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Analysis and processing - introduction to knowledge management

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Abstract

Although the essential theoretical knowledge of marketing concepts is not enough for a person involved in the management and marketing planning. To be competitive in the labor market in the area of marketing interest must possess specific information analysis tools in order to capture those aspects of the marketing environment necessary for development decision making. Using the analytical capabilities resulting from technological boom of the last decades, especially those pertaining to information technology is vital for the competitiveness of the marketing activities of a modern organization.

Keywords: analysis, knowledge management, processing

In recent years there has been a global revolution in marketing information, a revolution based on data warehouses, modeling and logistic support came from the area tehnologiei information. In the normal course of business specific to banks, investment funds, direct marketing companies, and other organizations that generate an enormous volume of data about their customers and their transactions, and a tool of analysis is compentent method perfect way to transform it into a strategic asset for your organization part.

By training and experience, accumulated knowledge and skills man. In the process of communication (inter-human, public, in writing or through the media) to disseminate information (derived - derived from knowledge transmitter). Receiver, assuming they interpret information (comprehension, analysis, storage, or rejection), transforming them into their own knowledge. Accelerated evolution of society in recent centuries due to continuous improvement of the media, implicitly teaching methods (training) and ways to store accumulated knowledge.

Pattern and organization of modern libraries and archives, with catalogs and processes for indexing, search and retrieval of information, computer and electronic databases (support on disk), electronic library, and finally the World Wide Web, "the led to what today we call the vision of Information Society and the so-called knowledge society. Public access to the most recent results in all fields of knowledge, simplification of inter-human communication (telephone, fax, e-mail), leading to coagulation of work

teams (quite common) without territorial restrictions, the possibilities for cooperation difficult imagined in the past. And the results are visible even in the pace of scientific and technical developments, the pace of accumulation of new knowledge.

General information:

- Knowledge communicated or received, relating to facts or circumstances, the news (in Romanian: information, but English is defective plural noun);
- Knowledge acquired through study, communication, research, training, etc, Evidence (in Romanian: info);
- The act or activity information (in Romanian: Information);
- Office or office - public information service (in Romanian in the plural, as a proper name "Information");
- Information theory is a function attached to each message size as defined by Shannon in the logarithm base 2;
- In computer science, that is input or output (the computer), or stage of processing (memorizing information, information transmission);

- Information and knowledge (and shares information and knowledge) are terms (relative equivalents - synonymous in some contexts and terms: data, facts, or tips). Describe human acquisition through reading, study, experiments. Information (information) relating to facts told, read, or communicated, which may be non-organized and even unrelated. While the body of knowledge is organized - the correlated information, or adequate understanding of "assimilation";
- As a manifestation, in expressions like: information processing, information retrieval, information theory or science.

Information is usually defined as the study of information processing, is now a term synonymous with computer science. However, the computer remains a tool for the computer, a tool is under study. Outstanding issues highlighted by one of the leading computer scientists, Dijkstra, who said the information is about as much to do with computers as astronomy is the telescope.

As a particular item of information we use the term "data", that names and individual factors or statistics, specific information - private. Data processing is an expression equivalent to processing. Instead, talk about data structures and, especially, about the database.

From sender to receiver, information travels in the form of packaged messages. Along the lines of a letter, the header includes shipping and destination addresses, time of issue, subject and, possibly, the urgency of the message, encoding mode, etc.

Types of information

But to return to information, and try to classify the types that we encounter around, or about which we hear people speaking. We attempt a classification by form, content (background), or by how they perceive - Receive the information. Or by type elements - symbols composing it: in talking about how the computer coding of the message transmitting. (Digit - numeral system, letters and words - Formula or written text, images - grimacing, musical sounds, smells - taste flavors, tactile elements - nudges) ... We can analyze the complexity of information, classifying it as level of development - the complex (raw data, unprocessed data analysis and reports are processed and discussed works are being developed theories, predictions, or new working methods, and artistic works or interpretations).

Finally, written information, we can talk about the device they are stored - held: note - transcripts, manuscripts, printed documents (books, articles in magazines, brochures, leaflets), electronic documents (on tapes, video cassettes, diskettes or Compact discs - CDs, Web documents - available through the internet). And especially to eventually occur and language, typing elements (presentation), the utilization of graphics and imaging.

The person receiving the information may mean or not. That depends on the cultural and language knowledge (code) in which information is transmitted. But the consistency of information.

Returning to the classification of information by content, by level of processing and the mode of perception, we distinguish:

- Quantitative information (numerical) of measurements, costs, assessments = raw information - data:

1. numeric (accounting, financial, experimental)
2. calendar
3. geodesic (geometric, trigonometric)
4. astronomical
5. demographic
6. statistics.

- Information (interpretation) = written documents (texts)

1. letters, press releases, news
2. reports (accounting, scientific, technical ,...)
3. scientific publications (articles, books)

4. textbooks, teaching texts role,
5. literature (novels, short stories, essays, poems)
6. legislative
7. Historical

• Audio-visual:

1. verbal communication, conference
2. music
3. sketches, drawings
4. images, animation, movies

• Psychics:

1. genetic
2. subconscious (dreams, nightmares, telepathic messages)

The studies that were done recently, commercials, and various educational messages touch, formulated and packaged as information content in many forms, writing text accompanying sounds, images, charts, and animations. It talks about using multi-media resources for a stronger impact as the target group (recipients).

Consistency and reliability

Fairness and consistency of message received, as mentioned above, not only elements but also depend on the status of formal address (the skills and knowledge). The ability to decode, read and understand the message, to extract information from him. This still does not mean assimilation of information, adding it to the set of knowledge that the receiver already has. The message may be understandable even if one includes information that is false or contradictory. To accept and assimilate information, most times it need to convince us, to believe, to accept as true. So talking about the reliability of information. Ability to challenge information, to analyze her credibility depends on critical thinking rather than the receiver. In the absence of critical spirit all information will be accepted and assimilated in part. What will inevitably lead to contradictions and confusion. Effective organization and use the knowledge base depends heavily on the existence and depth of critical thinking.

Most of the commercials have the appearance of reliable information (and based on the credibility, to make us remember the product name and look for him, or at least buy it when we see happening). Only critical thinking and experience in commercials, we can help you not run soon to order - buy product.

But the news, but statistical data on different channels that you receive is credible it or not? An illustrious editor of a European electronic publications, theorized that the news story, and he specialized agencies, as publisher, do not care whether or not credible!

Conclusion

We are in a world awash in information, assailed by offers and ads on every channel, radio, TV, phone, movies or on the street, and especially on the Internet. For some instinct or because we avoid the critical spirit, the other must be systematized and summarize them somehow. They fit the tables, make diagrams or draw graphs. Or simply to "statistically" to better understand, track progress, basically to do with the situation.

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