TINTA

SPARK OF KNOWLEDGE

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SALUTATION

Assalamuallaikum w.b.t,

Alhamdulillah, firstly I would like to thank Allah for showered us with His blessing. All the way that He helps and eases for me and team mates were such permission those we really hope for. What can be proud more is we have such a big and kind hearted person with strong determination lecturer, sir Azmi bin Abd Rahman. He is very eager in guiding us to publish our own writing and guiding us very well to publish our first TINTA publication in the defined way. He deserved so much credit and salutation. Not to forget, with the cooperation given together with all the joyful and tenses time to finish this book, it was a bitter sweet experience that worth to be going through together. Thanks to my assistant, my graphic designer, my editors and my reporters, we all did a very good job with all our dedication and effort to publish this book. Thank you all, with love, we should be proud with our selves!

To all dear readers, please enjoy reading ours writing, may it be useful for you, Thank You supporters!

Chief Editor SOK

Fatin Nurain binti Baharuddin

INFORMATION

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THE ANTIQUITY OF KNOWLEDGE AND ITS DEVELOPMENT CAUSED BY ENVIRONMENTAL CHANGING

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ABSTRACT

This article is related to what general knowledge is about and how the knowledge gets started and grows. Besides that, is about the history of knowledge starting from the previous century. When the knowledge is expanded there was disseminating information to be shared with the people. The rapid change of demand and the rapid growth of knowledge is also discussed in the article as they are inter-related with the growth and the development of knowledge. There are agencies also involved in providing information to people which require the latest information. The purpose of this article is to examine how the rapid growth of knowledge occurred and want to know about the knowledge that rapid changes occurring on request.

KEYWORDS

Knowledge, History of knowledge, Distribution of knowledge, Rapid Change of Demand, Competencies, Rapid Growth of Knowledge, Knowledge Management Life Cycle, Creation of knowledge.

INTRODUCTION

In everyday language we use the knowledge all the time. Sometimes we meant the knowledge, while the other time we talked about the wisdom. In many circumstances we also use it to refer to the information. A part of the difficulty in determining the knowledge arises from his relationship with two other concepts, namely the data and information. Both terms are often regarded as lower denominations of knowledge, but the precise relationship greatly varies from one example to another.

Knowledge is a fluid mix of framed experiences, the values, the contextual information, expert insight, and intuition based, which provide an environment and the framework for the assessing and incorporate a new experience and information. It originates and be used in the minds of knower. In the organization it often becomes embedded not only in document or savings, but also in the organization routine, practices and norms.

DEFINITION OF KNOWLEDGE

According to the Oxford Dictionaries, the definition of knowledge is as a fact, information and also skills that acquired by a person through the experience or education in terms of the theoretical or practical understanding of a subject.

The other definition about knowledge is from Davenport & Prusak (2000), defining knowledge closely related to conducting and imagines the knowledge and understanding. Knowledge possessed by each individual is the result of experience, and include norms that he considered new input from the surrounding.

HISTORY OF KNOWLEDGE

According to a book written by Piero Scaruffi (2011), titled "History of Knowledge", basically knowledge begins when the earliest civilizations appear in Mesopotamia, Egypt, India and China, they are largely restrained by their natural environment and the climate. Religion, Science and the Arts is largely determined by additional

factors-human, such as the seasons and flooding. Throughout centuries, humans have succeeded in changing the equation in their favour, reducing the impact of natural events on their civilization and enhance the effect of their civilization in nature for better and for worse. How this happened is pretty much the history of knowledge. Knowledge first of all has been a tool to be the "subject" changes, compared with the "object" of change.

Once the infrastructure that being at place, knowledge increased exponentially in all fields such as agriculture, architecture, the bureaucracy, politics, religion, the economy, transportation and also the arts. A key step in the evolution of knowledge is the philosophy. In Greece and India, explosions in Philosophy and Science been enabled by a lack of organized religion. In both areas have a "rational superstition" rather than a theocracy Mesopotamia and Egypt. Philosophers and scientists were able to speculate about the nature of the universe, human life and the hereafter without offending the state and fear for their lives.

From the outset, the knowledge is also a by-product of the human efforts to answer to the basic questions: Why are we here? What is meant by our lives? What happened when we die? Is it possible that we live forever in form of other? The afterlife and immortality is not knowledge, because we did not "know" them again, but humans use knowledge to reach a different conclusion on this theme. The other great theme of knowledge was (and still is) the universe in what is the structure of the world we live in? Either India or Greek the philosophers can give a reliable answer. They could only speculate. However, Hellenistic age nurtures progress in mathematics (Euclidean "geometry" and Diophantus "Arithmetic") and science (Erarosthenes' calculation of the circumference of Earth, 'laws mechanic and hydrostatic, Aristarchus' heliocentric theory of Archimedes, Ptolemy's geocentric theory).

The Romans' main contribution to the history of knowledge may well be engineering, which after all, is but the practical application of science to daily life.

The Romans, ever practical people, made a makes a quantum leap in construction, it from the watercourse to the public bath, from villa to amphitheatres. At the same time, they also created a new level of consolidation, the consolidation of the Mediterranean world. Advancements in science were like revolution as a progress in the arts. Tycho Brahe, who discovered a new star, and Johannes Kepler, who discovered laws of planetary motion, Francis Bacon, who organized the objective the empirical of knowledge based on observations and inductive reasoning.

John Locke (as cited in Scaruffi, 2011), argued that all knowledge comes from the experience ("empiricism"), and realizing that we only know the idea and the sensation in our mind. Ideas and the sensation generated by the perception, but we will never know with certainty what is causing the perceptions, how the reality really out there and we give the ideas created within our mind. Ideas rule our minds. Scaruffi also mentioned that it is obvious, scientific study of reality depending on the perception, on the reliability of the sense.

RAPID CHANGE OF DEMAND

From the ancient times, knowledge has been proven that it is a growing component in human's life. The development of knowledge has lead to many other things to arise especially demands in the industry. What is demand?

According to the Cambridge Online Dictionary, the definitions of demand are multitude. *One of it states that demand is to ask for something forcefully, in a way that shows you do not expect to be refused.*

The improvement in quality of life and the increasing value of knowledge makes a huge change in information management industries. It can be seen in today's industries by different fields that demands have exponentially growing. When there are increases of windows in job opportunities, this is when demands from the companies, organizations, information institutions such as the schools,

libraries and universities where knowledge is taught arise. The staffs and educators have to have abundant types of knowledge to cater these people who are looking for knowledge for their needs.

Every single day, the demands are increasing to fulfill the syllabus needs that are later rapidly changed from time to time to keep up with the industries' trends. The patrons who come to the library or information center keep coming every day. The community has to gain knowledge to fulfill the arising information demands of theirs that is getting difficult days by days due to the indeclinable development of competencies present in the worldwide industries especially in the information industries.

Competency is the main factor to the rapid transformation of demands in the industry including the social, educational and technological demands. The changing embodies these groups of competencies that are lead to the creation and growth of demands. According to Richard E. Boyatzis in his article entitled Competencies in the 21st century wrote that there are three groups or clusters of competencies differentiating outstanding from average performers in many countries of the world (Boyatzis, 1982; Kotter,1982; Luthans et. al., 1988; Howard and Bray, 1988; Spencer and Spencer, 1993; Goleman et al., 2002) which are the social intelligence, cognitive intelligence and emotional, intelligence competencies.

Social intelligence includes the social awareness and relationship management capabilities such as empathy and teamwork. In the information management field, social intelligence may take place in the libraries environment, organizations and in any information institutions where knowledge is distributed such as the schools and universities.

Another competency that is regarded as the demand's factor in the industry is the emotional intelligence competencies include self-awareness and emotional self-awareness consisting of emotional self-awareness and emotional self-control.

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The relevancy of this competence as part of the demands in the information management is that information professionals such as the librarians, curators, archivists, system analysts and designers should aware that the trend of human's lifestyle in the new millennia is going modern. The technologies have changed the human's lifestyle. Individual can get whatever they want just by simply clicking or tapping links on their gadget. Life gets easier.

Consequently, these professionals should be aware in improving the services within the information institutions in line with the rapid growth of knowledge that will be discussed later in this article. From the written of knowledge on papers, knowledge are now has to be made accessible from electronics resources too. For example, the accessibility to read books online has made easier to the readers. Online database and web searching provided in almost libraries in the country and other countries have contributed to the development of knowledge towards paperless. Users are no longer need to find different types of materials such as bulky thick journals and heavy books.

The third competencies than can be regarded as demand is cognitive competencies. Cognitive competencies include the system thinking and pattern recognition. Boyatzis (2007) explain further that system thinking is the ability of an individual to think bigger and further along with the ability to analyze the information and situations that leads to or causes effective or better-quality performance.

Again, the rapid change in demands in the information management industries requires individuals as well as the professionals in this field to have cognitive competencies. As the world is changing globally, the knowledge should be sparked and distributed properly befitting the latest technology as the catalyst to enhance better recognition of the knowledge in our life.

Information professionals should have a good level of system thinking and pattern recognition regardless any situations and circumstances happen in the information institutions. They should be able to solve any problems happen and create solutions as well as to think critically (Zalaquett, 1997). They should have high level of system thinking and pattern recognition in using advanced technology to meet recent desires from the community and growing technology. By using automation and robotics, they should be able to delegate task and responsibilities a lot easier and these, information professionals must also have the knowledge to apply them into real life.

According to Boyatzis, emotional, social and cognitive intelligence competencies foresee the effectiveness in professional, management and leadership roles in many areas of society.

RAPID GROWTH OF KNOWLEDGE

Now that the rapid change of demand has been discussed, let's turn the page where a discussion on rapid growth of knowledge will be discussed deeper as it is an inter-related subject to be highlighted in this article.

Knowledge has exponentially, vigorously growth every day that is then turn into the information explosion and information overload phenomenon. It has been applied, transformed and most of the knowledge created is modified that is suitable in creating new kind of inventions especially to be used in the technology, communication and etc.

In the history of knowledge, as been discussed earlier, knowledge is still created and growing. The evolution of knowledge as the "raw material" of twenty-first century organizations.Knowledge has been defined in various ways. In information management context, knowledge is generally defined as human faculty resulting from acquired information; understanding that develops from combination of data, information, experience and individual interpretation.
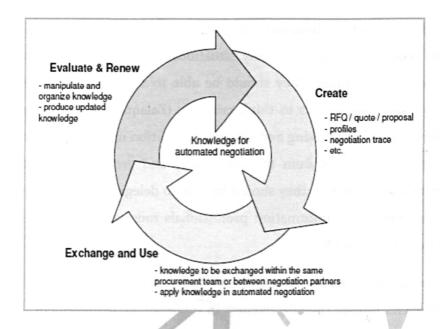
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Figure 1: The knowledge cycle cluster

As been highlighted, knowledge has been growing and created exponentially every day. Managing, organizing the knowledge process should be performed. The distribution of knowledge from authors to users as well as the development of digital and virtual library is the example of the recent knowledge management and distribution process. Knowledge distribution process will be later further explain in this article.

Protogenist, (2012) has proposed the knowledge management life cycle as shown in figure 1. Correspondingly, the concept of knowledge management life cycle is proposed in automated negotiation. The proposed knowledge management life cycle aims at assisting the creation of negotiation expertise learning in automated negotiation.

As the technology has modern, the knowledge management should also following the trends. It has to be managed. The knowledge management life cycle comprises the following three phases: knowledge creation, exchanging and use of knowledge, and knowledge evaluation and renewal (Protagonist, 2012).

From the article of The Methodology of KB's For Automated Negotiation, **the knowledge creation phase** corresponds to the specification and design phase in the proposed negotiation life cycle. It completes knowledge management tasks to assist in the specification of negotiation context. The old and existing knowledge which is appropriate to the current negotiation context is documented. New knowledge is then created with respect to the obtaining requirements and constraints. This phase involves mainly the treatment of the Contextual e-Commerce Knowledge matter, which are represented in different knowledge beads. (Protogenist, 2012)

The next phase in knowledge management life cycle is the **phase of exchanging and use of knowledge** which match up to both the quotes evaluation and ranking phase and the exchange and use of knowledge phase in the knowledge life cycle. The knowledge management job is to authenticate selected knowledge is performed in screening and evaluation phase, which is the foundation model of the quotes evaluation and ranking phase. The task to learn and apply negotiation knowledge from the history is then performed in the exchanging and use of knowledge phase.

The **knowledge evaluation and renewal phase** matches up to the last phase in the knowledge management life cycle. The knowledge management tasks chiefly engage the capture and organization of knowledge, and the production of updated knowledge. This last phase involves re-evaluating old knowledge used in the past and using the evaluation result to create and produce updated knowledge.

DISTRIBUTION OF KNOWLEDGE

Knowledge of this twentieth century is an international commodity, where we see knowledge as a vital element in the lives. Without the knowledge in our lives, we may not share the information to other people. If we have a strong knowledge of something we could make the distribution of knowledge to the people. The more

information available nowadays, the more distribution of knowledge can be channelled. The growing technology right now makes it easier for us to share knowledge that available to the public and now there are a variety of websites which share the different variety of information to the people for access. Apart from the libraries that are the place most major to obtain information or knowledge, there are other agencies also played an important role such as a library.

Nowadays there are many agencies and organization established and played a very important role in disseminating information and also in relaying the news to the country. Among the great agencies in disseminating the news and information was like BERNAMA and CNN. At the present time the people need the information quickly and appropriately, and people can get the information in BERNAMA and CNN website also. The agencies responsible in disseminating the information regarding news in the country and abroad. BERNAMA agency plays role as a credible news sources and the latest popular among local and foreign media, the government agencies, corporations, universities and individuals all over the country. Most Malaysian press and electronic media and foreign news agencies are clients BERNAMA. BERNAMA operates in the information industry, which was competitive, but has a great growth potential.

Another agency is the same as BERNAMA that issued updates and share the information available is CNN.CNN is one of the largest agencies that deliver the latest information and provide news to people. CNN.com is one of the world leaders in online news and information delivery

CNN is an example of the best agencies in granting all information on the website in several of aspects. People who want to know the news about world, sport, technology, about the entertainment, style and also the travel just visit the CNN website and all information that needed is in there.

However, the role of the libraries is still important in granting information to the people even though there are many resources that can be referred beside the libraries. This is because a library is an institution that is widely disseminated and provides information and new knowledge to people, especially the students. Technology available nowadays, plays an important role as well as very was helpful in getting any information or knowledge and allows us to share that information with everybody without having met for delivering information or knowledge that we have in other people. Information will be constantly growing and knowledge is an important element in our lives because of the knowledge, we can get a lot of information and we can disseminate to other people.

CONCLUSION

The antiquity of knowledge has shown that knowledge is a never ending element in human's life. It has been proven from the ancient times until the new millennia. Knowledge has gone through phases in the knowledge life cycle. Due to the rapid change of demands, the importance of knowledge has been made aware to the society due to the competencies occur in the industries. Rapid growth of knowledge also has required the information professionals to manage the knowledge before it's been distributed by the organizations such as the library institutions, people and other institutions such as the media like news agencies.

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INTERVIEW SESSION

With Encik Abduk Rahman Bin Abdul Rahman

Faculty of Information Management, Universiti Teknologi MARA

1. **What is your background education?**

    I come from Bachelor of Information Science Library Management at UiTM, previously known as ITM and I am also studied in Master of Library and Information Science at Universiti Malaya.

2. **How long have you been working in this field?**

    I have worked around 15 years old in this field.

3. **What is your opinion regarding the Faculty of Information Management?**

    For me, Faculty of Information Management is one of the new faculty. So, this faculty is not so well known unlikely from the other faculty but this faculty has expanded quickly and well.

4. **How to provide fresh graduate in Faculty Information Management?**

    I think, this faculty can provide two types of fresh graduates that encompass well in both academic and non-academic. For the academic, they can get the best students by helping those students to achieve good and satisfactory pointer every semester. For the non-academic, this faculty can get the fresh graduates with good in non-academic matter by having the students involves in sport, associations and uniform units.

5. **What is the different between Faculty Information Managemenet and other faculty?**

    Faculty of Information Management is different with other faculty which is in term of the specialty of the field. If the Faculty of Information Management it takes pride in being the pioneer in providing professional education to fulfil the manpower need of the country in three very important fields namely are information management, library management, and records management. While, the other faculty might be the pioneer in engineering, languages and so on.

6. **From your opinion what can be learn from Information Managemenent?**

    For my opinion, Information Management is the collection and management of information from one or more sources and the distribition of that information to one or more audiences. This sometimes involving those who have a stake in, or a right to that information. Management means the of and control over the structure, processing and delivery of information.

7. **What is the specialty of Information Management program?**

    From my knowledge, Information Management program can be considered as specialty because it is a field which teaches on how to manage information, plus it is also being taught at Univsersiti Teknologi MARA (UiTM), Universiti malaya (UM), Universiti Islam Antarabangsa Malaysia (UIA) and Universiti Selangor (Unisel).

8. **In your opinion, is it posible for graduate in Information Management join other field in employment for example the accounting program?**

    Yes, these graduates are more versatile and flexible to join other field in employment because there are one name of Faculty of Information

Management but it will be divide to many field based on the individual's interest.

9. **From your observation, how far can Information Management go further?**

   For me, our philosophy is to provide students with knowledge and skill in effective delivery and use of information systems, together with an awareness of the continuing development in the field of information technology. Knowledge of the principle and techniques required of an information professional oriented to one or all types of library or information centre, system or sevice, including library, archival, and record management, and other related disciplines. So in future, students can use their knowledge and experince to use in the work.

10. **What are the skill that needed by the fresh graduate in order to improve their quality and capability in Faculty of Information Management?**

    For my experience, use the keywords like P.I.ES..P stand for physical need. That means it is most important that your physical needs are met. Physical needs induce food, drink, warmth and shelter. I stand for intellectual need. These are needs that are met by using that part of the mind that are we thinking. E stand for emotional need. As example, how do we weel about ourselves and others. How we feel is linked to our emotions. Lastly S stand for social need. It is being able to join in activities and to communicte with other people is a way of meeting out social needs.

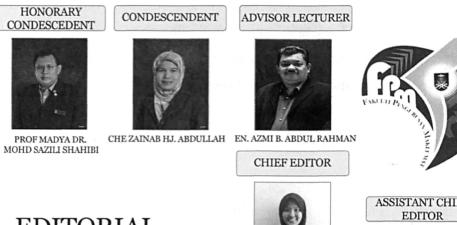11. **Based on your experience, what are the challanges for information proffesional to survive?**

    From the challenges that I faced in my experience, the challenge that will be faced by information professional in the future is information technology.

Nowadays information technology is growing at a rate beyond anyone expectations. This means any staff or librarians need to constantly be improving their skills. New technologies are always appearing, leading to previous information becoming obsolete.

12. **What are your expectation for Faculty Information Management in the future?**

Sincerely, I hope this Faculty of Information Management can get the best faculty equal with other faculty in Malaysia. Although this faculty is not famous like other faculty but this faculty can follow them slowly. So, Faculty of Information Management can be the best faculty because they can divide to many fields that can be chosen by student according to their interest.

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Dear prospective Authors,

You are invited to submit manuscripts for publication in the TINTA. The scopes of the journal include, but not limited to, the areas in Information Management

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1. Content

TINTA publishes full articles, brief notices, conference reports, project briefings, opinions, letters, clippings, and pointers of broad interest in information management.

Full articles should:

o   be of interest to a broad community of information management, and o   Reflect work that has been completed, rather than just beginning.

Articles **should not have been published previously in another magazine or journal**, nor been available in a **final version on a publicly available web site**.

2. Matters of style

We prefer *TINTA* articles that are 1,500-5,000 words in length but in certain circumstances accept articles that are 5,000-10,000 words in length. They should be in English or Bahasa Melayu. Articles must include a 100-200 word abstract. We have the following additional preferences:

o   Text should be in Microsoft Word or rtf format.

o   Images may be in gif, png, or jpeg formats. Images can be handled several ways- as in-lines or as linked files. They normally should be no more than 700 pixels in width.

o   Hyperlinks to external sources are encouraged. URLs should be spelled out rather than embedded as links, either following the appropriate name/text or, if preferred, within the References section at the end of the file.

O   References must be in APA format.

3. Mechanics of submission

While we often receive completed manuscripts, we would prefer that you contact the editors at *tintafpm1@gmail.com* before you finish writing so that we can determine whether the topic, style, and approach are appropriate for *TINTA*.

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Each author will be asked to submit a brief (50 - 100 word) biographical sketch along with his or her manuscript. Please contact the editors for details upon acceptance of your article.

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- o   Upon acceptance, articles are put on the magazine's production schedule for two months that is mutually acceptable to the authors and editors.
- o   *TINTA* editors will read your submission and return it with suggested changes or comments.
- o   After the authors and editors have agreed on a final draft, the revised text will be formatted in doc or pdf by *TINTA* staff.
- o   Authors will have a specified length of time to request final corrections or minor changes prior to the release of the magazine to the public.
- o   Once the issue has been released, only vital corrections or changes will be made to the file. These changes will be noted and dated at the end of the file.

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