

DEVELOPMENT / ОБРАЗОВАНИЕ ДЛЯ УСТОЙЧИВОГО РАЗВИТИЯ

**SHKODA G.V., PRIBOROVICH A.A., GORBACHEV N.N. INTELLECTUAL
PROPERTY MANAGEMENT IN NETWORKING EDUCATIONAL COMMUNITY**

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В статье проанализирован опыт создания сетевого учебно-методического сообщества учителей школ Ленинского района г. Минска по обмену лучшими практиками использования интерактивных средств в учебном процессе. Уделено внимание проблемам актуализации учебно-методических материалов, управления интеллектуальной собственностью сетевого учебно-методического сообщества.

Introduction. Sustainable development of educational system requires harmonization of inclusion of contemporary results of scientific and technical progress into educational process for development of students' personalities. Intensive development of educational technologies requests for improving the competences of both learners (stu-

dents, pupils) and educators (lecturers, teachers). Contemporary information and communication technologies (ICT) provide the technical basement for development of personal knowledge using networking community methods and conception of social networks for sharing the educational experience. For realization of this approach the project of “Creation of networking educational community for implementation of interactive educational facilities” has been initiated for improving the individual competences of school teachers in frames of regional competition “IT–region: MINSK.EDU.BY”.

Web 2.0 technologies for development of networking educational communities. Current development of ICT causes rapid increasing of volume of collaboration technologies. In the result of their combination with social networking technologies, it becomes possible to formalize the part of personal knowledge which earlier considered as inalienable, nonseparable from personality. This causes increasing the volume of electronic informational resources, which may be applied for development of personal competences of involved users. This also effected the new segmentation at the market of educational services – e-learning using collaboration technologies and social networking, which was suggested in the analytical report presented by AmbientInsight in 2008 [1]; the report also gives the forecast of growth of this segment up to 28 % of e-learning market services in 2013.

Process of creation and development of educational and methodical content within the networking community means individual activity of experience holders, sharing and publication of best practices, collaborative discussing of published practices, improving the initially published materials using collaboration toolsets by all the persons involved into community. In the result, the initial content is revised by many authors and appears as the result of collective creativity.

Managing the intellectual property of networking community as result of collective creativity. Current methods of organization of collaborative work with educational and methodical content in networking communities allows for personification of intellectual property at any stage of content creation. However, Web 2.0 technologies means free voluntary exchange of available data, information and knowledge between the participants of networking community. Thus, a conception of knowledge alienation (sharing) was taken as theoretical basis for knowledge management. Knowledge alienation is specific for knowledge economy and means one of methods of authority of knowledge

owner to dispose the components of his formalized and non-formalized information resources and his own property. For realization of management functions over the intellectual property of networking community, knowledge alienation process may be arranged as follows:

- Personal knowledge alienation (between individuals);
- Collaboration knowledge alienation (inside or between the groups of individuals);
- Expert knowledge alienation (applying the external experts);
- Corporative knowledge alienation (applying corporative regulations);
- State knowledge alienation (applying state regulations).

Sustainable development of networking educational and methodical community and limits of effective growth. Major aims of the Project of networking educational community creation are: gratification of needs in developing the personal competences basing of work with internal and external knowledge sources; collective improvement of shared knowledge and application of community knowledge to creation of educational and methodical content requested by educational market.

Effective growth of educational networking community means quantitative and qualitative growth of amount of community members, which are able to share the professional knowledge requested by the community for development of personal competences of the other members.

Applying to development of networking educational community, referring to principles of sustainable development, it is required to provide effective cooperation with the other communities within the professional infrastructure. Realization of this requirement depends on cooperation with the other networking communities at the level of social networks (Figure 1).

Conclusions. Creation of networking community for development of personal competences has confirmed its effectiveness. However, the additional research of collaboration mechanisms and toolsets in networking communities and social networks is required. The major trends of upcoming research are: analysis and visualization tools for discovering the effectiveness of collaboration within the groups of networking community; content management tools using domain knowledge ontology of networking community; customization of toolsets for

building the experience maps; evaluation and monetizing the shared content available in networking community and social networks.

References:

1. The US Market for Learning Technology Products and Services: 2008-2013 Forecast and Analysis, Ambient Insight, LLC // URL: www.ambientinsight.com/Resources/Documents/AmbientInsight_US_2008-2013_LearningTechnologyMarket_ExecutiveOverview.pdf (date: 21.10.2010)
2. Gorbachev N., Greenberg A. University Knowledge Domain Application for Educational Content Updating. Economics, Statistics and Informatics, No. 3, 2010, pp. 141- 147

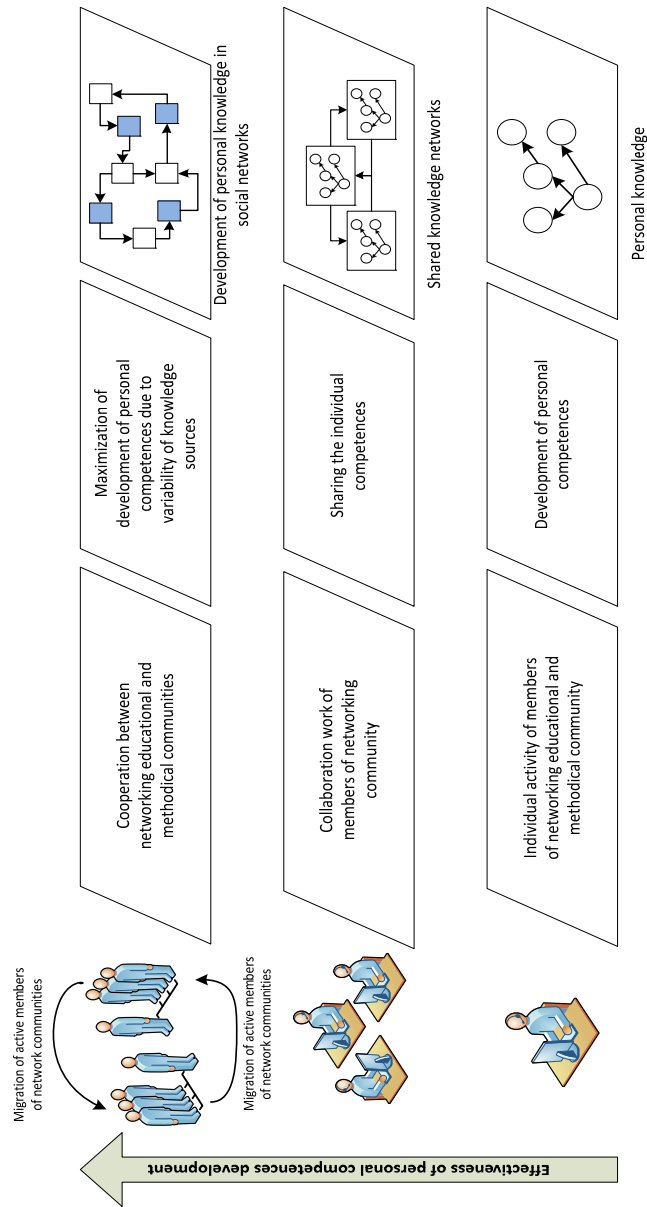


Figure 1. Levels of interaction of members of networking educational and methodical community in development of personal competences.