

What We're Looking For...

The average relative importance (out of 100%) that users of expertise-locator systems assign to each attribute, based on their evaluation of different hypothetical experts



Sources: Dorit Nevo, Izak Benbasat and Yair Wand

And What New Tools Can Tell Us

The types of expertise that typically can be easily gauged through these kinds of social computing

BLOG

- Extent of knowledge (from posts)
- Trustworthiness (through communications)
- Communications skills (written)
- Willingness to help (signaled through interactions via feedback and commenting mechanisms)

SOCIAL NETWORK

- Trustworthiness (through shared ties)
- Awareness of other resources (through network structure)

WIKI

- Extent of knowledge (through contributions)
- Trustworthiness (through collaboration)
- Communications skills (written)
- Willingness to help (signaled through collaboration)

TAGGING

- Work experience
- Currency of knowledge
- Extent of knowledge (mostly self-reported)