

Knowledge Production and Dissemination

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Definition of "Knowledge"



– What is knowledge?

"Ultimately all factual knowledge is derivable from experience" (Bertrand Russell).



Slide 2

Signs, Data, Information, Knowledge

Knowledge NOT EQUAL TO Information!

- Signs
 - Signs are meaningful shapes
- Data
 - Data are ordered meaningful signs
- Information
 - is propositional knowledge
 - » Information is what I know when I know that....
 - » information is converted into knowledge by action
- Knowledge is "justified true belief"
 - knowing that...
 - Knowing why...
 - Knowing how to....



Slide 3

A Definition of Knowledge

- Knowledge is defined „as a capacity for social action“ (Stehr 1994:95)
- K is information that changes something or someone (Drucker 1989:251)

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Tacit & Explicit Knowledge

- Knowledge derived from experience is often "tacit", stored in the brain,
- Core task of K-Management: transform tacit knowledge into explicit knowledge



"We know more than we can tell"

Nonaka, I. (1995). *The Knowledge-Creating Company*. New York: Oxford University Press.



Slide 5

Brain Research

- Neurology has revealed: the brain changes with the use of knowledge
- Knowledge is needed to use knowledge
- Consequences for development?



–DISCUSS !

Slide 6

Characteristics of Knowledge

DISCUSS!



- How to measure knowledge ?
- How can knowledge be transmitted?
- What do we know about the cost of transmitting knowledge?
- Goods are normally succumbed to the law of diminishing returns. What about knowledge?
- What is local knowledge?

Slide 7



Hackers are the Robin Hoods of modern knowledge society.

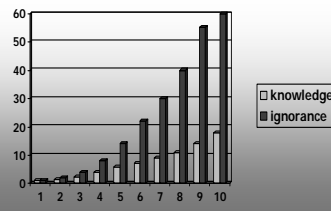
DISCUSS!

Characteristics of Knowledge as a Factor of Production

1. Knowledge is more difficult to measure than the other factors.
2. Once it has been produced it can easily be reproduced or copied and transaction costs are low.
3. Mass media are essential for the dissemination of knowledge
4. Software pirating, knowledge poaching and industrial espionage are part of the knowledge society?

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The Growth of Ignorance



Research creates

- more questions than answers
- a vast increase of what we know, but an even greater amount of what we know that we don't know.

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What are the Consequences of the Growth of Ignorance? – Discuss!

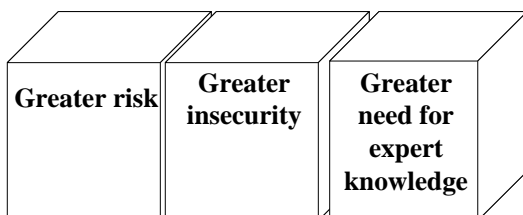
- Increased insecurity
- Increased **risk**
- Creation of **new knowledge** to deal with ignorance and risk
- Growing demand for **expert** advise
- Growing demand for **mass media**



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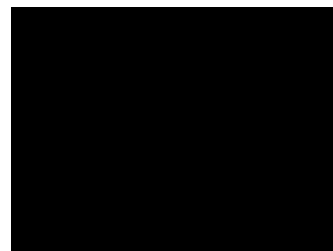
What follows from the growth of ignorance?

- Ignorance implies



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What follows from the growth of ignorance?



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Knowledge Loss

- New knowledge is created through research and investigation
- Old knowledge is discarded or forgotten
- Local knowledge is destroyed or lost through migration / change of personell

Evers, Hans-Dieter and Caleb Wall. 2006. "Knowledge Loss: Managing Local Knowledge in Rural Uzbekistan." in *ZEF Working Paper Nr. 15*. Bonn: Center for Development Research, University of Bonn.
http://www.zef.de/fileadmin/webfiles/downloads/zef_wp/WP15_Evers-Wall.pdf

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Questions and Issues



- "There is an abundance of information and a scarcity of knowledge". True or false?
- Can experience be shared?
- Is knowledge always true, definite and free of the social and cultural context in which it was created?
- Can knowledge be transmitted through the media?
- other questions?



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Knowledge and Prediction

- *Signboard seen at a fortune tellers office in Malaysia*

Closed due to unforeseen circumstances



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The END



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