Title: Technology supported Services and Knowledge derived from User generated Contents

Keywords: SSME, Web 2.0, User generated Contents, Knowledge Management

Abstract:
Services are frequently provided by means of service systems. In literature, service systems are defined as work systems in which service providers and service consumers share knowledge and information within dynamic networks and specific value chains (Alter, 2008). The consumer has a fundamental role in such service delivery process, mainly in the value co-production process (Boselli et al., 2008). Frequently such service (provisioning) systems exploit Information and Communications technologies, to improve the service provisioning processes.

A framework has been proposed in (Kang, 2006) to study the roles of technology and knowledge in the service sector. According to that framework knowledge services can be classified in two categories: knowledge-embedded where the majority of knowledge is embedded in the service production system (i.e. the technology); knowledge-based where the majority of knowledge is held by the actors providing the service.

Several service provision systems exploit the user generated contents paradigm (e.g. the approach exploited by Wikipedia where the customers contribute in providing knowledge artifacts to the process) to incorporate user contribution within the service delivered.

Our research paper shows by means of an empirical analysis that such approach can be exploited also to extract knowledge from the customers and to embed such knowledge within service systems, to continuously ameliorate service provisioning systems.

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