

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>

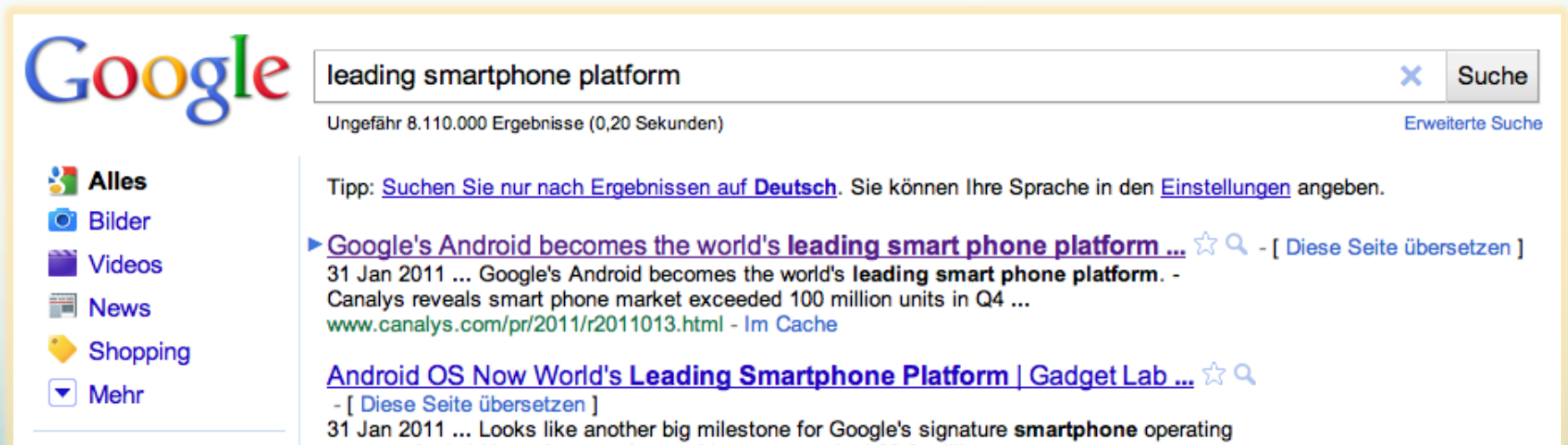
The Problem

- 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 screenshot shows a Google search interface. The search bar contains the text "leading smartphone platform". To the left of the search bar is the Google logo. Below the search bar, it says "Ungefähr 8.110.000 Ergebnisse (0,20 Sekunden)". To the right of the search bar is a "Suche" button. Below the search bar, there is a tip: "Tipp: Suchen Sie nur nach Ergebnissen auf Deutsch. Sie können Ihre Sprache in den Einstellungen angeben." Below the tip, there are two search results. The first result is titled "Google's Android becomes the world's leading smart phone platform ..." and includes the date "31 Jan 2011" and a snippet from Canalys. The second result is titled "Android OS Now World's Leading Smartphone Platform | Gadget Lab ..." and also includes the date "31 Jan 2011" and a snippet about Google's signature smartphone operating system. On the left side of the search results, there is a vertical menu with links to "Alles", "Bilder", "Videos", "News", "Shopping", and "Mehr".

Google

leading smartphone platform

Ungefähr 8.110.000 Ergebnisse (0,20 Sekunden)

Suche

Erweiterte Suche

Tipp: [Suchen Sie nur nach Ergebnissen auf Deutsch](#). Sie können Ihre Sprache in den [Einstellungen](#) angeben.

► [Google's Android becomes the world's leading smart phone platform ...](#) ☆ 🔍 - [[Diese Seite übersetzen](#)]

31 Jan 2011 ... Google's Android becomes the world's **leading smart phone platform**. -
Canalys reveals smart phone market exceeded 100 million units in Q4 ...
www.canalys.com/pr/2011/r2011013.html - [Im Cache](#)

[Android OS Now World's Leading Smartphone Platform | Gadget Lab ...](#) ☆ 🔍

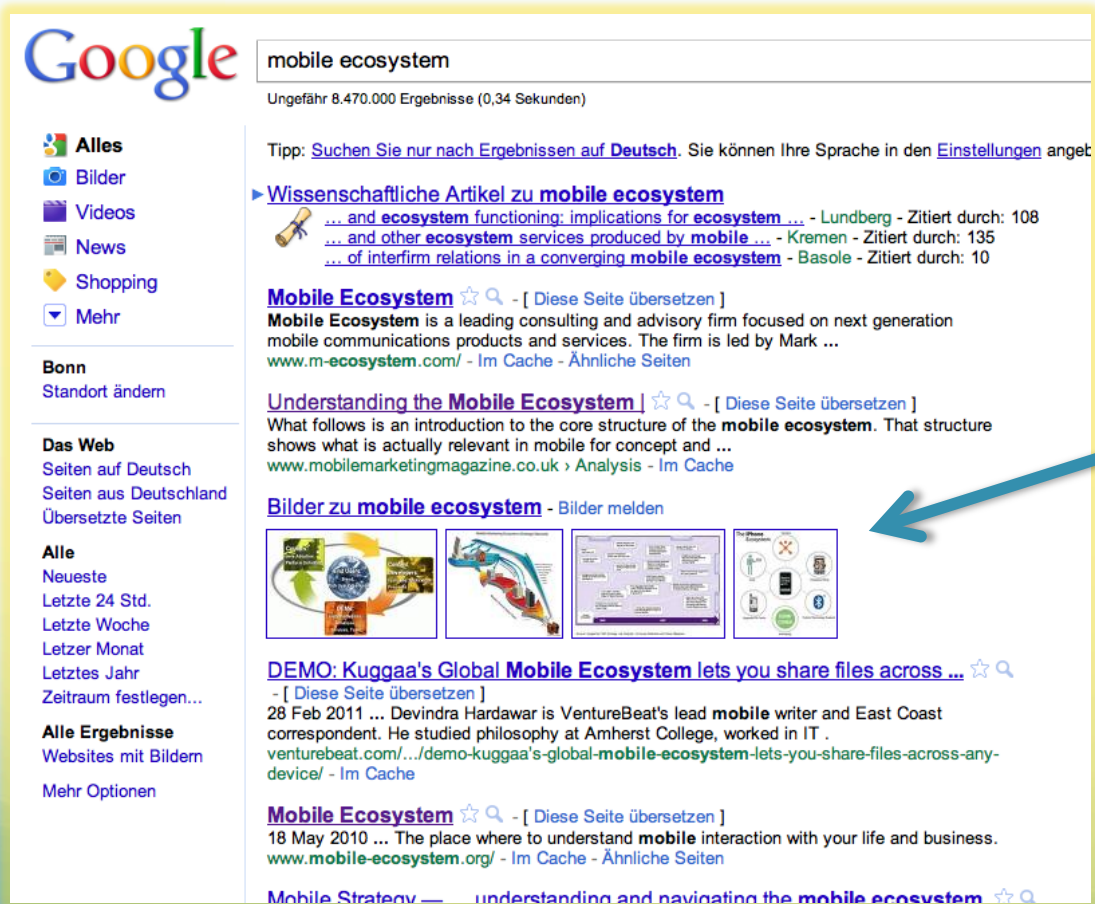
- [[Diese Seite übersetzen](#)]

31 Jan 2011 ... Looks like another big milestone for Google's signature **smartphone** operating

Alles
Bilder
Videos
News
Shopping
Mehr

The interesting question

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



Google

mobile ecosystem

Ungefähr 8.470.000 Ergebnisse (0,34 Sekunden)

Tipp: Suchen Sie nur nach Ergebnissen auf Deutsch. Sie können Ihre Sprache in den [Einstellungen](#) angeben.

► **Wissenschaftliche Artikel zu mobile ecosystem**

- [... and ecosystem functioning: implications for ecosystem ...](#) - Lundberg - Zitiert durch: 108
- [... and other ecosystem services produced by mobile ...](#) - Kremen - Zitiert durch: 135
- [... of interfirm relations in a converging mobile ecosystem](#) - Basole - Zitiert durch: 10

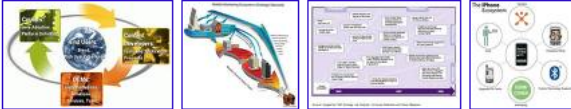
Mobile Ecosystem ☆ 🔍 - [[Diese Seite übersetzen](#)]

Mobile Ecosystem is a leading consulting and advisory firm focused on next generation mobile communications products and services. The firm is led by Mark ...
[www.m-ecosystem.com/](#) - [Im Cache](#) - [Ähnliche Seiten](#)

Understanding the Mobile Ecosystem ☆ 🔍 - [[Diese Seite übersetzen](#)]

What follows is an introduction to the core structure of the **mobile ecosystem**. That structure shows what is actually relevant in mobile for concept and ...
[www.mobilemarketingmagazine.co.uk > Analysis](#) - [Im Cache](#)

Bilder zu mobile ecosystem - [Bilder melden](#)



DEMO: Kuggaa's Global Mobile Ecosystem lets you share files across ... ☆ 🔍

- [[Diese Seite übersetzen](#)]

28 Feb 2011 ... Devindra Hardawar is VentureBeat's lead **mobile** writer and East Coast correspondent. He studied philosophy at Amherst College, worked in IT .
[venturebeat.com/.../demo-kuggaa-s-global-mobile-ecosystem-lets-you-share-files-across-any-device/](#) - [Im Cache](#)

Mobile Ecosystem ☆ 🔍 - [[Diese Seite übersetzen](#)]

18 May 2010 ... The place where to understand **mobile** interaction with your life and business.
[www.mobile-ecosystem.org/](#) - [Im Cache](#) - [Ähnliche Seiten](#)

Mobile Strategy — understanding and navigating the **mobile ecosystem** ☆ 🔍

Alles

- Bilder
- Videos
- News
- Shopping
- Mehr

Bonn

[Standort ändern](#)

Das Web

- [Seiten auf Deutsch](#)
- [Seiten aus Deutschland](#)
- [Übersetzte Seiten](#)

Alle

- Neueste
- Letzte 24 Std.
- Letzte Woche
- Letzter Monat
- Letztes Jahr
- [Zeitraum festlegen...](#)

Alle Ergebnisse

- [Websites mit Bildern](#)
- [Mehr Optionen](#)

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:

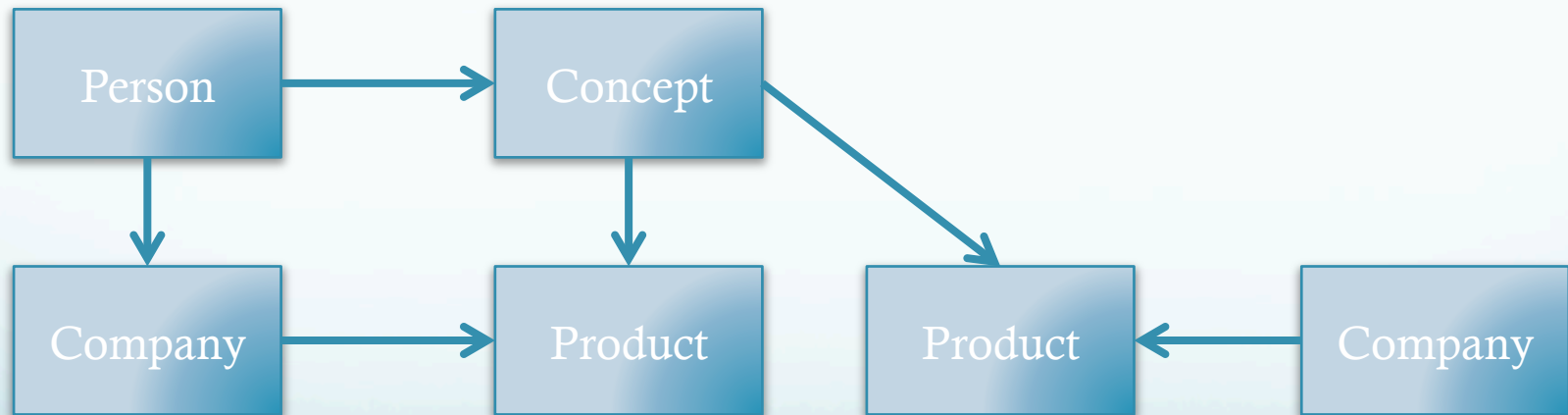
- (Easy) Overview
- Complex Relationships
(instead we mainly get cross-references)

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

Minkepedia

Social Knowledge Mapping

[Edit Minke Terms](#) | [Edit Minke Maps](#) | [Logout](#)

Term:

[Back to Top Terms](#)

Mobile OS

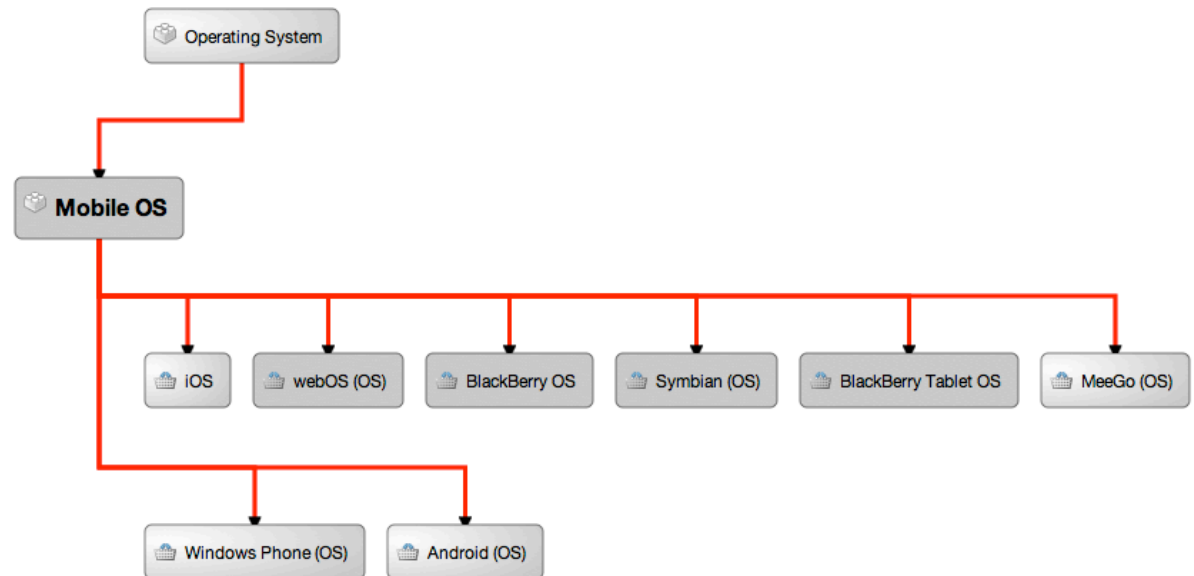
Kind CONCEPT
Disambig.-
Note
Website
Wikipedia [Mobile operating system](#)
Twitter
Facebook

Dependent Terms

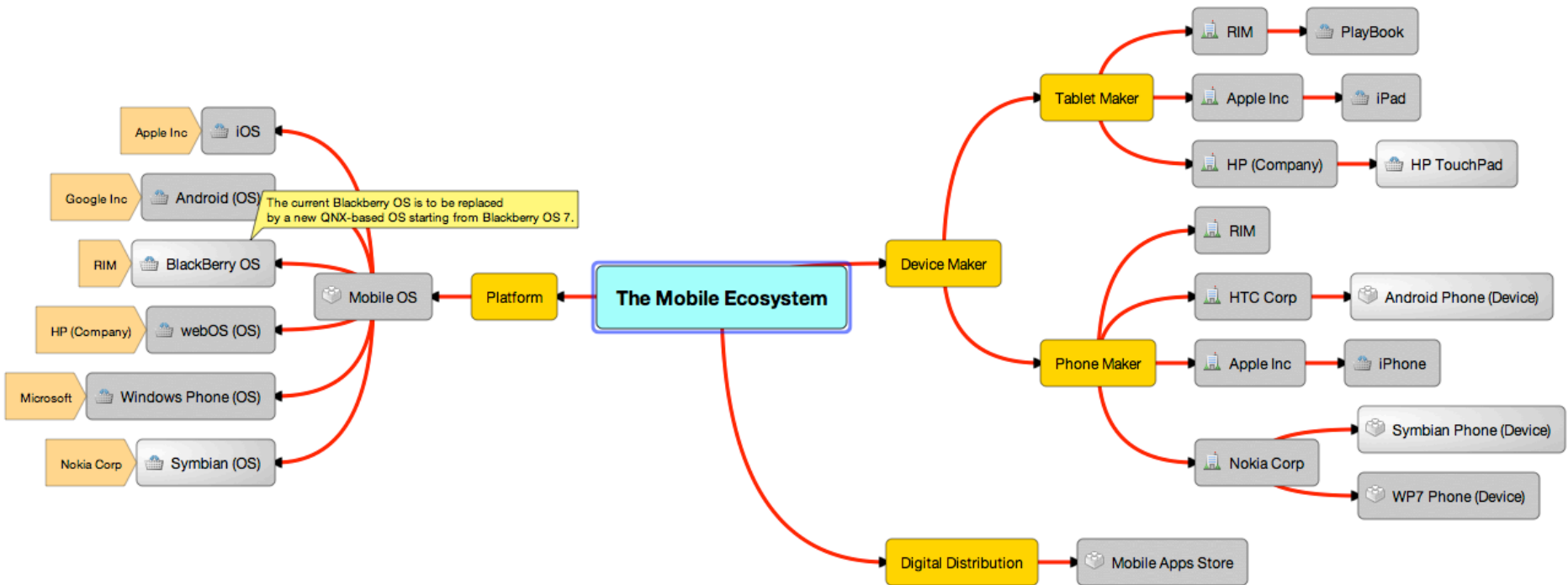
► Add child term

Term	Type	
iOS	PRODUCT	<input type="button" value="Remove"/>
webOS (OS)	PRODUCT	<input type="button" value="Remove"/>
BlackBerry OS	PRODUCT	<input type="button" value="Remove"/>
Symbian (OS)	PRODUCT	<input type="button" value="Remove"/>
BlackBerry Tablet OS	PRODUCT	<input type="button" value="Remove"/>
MeeGo (OS)	PRODUCT	<input type="button" value="Remove"/>
Windows Phone (OS)	PRODUCT	<input type="button" value="Remove"/>
Android (OS)	PRODUCT	<input type="button" value="Remove"/>

1-8 of 8



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>

achim@minuteefforts.com



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