

Wisteme – Wisdom System for Everyone

The Challenge of Seeking Knowledge

Information and knowledge are necessary for individuals to live better lives. Businesses must effectively manage information and knowledge to improve operating efficiency and productivity. Advances in the Internet, broadband access, computers, and mobile communications subscriber devices have enabled instant information sharing anytime and anywhere. Yet, one still struggles in seeking desired information and knowledge even with the state-of-the-art search engines and massive online content in hundreds of thousands of websites. The challenges in searching for knowledge through the Internet include:

- One has to browse through dozens or even hundreds of web search results to look for related information.
- Information published on a web site is usually not customized for each individual's specific needs. One has to combine pieces of knowledge from multiple sites.
- Quite often, one fails to find any useful information from searching the Internet.
- A Forum is a traditional platform for posting discussions, but not an ideal platform for generating high-quality content.

Therefore, a platform where people can collaboratively build high-quality knowledge is needed.

Wisteme: A Unique Platform for Knowledge Creation and Management

Wisteme is designed and implemented to provide a platform where anyone can collaboratively help to build a high-quality, content-rich, question-driven knowledge system. The name Wisteme comes from the words, Wisdom System for Everyone. The most important features of the www.wisteme.com website include:

- *Efficient question search*: helps its users to either find the questions or acknowledge the non-existence of those questions. If a question cannot be found here, one could easily add that question through the Ask Question function. Eliminating redundant questions is a key benefit of Wisteme's unique, efficient search.
- *Effective collaboration management environment*: ensures Wisteme's user community can monitor and collaborate on knowledge enhancement and improvement.
- *Unique contributor incentives*: rewards and attracts professionals to contribute high quality content. It serves as a free and effective marketing channel for individuals, businesses or organizations. It is designed to attract knowledge contributors with a financial incentive - sharing of advertisement revenue. These incentives encourage authors to contribute high quality knowledge.

- *Community*: enables users with similar interests to work together to stimulate collaboration on building a subset of knowledge that they need for their lives or businesses.

The Way Wisteme Works

Wisteme empowers its users with efficient question search capability and an effective collaboration management environment.

Anyone can be a reader of or contributor to Wisteme. As a reader, one has free access to every piece of knowledge within Wisteme. If a question cannot be found here, one could easily add that question through the Ask Question function. Wisteme's efficient search is based on statistically generated hints and uses iterative scope refinement. It's essentially a guided search process that helps the user quickly find specific knowledge or confirm the failure to find specific knowledge.

One can easily enable the monitoring of any additions to or edits of Wisteme knowledge by configuring the subscription. Wisteme subscribers, who have "opted in", will be notified by email of any future modification of Wisteme content. Any low quality editing or system abuse will be spotted and removed by the monitoring community and/or readers.

One becomes a contributor to the Wisteme system when one asks a question, edits a question, modifies a question attribute, or answers a question. Every time one makes a contribution, one earns a position for free advertisement on that question's display page. Compared with paid advertisement, Wisteme's free contributor advertisement has the following advantages:

- **No payment** - advertisement is one's reward for a contribution.
- **Permanent** - earned free advertisement position is permanent.
- **Targeted** - the advertisement directly targets the users seeking help in your category and domain of expertise.
- **Effective** - one's contribution demonstrates expertise and one's caring for customers, readers, and fellow contributors.

The Wisteme free advertisement is a key reward to attract professional contributors. For businesses and enterprises that seek maximum return-on-investment for marketing, investing a few minutes now to make a knowledge contribution to Wisteme will pay great benefits long into the future.

Advertisement revenue sharing is another reward Wisteme offers to encourage freelance writers, consultants, and experts to contribute high quality content. The contributor earns part of the advertisement revenue generated directly as the result of that content.

Summary

Using the collaboration platform that Wisteme provides, human beings from around the globe can work together to build a knowledge system that will benefit users today and for years to come.