The Design of Individual Knowledge Sharing Platform Based on Blog for Online Information Literacy Education

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Abstract

Knowledge sharing means that an individual, team and organization share the knowledge with other members of the organization in the course of activities through the various ways. This paper analyzes the obstacle factors in knowledge sharing based on the technical point, and chooses the Blog technology to build a platform for improving knowledge sharing between individuals. The construction of the platform is an important foundation for information literacy education, and it also can be used to achieve online information literacy education. Finally, it gives a detailed analysis of its functions, advantages and disadvantages.

Keywords: platform design; knowledge sharing platform; blog; individual knowledge sharing

1. Introduction

With the development of knowledge-based economy, knowledge becomes an important resource. As the importance of knowledge resources, many organizations have invested significant time and energy to manage the knowledge for maximizing the potential value of knowledge. Knowledge sharing is the means an individual, team and organization share the knowledge (explicit knowledge and tacit knowledge) with other members of the organization through the various ways. However, the individual is the source of knowledge. Therefore, the research should focus on knowledge sharing between individuals sharing from the start, how to build an effective knowledge-sharing platform to enhance the degree of knowledge sharing among individuals, has become a key issue.
2. The Obstacle factors analysis in individual knowledge sharing

To achieve knowledge sharing process, the obstacle factors mainly include the following three aspects:

2.1 The human factor

- Human psychological factor. People who own knowledge have an advantage in the fierce competition, because knowledge is the personal resource and wealth. If you share your knowledge with others, your advantages may be lost. And everyone has the concept of private ownership, which easily led to the monopoly of knowledge, so that the owners are reluctant to sharing their knowledge with others.
- Acquired human factor. It mainly includes the participant’s knowledge structure, educational background, experience and understanding of capabilities. Due to these factors, the demander of knowledge and the owner of knowledge have different views and understanding. In the process of transferring knowledge, the owner of knowledge transfers knowledge according to their own way, and overlooks the acquired factors of knowledge demander. Therefore, when knowledge demanders absorb knowledge, it will cause ambiguity, and will cause many difficulties in knowledge sharing.

2.2 The knowledge characteristics

Knowledge may divide into explicit knowledge and tacit knowledge. Explicit knowledge can be encoded through language, books, words and database. People can acquire it through books, journals, patent documents, audiovisual medial, software, etc. It is easy for one to learn this kind of knowledge.

Famous Japanese scholar Polanyi believes that “tacit knowledge is highly personal knowledge, has it has special meaning, so it is not only difficult to standardize it, but also difficult to convey it.” Due to this kind of feature of tacit knowledge, it is hard to manifest and gather. If there is no knowledge to share, shared activity will become an empty talk.

2.3 The spatial and temporal factors

Temporal factor is one of the factors hindering knowledge sharing. In the daily life, people have engaged in a variety of complex matters, so they are lack of time and energy to gather, discuss and communicate with others. In addition, spatial factor is also an important factor affecting knowledge sharing. For each person has their own space such as office space, residential space, these spaces will cause people’s isolation, make the participant of knowledge-sharing activities lack of share space. To conduct knowledge sharing, we need communication and discussion between people, but because of spatial-temporal factor, it is difficult for the participant to face to face to conduct knowledge sharing activities.

3. The choose of Blog

Knowledge sharing is the process that the knowledge from the owner transfers to the demander. This process needs several steps, knowledge owners use some means to externalize and send the externalization of knowledge which hide in the brain; knowledge demander also use some means to receive and internalize knowledge, so knowledge demander gains the knowledge. This process can be expressed in Figure 1.

From Figure 1, we can see that in the whole process of knowledge sharing activities, it requires the help of some means to achieve its activities. Therefore, choosing an appropriate means to promote knowledge sharing on the maximum realization is particularly important.
This paper focuses on aspects from the means of knowledge sharing in the process of solving the existing obstacles. It selects the Blog technology to build a platform for knowledge sharing between individuals, in order to achieve a mutual exchange of knowledge sharing and joint learning platform, thereby to realize the facilitate knowledge sharing between individuals.

3.1 The meaning of Blog

The full name of Blog is WebBlog, it is a platform which personal information posted on the network, its content is arranged by log. It takes full advantage of network Blogger (Blog written by the people) of the work and life in the course of events, the resulting ideas and doing are promptly recorded and released for the theme of common interest others to read, to communicate with each other, thus access to the knowledge.

3.2 The advantages of Blog on knowledge sharing between individuals are listed below:

- Zero technology and low cost. Zero technology means that Blogger just need to know basic computer skills; they can easily gain, manage and edit Blog; they don’t need to learn technology software. Low cost means that the Blogger does not pay for it for using it, we can apply for free Blog from BSP(Blog Service Provider), such as domestic Sina Blog, Sohu Blog ,Neteasy Blog and so on, we just need a computer and access the Internet, its cost is relatively low.
- Rich content and timely updates. Blogger timely updates the content of Blog, so that readers can get the latest hot theme, views and comments. Blog can also link to other Blogs or other websites and forums, and other related information and resources, so it can form a huge repository of resource by link. Moreover, because of the constant updates, the information resources have been enriched.
- Interactivity and openness. In Blog, Blogger can freely express views and opinions, and also can provide some valuable content; readers also freely express their personal opinions, so that common interest participants can exchange and broaden their knowledge.

In short, Blog technical advantages is easy to use, update information in timely manner, people can easily carry out knowledge sharing activities. The purpose of Blog technology itself is to facilitate sharing activities, its concept is sharing. Thus, the emergence of Blog greatly improve the degree of individual knowledge sharing, all participants can benefit from it, and upgrade their own knowledge. Based on these, this paper chooses Blog technology to build the platform of knowledge sharing, it can fully enhance the degree of knowledge sharing.
4. The design of individual knowledge sharing Platform based on Blog

4.1 Platform design

Blog-based platform for knowledge sharing between individuals is supported by a network of open sharing platform, its main purpose is to provide knowledge sharing service for demander by open access patterns. The platform is composed of 3 layers: knowledge layer, application layer and user layer, as shown in Figure 2. The lower layer provides services for the upper layer, and each layer has different role in the platform.

Knowledge layer is the lowest layer and it is the knowledge resource, it is also the core platform. Blog constituted by the knowledge layer is a huge repository of information and functionality with hyperlinks Blog. Blog can make the link to the video, pictures, forums and personal websites. Application layer can achieve the knowledge layer and user layer connection, and also can provide an open platform, allowing users to obtain the required things from sharing knowledge. Application layer is the key to achieve sharing platform functions. Its functions include knowledge search, personal knowledge management, knowledge trace, knowledge exchange interaction. User layer is the highest layer in the platform, it is the interface of the platform and end-user. It analyzes and receives the request. The platform model is shown in Figure 3.
4.2 Platform function

- **Knowledge Search.** With the development of information technology to search for knowledge through the Blog, it is relatively easy and convenient. Users starting from the specific expertise, to possess their own knowledge or the knowledge collected from elsewhere to analyze order to form a professional, in-depth knowledge, and then released through the Blog, which makes visitors to his own Blog concerned about the knowledge of the subject of interest to view, without having to search for information from the mass of knowledge. The high aggregation through RSS technology allows the knowledge of who need to easily and efficiently find the necessary knowledge. RSS is an easy online way to share content, use RSS to break through the concrete on the web site, you can not open the page in the case of site content, subscribe to the knowledge they need.

- **Personal Knowledge Management.** In the Internet environment, the daily production, the release of information is massive, and as Internet users, would like to find in the mass of information of interest with their own, the topic of interest, the content is more difficult, Comparison of time-consuming. Blog personal knowledge can provide an effective way to organize the way, Blogger will have a lot of knowledge to organize, filter, and finally the formation of some professional knowledge, re-visit before now. In addition, the knowledge can be a professional Blog, classified into different themes to create labels and indexes of knowledge, making it easier for users to search the required knowledge, convenient and efficient.

- **Knowledge Track.** Blog trackbacks is a very important function, when a user searches to a Blog, with their themes of interest, he opens a Blog, browses its contents, then you can track the subject viewed the footsteps of other users. Through knowledge track, it can make platform through a topic-related Blog, put the common themes of interest of customers to come together in-depth knowledge exchange and sharing, thus we can form a similar Blog topics of interest, thus we can form the knowledge communities. Blog of knowledge in every community in the information is assessed, evaluated, selected to publish the valuable information, such knowledge can be shared, which greatly facilitate knowledge sharing among the individual efficiency.

- **The Interaction of Knowledge.** Blog on the Internet through the establishment of an open platform to facilitate a virtual knowledge sharing among people, it broke through the time and space constraints. Blogger will be sent to the knowledge of their own Blog, so that Blog visitors can read the Blog and share knowledge. Blogger individual visitor experience by reading, experience and knowledge, so that their access to knowledge, while visitors can leave a message on their Blog content related to their comments, put forward their views. Blogger and others can also get back their knowledge from the useful feedback, get a lot of inspiration. In short, through the Blog on the virtual interaction, it is easy to open exchange of ideas and to share knowledge for the individual user to provide an effective exchange interaction, allowing users to generate new knowledge, to achieve value-added knowledge.

5. The defect of individual knowledge sharing based on Blog

5.1 Tort problem

Blog defects on tort problems are violation of both personal privacy and intellectual property, because Blog is easy to use, lack of effective supervision. Blogger may unintentionally or intentionally reveal other’s privacy, which will cause some damage to the litigant. In addition, when a Blogger find useful information and knowledge in other Blog, he just need to click the mouse, he can copy these information or knowledge, and then put it in his own Blog without indicating the source, so others may think that information or knowledge on Blog is Blogger’s own thing. So it leads to the violation of intellectual property right of others.
5.2 Knowledge quality problem

Most of the content on the Blog is edited randomly thoughts and actions happened anywhere and anytime, it mainly start with the sense and intuition. Thus the content on the Blog are very casual, lack of reason, lack of multi-dimensional perspective. Furthermore, it is released directly after edited, it is lack of the necessary examination such as spelling, grammar, etc. These factors reduce the quality of knowledge content; the credibility of information, accuracy and authority also bring quality problem of knowledge.

5.3 Moral problem

Blog has free and open features, it makes information on the Blog easily and it is lack of effective monitoring and management. Much vulgar, bad and boring information can be spread by the Blog, which will lead to the emergence of ethical issues. For example, some Bloggers issued sexual passion so as to improve click rate, and then to improve his own popularity. Of course, these are personal things, as long as it is not violate law, but it will make the Blog as the soil that generated bad social atmosphere, which caused moral problem.

6. Conclusion

Blog is a product of the development of information technology, that is based on the network as a means of quickly and easily publish their own summary of the feelings and experiences. It structures a comprehensive exchange platform to share knowledge with others timely and effectively.

The platform of individual knowledge sharing based on Blog is open, free. Without the limitations of time and space, everyone has the right to speak and express personal views. Personal knowledge is maximized to share with each people. The construction of the platform is an important foundation for information literacy education, and it also can be used to achieve online information literacy education.

However, to achieve knowledge sharing, the Blog also bring some problems. So when the individual use the Blog, he should be self-discipline and has a sense of social responsibility, and actively publish some valuable information, to promote knowledge sharing between individuals, so we can make the Blog platform as an effective means of knowledge sharing.

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