Session 12: DeepQA and Knowledge Work

The reason we are more productive than any other society in history is not because we work harder, or even because we use more resources. It's because we have more knowledge. Advances in IT, and in particular Artificial Intelligence and Knowledge Management, are transforming our ability create, capture and share knowledge. In this session, we will learn about one such system, IBM's Watson, as well as some of the limitation to knowledge management. We will also discuss a taxonomy for knowledge types, inspired by F.A Hayek's seminar article.

Readings

Clive Thompson "What is IBM's Watson?" *New York Times Magazine*, June 16, 2010.

Hayek, F.A. "The Use of Knowledge in Society." *American Economic Review* 35:4 (September 1945): 519-530.

Study Questions
Please think about the following issues and questions as you do the readings.

1. What is the distinction between specific vs. general knowledge? Which, if any, does IBM's Watson help with?
2. What other technologies are relevant for knowledge management and knowledge sharing?
3. Which jobs will be affected in next 10 years? What are managerial and organizational implications?
4. What are competitive and strategic implications?
5. In what year will we be able to hand over most important decisions to our robot overlords?

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