

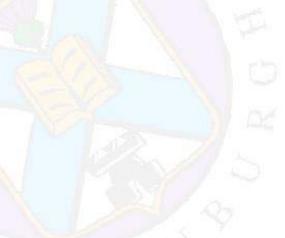
Knowledge Modelling and Management

Part A (2)

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http://www.aiai.ed.ac.uk/~jessicac/project/KMM



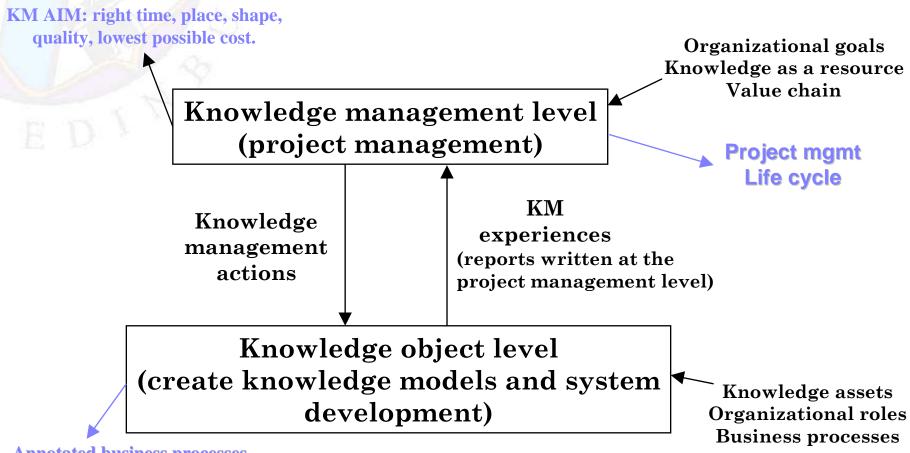




CommonKADS' Knowledge Management Approach

A Two-Tiered Approach





Annotated business processes, Knowledge assets and models, Organisational roles, Communication models, Knowledge systems



Project Mgmt Life Cycle

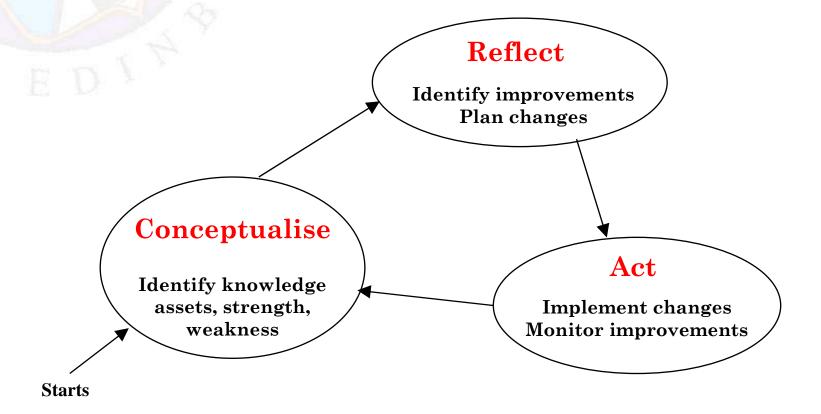


- S/W engineering life cycle
 - Strategy phase, Information analysis, System Design,
 Program and Test, Operation Maintenance
- Rapid, Evolutionary Prototyping approach to Software System Development
 - Gather expert data, implement prototype, validate and get feedback, iterate.
- Spiral model of the software life cycle and CommonKADS activities
 - Review, Risk (Assessment), Plan, Monitor
 - Focuses on products and output, not activities
 - Configurable and adaptive manner driven by goals and risks
 - Quality assurance



Activities in the Knowledge Management Level







Guidelines for Activity Conceptualisation



- Main tasks: capture knowledge assets, strong and weak points:
 - 1. Define scope of the project: bottlenecks, human resources, problems and opportunities;
 - 2. Choose an appropriate level of details;
 - 3. Beware of hidden/informal knowledge;
 - 4. Don't rely on single source when try to link knowledge try network analysis, find out how people interact with each other, and how they get information;
 - 5. Evaluate strong and weak points from different angles;
 - 6. Try to quantify the value of knowledge, or at least qualify the value of knowledge, give justification of knowledge, e.g. "this knowledge is indispensable to the organisation"
- Results an overview of domain, inc. a list of knowledge items, bottlenecks, problems and opportunities, weakness and strength.

Guidelines for activity Reflect



- Main tasks: identify problems/opportunity to be improved upon; set priorities; refine improvement plans.
 - 1. Keep a distance from (S/W) methodologies used so to prevent bias towards some knowledge system solutions;
 - 2. Avoid choosing software engineering solutions hastily seek and compare alternative solutions;
 - 3. There are no silver bullets organisations and knowledge are far more complex than using just one automated system;
 - 4. Murphy's law careful in choosing improvements, easier solutions may not be most effective, need risk assessment;
 - 5. Sleep on it review the reflect process itself.
- Results to produce a list of detailed improvement plans with priorities.



Guidelines for activity Act



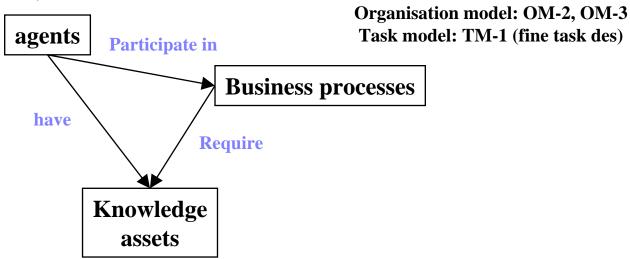
- Main tasks: Initiate agreed improvement plans (e.g. S/W development) and monitor their progress:
 - 1. Set measurable objectives when monitor progress and evaluate outcome;
 - 2. Assign responsibilities to stake holders and give clear instructions monitor frequently and carefully.
- > Results: initiate improvement plans, monitor and manage progress.



Main components in Knowledge Object Level



Organisation model: OM-2 Agent Model: AM-1 (agent des)



Organisational model: OM-1, OM-2, OM-4 Task model: TM-2 (knowledge bottleneck analysis) Knowledge model: knowledge specification for KBS



Summary: Three knowledge management processes



- 1. The knowledge management cycle (process) supports the model of knowledge-value chain, Fig 4.2, p71 [1].
- 2. The CommonKADS' 2-tiered knowledge management level process [1] is consistent with Argyris' model of "double-looped" organizational learning process.
- 3. Compare CommonKADS' model with the knowledge management process as described by Preece. For interested readers, see [2] for more details.
- For interested readers, chapter 15 in [1] provides more details on the project management process.





Organisational Context Modelling

CommonKADS' Approach



What is a model?



- An abstract description and/or representation of a part of the world in concerned.
- Often has a perspective, application and goal-driven.
- Captures only important selective features of the part of domain to achieve the goals for having the model.
- Often used to describe a complex or abstract domain.
- Graphs or visualisation methods are often used.
- Often has complimentary textual information.
- Often used to explain, analyse and predict properties and/or behaviours of the world in concerned.
- May be provided in a formal description using specific languages.

Example Models



- Architecture model (3D objects and textual),
- Building plans or blue prints,
- Road map (graphical and textual),
- A set of co-related (mathematical) formulas,
- Business model,
- Organisational model,
- Communication model,
- Process model.

Map of The University





Map Index - Complimentary Textual Info

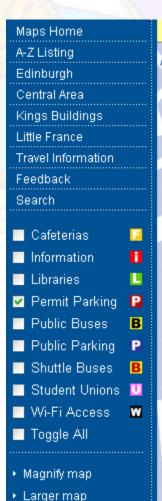


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0	Adam Ferguson Building	35
0	Adam House	3
0	Alison House	13
0	Appleton Tower	24
0	Bedlam Theatre	16
0	Careers Service	30
0	Chaplaincy Centre	14
0	Charles Stewart House	36
0	Charter's Land	40
0	Chessel's Land	38
0	College of Humanities & Social Sciences Office	25
0	David Hume Tower	28
0	David Hume Tower Lecture Theatres	27
0	Disability Office	11
0	Forrest Hill Building	44
0	George Square Lecture Theatre	34
0	Health Centre	14
0	High School Yards	5
0	Hugh Robson Building	21
0	International Office	23
0	International Students Centre	32
0	Law & Europa Library	10
0	MacKenzie Medical Centre	42
0	Main University Library	33
0	Management School	15
0	McEwan Hall	18
0	Medical School	17

Info	Place _ +	Key ▲ ▼
0	Minto House	2
0	Moray House Reception	41
0	New College	1
0	New College Library	1
0	Office of Lifelong Learning	31
0	Old College	10
0	Paterson's Land	6
0	Registry	10
0	Reid Concert Hall	19
0	School of Law	10
0	Societies Centre	9
0	Sports and Exercise Centre	8
0	Sports Union	9
0	St Cecilia's Hall	4
0	St Leonard's Land	7
0	St Mary's Land	37
0	Student Association	14
0	Student Counselling Service	29
0	Student Recruitment & Admissions	23
0	Talbot Rice Gallery	10
0	Teviot Row House	20
0	The Pleasance	9
0	The Potterow Student Centre	14
0	University of Edinburgh Centre	12
0	Weir's Land	39
0	William Robertson Building	26

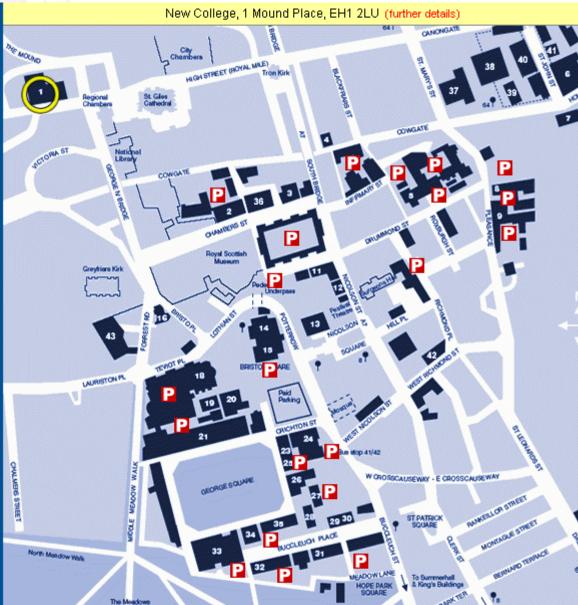


Aspect: Permit Parking



· Print this location

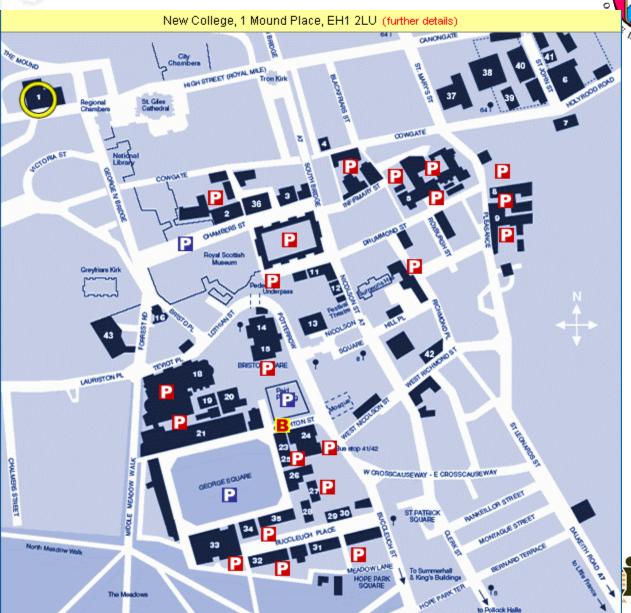
Print this campus
 Hide Address Bar



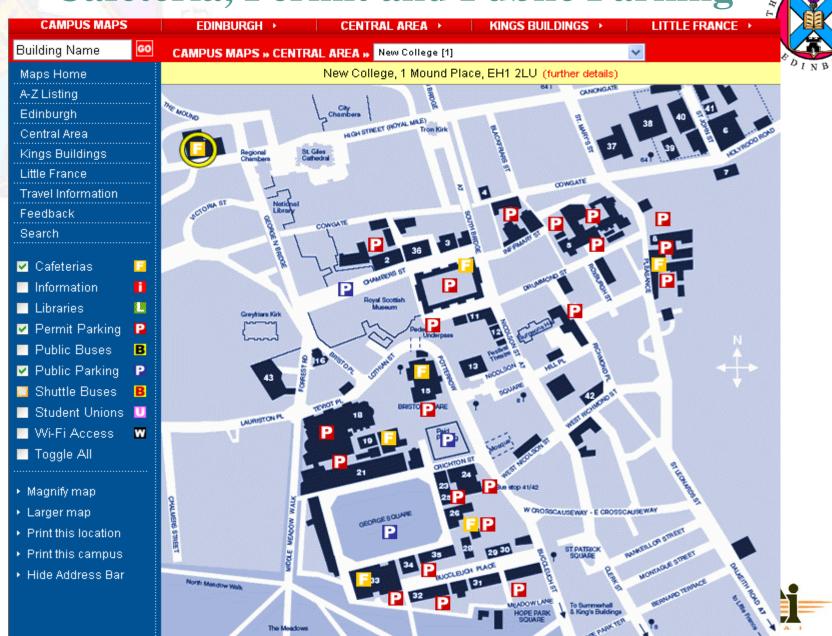
to Pollock Hells

Aspect: Transportation Info





Cafeteria, Permit and Public Parking



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What is modelling?



- The activities for producing an abstract description and/or representation of a part of the world in concerned.
- The activities of creating, refining and maintaining a model.
- Example modelling tasks:
 - Knowledge acquisition
 - Knowledge capture (e.g. informal)
 - Knowledge representation (e.g. formal)
 - Knowledge analysis
 - Consistency checking
 - Knowledge derivation



Why organisation modelling and context analysis?



- Critical success factor for a KM project is how well the relevant organizational issues have been dealt with.
- Many failures in automated systems are resulted from the lack of concern for social and organizational factors, and not from technical problems.
- Yet, many system development methodologies continue to focus on development problems from technical aspects and do not support appropriate analysis of organizational elements.
- Similar recognition is recorded in Requirement Engineering:
 - "Requirements engineering is about the satisfaction of goals. But goals by themselves do not make a good starting point for requirements engineering. To see why, consider a project to develop a computer-controlled turnstile guarding the entrance to a zoo ... the real goal is to ensure the profitability of the zoo." Zave, Jackson [9a].



CommonKADS' Organisational Context Analysis

CommonKADS approach Organisational Context Analysis



- Organisational Modelling: scoping and feasibility studies:
 - Identifying problem/opportunities areas and potential solutions in an organisational context;
 - Select focus areas and solutions based on feasibility evaluations.
- Task and Agent Modelling: impact of changes and improvement study for selected solutions:
 - Identify relations between tasks and agents, the knowledge involved, possible improvements;
 - Decide measure and task changes; ensure organisational acceptance and integration of knowledge system solution.



Worksheets for Organisational **Modelling**



Organisation Model

OM-1

Scoping

problem, opportunities, org. context, knowledge solutions

OM-2

Organisational focus areas

structure, people, culture + power, resources, processes, knowledge

OM-3

Expand Task description in OM-2

> process breakdown

OM-4

Expand Knowledge Asset, in OM-2

knowledge assets used in task and knowledge model

OM-5

Feasibility Study

test solutions and propose actions



Problems and Opportunities WS OM-1



- Problems and opportunities give a short list of P&Os through interviews, brainstorm and visioning meetings, discussion with managers:
- Organisational context: key features of an organisational context inc. organizational missions, goals, strategy; external factors; strategies; (knowledge and business) value chain and main value driver;
- Solutions: suggest possible solutions for problems and opportunities.



Knowledge Acquisition Approach



- Identify Key Personnel:
 - Talk to managers in key business areas, may also include selected customers;
 - Hold KA workshops use models as a way to extract knowledge
 - Identify stakeholders: knowledge providers, knowledge users, knowledge decision-makers;
 - Understand what is at stake for each person/role; identify potential conflicts.
- Breakdown the organisation into smaller chunks:
 - Horizontal Division divide the organisation in different business areas;
 - Vertical Division Examine the organisation using product and services generation lifecycle using value-added chain, BPR oriented method.
- Question: how do you identify a knowledge decisionmaker?



Organisational Model OM-1



Organisation Model: Problems and Opportunities Worksheet OM-1 Initial assessment on context and problem analysis Example Worksheet for Housing Application

Problems and Opportunities	*Assessment of individual applications takes too much time, creating back log to be processed. *There is not sufficient staff for handling urgent cases.
Organizational Context	*Mission: Enable people to take responsibility to find a proper home. *External factors: National regulations. *Strategy: Provide high quality housing at a reasonable price.
Solutions	Solution 1: Develop an automated system to speed up application assessment. Solution 2: Set up a training program for application assessment.

Variant Aspects WS OM-2



- For each identified problems/opportunities in OM-1, OM-2 describe important focus areas below:
 - Organisational structure;
 - Processes aided using an UML activity diagram, or other business process models (used by OM-3);
 - People and their roles;
 - Resources e.g. information systems, equipment and materials, technology/patents and rights;
 - Knowledge exploited in processes (used by OM-4);
 - Culture and power organisational practice; social and interpersonal skills; influence, relationships and networks.
- The process aspect is emphasised.





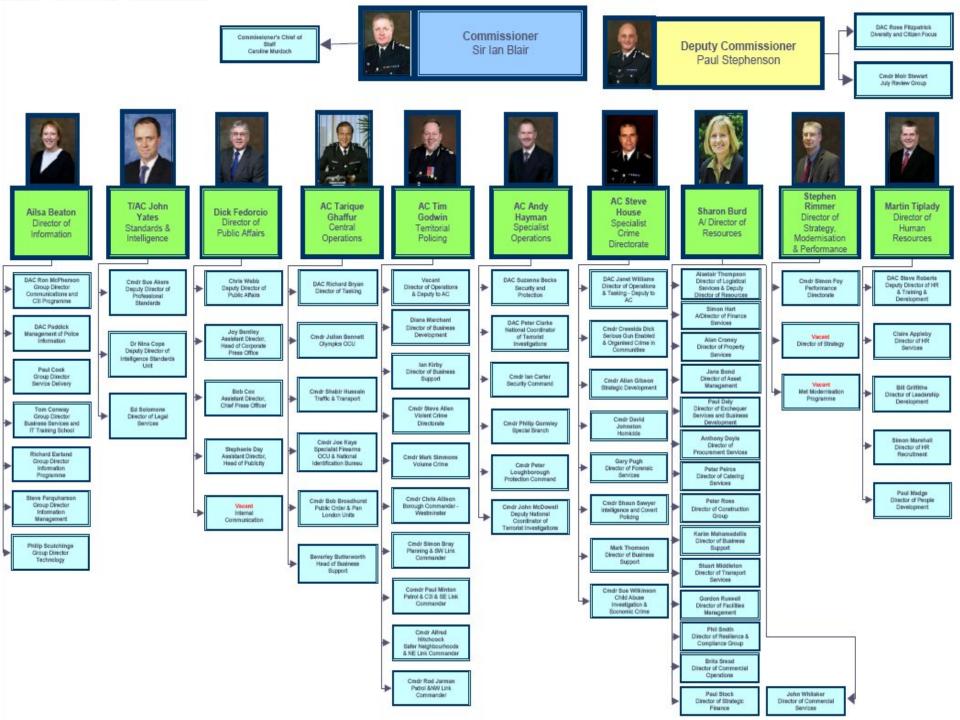
Example Organisational Structure to Use with OM-2

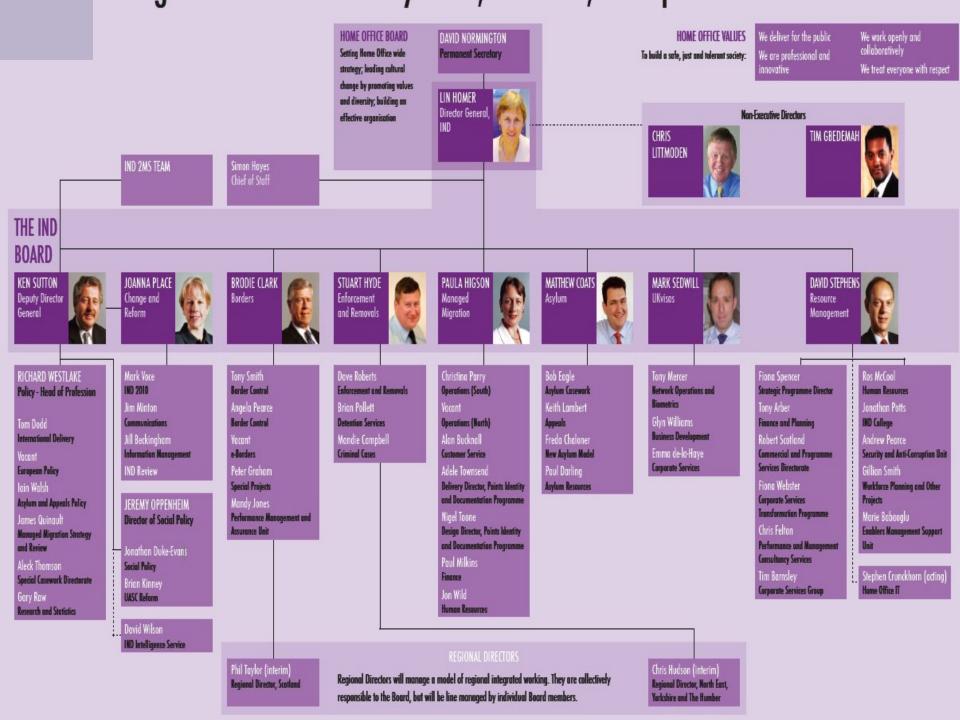
Organisational Structure



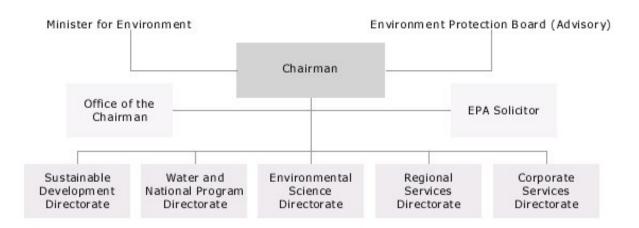
- Composition, hierarchy, structure of the company;
 - E.g. rigid hierarchical or flat management style
- Size of company;
- Who is responsible for which areas of business and tasks;
- Who is responsible/report to whom;
- Who to talk to when problems or queries arise;
- Functions of a company;
- Missions of a company.







Organisational structure



CEO/Chairman

The CEO is responsible for the overall strategic direction and management of EPA, and is supported by the Executive, the Office of the Chairman and the EPA Solicitor, who all report to directly to the CEO. The statutory role of Chairman is responsible for administering the relevant provisions of the Environment Protection Act 1970 and is advised by the members of the Environment Protection Board (Advisory).

Sustainable Development Directorate

Sustainable Development works with partners, including business, other government organisations and the broader Victorian community, to facilitate progress towards developing a sustainable Victorian environment.

Water and National Program Directorate

Water and National Program includes EPA's water programs including stormwater and ballast water policy. The Directorate is responsible for EPA agreements, partnerships and relations with national, interstate and local governments.

Environmental Science Directorate

Environmental Science provides strategic direction and corporate management of the environmental science functions of EPA including air quality studies, fresh and marine water studies and environmental chemistry. In addition, the role provides overall direction to the air quality and environmental audit programs.

Regional Services Directorate

Another Example Organisational Structure (Unilever)





Analyse an Organisational Chart



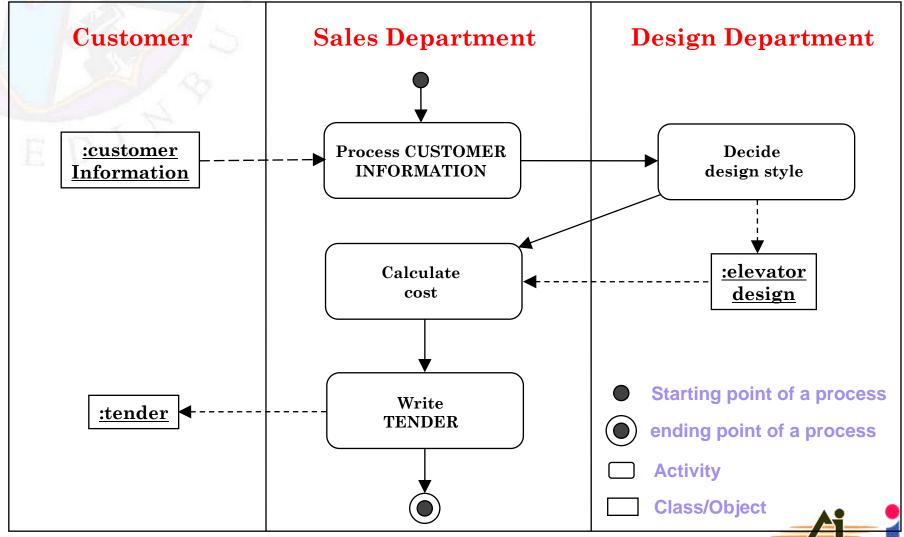
- What is the name of the (sub-)organisation? Is it clearly shown in the structure?
- Is the organisational structure clear and logical?
- Is it clear who is responsible for what role?
- Is it clear what is involved in each role, what are the people's duties?
- Is it clear how people interact with each other?
- Are the actual people (at least higher level posts) involved in the organisations clearly identified?
- What is the knowledge based network between personnel?
- What are the informal influence links? (see case study in slides 3 later on)



Example Visual Process Model to Use with OM-2

Example UML Activity Diagram for Submitting a Tender for an Elevator





UML Activity Diagram Notations



- Initial activity
- Final activity
- Activity State
- Object (:class-name)
- Control flow (directional arcs)
- Object flow (dashed directional arcs)
- Swim Lanes: divide business/process areas
- Decision (diamond)
- Signals: sending and receiving signals $\longrightarrow \sum$

• Sec. 14.2, p348, p438 [1].



Good naming style for a process



- Start with a verb that indicates the action to be carried out,
- Followed by a noun (phrase) that indicates the main type of data that the process operates upon
 - This data type is often included in a class in a class diagram, an entity in a relational diagram, or a class in an ontology,
 - data types may be highlighted using all capital letters
- Keep it meaningful,
- Keep it short,
- Keep it unique within the model.
- Process name may also be used together with
 - an unique (shorter) ID, a position ID in the process hierarchy, reference ID (when reuse of processes) to provide a more comprehensive ID schema
 - see IDEF3 process description schema for more info on this [5].

Process Breakdown WS OM-3



- Provides more details for each process
- For each process in OM-2, gives:
 - Task ID;
 - Task Name (as in the process model and OM-2);
 - Agent (performed by person/software);
 - Position where is this task carried out in the organisational structure;
 - Knowledge asset used;
 - Is it knowledge intensive? (true/false)
 - Determine the significance of the process:
 - » 1-5 points (5 = most significant)
 - » in terms of its frequency, cost (vs. efforts required), resources used and mission criticality.

Knowledge Assets WS OM-4



- Based on Knowledge identified in OM-2, specify them in more detail and identify where they may be improved.
- This is to be used for the task and knowledge models later on:
 - Name (of knowledge asset),
 - Possessed by which agent relate to OM-3,
 - Used in which task relate to OM-3,
 - Is it provided in the right form (yes/no),
 - Is it provided in the right place (yes/no),
 - Is it provided at the right time (yes/no),
 - Is it provided with the right quality (yes/no).

Feasibility Study Organisational Modelling: OM-5



- Purpose: to select feasible solutions
- Activities focuses on knowledge.
- Main components include:
 - Organisational structure
 - Processes
 - Staff
 - Resources
- These components are filled in the as-is and to-be models for comparison
 - assess the value, feasibility and acceptance of knowledge-oriented solutions.
- For each potential solution, 3 types of feasibility tests are carried out, w.r.t. business, technical and project aspects.

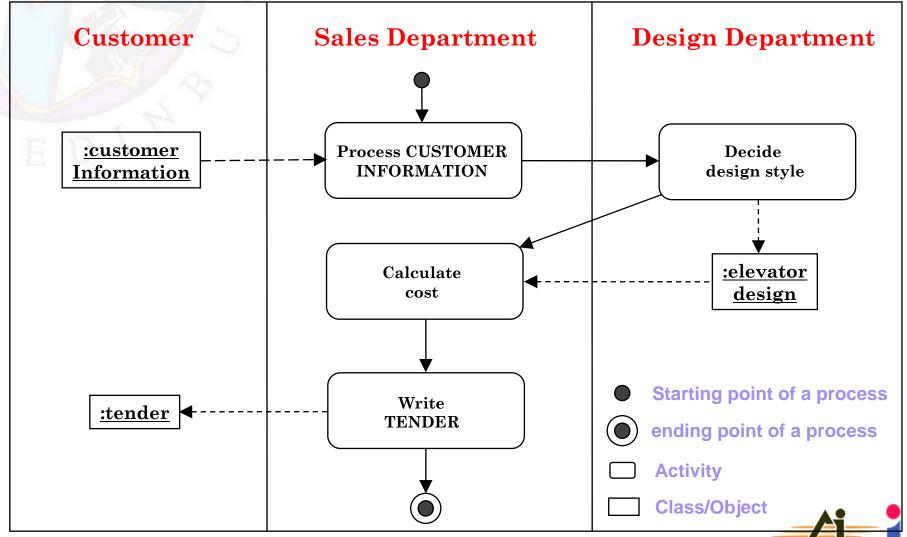


- Business Feasibility testing:
 - 1. What are the expected business benefits for the organisation?
 - inc. tangible and intangible, short and longshort term business benefits
 - 2. How large is the expected added value?
 - 3. What are the expected costs for solution? (Costeffectiveness analysis)
 - 4. How does it compare with alternative solutions?
 - 5. Are organizational changes required?
 - 6. What are the economic and business risks?



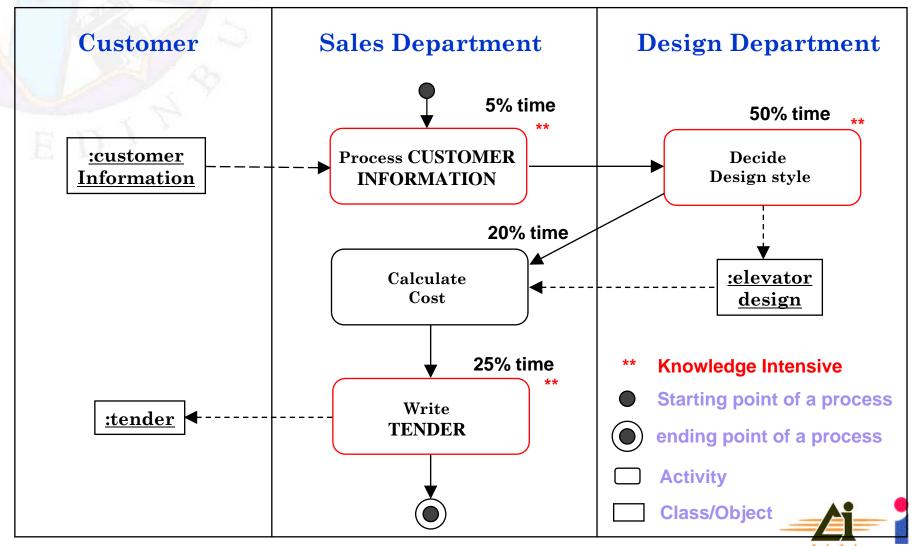
Given a Business Process Model for Submitting a Tender for an Elevator





Analyse Knowledge Intensivity and Cost-effectiveness







- Technical feasibility testing:
- 1. How complex is the solution, is it readily available?
- 2. Any critical aspects required?
 - Timing, quality, resources?
 - How to achieve goals or go about limitations?
- 3. Are success measures clear?
 - What are the tests for validity, quality and satisfactory performance?
- 4. How complex are the interactions with users?
- 5. How complex are the interactions with other software?
- 6. Any technological risk?
 - Limitations, fading out of technologies, etc...





- Project feasibility testing: based on OM-3 and OM-4, given each problem and solution pair:
- 1. Are there adequate commitments from actors, stakeholders?
- 2. Are the needed resources available? (time, budget, equipments, staffing)
- 3. Are knowledge and required competence available? (If lacking, can a knowledge system provide similar competence?)
- 4. Are the expectations realistic?
- 5. Are project organization and (internal/external) communication adequate?
- 6. Any other (foreseeable) project risks? E.g. change of personnel, organisational strategies, technical or business environment?





Proposed actions:

1. Focus:

- What is the recommended focus in the identified problem-opportunity area?
- 2. Identify Target solution.
- 3. Identify expected results, costs and benefits.
- 4. What are the project actions?
- 5. Risks: if internal/external conditions are changed, when does one need to re-consider and alter the project?



Learning Objectives and Exercises



- Gain an overview of the different types of knowledge modelling methods and how they may be used together;
- Understand the relationships between the different models/worksheets: e.g. what worksheets are used to produce worksheets of next stages? What models are used to support each worksheet?
- Understand what is the overall process of the CommonKADS Organisational Context Analysis, i.e. one that involves all worksheets?
- Able to select the appropriate modelling method(s) given a problem; can construct correct models given a domain; can carry out reasoning on models based on lightweight logical methods;
- Can independently review relevant literature and extendence one's knowledge.

Main References



- [1] (Chapter 3, 4 and some of 10) Knowledge Engineering and Management: The CommonKADS Methodology. Guus Schreiber, Robert de Hoog, Hans Akkermans, Anjo Anjewierden, Nigel Shadbolt, Walter Van de Velde.
 - http://www.amazon.co.uk/exec/obidos/ASIN/0262193000/qid=1091803 195/sr=1-1/ref=sr_1_2_1/026-4023131-7023627.
- [2] Alun Preece, Alan Flett, Derek Sleeman, David Curry, Nigel Meany and Phil Perry. Better knowledge management through knowledge engineering:
 - http://www.csd.abdn.ac.uk/~apreece/research/download/ieeeis2001.pdf
- [5] The IDEF3 Process description language: http://www.idef.com/, pp 21-pp 51 (process schematics only, not including object schematics.)
- [16] AIFB: CommonKADS Methodology. http://www.aifb.uni-karlsruhe.de/Lehrangebot/Sommer2001/Wissensmanagement/download/folien/kap2.kads-vCS.pdf



Other references (not examable)



- [3] Jurgen Angele, Dieter Fensel and R. Studer. What could the knowledge engineer learn from the software engineer? In D. Ehrenberg u.a. (Hrsg.), *Wissensbasierte Systeme in der Betriebswirtschaft* Reihe betriebliche Informations- und Kommunikationssysteme, Nr. 15, Erich Schmidt Verlag, Berlin, 1990. (see notes)
- [9a] Pamela Zave and Michael Jackson, Four Dark Corners of Requirements Engineer, ACM Transactions on Software Engineering and Methodology, 6 (1), Jan 1997, pp. 1-30.

