How People Search for, Share and Use Knowledge

5 Commons Barriers & How To Address Them

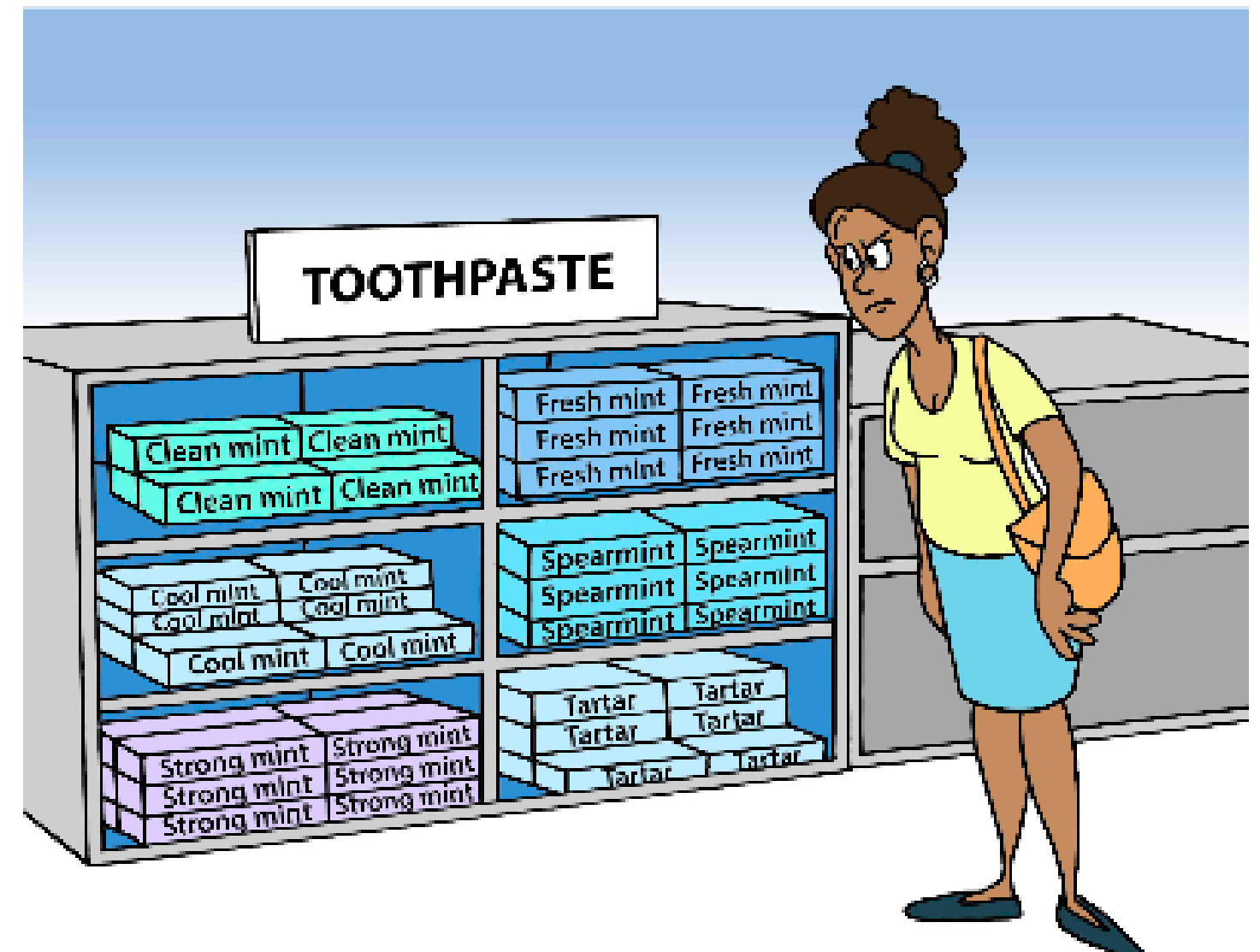August 2020

Acknowledgements

Choice Overload

Too many choices can be mentally difficult to process. When confronted with too many choices, humans tend to go with the **default option** or to **defer (put off)** making a choice. Too many choices have also been associated with unhappiness and decision fatigue.

Addressing Choice Overload

Best Practices

Carefully curate content.
Having all the information in one place can make the quantity of information appear less daunting and help users find what they are looking for more efficiently.

Add a little bit of body text

Employ search engine optimization.
Make it easy for search engines to find relevant information.

Examples

- Topic pages
- Listicles
- Newsletters with the top 3–5 things you need to know

- Add keywords early in your content and use them in your page title and URL. Optimize images by naming them with descriptive filenames.

Addressing Choice Overload

Best Practices

Implement innovative search methodologies. Use visual elements to help users find the information they need.

Employ search filters to help users narrow down to a more focused list of resources that are relevant to what they are searching for.

Create centralized and managed databases, when possible, to find relevant information in one place.

Examples

- Icons or pictures

- Filters by country, language, topic

- Organizational intranets, PubMed

Cognitive Overload

Cognitive overload occurs when too much information is presented in a way that is **hard to understand and apply**. When it's presented that way, it requires too much cognitive engagement, meaning it's too hard for the individual to process and apply.
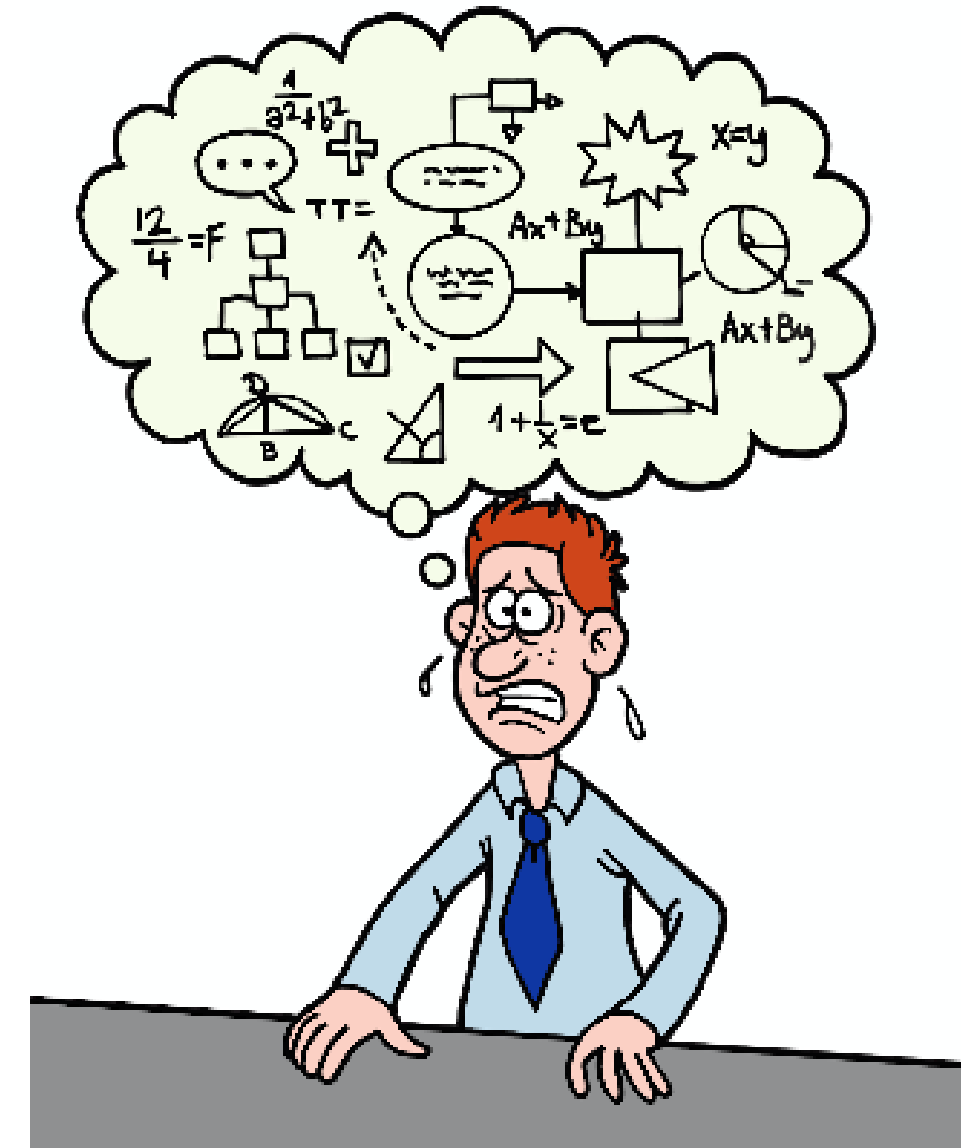
Addressing Cognitive Overload

Best Practices

Use standard templates so users can quickly find key information.

Improve readability/scannability

Provide opportunities for Q&A

Examples

- The standard IMRAD (Introduction, Methods, Results, and Discussion) format of journal articles helps avoid cognitive overload due to its familiar and known structure.

- Be succinct, don't use jargon
- Use visuals and white space
- Use bulleted lists and headings

- Interactive meetings/events, instant chats

Addressing Cognitive Overload

Best Practices

Implement tailored information push strategies.

Create proxy guides for reliability of sources.

Examples

- Provide regular updates to users based on the search terms they frequently use or items they click on.

- Provide information on the number of times a resource has been cited in other papers or the number of times it's been downloaded or shared through social media.

Learning Styles

Everyone learns differently – some people like to see information, some like to hear information, and some like to read information. This preference is called a learning style. Learning style may affect how people **internalize, understand, and even act** on the information that they receive.

Addressing Learning Styles

Best Practices

Create content in a range of formats in addition to the traditional text-based articles.

Use a mix of online and interactive (face-to-face when possible) **KM tools** and techniques to meet FP/RH professionals' learning style efficiently and effectively.

Examples

- Videos, infographics/data visualizations, podcasts, and interactive experiences
- Create visual and verbal versions of platforms/information when possible (eg, written transcripts of videos/audio) that users can switch between depending on their preferred learning style.

- Provide opportunities for solitary learners to find information on their own while also giving social learners an opportunity to talk things through and ask questions.

Social Norms

Social norms are the rules (spoken or unspoken) that create behavioral expectations for members of a group of people. They can cover a wide range of behaviors such as who should give up seats on crowded buses to how people should treat their children. Different groups of people have different social norms, depending on where they live and who they are interacting with.

Addressing Social Norms

Best Practices

Ensure buy-in from FP/RH professionals and champions for new KM platforms.

Leverage existing positive social norms by meeting people where they are

Reinforce/shape positive social norms.

Examples

- Design and promote new KM platforms in collaboration with FP/RH professionals of the organization.

- If people are using Facebook to share information, provide a way for them to easily share the information via Facebook instead of creating a new KM platform.

- Tell FP/RH professionals how many others are doing the same thing (like using a platform) or how their behavior compares to their peers (like how many other professionals downloaded or shared a resource).

Incentives

Factors that motivate people to do something. These can either be **intrinsic** (namely an inner drive that propels a person to do something) or **extrinsic** (namely external factors that drive an individual to do something).

Employee of the month

Addressing Incentives

Best Practices

Explore incentives and commitment devices to reframe the benefit of KM behaviors.

Examples

- Include a tracker on an online platform that lists the members who made the greatest number of contributions or ask new members of a platform to commit to sharing a certain number of resources during a given time frame.

- Provide badges that can be shared on professional platforms to showcase individuals' commitments to open sharing or acknowledge content contributors.

Want to learn more?
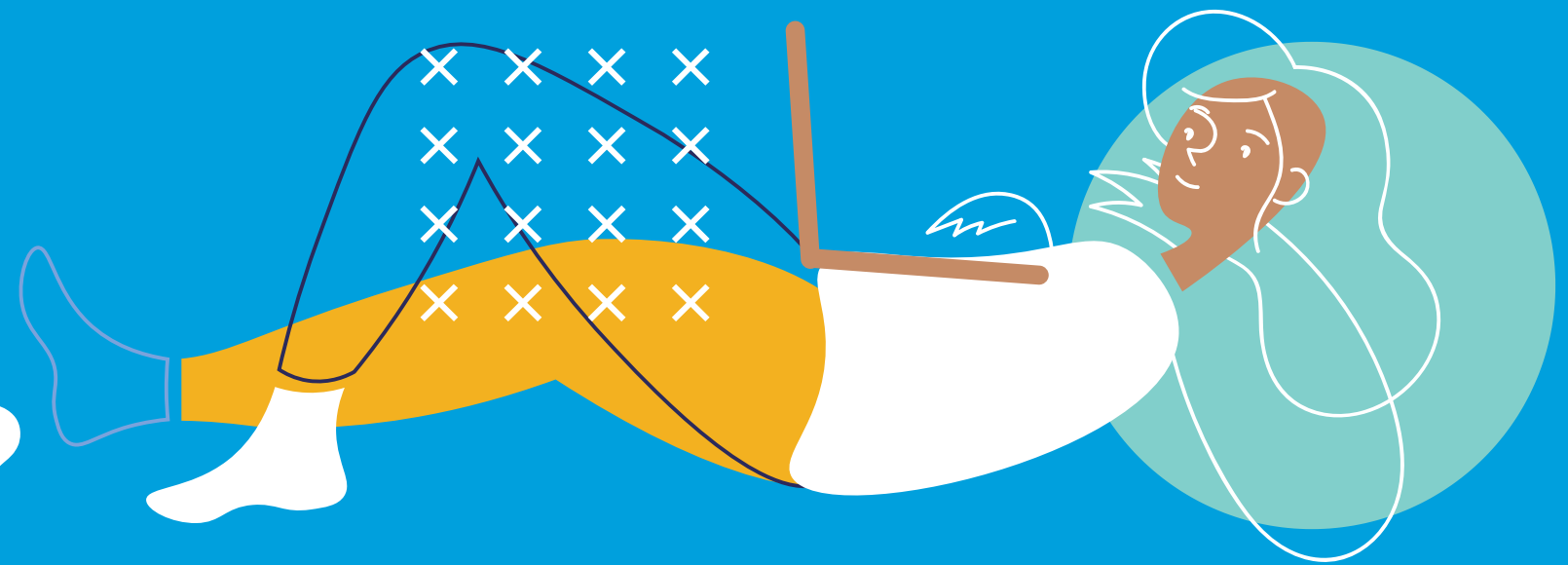
Interested in learning more about the relationship between behavioral economics and knowledge management in FP/RH programs?

Coming soon on www.knowledgesuccess.org:

Access the following resources on <u>Family Planning Professionals' Behavioral Journey in Knowledge Management</u>

- Full Report
- Executive summary
- Journey Maps

Knowledge
SUCCESS