

# What do Blogs Bring to Business and KM?

KM World – San Jose

November 14, 2005



## The SAP Developer Network Weblogs

[Most Recent](#) | [Topics](#) | [Top Weblogs](#) | [Webloggers](#) | [myWeblogs](#) (beta)

George Yu 

RSS 1.0

**Microsoft**

[Communities Home](#)

Communities

Microsoft Community Blogs

## Forums and community

[Forums](#) [Blogs](#) [User groups](#)



MIT Sloan  
MANAGEMENT

**Bill Ives, Portals and KM**

[http://billives.typepad.com/portals\\_and\\_km](http://billives.typepad.com/portals_and_km)

# Blogs have arrived...



2/28

*The Boston Globe, 2/21/05*

## ... and blogs are big

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In January 2005:

- 8 Million bloggers, 7% of 120 million Internet users
- 27% of Internet users read blogs
- 
- 58% increase in 2004
- 62% of all Internet users not sure what a blog is
- 5% of Internet users use RSS aggregators or XML readers

Source: Pew Internet & American Life Project, November 2004 Survey, released January 2005

...and the numbers are growing so fast that statistics become obsolete quickly

For example, according to Jeffrey Henning, chief operating officer of Perseus, some 31.6 million Web logs have been created on hosting services, a number he expects to grow to 53.4 million by the end of the year.

# But what are blogs?

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- Simple Web pages designed for frequent updates
- Require little or no coding, require little or no cost – eliminating entry barriers
- Each entry, or post, has its own unique Internet address
- Posts can contain links to other posts or sites
- Blogs can accommodate comments
- Posts are arranged in reverse chronological order
- Posts are placed in searchable archive that can have categories for browsing
- You can subscribe to updates through RSS
- Usually written from personal or individual perspective
- Accessible nature promotes transparency
- It is only the beginning – new features constantly emerging (e.g. audio, video)

# Pieces of a blog post

## Title Banner for Blog with Description

### Portals and KM

This blog shares ideas and hopes to generate discussion on the use of portals, blogs, and knowledge management applications. New trends and technologies are covered with a switch to music and food on the weekends.

March 01, 2005

Date

Social Networking in Economic Development - Valdis Krebs

Title

Link to Source

Valdis Krebs shared this article, Building Sustainable Communities Through Network Building, about social networking in economic development. It was written for a non-academic audience and summarizes the work of ACEnet -- the Appalachian Center for Economic Networks in Athens, Ohio. June Holley of ACEnet and Valdis have been mapping the entrepreneurial networks in SE Ohio since 1998. The article was published in the Non-Profit Quarterly, Spring 2004, Volume 11, Issue 1.

The article is a nice intro to social networking analysis by one of the masters. There are many other articles on his site. Orgnet.com

March 01, 2005 in trends and tools: SNA | Permalink | Comments (0) | TrackBack (0)

Category

Permalink -  
Unique Web  
Address

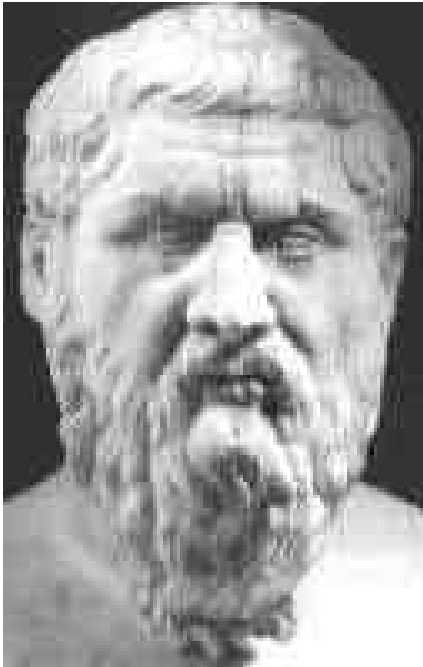
Comments

Trackback – Links from  
Other Sites

# Back to the beginning: Knowledge creation and sharing in the 4<sup>th</sup> Century BC

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Plato (427 – 347 BC) commented on the latest information technology breakthrough of his time – the phonetic alphabet:



- Text is a better means, than the oral tradition, to convey and store information – *The Republic*
- But meaning is better derived from the dialog of viewpoints – *Phaedrus*

Text only represents meaning. We create our own versions of this meaning; it often takes a dialog to come to common understanding. We have struggled with this paradox and its consequences for the last 2,500 years.

Knowledge management is about integrating documentation and collaboration, bringing together collection and connection to get useful meaning and then sharing it through communities.

# Fast forward to today: Knowledge creation and sharing in the 21<sup>st</sup> Century AD

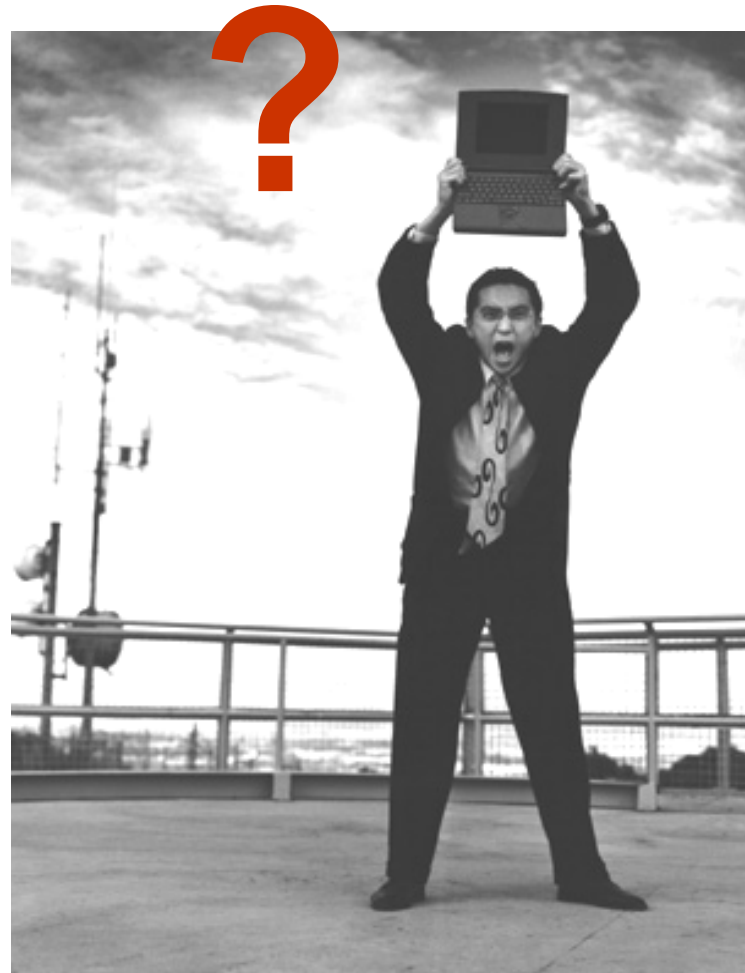
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Text has been too successful in the “information” age.

Every day 20 million words of new technical information are recorded.

Workers are swamped with information that has *no context* and little meaning.

This has real economic impact.



So how can we create, share, store, and find the right stuff?

# Blogs offer “Discourse at the boundary between conversation and publication.”

Alexander Halavais

Blogs are:

- More **lively** and **personal** than normal publication
- More **permanent** and **accessible** than normal conversation
- **Hot** – politics, technology, gadgets, international issues, food, jazz, etc.

**HARDBLOGGER**

*Unconventional campaign coverage*

## North Korea zone

A zone for discussion and information exchange about North Korea



**Blogging the final days of the election**

### The New Jazz Thing (TNJT.com) - Vince Outlaw's Weblog

Improvising On Life's Changes. Live every Thursday from 6 to 9 pm PT (1:00 UTC) on Jazz 88, KSDS San Diego, 88.3 FM, worldwide webcast at <http://Jazz88Online.org>. 3 hours of new Jazz music, interviews with New Jazz artists, and tidbits from the pages of The New Jazz Thing!

## tastingmenu.

focused on food.

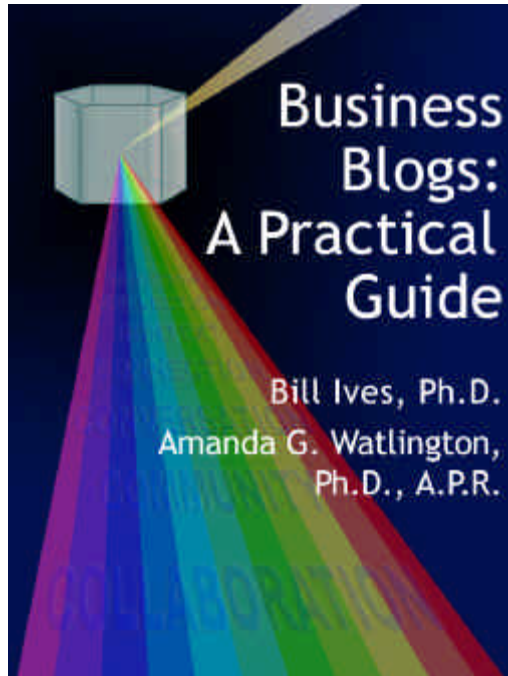
## GIZMODO

THE GADGETS WEBLOG

# But what can blogs bring to business and knowledge management? What are the many ways they are being used?

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To answer these questions, Amanda Watlington and I interviewed over 70 prominent business bloggers in five groups and asked ten questions:



ISBN# 0-9766180-0-1

1. Why and when did you start blogging?
2. Has it meet your original objectives? How?
3. Have your objectives evolved? Do they continue to be met?
4. What have been the biggest challenges you have faced?
5. How did you overcome them?
6. What is your major source of content?
7. Why would someone want to read your blog?
8. How do you benefit from reading other blogs?
9. What are your favorite blogs? Why?
10. What advice to have for others considering a business blog?

We found a strong endorsement for the business value of blogs. The answers are in our book, *Business Blogs: A Practical Guide*. The highlights are covered today.

# Knowledge management as conversations

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**Blogs provide a transparent virtual space for:**

**Creation** – publishing content within a personal voice

**Collection** – managing personal content in a searchable archive

**Context** – applying commentary to content you manage

**Connection** – discovering others with your interests

**Conversation** – engaging in dialogs on an organizational or global basis

**Community** – building networks around shared themes

**Collaboration** – finding new business partners and increasing team work within organizations

...and they lower the barriers to entering the Web further reducing the cost of communication.

Individual



Network

*“when barriers are lowered, new phenomena emerge”* – Jim McGee

# Creation, Collection, and Context

“simplicity allows for individual knowledge management – my back up brain”



“I put all news in my blog, reducing email and repeat questions”

“blog dairies make the field experience come alive”



“a means to collect success stories from the field and get them through RSS to those who can use this information to reach new supporters and benefit the organization”

## Connection (and exposure through transparency)



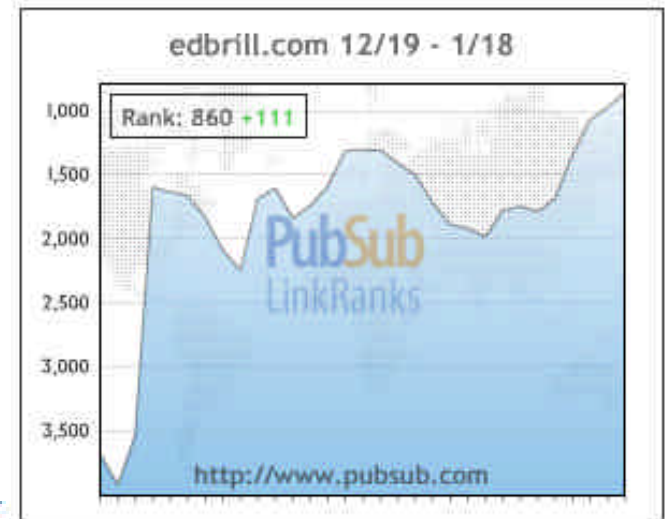
“putting a human face on Microsoft in a credible way”

53. Scobleizer: Microsoft Geek Blogger  4,680 links from 2,477 sources



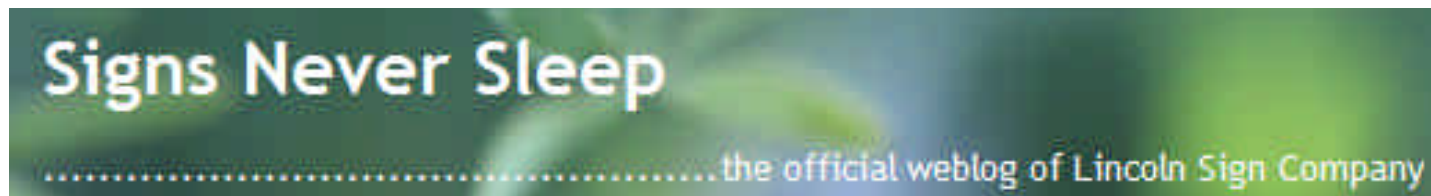
“over 26,000 mentions on Google and major name recognition for small company”

# IBM's Ed Brill



Collaboration, technology, travel, and more

“over 10,00 hits a day, blogging now integral part of communications”



“now sell work through free photo blog”

# Conversation

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“engaging in global conversations that led to new work”

## Conversations with Dina

*Creative Chaos - Dina Mehta's Blog*



## down the avenue

bringing passion to technology, business & life

“to store and share ideas on participatory journalism”



## RConversation

Musings of Rebecca MacKinnon, a recovering TV reporter-turned-blogger.

“growing my communication business and displaying my depth of experience”



[« State of the Union backchannel | Main | Rony's new "Fix the World" blog »](#)

February 02, 2005

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**Blogstorm descending on CNN**

# Community and Collaboration

“finding new business partners with complementary offerings”

## Lip-Sticking



## apqc's knowledge management

### blog

“supporting APQC client community and complementing web site with more informal and immediate content”

### Pitch Tim Draper on Your Billion-Dollar Idea

Contest II: The Return of the Blog.

Tim Draper [Draper Fisher Jurvetson] | POSTED: 05.18.04 @00:01



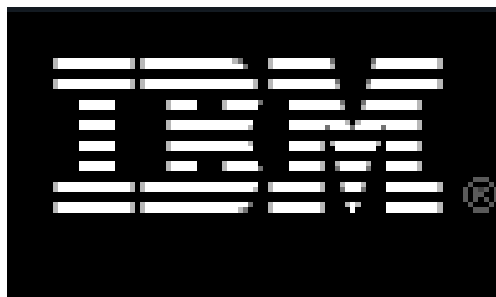
At the end of 2003, I invited entrepreneurs from all over the world to post their ideas to my AlwaysOn blog. I then selected 10 entries from over 110 postings, and these winning entrepreneurs had the opportunity to pitch their ideas to me face-to-face, using VidiTel's videoconferencing.

“funded the winner, blog is a great deal flow machine”

“Ping - building a blog-based community building platform and service”



# Collaboration inside the organization



“created blog diaries to communicate problem solving experiences”



“created a blog forum for each project”

The Advocacy Project - supporting advocates for peace

home | sitemap | search

about us | our work | partners | publications | resources | photo archive

## projects

our work > Rights Action

**projects:**

- AP Summer Interns 2004
- AP Summer Interns 2003
- Viva Rio
- Rebuilding after the Tsunami in Sri Lanka
- Crisis in Nepal: Civil Society Under Siege
- Roma Information Project
- Iain Guest Visits AP
- Partners

**campaign profiles:**

- Bosnia
- Ecuador
- Guatemala

### Rights Action

#### Introduction

As part of the Advocacy Project's 2004 summer management program, Carmen Morcos, a graduate student at Georgetown University in Washington, D.C., is working with Rights Action, a community-based organization located in Guatemala City that supports indigenous communities in the highlands of Guatemala.

**“manage field teams through blogs”**

**field updates:**

Introduction

**voices from the field:**

- Previous Diary Entries

Los Pajales (August 1st)

Itaki came into town and we went over some objectives and divided up the work for our August 7th workshop. I was in charge of the violations suffered by the communities and their needs. I was also in charge of

# Some Knowledge Management Blogs

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**APQC's Knowledge Management Blog by Farida Hasanai\***

\*book cases

<http://apqckm.blogspot.com/>

**Column Two by James Robinson** <http://www.steptwo.com.au/columntwo/>

**Gurteen View: Knowledge Log** <http://www.rassoc.com/gregr/weblog/>

**Judith Meskill's knowledge notes...,\*** <http://www.meskill.net/weblogs/>

**Knowledge Aforethought by Thomas Collins\***

[http://knowledgeaforethought.blogspot.com/knowledge\\_aforethought/](http://knowledgeaforethought.blogspot.com/knowledge_aforethought/)

**Knowledge at Work by Denham Grey** <http://denham.typepad.com/km/>

**Knowledge Jolt by Jack Vinson\*** <http://www.jackvinson.com/>

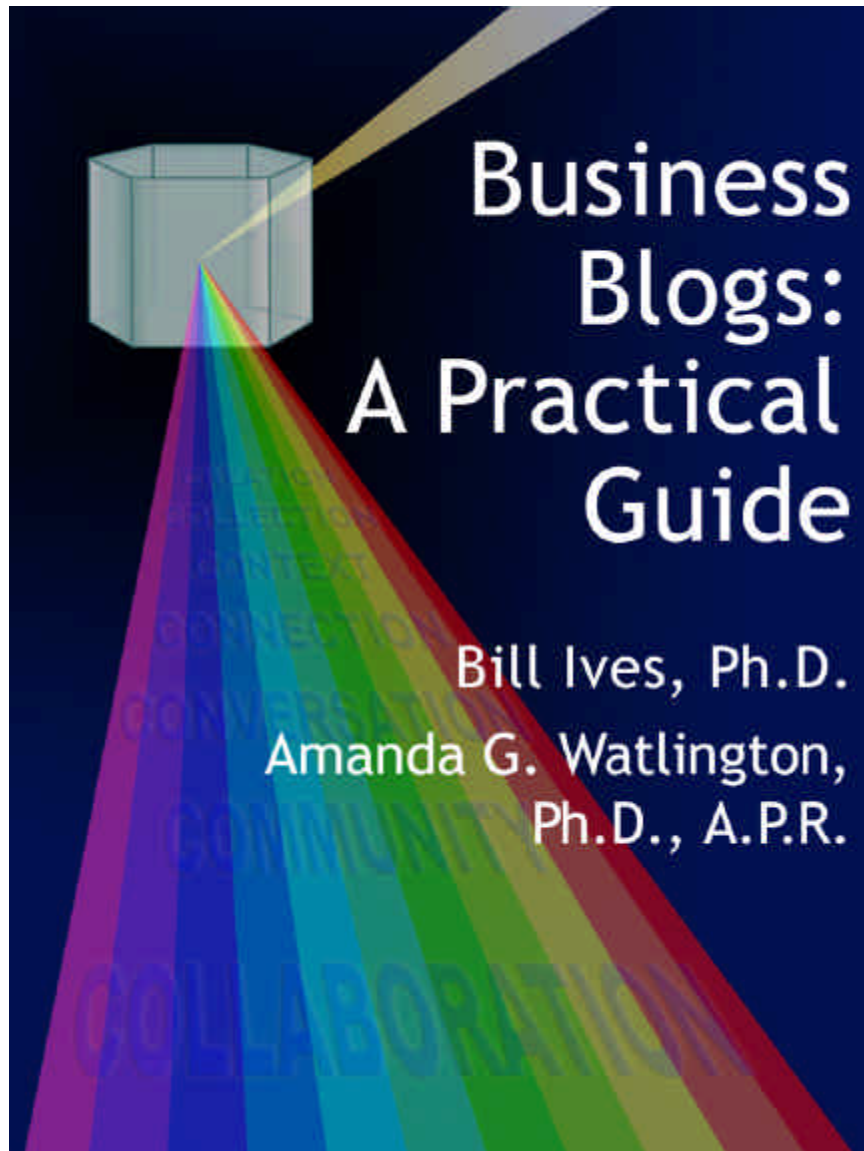
**Mathemagenic by Lilia Efimova** <http://blog.mathemagenic.com/>

**McGee's Musing by Jim McGee\*** <http://www.mcgeesmusings.net/index.html>

**Portals and KM by Bill Ives\*** [http://billives.typepad.com/portals\\_and\\_km/](http://billives.typepad.com/portals_and_km/)

# Thank You

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**Now Available at:**

<http://www.businessblogguide.com/>

**Bill Ives, Portals and KM**

[http://billives.typepad.com/portals\\_and\\_km](http://billives.typepad.com/portals_and_km)

**Amanda Watlington, Saerching for Profit**

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