Collective intelligence

The Bessie speaks to the visitors, allows the visitors to speak back to the website and facilitates the conversation between the members (visitors). For this reason three-way communication. The users could perform user generated content as well as communicate with each other. That is Social networking. Examples of this are Backbone. Twitter, Linked, and the alike. Enhancing Collective Collaboration through Web 2. 0 and Social Networking As mentioned In the previous sub-topic, Web 2. 0 enables collaboration. All organizations are formed on the notion that their members can do more together than they could o individually.

Individuals are frequently collaborating on many different activities such as writing a textbook, working on projects, and so forth. In an organization, the combined efforts of employees can help the organization to achieve better results. This can be done through communication using collaborative web 2. 0 tools such as blobbing. Through blobbing, employees can share Ideas about the organizations products with general public. The readers of the blob can then comment and add their ideas and help to improve the product. This will help to identify the consumers' needs.

Teamwork within an organization assists in employees working more quickly and productively. Collaboration systems can assist to Improve speed and productivity by allowing employees to communicate without meeting physically. This can be achieved using technologies such as video conferencing and social networks. The collaboration will also help employees to get to know one another outside the organizational context. Further examples of web 2. 0 and social networking tool used to improve collective collaboration in organizations include groupware, Collective, and so forth.

Webbed collaboration tools have need of an active internet connection in order to function and therefore users may not be able to work when they are traveling or when there are internet connectivity problems. Another disadvantage is that there might be few or no documentation, training, or support for system difficulties or problems that might occur with the web 2. 0 and/or social networking tools used in an organization. Above all, Web 2. 0 technologies as well as Social networking technologies enhances collective collaboration within an organization. Knowledge Management Defining Knowledge Management

Knowledge Management, as the term suggests, in this context is the ability to administer organizational " knowledge". Avalanche and Schneider (2012, p. 290) affirm that knowledge management insinuates the methods in which an organization uses in order to gain the most from its knowledge assets. Many are familiar with the expression Information Management. Serious (2009) stated that this term came about when people realized that information is a resource that can and needs to be managed in order for it to be useful within an organization. Ultimately, organizations should start to recognizing knowledge as an asset as well.

Provided that organizations recognize knowledge as an asset, it will mean that these organizations will have to attain new ways of managing this knowledge. Knowledge management refers to the collection of processes that an organization uses to govern its knowledge assets. Knowledge assets on the other hand are all different sorts of information such as skills, principles, etc. Which are used to improve an organizations efficiency,

effectiveness and profitability. We need knowledge to understand the relationships between different pieces of information.

Knowledge Management can also be defined as the discipline that helps one to capture and evaluate assets information (commonly known as Knowledge assets) of an organization. Objective of Knowledge Management within organizations " Knowledge Management is essential within an organization in order to improve effectiveness of attaining organizational goals" (Campus-wide Information Systems, 2012). For example, if the knowledge assets are properly evaluated the business is able to identify the segments of the organization with which need improvement in order to reach organizational goals whether they be long-term or short term.

As a exult, if organizational goals are reached this provides the organization with competitive advantage therefore it can be drawn that Knowledge management can assist in an organization remaining competitive within the market. 2 There are two types of Knowledge Managements, namely Explicit and Tacit. Firstly, explicit knowledge assets are knowledge that is tangible and can be documented, in a sense. For example, knowledge that can be written down on paper, printed on a page, archived and codified with the aid of information systems. Avalanche & Schneider, Information Systems Today, 2012) Explicit knowledge assets indicate no sees than information that is stored on a Database Management System (Avalanche & Schneider, 2012) Tacit knowledge on the other hand is intellectual knowledge. Avalanche and Schneider (2012) state that " tacit knowledge assets reflect the processes and procedures that are located in a person's mind on how to effectively perform a particular task" (p. 290). This means then that these procedures

and practices form part of the foundation of an organization and are seen to be the most efficient and effective.

Knowing how to recognize, store, share as well as managing this tacit knowledge is the prime objective for organizing a knowledge management system. Relationship between Web 2. 0, social networking, collective intelligence with Knowledge management A distinct link exists between Web 2. 0, social networking, collective intelligence with knowledge management. Web 2. 0 allows easy of access to documents, files, websites, emails, etc. This in turn assists in the tasks or activities undertaken by an individual or an organization.

Social networking tools such as Backbone also assist in knowledge management in a sense that people often acquire ND share information to acquaintances than making use of unbiased resources such as encyclopedias'. Collective intelligence which is best illustrated through Wisped, is related to knowledge management it is used for a variety of collaborative tasks such that a range of users share information based on their tacit knowledge assets or past experiences and this information is enabled to be shared amongst visitors of the site. Personal Knowledge Management Personal Knowledge Management (PEAK) refers to the way in which an individual collects and organisms his or her knowledge. Personal knowledge management (PEAK) is aimed on the Person's pursuit to learn, work efficiently or socialize (Aeration, Kerchief, & Sustain, 2009). Personal Knowledge management also involves the organizing of one's personal information, understanding information, creating new meanings and additional ideas, as well as sharing that information with other individuals.

Personal knowledge management, personally means the way in which I acquire knowledge, how I choose to store this knowledge, how I choose to manage what I know, my continuous willingness to learn and creating new networks in order o create new knowledge. 4 Defining Concept Maps According to (Cannas, Wilson, & Leak, 2009), overlooking the knowledge assets of an organization involves obtaining and storing valuable knowledge and presenting it in a compatible manner when it is required in the future.

Concept Maps (Camps) (Novak & Gowning, 1984) provide a framework for capturing experts' internal knowledge and making it explicit in a visual, graphical form that can be easily examined and shared. Concept maps is used as a foundation for explaining models. Concept maps represent important connections between concepts by the aid of repositions. Propositions are two or more models that are linked together by words to form one homogeneous unit. In essence, two or more concepts being connected by a linking word in order to form one proposition.

Relationship between Camps and PEAK Concept maps is also a tool in which one can use to effectively illustrate and/or understand concepts. Concept maps can also be a tool for acquiring knowledge as well as to share it with other individuals. Concept maps is an additional means of managing knowledge. Managing personal knowledge using Camp tools and social networking tools Social outworking tools and Camp tools assist management of an individual's knowledge.

This can be achieved through using the social networking platform (Social networking sites) to obtain information from other knowledgeable

individual's and this knowledge can be demonstrated using concept maps in order to have a broader understanding so as to generate new ideas and meaning of that particular information. Social networking is also a means of informal learning. Brisling (2008) estimates that 75% to 80 % of learning is done informally, and also that 40-50% of employees access information and knowledge from social media sites.