UNIVERSITI TEKNOLOGI MARA

A KNOWLEDGE BASED EXPERT SYSTEMS BASED UPON WEBGRID-III

MOHD NAZIR BIN SARAH

Thesis submitted in fulfilment of the requirements for the degree of Doctor of Philosophy

Faculty of Architecture, Planning & Surveying

November 2004

ACKNOWLEDGEMENTS

Praises, Thanks and Gratitude to Allah S.W.T. without whose mercy and blessing this thesis could not have been completed and produced. Also, during the conducting of the research and the writing of this thesis I owe my gratitude to a large number of people who guided and assisted me directly and indirectly, to make this research successful:

Professor (Emeritus) Dr. Johan V.B. Torrance C.B.E, of Universiti Teknologi MARA, my main supervisor for giving intellectual guidance, friendly assistance, professional support and invaluable feedback.

Professor (Emeritus) Dr. Brian Gaines of University of Calgary, Canada, who tirelessly and rigorously guided me on WebGrid-III software, data analyzing and relevant information.

Dr. M. I. Okoroh of University of Derby, UK, for continued assistance and advice on my study from time to time.

Professor Dr. A.N. Baldwin of Loughborough University, UK, for his guidance and information about my thesis. Associate Prof. Dr. Faridah Yusuf, my second supervisor and former Coordinator of Post Graduate Studies, UiTM, for her comments and feedback

Dr. Valerie Stewart and Mr. John Mayes of Enquirewithin Co, New Zealand, for advising and updating me on Repertory Grid information. Dr. Andrew Edkins of University College, London, Dr Shafie Karimin of KLIAB, Malaysia and Professor Dr. Martin Betts of Salford University, UK for their information and guidance during the initial stage of this study.

I would also like to thank all parties involved for helping me to complete this study including lecturers, friends and Staff of the Faculty of Architecture, Planning and Surveying UiTM, my employer; Malaysia Airlines and the fifteen decision makers (subjects) and all those whose names I have forgotten to mention for supporting and helping me to make this study successful.

Lastly, thanks to my family, especially to my wife for her support, patience and encouragement given to me during the study.

Mohd Nazir Bin Sarah 30th November 2004

A KNOWLEDGE BASED EXPERT SYSTEMS UPON WEBGRID-III

CONTENTS

	Υ.	Page
ACKNOWLEDGEMENTS		
CONTENTS		iii
LIST OF TABLES/CHARTS		xi
LIST OF FIGURES		xlii
ABBREVIATIONS		xv
ABS	ABSTRACT	
CHA	APTER 1. INTRODUCTION	
1.1	Introduction	1
1.2	Research Objectives	8
1.3	Scope of Research	11
1.4	Research Questions	12
1.5	Research Hypothesis	13
1.6	The significance of the research	15
1.7	Layout of the Thesis	15
CHA	APTER 2. THE ORIGIN AND THE DEVELOPMENT	
a	OF EXPERT SYSTEMS	
2.1	Introduction	18
2.2	IT Overview	18
2.3	Artificial Intelligence	21

LIST OF TABLES/CHARTS		
Table 2.1	Different Attributes of Decision Support and ES	40
Table 3.1	Functions performed on hemisphere of the brain	49
Table 3.2	Two Ways of Making Sense of People	59
Table 4.1	Bidding Process	71
Table 5.1	Different Tender Committees	113
Table 5.2	Left/Right Core Constructs under Financial Strength	114
Table 5.3	Core Constructs under Work Reference	115
Table 5.4	Core Constructs under Ability to Summit Bona Fide	115
Table 5.5	Core Constructs under Labour Strength	115
Table 5.6	Core Constructs for Management Capabilities	115
Table 5.7	Core Constructs for Attitude and Collaboration	116
Table 5.8	Core Constructs for Current and Future Workload	116
Table 5.9	Core Constructs for Quality or Workmanship	116
Table 5.10	Core Constructs for Transportation/Project Location	117
Table 5.11	Core Constructs for Safety Record/Working Project	117
Table 5.12	Core Constructs for Reliability and Trustworthiness	117
Chart 6.1	Decision Makers Work experience	123
Chart 6.2	Graduate and Non-Graduate Decision Maker	124
Chart 6.3	Decision Makers Bidding Experience	124
Chart 6.4	Decision Makers Bid Involvement	125
Chart 6.5	Decision Makers Perception on Current Bid Method	126
Chart 6.6	Decision Makers Rating on Improvement Needed	127
Chart 6.7	Bidding Mode by each Decision Maker	128
Chart 6.8	Decision Makers Optimism about IT	128
Chart 6.9	Decision Makers Pattern of ES Understanding	129
Chart 6.10	Numbers of DMs Accepting/Rejecting ES	130
Chart 6.11	DMs Web familiarisation	130
Table 6.1	Rating on DM Based on Peers' View	133
Table 6.2	Rating on DM Based on Superiors' View	133

ABSTRACT

Since the construction industry still lacks a strong Information Technology (IT) approach, especially in the bidding and tendering domain, the objectives of the thesis were to study the pattern of the experts in the bidding and tendering area in selected departments of Malaysia Airlines. The focus would be those who were making decisions not only from an IT perspective, but also from sociological and psychological perspectives.

Besides that, the study was also carried out to confirm whether their decision making exercise could be automated to assist and structure the process. The outcome of the study is to propose an Expert System Prototype to the experts, that contains a knowledge based system which has rules (logic program) based on their cognitive perception on how to select bidders.

Fifteen experts from four different departments were involved in this study, using the Repertory Grid methodology, from where their knowledge was elicited, analyzed, represented and modeled as a rule based system, embedded in the prototype, called AdjuComm. The prototype was developed on the WebGrid-III Expert System tool (software) which originated from the University of Calgary, Canada and is freely available on the internet. Using the tool, people's views or opinions could be weighted or measured and their construct pattern could be analyzed.

The finding of the study shows that the developed prototype (AdjuComm) could pattern the experts' cognitive perceptions, especially when dealing with human cognition of bids, and be able to minimize bias. The study also shows that the WebGrid-III could be used as an important tool for developing knowledge based expert systems due to its efficiency, scalability, accessibility and flexibility.

As a part of the range of Knowledge Based Expert Systems, The AdjuComm could accept vague (blank) data within certain limits, and it is suggested that certain improvements can be added to the prototype in the future, based on the requirement to make it more advantageous and beneficial in the bidding domain.

To ensure the efficiency and flexibility of the prototype, different categories of experts were invited to verify and give comments on the prototype. Their feedback and views were important in order to justify and enhance the prototype scalability which could be described as 'initially successful'.