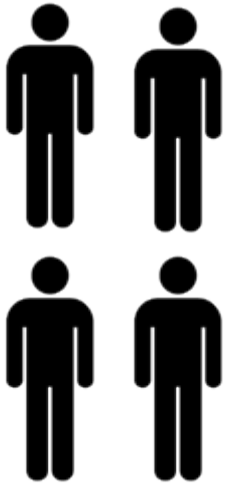
Competence & Knowledge Organisation

Matt Moore

June 2015

Individuals

Tribes



Organisations

1. Competencies for Individuals

KNOWLEDGE ORGANISATION SYSTEM

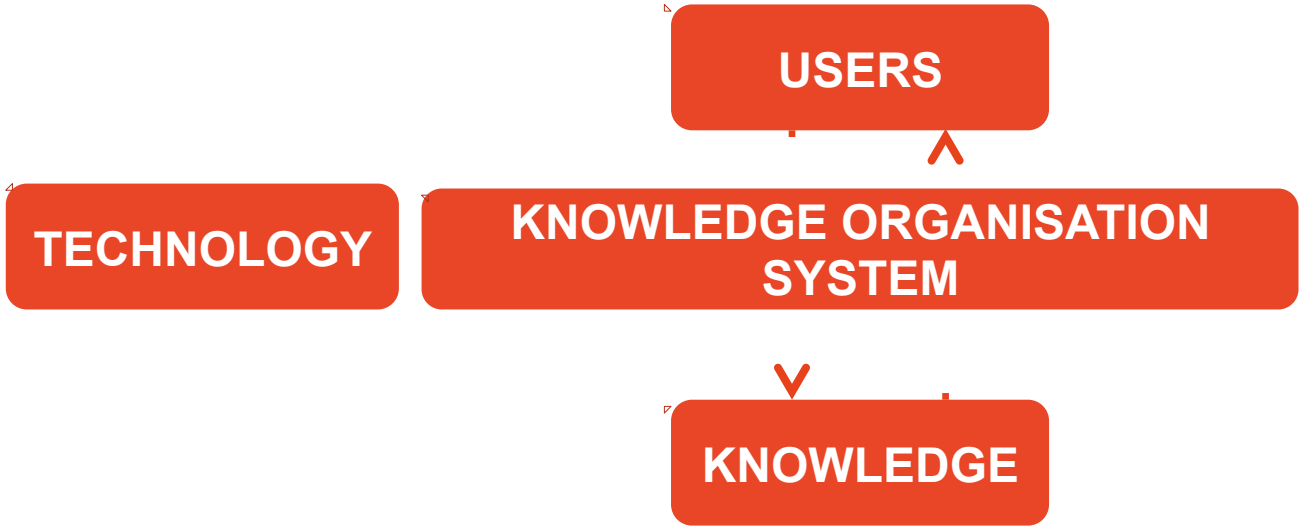
TECHNOLOGY

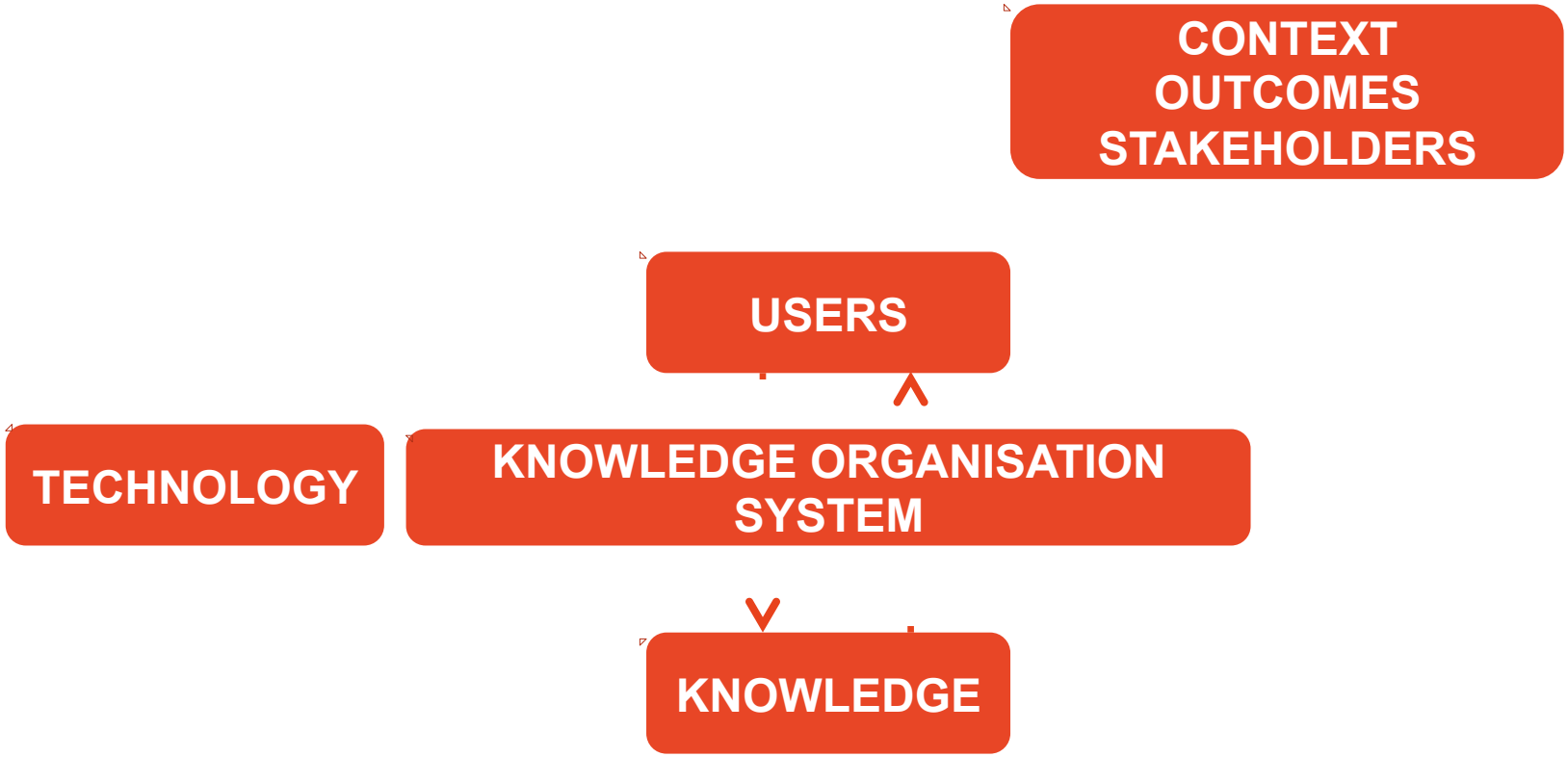
KNOWLEDGE ORGANISATION SYSTEM

TECHNOLOGY

KNOWLEDGE ORGANISATION SYSTEM

KNOWLEDGE


USERS
TECHNOLOGY
KNOWLEDGE ORGANISATION SYSTEM
KNOWLEDGE


CONTEXT
OUTCOMES
STAKEHOLDERS
USERS
TECHNOLOGY
KNOWLEDGE ORGANISATION SYSTEM
KNOWLEDGE

Entities	Nouns	Verbs
Context	Business Case Project Benefits Realisation	Influencing Modelling Sensemaking Understanding Managing
Users	Interviews Observation Prototype Facilitation Personas and Segments	Interacting (with) Modelling Influencing
Knowledge	Content Documents Data Semantics Statistics	Modelling Mapping Analysing
Technology	Content Management Systems Databases SQL NoSQL Hadoop Search Visualisation	Coding Building Designing Testing Assessing
KOS	Taxonomies Ontologies Graphs Metadata Standards	Building Assessing Testing Instantiating

1. Strategy & Context	2. Users	3. Knowledge	4. Technology	5. Knowledge Organisation Systems
1.1. KOS Business Case Creation	2.1. Developing user segments and personas	3.1. Conducting content inventories	4.1. Managing Content Management Systems (CMS)	5.1. Developing and implementing taxonomies, thesauri or controlled vocabularies
1.2. KOS Project Management	2.2. Conducting user observation and interviews	3.2. Conducting knowledge audits	4.2. Managing Relational Database Management Systems (RDBMS)	5.2. Developing and implementing ontologies
1.3. KOS Stakeholder Engagement	2.3. Facilitating user workshops and focus groups	3.3. Modelling data structures	4.3. Creating SQL queries	5.3. Developing and implementing metadata standards
	2.4. Developing and testing prototypes	3.4. Analysing content semantics	4.4. Working with graph databases	5.4. Working with text analytics and autoclassification tools
		3.5. Running statistical tests	4.5. Managing Hadoop installations	5.5. Working with enterprise taxonomy management systems
			4.6. Using data visualisation tools	5.6. Working with Linked Data
				5.7. Integrating taxonomies and metadata with search tools
				5.8. Building search based applications

Definitions of Competency Levels

No Experience = I have no prior knowledge of this activity.

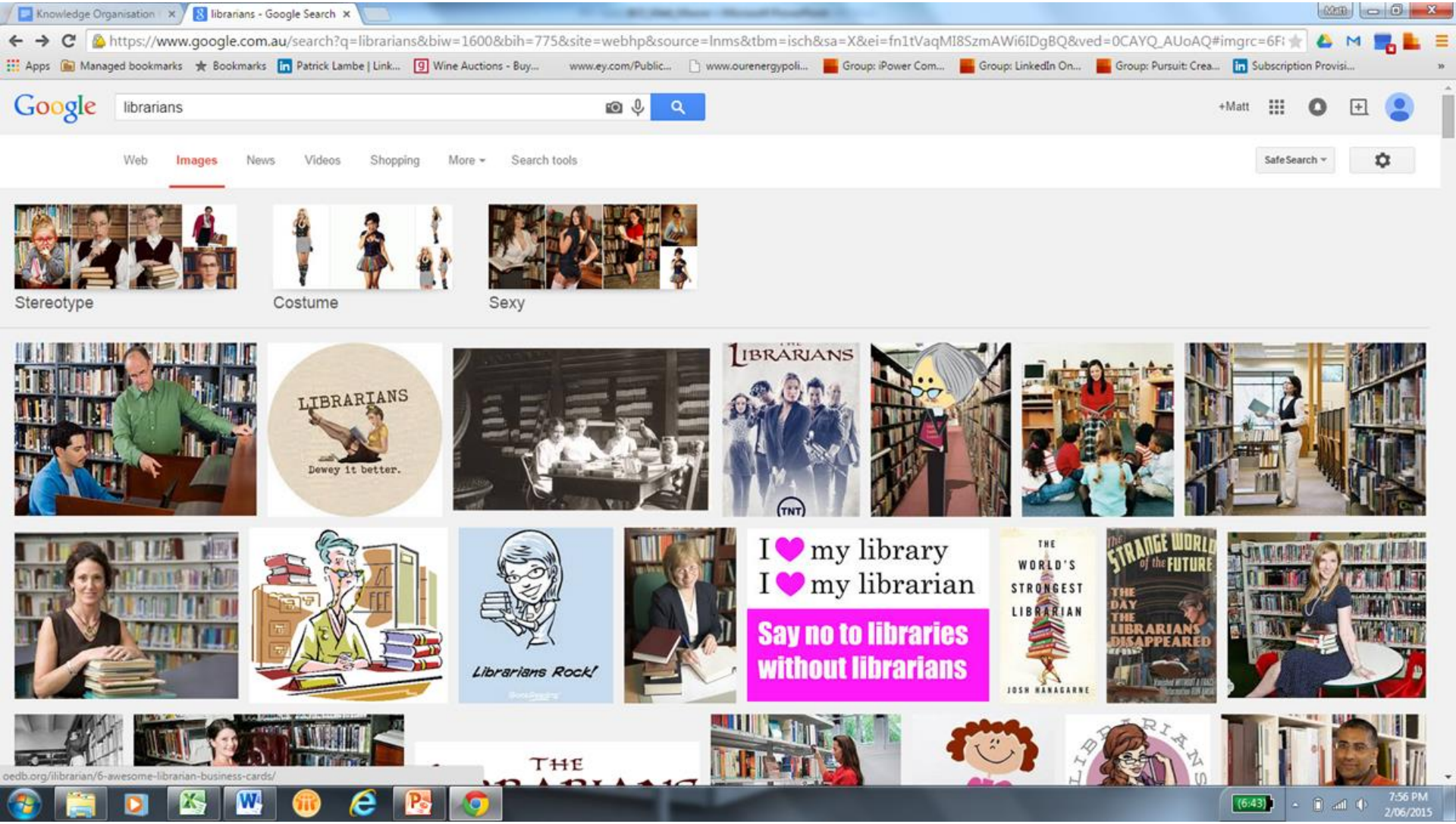
Basic Understanding = I have an understanding of the concepts at work here (e.g. academic study or peripheral involvement in a project) but I have not successfully undertaken this activity.

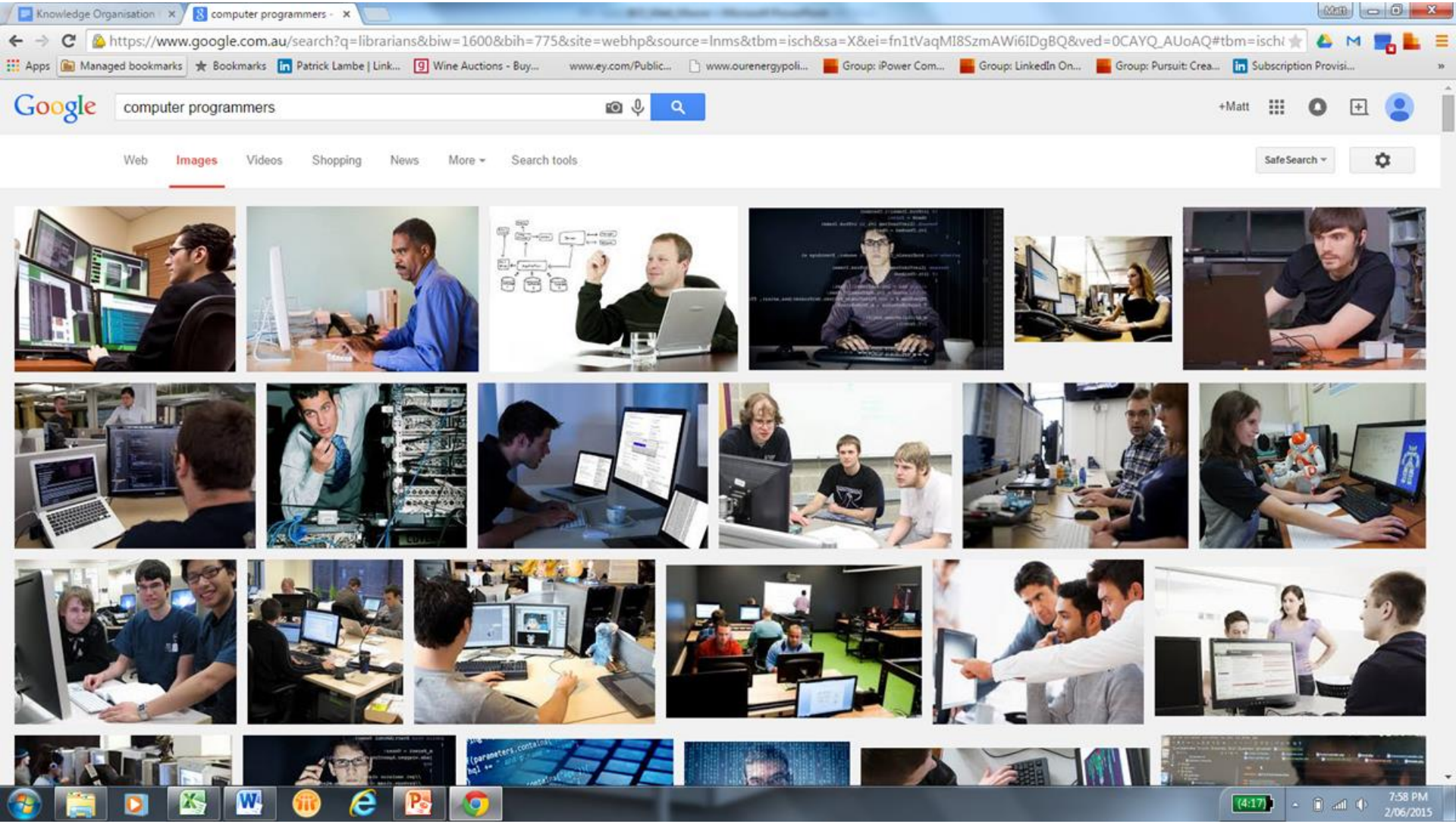
Undertaken Successfully = I have successfully undertaken this activity at least once.

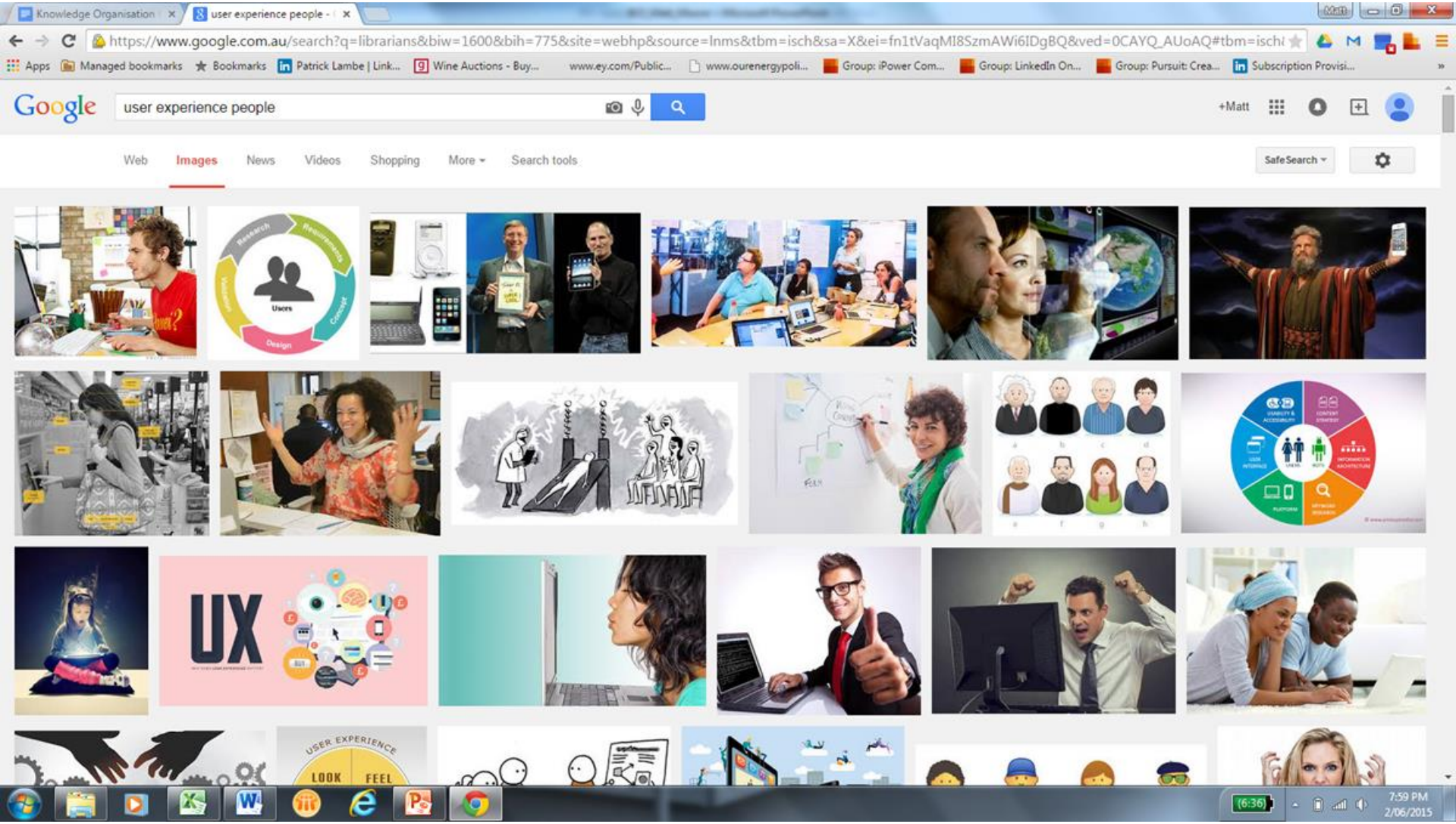
Undertaken Repeatedly = I have successfully undertaken this activity multiple (more than 3) times. I may coach others in how to undertake this activity.

Developing & Innovating = I regularly undertake this activity and have developed new tools and techniques to improve its efficacy.

2. Competency Tribes


Knowledge Organisation
librarians - Google Search
https://www.google.com.au/search?q=librarians&biw=1600&bih=775&site=webhp&source=lnms&tbm=isch&sa=X&ei=fn1tVaqMI8SzmAWi6IDgBQ&ved=0CAYQ_AUoAQ#imgrc=6F
Google
librarians
+Matt
Web
Images
News
Videos
Shopping
More
Search tools
Safe Search
Stereotype
Costume
Sexy
LIBRARIANS
Dewey it better.
THE LIBRARIANS
TNT
I ♥ my library
I ♥ my librarian
Say no to libraries without librarians
Librarians Rock!
THE WORLD'S STRONGEST LIBRARIAN
JOSH HANAGARNE
The Strange World of the Future
THE DAY THE LIBRARIANS DISAPPEARED
oedb.org/ilibrarian/6-awesome-librarian-business-cards/
7:56 PM
2/06/2015


Knowledge Organisation
computer programmers -
https://www.google.com.au/search?q=librarians&biw=1600&bih=775&site=webhp&source=lnms&tbm=isch&sa=X&ei=fn1tVaqMI8SzmAWi6IDgBQ&ved=0CAYQ_AUoAQ#tbm=isch
Apps
Managed bookmarks
Bookmarks
Patrick Lambe | Link...
Wine Auctions - Buy...
www.ey.com/Public...
www.ourenergypoli...
Group: iPower Com...
Group: LinkedIn On...
Group: Pursuit: Crea...
Subscription Provisi...
Google
computer programmers
+Matt
Web
Images
Videos
Shopping
News
More
Search tools
SafeSearch
7:58 PM
2/06/2015


Knowledge Organisation
user experience people -
https://www.google.com.au/search?q=librarians&biw=1600&bih=775&site=webhp&source=lnms&tbm=isch&sa=X&ei=fn1tVaqMI8SzmAWi6IDgBQ&ved=0CAYQ_AUoAQ#tbm=isch
Apps
Managed bookmarks
Bookmarks
Patrick Lambe | Link...
Wine Auctions - Buy...
www.ey.com/Public...
www.ourenergypoli...
Group: iPower Com...
Group: LinkedIn On...
Group: Pursuit: Crea...
Subscription Provisi...
Google
user experience people
+Matt
Web
Images
News
Videos
Shopping
More
Search tools
SafeSearch
Users
UX
USER EXPERIENCE
LOOK
FEEL
7:59 PM
2/06/2015

Knowledge Organisation | data scientist - Google Se

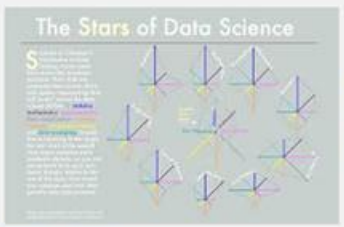
https://www.google.com.au/search?q=librarians&biw=1600&bih=775&site=webhp&source=lnms&tbm=isch&sa=X&ei=fn1tVaqMI8SzmAWi6IDgBQ&ved=0CAYQ_AUoAQ#tbm=isch

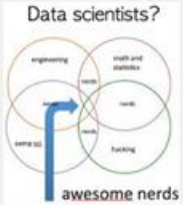
Apps | Managed bookmarks | Bookmarks | Patrick Lambe | Link... | Wine Auctions - Buy... | www.ey.com/Public... | www.ourenergypoli... | Group: iPower Com... | Group: LinkedIn On... | Group: Pursuit: Crea... | Subscription Provisi...

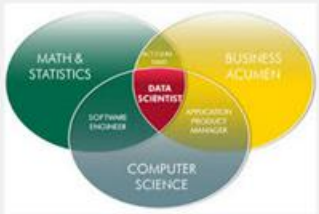
Google | data scientist | +Matt

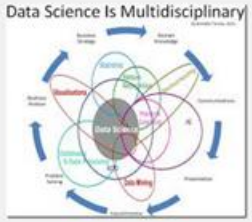
Web | News | Images | Videos | Books | More | Search tools | Safe Search











(5:30) 8:01 PM 2/06/2015


Knowledge Organisation
content strategist - Googl
https://www.google.com.au/search?q=librarians&biw=1600&bih=775&site=webhp&source=lnms&tbm=isch&sa=X&ei=fn1tVaqMI8SzmAWi6IDgBQ&ved=0CAYQ_AUoAQ#tbm=isch
Google
content strategist
+Matt
Web
Images
Videos
News
Maps
More
Search tools
SafeSearch
The future of the digital world is the evolution of content strategy
Damn it, but I just learned how to use the Twitter
CORE STRATEGY
Approaches to web content strategy
TECHNICAL
EDITORIAL
WEB STRATEGY & PLANNING
Substance
Workflow
Structure
Governance
Core Strategy
Content Components
People Components
Where in the world am I most likely to encounter a content strategist?*
content
strategy
Analyte
Collect
Publish
Manage
520 × 376 - uxbooth.com
THE EMERGING ROLE OF THE CONTENT STRATEGIST
ORGANIZATIONAL GOALS FOR CONTENT MARKETING
CONTENT STRATEGY
Product Strategy
Planning
Sourcing
Creation
Governance
Exercise 1
Exercise 2
Exercise 3
Exercise 4
Content Strategy Process
Insight & Analysis
Goals
Products & Tactics
Testing
CONTENT STRATEGY for the Web
Content Marketing Strategy
THIS IS CONTENT STRATEGY
PUBCON
@NAWLREADY
AXZM
The Marketing Impact of Content Strategy
CONTENT STRATEGY
www.google.com.au/imgres?imgurl=http://assets.uxbooth.com/uploads/2010/06/Content-Lifecycle-Management.png&imgrefurl=http://www.uxbooth.com/articles/complete-beginners-guide-to-content-strategy/&h=376&w=520&tbnid=yIGC8azW4VcG8M:&zoom=1&docid=9wLViHL2U0UCO...
8:02 PM
2/06/2015

Tribe	Advantages	Disadvantages
Information Managers	Lengthy historical experience with KOS. Some forward-thinking practitioners reaching out to other tribes.	Not deep enough in the technology to understand both its potential or its limitations. Not always business savvy.
Technologists	Technological change is a key driver of change in the KOS domain. Tech is hot right now.	Many fractious sub-tribes (corporate IT, start-ups, big vendors). Currently going through a boom that could blow into a bubble. Hubris.
User Experience (UX/IA)	Focus on human beings and outcomes for users. Input from cognitive science, psychology and design thinking.	Many other groups – esp. technologists – do not value their work.
Data Scientists	So hot right now. Take an empirical approach to knowledge organisation. Growing interest in moving from numbers to text.	Still forming their identity as a group. Struggling to articulate their insights to non-data scientists.
Content Strategists	Concerned with the meaning and use of the content itself.	New to the scene and struggling to forge their identity as separate from information architects, marketers & editorial staff.

3. Organisation Attributes

Attribute	Why This Matters
Recognised Business Imperative	If a KOS project is not driven by a compelling business imperative that is recognised by senior stakeholders (esp. those who control the funding) then it will fail.
Pragmatism	The aim is not the most technologically advanced solution nor a pristine and perfect KOS but rather an outcome that helps users and stakeholders to achieve their goals.
Cross-Disciplinary Approach	The discussion on the breadth of individual competencies required indicates why a cross-disciplinary approach is required.
Persistence	KOS development will need to go through a continuous series of iterations to deliver value and to improve. This persistence will require a recognised business imperative to be sustained.
Learning	Persistence only pays off if lessons are learned (i.e. not just identified but applied) through this process. This requires both confidence (to try new things) and humility (to admit some of those new things did not work).

Thank You!

Questions?

matt@innotecture.com.au

KNOWLEDGE ORGANISATION COMPETENCY FRAMEWORK

This competency framework was developed by Matt Moore in consultation with Patrick Lambe. It is intended to provide a simple self-assessment tool for practitioners working with Knowledge Organisation Systems (KOS) to identify their areas of strength and opportunities for improvement. It is indicative rather than exhaustive and we expect it to be developed further over time.

Rate yourself on the form overleaf, using the scale below:

- No Experience = I have no prior knowledge of this activity.
- Basic Understanding = I have an understanding of the concepts at work here (e.g. academic study or peripheral involvement in a project) but I have not successfully undertaken this activity.
- Undertaken Successfully = I have successfully undertaken this activity at least once.
- Undertaken Repeatedly = I have successfully undertaken this activity multiple (more than 3) times. I may coach others in how to undertake this activity.
- Innovating = I regularly undertake this activity and have developed new tools and techniques to improve its efficacy.

Once you have completed your self-assessment, we suggest that you identify the areas of greatest weakness **and** of most interest to your current role, and develop a simple action plan. Feel free to contact Matt Moore or the conference organisers for suggestions on self-development opportunities!

Matt Moore *matt@innotecture.com.au*

Dave Clarke *dave.clarke@synaptica.com*
Patrick Lambe *plambe@straitsknowledge.com*
Maish Nichani *maish@pebbleroad.com*

After the conference, we will send a link to this self assessment as an electronic survey, and if you have rated yourself Undertaken Repeatedly or Innovating, and would like to volunteer to help others, you'll have an opportunity to do so there!

My area of greatest interest are:

My action plan to develop these areas is:

	No Experience	Basic Understanding	Undertaken Successfully	Undertaken Repeatedly	Innovating
1 KNOWLEDGE ORGANISATION SYSTEM (KOS) PROJECTS					
1.1 KOS business case creation					
1.2 KOS project management					
1.3 KOS stakeholder mapping and engagement					
2 USER ANALYSIS					
2.1 Developing user segments and personas					
2.2 Conducting user observation and interviews					
2.3 Facilitating user workshops and focus groups					
2.4 Developing and testing prototypes					
3 CONTENT ANALYSIS					
3.1 Conducting content inventories					
3.2 Conducting knowledge audits					
3.3 Modelling data structures					
3.4 Analysing content semantics					
3.5 Running statistical tests					
4 MANAGING SYSTEMS					
4.1 Managing Content Management Systems (CMS)					
4.2 Managing Relational Database Management Systems (RDBMS)					
4.3 Creating SQL queries					
4.4 Working with graph databases					
4.5 Managing Hadoop installations					
4.6 Using data visualisation tools					
5 DEVELOPING KNOWLEDGE ORGANISATION STRUCTURES AND FRAMEWORKS					
5.1 Developing and implementing taxonomies, thesauri or controlled vocabularies					
5.2 Developing and implementing ontologies					
5.3 Developing and implementing metadata schemas and standards					
5.4 Working with text analytics and autoclassification					
5.5 Working with enterprise taxonomy management systems					
5.6 Working with Linked Data					
5.7 Integrating taxonomies and metadata with search tools					
5.8 Building search based applications					