ROM

KNOWLEDGE MANAGEMENT
Driving Business Success

|April 2010|

2Know

KM Newsletter

ROM News

01

Generation Q

Generation Q, the Quantifying generation, adopts 'The Quantified Self' concept coined by Kevin Kelly in 2007. Through real-time technology tracking, individuals convert activities and emotions into easily understood statistics—embracing constant self-documentation for a broader, objective self-view and personal improvement insights.
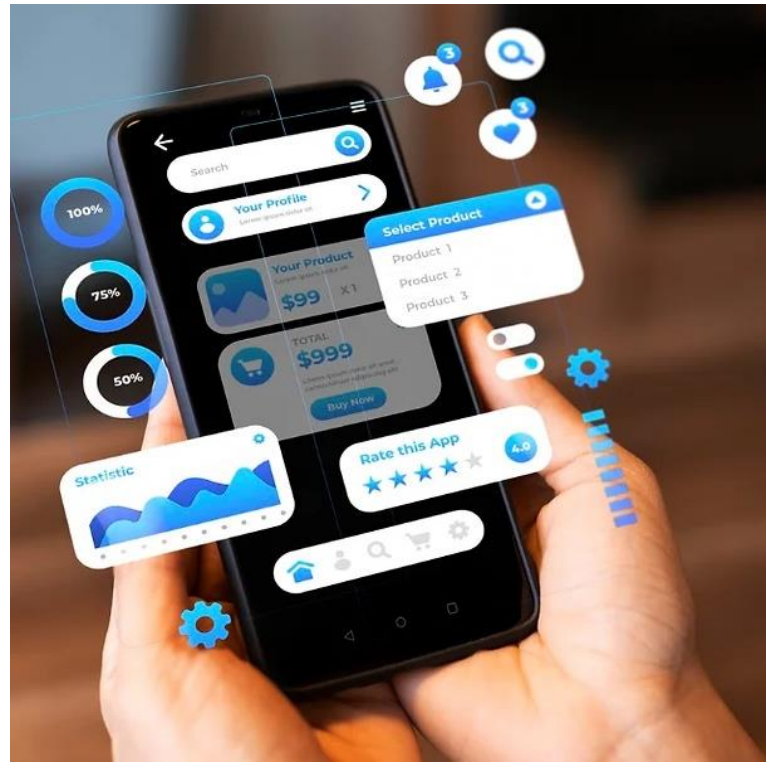
[To full article](#)

02

Organizational portals: the myths of the past and present

In March 2002, our magazine debunked eight myths about organizational portals. In hindsight, some persist, like viewing portals solely as technological projects. Others, such as the belief that 'more is better,' endure. Yet, positive shifts include recognizing the complexity of portal projects and the need for ongoing maintenance.

[To full article](#)

03

A new perspective on "portals-the optimal Knowledge Management", published in 2know's August 2002 issue

Published in August 2002, the article reshaped portal strategy, emphasizing a 'Job-Related Portal' for workers' needs. Despite evolving portal types, the core belief persists. Changes incorporate Web 2.0 features, worker participation, and strong search engines, ensuring success by meeting organizational and worker needs, fostering healthy competition, and facilitating worker expression.
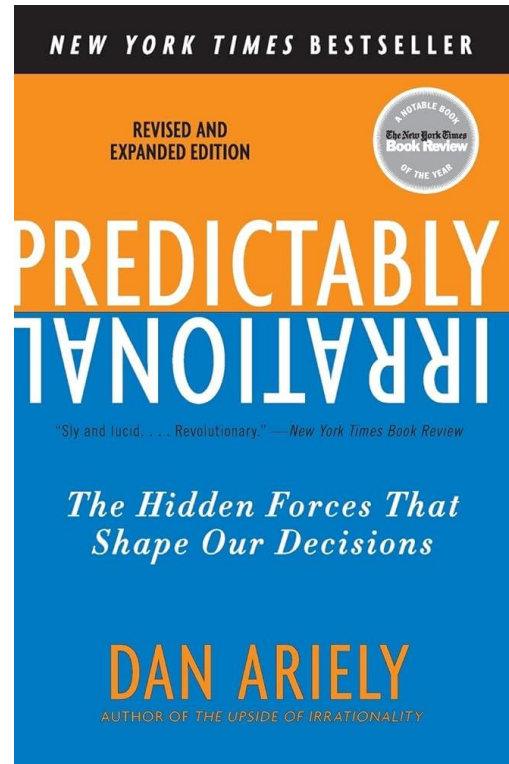

[To full article](#)

04

An intergenerational review of homepage design

Revisiting homepage design from our 2004 article, we now explore three alternatives: Classic Era (traditional), Silicon Valley (Google-like), and Back to the Future? (iPhone-like). Reflecting generational preferences, the choice hinges on organizational goals and culture, emphasizing the dynamic nature of portal design trends.

[To full article](#)

05

Predictably Irrational -Book Review

Dan Ariely's "Predictably Irrational" (2008) explores biases in decision-making, emphasizing their non-uniform rationality. Anchors, herd behavior, the lure of "free," social norms, and asymmetry in evaluation impact choices. The book urges awareness to manage biases and offers insights applicable to organizational contexts.

NEW YORK TIMES BESTSELLER

REVISED AND
EXPANDED EDITION

A NOTABLE BOOK
The New York Times
Book Review
OF THE YEAR

PREDICTABLY
IRRATIONAL

"Sly and lucid. . . . Revolutionary." —*New York Times Book Review*

*The Hidden Forces That
Shape Our Decisions*

DAN ARIELY

AUTHOR OF *THE UPSIDE OF IRRATIONALITY*