

# Exercise Sheet 1

## Knowledge Management Foundations

*Submit your solutions until **Monday, 29.02.2016, 12h00** by uploading them to ILIAS. Later submissions won't be considered. Every solution should contain the **name(s), email adress(es) and matriculation number(s)** of its (co-)editor(s).*

### 1 Terminology (9 Points)

A meteorological station is measuring wind speed, humidity and temperature along with a timestamp.

Use the meteorological station as an example to explain the distinctions between each of these term pairs:

- *Data & Information,*
- *Information & Knowledge* and
- *Knowledge & Wisdom*

You don't have to include all of the gathered measurement types to explain the distinction of each term pair distinction, but give at least one example. Do not forget to write an explaining sentence beneath your example.

### 2 Why Knowledge Management? (5 Points)

#### 2.1 (2 Points)

Explain what John Naisbitt meant when he said the following in 1982: "We're drowning in information but starved for knowledge."

#### 2.2 (3 Points)

What main competitive advantages does a company that employs Knowledge Management have in comparison to a company that doesn't? Name at least 3.

### **3 Knowledge Distribution Factors (13 Points)**

#### **3.1 (5 Points)**

Which of the following factors facilitate knowledge sharing and which hinder it? If you are in doubt, give an explanation for your decision!

*power, independence, curiosity, recognition, idealism, social relations, position, revengefulness, introversion, empathy*

#### **3.2 (8 Points)**

Think of actions a company could adopt to minimize a factor's negative or maximize its positive effects. The goal is optimizing the amount of shared knowledge within the organization. For 4 of the knowledge distribution factors propose an improvement and explain how it minimizes the negative effect or maximizes the positive effect.