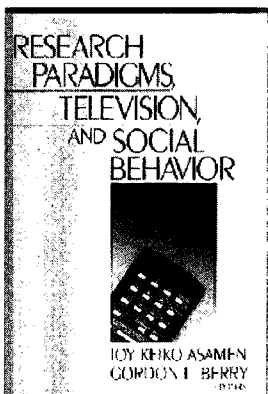


knowledge management is the development, application, deployment, and sharing of knowledge-based systems. Knowledge-based systems are an ideal technology for preserving knowledge within an organisation and building up its corporate memory. This book is a hands-on guide that shows how businesses and other organisations can re-engineer their processes using an applied knowledge-based approach. Each chapter introduces a different aspect of the field and demonstrates its application in actual case studies. Both the creation of a knowledge base and the development of engines for specific applications is covered. Examples from industry, education and government show the wide application of this relatively new field of study. This book also comments on new trends such as learning organisations, intelligent organisations and enterprise management.

Research paradigms, television and social behaviour

Edited by Joy Keiko Asamen and Gordon L Berry. Thousand Oaks, Ca.: Sage Publications, 1998. ISBN 071690655X

Research Paradigms, Television and Social Behaviour is a text which examines television research both from the quantitative and qualitative aspects. The editors wanted to explore methodologies that were broad enough to inform the thinking of developing researchers by showing how social science and related paradigms could be applied to understanding the medium of television. They considered openness in the use of various models, coupled with firm scientific principles, was necessary for any investigator to ascertain the sociopsychological impact that content,

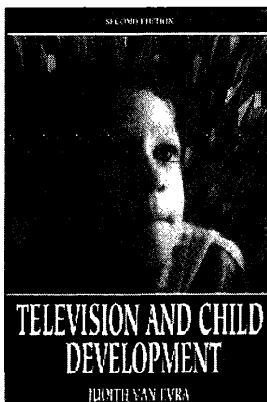


structure, and forms of television have on viewers. Part 1 addresses quantitative methods. Part 11 describes qualitative methods, and Part 111 focuses on the integration of the two as a means of understanding the complexities in the study of television. The book provides concrete, step-by-step examples of how to conduct major research and evaluation projects.

Television and child development

Judith Van Evra. 2nd ed. Mahwah, N.J.: Lawrence Erlbaum Associates, 1998. ISBN 080582801X

The material presented in *Television and Child Development* is a current summary and synthesis of what is known about television's role in and impact on children's cognitive and social develop-



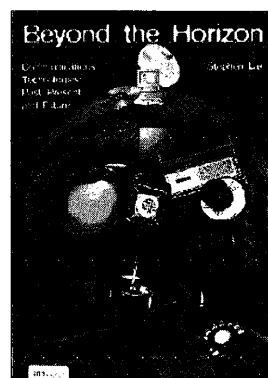
ment. It discerns the complex and significant interplay between other forces in a child's life with the television experience. In updating her previous edition, the author compiles information from communication literature, as well as from child development and other psychological domains, and integrates these diverse sources into a conceptualisation of the major variables operating in children's television experience. The new edition provides updated research findings in the major areas and includes changing trends in television content and viewing patterns. In offers new sections on technology and its influence as well as an entirely new chapter on television's impact on exceptional and high-risk children. Also included are research findings on many other media uses now available to children besides television: VCRs, cable, computers, the Internet, video games,

and virtual reality, in addition to a chapter on intervention and critical viewing strategies.

Beyond the horizon: communications technologies: past, present and future

Stephen Lax. Luton : University of Luton Press, 1997. ISBN 1860205143

The most widely used buzz phrase of today is the 'information age'. There is much speculation about the new communication technologies which allow



speech, text and images to be transported around the world at very high speed. However, what is often hard to discover is a clear definition of what these technologies actually are. This book is attempt to answer such questions as : What exactly is the Internet? Why is a digital system supposed to be better than analog? How is it that we can now have so many television channels? And why not more? This book is an attempt to answer these questions. A study of the operation of the relevant technologies should provide a valuable insight into communications systems but does not provide a complete understanding. The political and social context in which communication systems evolved and the subsequent use to which they were put form a major part of that understanding. These themes are introduced in the various chapters specific to each technology. The final chapter of the book discusses the role of technology in society more generally, offering a critique of some of the views that the new communications technologies will be the cause of a major shift in the way that society is run.

