

# Social Knowledge Management: Use of Social Media for Disseminating Informal Wisdom of Elderly to the Youth

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## ABSTRACT

Social knowledge management can be defined as applying social media in the knowledge management context to identify, share, document, transfer, develop, use or evaluate knowledge. Another definition of social knowledge management is the management of *social knowledge* - where the aim is more towards social development - not only promoting competitive advantages for companies<sup>1,2</sup>. The traditional approach to *knowledge management* focused on a model in which organizational members consumed knowledge that was pushed to them in a top-down fashion. With growing popularity of “Social Media” and “Web 2.0”, the concept of “Enterprise 2.0” has evolved<sup>3</sup> that allows individuals to create and modify content collaboratively. This has created an opportunity for organizations to adapt these tools into their knowledge management approach, empowering all organizational members with the ability to continually create and modify the organization’s collective knowledge base. However, the challenges facing contemporary global societies, from human conflicts to environmental degradation, call for an expanded research agenda in the field of knowledge management. In a highly interconnected world, the field of knowledge management faces the challenge of making concrete and relevant contributions for the betterment of society<sup>2</sup>.

The objective of this paper is to propose a framework for a social knowledge management platform that provides a set of social media tools like blogs, video chats, wikis, podcasting, social networking, etc, to capture and disseminate informal wisdom of the elderly for societal benefits. Elderly citizens can play a critical role in shaping a future if they choose not to withdraw as they age, but to nurture themselves and the communities as active elders<sup>4</sup>. Apart from formal knowledge acquired from formal institutions, the young generation must learn from the informal wisdom of the “age”, wisdom acquired from the school of life itself.

Throughout the last century, mainstream visions of aging have largely seen the senior years as a time for withdrawing from contribution to the larger community, a time for winding down. However, history tells us that, up until the Industrial Revolution, elders have had honored roles in society that were defined and supported. Elders have been the nurturers of community, the spiritual leaders, the guardians of the traditions, the teachers, mentors and initiators of the young<sup>5</sup>. Use of web-enabled and social media tools can help us to redefine the role of elderly in today’s global society for educating the youth more effectively<sup>6</sup>.

## REFERENCES

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