

## Knowledge Filtering

**A Knowledge-Forge White Paper  
Describing the Proprietary Process that Generates a  
Source Document while Preserving the Source and Linking the Two**

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*Knowledge Filtering is a proprietary process developed to provide Knowledge-Forge, Inc., with a systematic, reliable, and repeatable process by which a source document, or set of source documents can be reduced to a more manageable, understandable, and useful summary for a “Quick Read.” Then, the Quick Read summary is hyperlinked with its source document so that the Quick Read summary points the way for the user to access sections of the original source document appropriate to the user’s interest and application.*

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**I**n recent years, with the proliferation of information—especially technical and scientific—the need for useful knowledge has become critical. Those people and organizations that have access to and are skilled at the application of greater knowledge enjoy a significant competitive advantage over those less facile. Few executives begin their days without some kind of summary report describing the functions of their organization. Others forms of filtered knowledge help medical, technical, political, and economic specialists keep up with a flood of new information. Sales people—particularly those representing technical products are challenged to keep abreast of the science behind their products.

Enter knowledge filtering. Knowledge filtering transforms information into useful knowledge and puts it in the grasp of those in need. Of course knowledge filtering is not really new. In its simple, low-tech form, it is just a summary, or abstract of a larger, more detailed, original document. The value to the reader is efficiency. If you seek information on a specific topic, short of reading an entire article, how else can you know whether this article, among thousands of other options, is the one you should invest your time in reading? Used in this way, few would contest the value or validity of knowledge filtering. Every library has an index and the venerable card catalog has been the bastion of research since libraries came into being.

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Filtering has another, less esteemed tradition as well, namely the Reader's Digest or the high school student's ubiquitous crutch, Cliff's Notes. In both cases, the reader is presented with a condensed version and/or discussion about the important components of an original article or book. Because the articles or books in question are generally literary—they are usually diminished when passages are extracted or paraphrased out of context. The reader of abridged material is at the mercy of the anonymous writer of the summary whose personal filter decides which passages are more, or less, important among the works of Dickens or Shakespeare.

Today the Internet has gone a long way to closing the gap for many in the age of information, but with access to more information, the need to separate the wheat from the chaff. Search engines fail to accomplish this critical task. Searches routinely turn up 100,000+ Internet hits on subjects of every kind. Even proprietary Intranets are out of control.

Enter Knowledge Filtering. Knowledge Filtering is a dynamic process of managing the proliferation, dissemination, and application of information for specific purposes using interactive multimedia technologies to add dimensionality to the printed page. It is as if an original document was hyperlinked to a Cliff's Notes version and illustrated with pictures, film clips, slides, etc. To follow the analogy to the next level: A Cliff's Notes version Shakespeare's *Julius Caesar* can paraphrase Marc Anthony's speech upon his return to Rome, but with a single click of the mouse, you could read the entire speech, "Friends, Romans and countrymen..." in Shakespeare's words. Another click can fill the screen with Sir Lawrence Olivier standing majestically on the steps of the Senate. Another click shows Richard Burton delivering the same speech, while another shows you pictures of the Senate building, statues of Caesar and Anthony and a reading list about Shakespeare. A final click returns you to the Cliff's Notes version.



### How does Knowledge Filtering work? What are knowledge filters?

Prior to filtering, source documents must be identified. They may be manuscripts, protocols & procedures, research analysis, product information, sales collateral, video tapes, slide shows, or spreadsheets—maybe some of each. The purpose of filtering is to transform source information into more useful knowledge. Therefore the source information must be *focused* to more useful applications. It may be desirable to *amplify* its purpose with specific how-to examples for practical use. Next, the source material can be *condensed*, organized and re-purposed for rapid access and efficient assimilation. Lastly, the filtered material can be electronically *linked* to the source document which is preserved in its original, unchanged format. In addition, a user-interface must be designed to make it easy for a targeted user to easily navigate through both the "filtered" knowledge and the original "source" material.

Filtering is accomplished through the use of a master protocol that systematically guides a knowledge-engineer through the process of modifying a copy of the original source document. Each step in the protocol is analogous to a filter because its application results in the extraction or amplification of specific characteristics and the elimination of distracting, redundant, or tangential information.

Because the filtering process is applied only to an electronic clone of the original, the results of the filtering process exist as an overlay on the source document that remains completely untouched by the filtering process.

The four-stage filtering process developed by Knowledge-Forge is called FACiLe. Each of the capital letters stands for one of the filters: Focus, Amplify, Condense, and Link. The italic initials

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describe the user *interface* and overall look-and-feel of the final product as well as a rigorous quality *evaluation* process that assures the client's desired outcome is achieved before final release.

The product of filtering is a hybrid media knowledge source called a K-Book. The K-Book puts at the fingertips of a user a condensed, enhance, and carefully focused summary that is electronically linked to the source document—all easily accessed via computer CDs, DVDs, Networks, or the Internet.

### FACiLe Filters & Processes

The anagram--FACiLe describes four filters and two processes that are applied to source material that results in “filtered” output:

**Focus**.....is the filter driven by the client's wishes to use the source material in a specific manner—often it is for a different purpose than originally intended. It is important to identify a content expert as well as an expert on, or representative of, the intended audience. When the original is compared to the planned product, it may become apparent that significant “chunks” of the original are not critical, and may even distract the end-user from arriving at an intended outcome. Likewise, practical information—how, when, and when not to apply the information may be missing. A working thesis statement describes the outcome and focuses all efforts during the development of the new product.

**Amplify**.....is the filter that determines what information may be in need of amplification through further explanation, illustration, photograph, video, animation etc. Source material often lacks practical how-to information and perspective from real-world users. An example is the development of sales support materials. The source material may be technical, or even positioning information from the marketing department—but what sales people may wish for are anecdotes from other sales people—a perfect opportunity for amplification which unites the background, positioning, and application information into a more useful sales support tool.

**Condense**.....is the filter that removes extraneous, unduly complex, or arcane information can dramatically reduce the volume of information to be accessed by the end user. While this material can be deleted and replaced with condensed summaries—the original source document remains only a “click” away.

**Interface Design**.....is a process that goes much deeper than mere cosmetics. A useful interface make knowledge easier to locate and access. By integrating text, pictures, motion, sound, and video it is possible to create a richer understanding. In today's multimedia world, anything less than state-of-the-art user interfaces can turn off an already skeptical end-user. While there are media houses specializing in graphic design and flashy images, Knowledge-Forge keeps its focus on your content—fortunately, because of the sophisticated designs employed

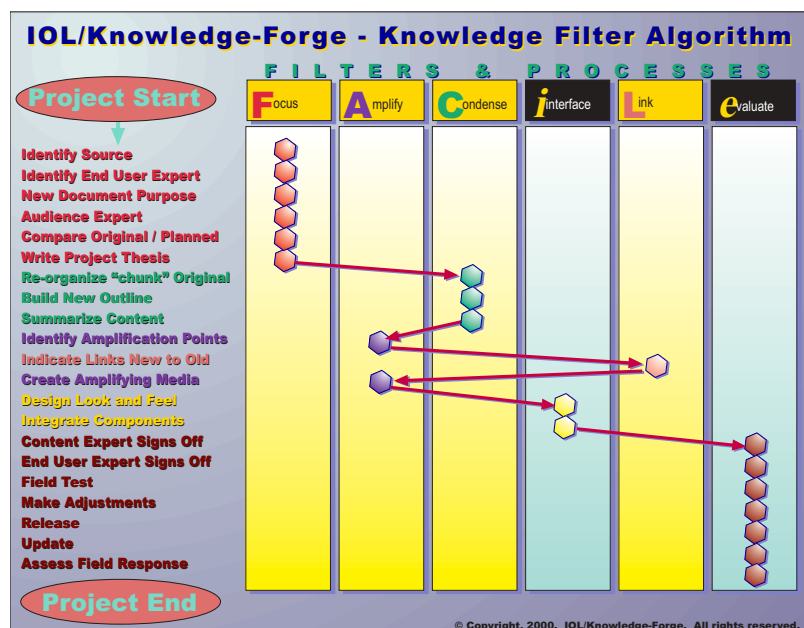
in all Knowledge-Forge products, the client will never have to choose between content and appearance.

**Link**.....is the filter that integrates the original source material with the newly derived k-Book. These links address two vital problems with abridged texts. First, the problem with condensed or abridged material is that when ideas are taken out of context accuracy may be compromised. Second, abridged material makes it easy to dive in and assimilate a lot of information, but when the user wants more, or asks a question, there is nowhere to turn. Links solve both of these problems by integrating every aspect of the filtered version with the original.

**Evaluation**.....is the process that assures every client that outcome they seek will be delivered to their target user. By including content and audience experts in the process, it becomes possible to combine critical developmental mileposts with unambiguous evaluations and sign-offs at each step.

### Compiling, Publishing & Accessing Filtered Knowledge

Knowledge-Forge uses a proprietary process called FACiLe to systematically filter source information while re-purposing, organizing, enhancing, and presenting the resulting product which has become more useful, focused, and easily accessed than the original while, at the option of the client, remaining electronically linked to the original. Click here to see the chart below in more detail. It describes a sample [Project Life-Cycle](#).



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