here, for me, is the secret promise of blogs. They lower the barriers and make the practice of writing widely accessible. Writing is the fundamental tool of reasoned argument and what we need as individuals, organizations, and civilization is as much reasoned argument as we can get. In the blogosphere you get to watch good writers at work as they develop ideas. Thanks to aggregators those ideas appear in a form that makes them natural raw material to kindle your own thinking. The combination of blog technical features (public distribution, short posts, chronological ordering, permalinks) with social practices (personal identification, generous linking, blogrolls) highlight the development of ideas as a social phenomenon over time. -- [Marketing1800: Secret Promise of Blogs | Jim McGee](#)

October 2005 Millions of human eyes and their agents constantly scan and evaluate items posted to the public Web using Web search, notification, and social tagging engines to focus on a particular topic. When a person finds a "momentarily important item" [Bush (1945, p. 1)] by directed search or serendipity, it's simple to post a note and link to that item on their weblog. If the item is of genuine interest, the weblog post will be discovered and discussed by others, a social process that amplifies a weak signal and can add collaborative information -- [Marketing6371: Use of Weblogs for Competitive Intelligence - Paper and other resources for public distribution](#)

Appendix: Cross Referenced Articles

Use of Weblogs for Competitive Intelligence - Paper and other resources for public distribution

Marketing6371: November 1, 2005 2:16:48 PM EST, Posted and Edited by Greg Lloyd

Abstract: Over the past fifty years, the inspiration of hypertext systems has been the challenge of dealing with an ever-increasing volume of information. With the advent of the World Wide Web (WWW) as a near universal platform for commercial and scientific information, it is now possible to use the WWW as a platform for collecting, analyzing, disseminating and receiving feedback on competitive intelligence and other valuable business information. This paper will use examples of weblog deployment for competitive intelligence in the pharmaceutical industry to examine broader challenge of enabling enterprises to more effectively deal with the ever increasing volume of critical business information in general.

Use of Weblogs for Competitive Intelligence (full paper 853K .pdf)

by Greg Lloyd

[The First International Conference/Workshop on Business, Technology and Competitive Intelligence](#)
Nihon University, Tokyo 25 Oct 2005

Introduction

Weblogs (or “blogs”) are best known as personal daybooks on the web written by an individual consisting of a “collection of clippings, musings and other things like journal entries that strike one’s fancy or titillate one’s curiosity. What makes this online daybook different from the commonplace book is that this form of personal noodling or diary-writing is on the Internet, with links that take the reader around the world in pursuit of more about a topic” Safire, (2002).

Weblogs gained mass media attention as personally published websites written by amateur reporters, pundits – or teenagers. For example, anyone can sign up for a free personal or low cost personal weblog from LiveJournal.com. As of August 2005 LiveJournal.com hosted over 2,600,000 active weblogs, 85% written persons by persons 20 years old or younger, see LiveJournal (2005). As of the end of July 2005, Technorati.com reported that it was tracking over 14.2 million weblogs, about double the number tracked in March 2005, see Sifry (2005). Weblogs are part of an emerging infrastructure that uses the global Internet as a massively scalable platform to disseminate information in a form that can be easily written, read, correlated, and commented on by anyone with the skills necessary to use a web browser.

This paper presents the following thesis:

- 1) The World Wide Web’s shift to medium that is generally writable as well as readable represents a return to the original vision of the WWW and hypertext systems that pre-date the Web.
- 2) Weblog technology will not be limited to personal use, but holds the potential to profoundly change the way that commercial and government enterprises handle internally facing and externally facing working communication.
- 3) Collection, analysis, and dissemination are classic parts of the Competitive Intelligence (CI) process, and particularly well suited to the strengths of weblog technology.
- 4) Weblog technology can deliver a higher volume of CI alerts and analysis to a wider audience more effectively than email or any known alternative.

By creating easily authored content and commentary within the weblog and linking to any Web addressable content, weblogs create an open and scalable resource that can be used for notification and reference, as well as mined for historical insight across the largest enterprise. ...

Weblog - the NLS Journal Revisited

The central thesis of this paper is that the weblog format provides a stable, open journal, which links and comments on the intelligence, dialog, and work product contained within the weblog, while connecting to all

sources addressable on the public or a private Web.

Because the weblog is itself part of the public (or private) Web it can preserve a stable, addressable set of references, which can be linked to by any other Web source, or analyzed by any application that has permission to address that weblog's content. This interoperability addresses Engelbart's primary concern about proprietary and opaque representations (the norm prior to the Web) creating silos of information that would make universal linking and interchange difficult or impossible.

The time ordered and uniquely identifiable articles (or posts) within the weblog correspond directly to individual documents with the NLS Journal. Like documents in the Journal, articles with the weblog should either be read-only, or include revision history.

Any link to content external to the weblog is subject to the same uncertainty as any other link in Berners-Lee's web – content can change or abruptly disappear at the whim of the publisher, by accident, or if the publisher goes out of business. This limitation does not generally apply to Web addressable resources that have lasting commercial value, or Web addressable resources created and maintained in stable repositories such as Enterprise Content Management or line of business systems managed by businesses for their public or private use.

It is also possible to deploy weblog products that can clip and retain an independent record of valuable but potentially transitory facts or documents (used subject to copyright law), or post a brief independent summary to a weblog.

The last point is worth analyzing. Any information posted to the public Web can be discovered and commented on by any person with an interest and a free weblog. The fact that a person or organization posted an item mentioning any phrase or URL in one of over 14 million weblogs monitored by Technorati.com (or one of their competitors) can be reported to anyone with a (free) Technorati.com account in near real time via an RSS subscription. See Sifry (2005).

Millions of human eyes and their agents constantly scan and evaluate items posted to the public Web using Web search, notification, and social tagging engines to focus on a particular topic. When a person finds a "momentarily important item" [Bush (1945, p. 1)] by directed search or serendipity, it is simple to post a note and link to that item on their weblog. If the item is of genuine interest, the weblog post will be discovered and discussed by others, a social process that amplifies a weak signal and can add collaborative information.

A note and link from a weblog also adds a measure of statistical redundancy to the unreliable Web. Although the content of an arbitrary Web resource referenced by the weblog post could be changed or disappear at any time, if the original content is noticed, linked to and commented on by one or more persons, a secondary record of the original content may remain in a form that is difficult to eliminate (for legal content) and easy to find.

Like Berners-Lee's original concept of the Web, use of weblogs and wikis as easily deployed and relatively stable authored indices to arbitrary Web content is a pragmatic compromise. The Web's naturally evolving infrastructure provides complementary Web search, RSS/ATOM syndication, notification and search, augmenting the loose but massively scaleable architecture of the World Wide Web. ...

Copyright © 2005 Gregory R. Lloyd

Some rights reserved, distributed under terms of the [Creative Commons Attribution-NonCommercial-ShareAlike License](#)

Full Paper (853KB .pdf)

http://traction.tractionsoftware.com/pub/grl/WeblogsForCI/WeblogsForCI_BTCl05CC.pdf

Abstract and Reference sections (11KB .htm)

http://traction.tractionsoftware.com/pub/grl/WeblogsForCI/WeblogsForCI_Refs_BTCl05.htm

Powerpoint slides and additional references (6.8MB .ppt)

http://traction.tractionsoftware.com/pub/grl/WeblogsForCI/TractionBTCl_Oct05F.ppt

Secret Promise of Blogs | Jim McGee

Marketing1800: August 12, 2003 7:14:47 PM EDT, Posted and Edited by Greg Lloyd

Weblogg-ed quotes Jim McGee and writes, Aug 6, 2003: *Here, for me, is the secret promise of blogs. They lower the barriers and make the practice of writing widely accessible. Writing is the fundamental tool of reasoned argument and what we need as individuals, organizations, and civilization is as much reasoned argument as we can get. In the blogosphere you get to watch good writers at work as they develop ideas. Thanks to aggregators those ideas appear in a form that makes them natural raw material to kindle your own thinking. The combination of blog technical features (public distribution, short posts, chronological ordering, permalinks) with social practices (personal identification, generous linking, blogrolls) highlight the development of ideas as a social phenomenon over time. - Jim McGee Aug 4 2003*

It is going to be cool, isn't it, for future historians to look back on all of this raw thought and brain work and watch the development and spread of these idea viruses via Web logs. Think about where this could be in 20 or 30 years, and think about the artifacts we are creating today. Web logs, more than newspapers or books or other printed materials, have done more to enhance and evolve my worldview for just the reasons Jim cites; good writers, developing sound ideas that kindle my own thinking about life. AND, most important, I have the ability to respond and develop that thinking in my own writing (as I am doing here), which (maybe) others read and continue the process. Writing becomes the vehicle to participate.

When I think about that from a teaching perspective, I get really hopeful. I think my secret promise of Web logs is that they will in some way recapture the importance of the written idea that in large measure has been lost to more passive activities. I don't have to look too hard to see that kids are writing more these days. It may not be scholarly stuff (IM rarely is), but I think on some level the idea that writing is meaningful and communicative and important gets through. And if Web logs establish themselves as a tool for sharing the reasoned thought that Jim alludes to, they can only serve to continue the reemergence of writing as the most important communication tool we have. Web loggers instinctively know this, I think. Now all we have to do is show our kids.

[weblogged News] [see original source](#)