Minkepedia.org

An introduction to
social knowledge mapping

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Agenda

This is a brief introduction to what I mean by the term "social knowledge mapping" and what itch Minkepedia tries to scratch.

There are also slides about the technologies and design principles behind Minkepedia:

http://www.minkepedia.org/slides/minkepedia-tech-slides.pdf

Or visit http://www.minkepedia.org

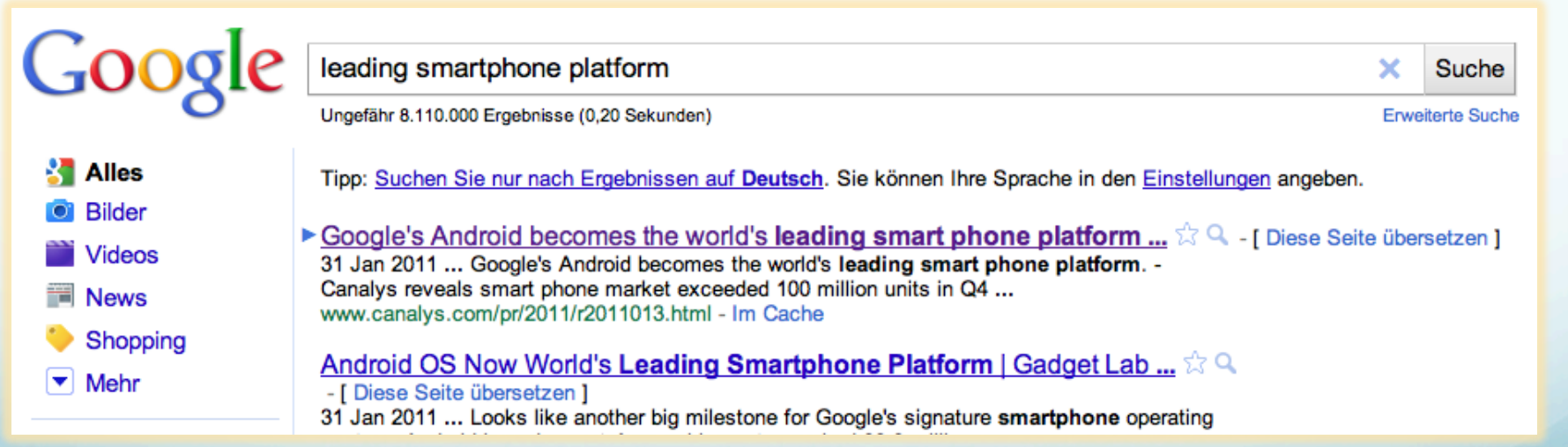
The Problem

- In this digital age, we are blasted with torrents of information. New technologies, new products and new markets emerge with ever growing speed.
- In this situation, we become *knowledge workers*[1)] constantly aggregating and assessing bits of information.
- Whereas single pieces of information are readily at our fingertips, broader orientation and overview regarding an area of expertise are often hard to come by.

1) http://en.wikipedia.org/wiki/Knowledge_worker

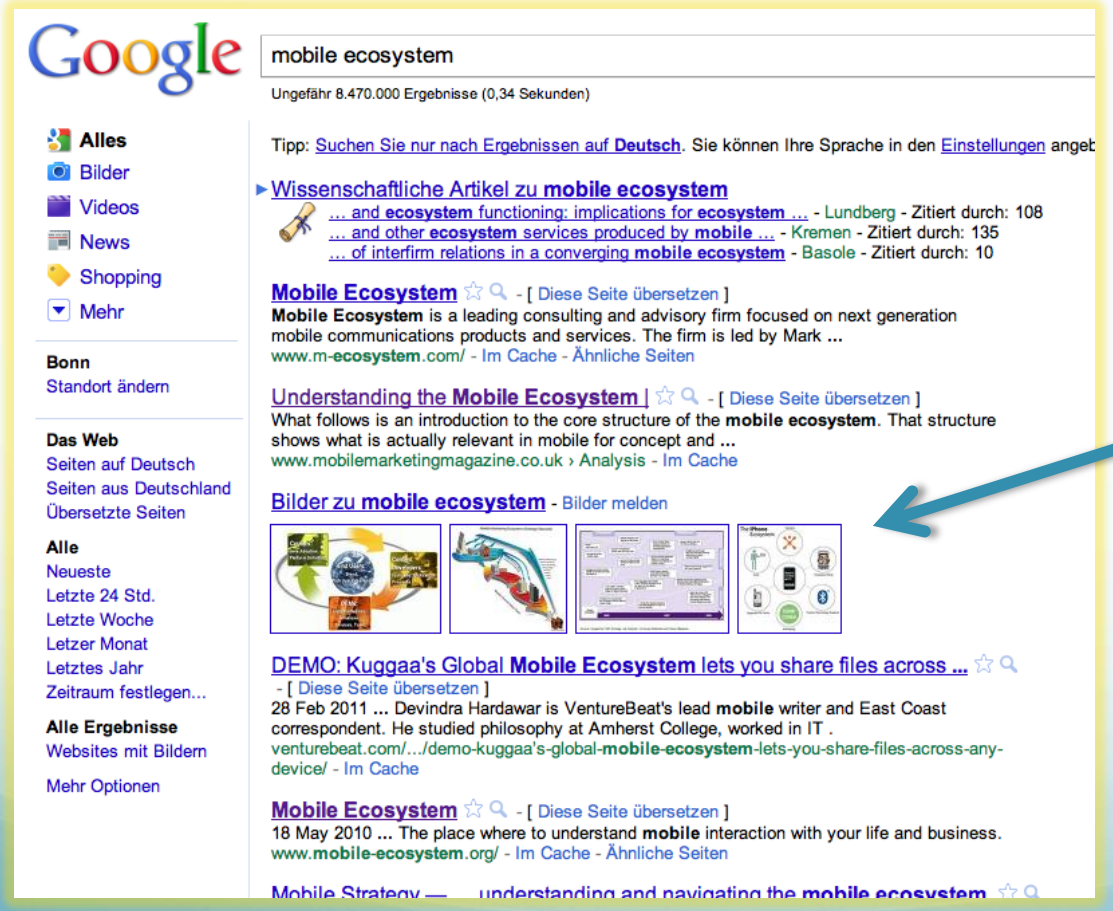
An example: The easy question

What is the leading smartphone platform?



The interesting question

Why is that? (Rephrased to: How does the leading smartphone platform relate to the rest of the mobile industry?)



Best answers are hiding here

The interesting question II

Further questions I might want to answer to gain the knowledge and insight for answering the „interesting question“:

- Which other smartphone platforms are there? Which companies are behind them (creator / supporter)?
- Who (people!) are the driving forces?
- Which concepts do I need to understand? Which other products are relevant? (e.g. digital publishing, app stores, mobile payment, tablets, etc.)

The Problem in short

(of the Information Age)

Information

≠

Knowledge

(aka Insight)

Problem Analysis I

What Google and Wikipedia throw at us (in abundance):

- Articles
- Lists
- Cross References

Problem Analysis II

What we lack:

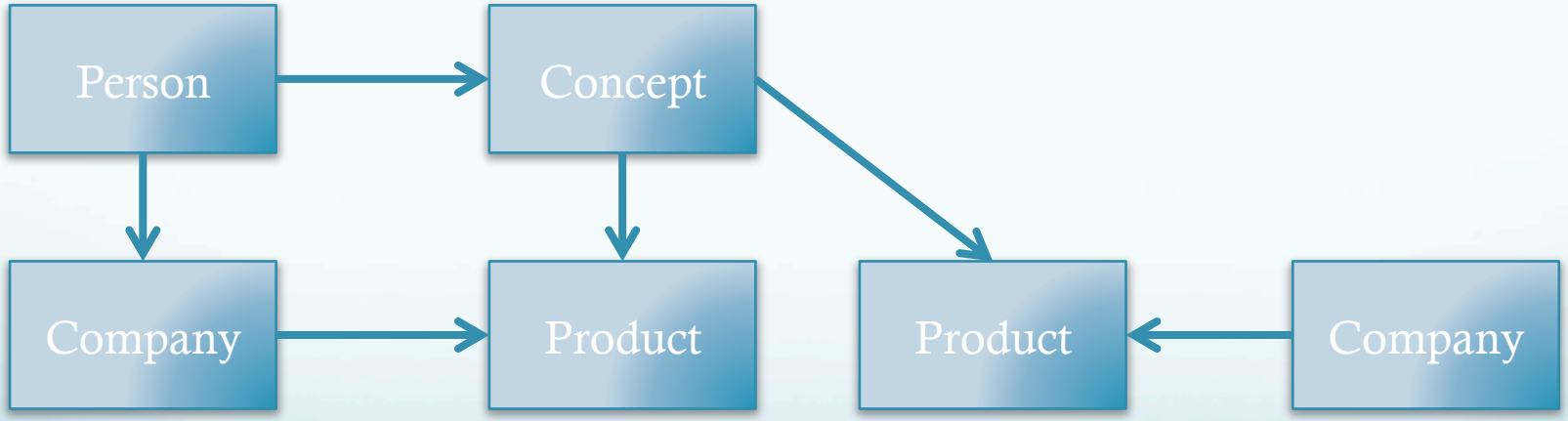
- (Easy) Overview
- Complex Relationships
  (instead we mainly get cross-references)

Conclusion:

What we need cannot be achieved with 101 hypertext.

The Solution

We need to get visual.



Two step approach

Minke Terms

1.) Create common taxonomy

Universal (i.e. reusable) terms and their relationships to one another

Minke Maps

2.) Create knowledge map

Individually created maps of Minke Terms providing specific insights

A closer look at Terms & Maps

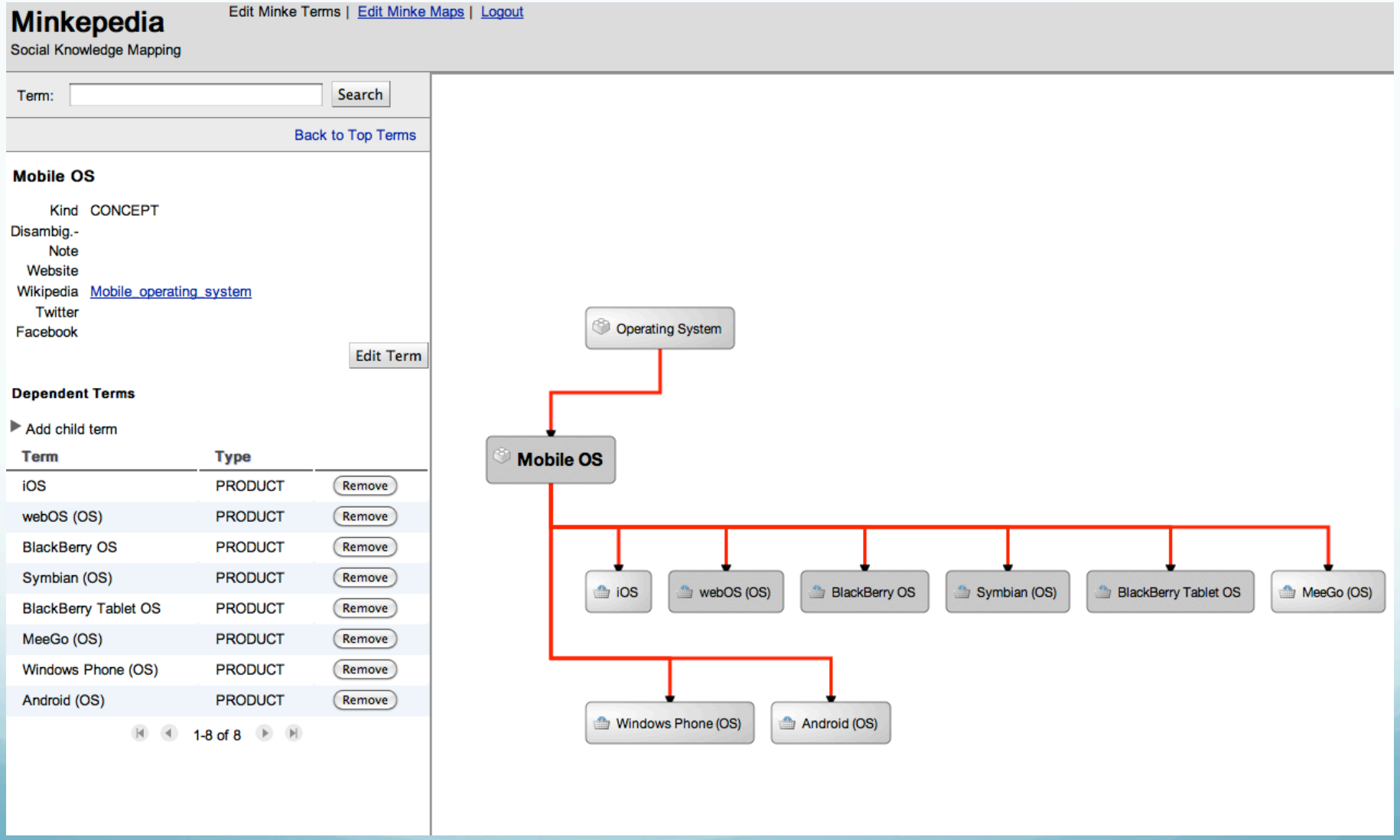
Minke Terms

- Collectively maintained by all users of Minkepedia
- Initially supported types: Concept, Person, Company, Product
- Terms provide reference to basic information (links to Wikipedia, etc.)
- Rich set of annotated relationships (planned)

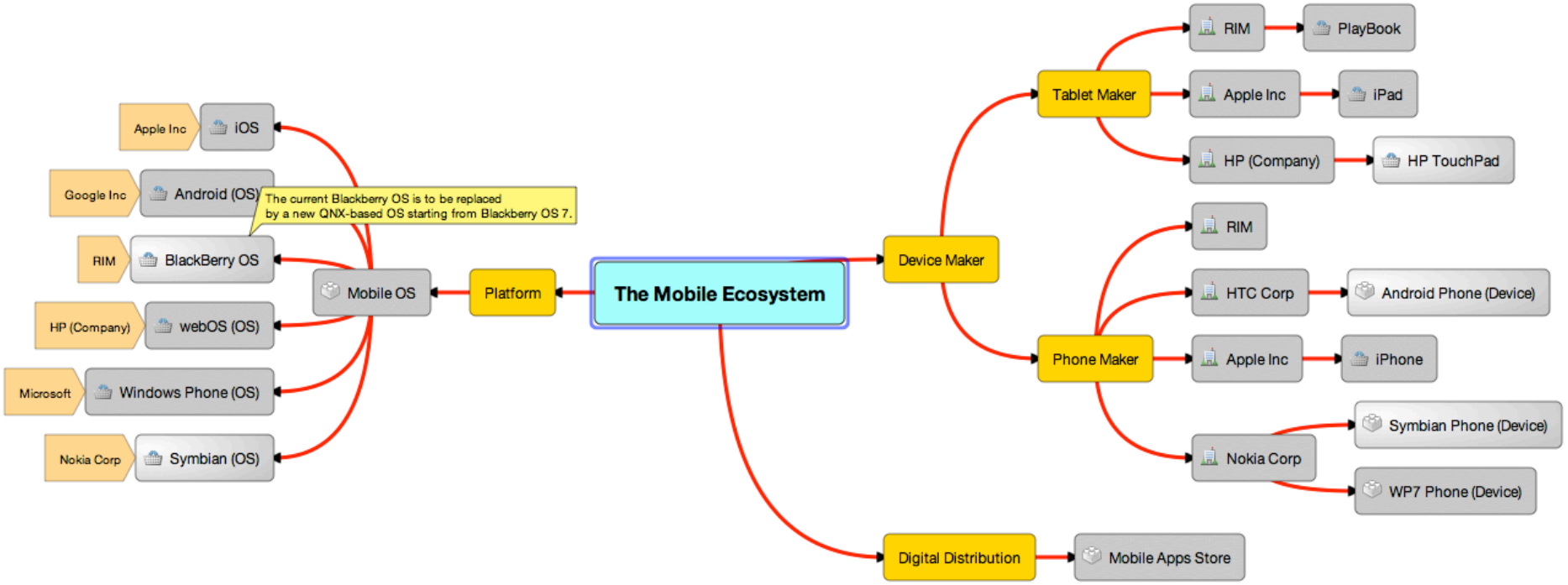
Minke Maps

- Your individual take on a subject
- Add terms and their relationships as you see fit
- Comment on / rate terms
- Add pseudo map nodes for extra structuring
- Rich collaboration features (planned)

Example: Minke Term



Example: Minke Map



Current Status of Minkepedia

- Friendly user test phase of alpha version
  - Evaluate benefit of the approach
  - Explore usefulness of different features
  - Iteratively develop user interface
- Not ready for prime time
  - No advanced browse and search
  - No user and community functionality
  - No safeguards against vandalism

Thank you for your attention!

Stay in touch:

http://www.minkepedia.org

http://www.twitter.com/minkepedia

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