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GREAT EXPECTATIONS

THE ROLE OF KNOWLEDGE TRANSFER IN TECHNOLOGY ADOPTION

Eva Baaren

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INNOVATION IN AN IDEAL WORLD

Perfect match between R&D results and the expectations and needs of a daily production environment ...



IDEAL PROTOTYPE CRITERIA

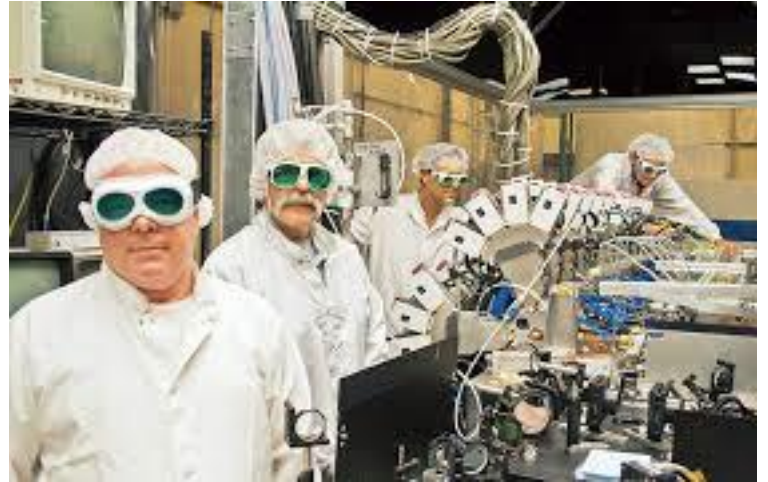
- (Big) data compatible
- Flawless back-end
- User-friendly front-end
- Technology is mature
- Technology doesn't do a worse job than humans
- Easy fit into existing products, services & workflows
- all those at the exact right time ...



NOT AN IDEAL WORLD ...

R&D perspective:

- Innovation is continues process
- Project-based
- Let's be disruptive
- Interesting when difficult



NOT AN IDEAL WORLD ...

Production environments deal with:

- existing products
- existing workflows
- spoiled end-users: Google / Apple effect
- organizational policies and plans
- Limited / Allocated budgets



A PROBLEM ...

Expectations mismatch:

- Frustration
- Disinterest

>> Missed opportunities



KNOWLEDGE SHARING IS KEY!

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ABOUT KNOWLEDGE

“Knowledge is a familiarity, awareness or understanding of someone or something (...), acquired through experience or education by perceiving, discovering, or learning.”

Knowledge can refer to a **theoretical or practical** understanding of a subject. (...)”

Wikipedia, June 2015



WITH KNOWLEDGE SHARING , YOU CAN:

Manage expectations through education/creating awareness about:

- the benefits ..
- ... limits ..
- and long term importance of a technology in a changing organizational and user environment.



2 WAYS OF SHARING KNOWLEDGE



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AT SOUND AND VISION

V de Boer (Victor) , J. Dömen (Johan) , O. Inel (Oana) , L. Aroyo (Lora) , E. van Staveren (Eico) , W. Helmich (Werner) and D. de Bours (Dennis)

DIVE into the Event-Based Browsing of Linked Historical Media

Presented at the workshop Exploring Historical Sources with Language Technology Results and Perspectives (December 2014), The Hague, Netherlands

DIVE is a linked-data digital cultural heritage collection browser. It was developed to provide innovative access to heritage objects from heterogeneous collections, using historical events and narratives as the context for searching, browsing and presenting of individual and group of objects. This paper describes the DIVE web-demonstrator. This demonstrator uses semantics from existing collection vocabularies and linked data vocabularies to establish connections between the collection

media objects and the events, people, locations and concepts that are depicted or associated with those objects. The innovative interface combines Web technology and theory of interpretation to allow for browsing this network of data in an intuitive "infinite" fashion. DIVE focuses to support digital humanities scholars in their online explorations and research questions.

Download Full Text (Final version, 308KB)



Additional Metadata

Keywords Digital History, Maritime Data, Heterogeneous Data Cloud, Digital Hermeneutics, Historical Events, Crowdsourcing

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doel van AXES is het ontwikkelen van tools voor verschillende ruikersgroepen om op nieuwe manieren toegang te bieden tot audiovisueel materiaal, met name op het gebied van zoeken, browsen, navigeren en verkrijgen van archiefmateriaal. Hierbij staan drie assen centraal: ruikers, audiovisueel archiefmateriaal en technologie. In het zoekstelsel worden de verschillende bronnen, zoals wiki's, automatisch aan de beschrijvingen van audiovisueel materiaal gekoppeld. Op deze manier wordt de bestaande data verrijkt en wordt het materiaal op een nieuw niveau ontsloten.

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MY EXPERIENCE SO FAR

- 1) Most people read and go to knowledge platforms when already interested
- 2) Face-to-face knowledge sharing is very important
- 3) Some face-to-face sharing forms work better than others



BEST PRACTICES SO FAR

- a. Regularity
- b. Involvement from beginning
- c. Clarity about technology limits
- d. Feedback as main goal
- e. Take the end-user perspective
- f. Be passionate

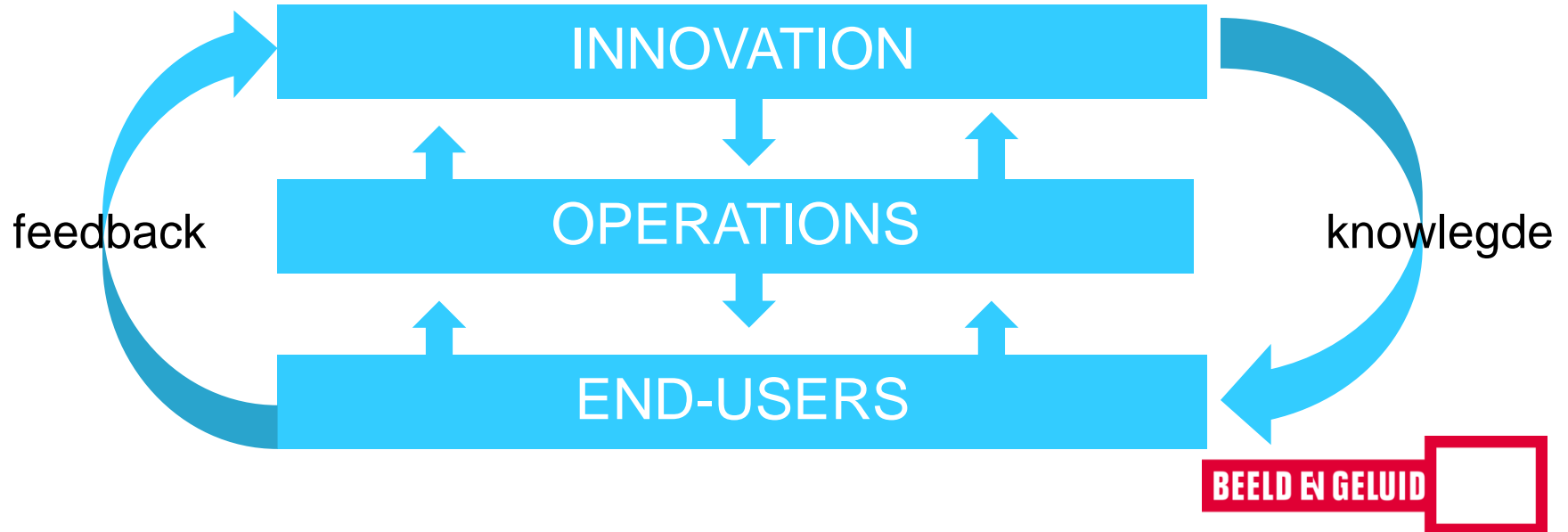
a. Also target end-users with your knowlegde

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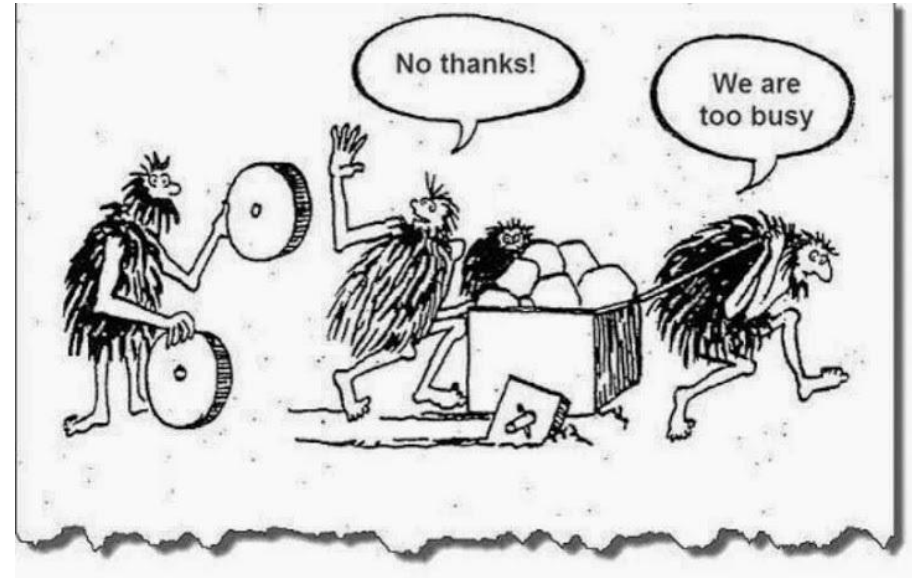
WHY END-USERS?

Pushing the market pull:



SOME CHALLENGES

- Getting the right people to come to seminars every two weeks
- Same topic, months later: “I already know it”
- “Not relevant for my work right now”



SOLUTIONS SO FAR

- Invite people personally
- Change titles and questions
- Vary in form
- Suggest topics during lunch
- Refer to previous seminars
- Offer drinks afterwards 😊



IN SHORT

- Knowledge sharing can help managing (mutual) expectations
- Face-to-face is most important, on regular basis and in interactive, 'honest' forms
- If you can: push towards market pull



WHAT DO WE WANT?



TIME TRAVEL!



WHEN DO WE WANT IT?



IT'S IRRELEVANT!



**THANK
YOU**

ebaaren@beeldengeluid.nl

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