An Examination of Knowledge Transformation Activities in the Context of Knowledge Payment Field: A Perspective Incorporating the SECI Model and the Concept of 'Ba'

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Abstract

Using the knowledge 'Ba' in the SECI model as the theoretical framework, this paper examines the features and process of the mutual transition between tacit and explicit knowledge in the field of knowledge payment from the standpoint of knowledge dissemination.The text provides an overview of the essential environments for knowledge transformation needed to accomplish the goals at each stage of the process. These include creating a social network of trust and identity in the original Ba, refining products and building brands in the systematic Ba, building an interactive platform centered on KOLs in the interactive Ba, and establishing a 'user-centered' service network in the practice Ba. In light of this, the paper investigates methods for meeting people's requests to take part in knowledge payment activities.

Keywords

knowledge payment; SECI model; knowledge transformation activities

1.Introduction

The knowledge "Ba" in the SECI model refers to the meaning space where ideas, information, and knowledge are shared during the process of knowledge transformation and innovation. The four stages of knowledge transformation—socialization of tacit knowledge, externalization of tacit knowledge, combination of explicit knowledge, and internalization of explicit knowledge—are represented by the four knowledge Bas (Original Ba, Interactive Ba, Systematized Ba, and Practice Ba) in the SECI model. The knowledge transformation goal of a given knowledge Ba is represented by each level of the knowledge transformation process. In the context of knowledge payment, this paper focuses on the knowledge transformation and dissemination activities carried out by platform providers, content authors, and users—three different kinds of information dissemination nodes. These tasks are restricted to certain knowledge bases. The article looks at the roles and functions of these three types of dissemination nodes within the knowledge transformation environments that knowledge payment operators should set up to accomplish the knowledge transformation goals of each of the four knowledge Bas.

2.Building a Trusted & Identified Social Network in Knowledge Payment

The knowledge transformation process's socialization stage of tacit knowledge is represented by the Original Ba in the SECI model. The objective at this step is to accomplish the transition of tacit knowledge by interper-

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sonal interaction (tacit knowledge → tacit knowledge). In the original sector of knowledge payment, building a social network based on trust and identification is essential to achieving the aim of tacit knowledge interaction between individuals.

2.1Scaled development of tacit knowledge resources is a robust guarantee for the sustainable development of knowledge payment.

2.1.1Tacit knowledge serves as a crucial learning resource for individuals to upgrade their knowledge systems.

In the subject of knowledge payment, people are increasingly using implicit knowledge as a vital learning tool to improve their knowledge systems. Empirical information obtained by individuals via certain behaviors is known as tacit knowledge, and it is primarily transmitted by personal experience, imitation, and observation. For people or organizations looking to expand their knowledge base and develop their knowledge systems, implicit knowledge is a valuable learning resource. The desire of knowledge subjects to share and the methods available for engagement and dissemination are the main factors influencing the development of tacit knowledge resources. There have previously been barriers to the flow of implicit knowledge. Some knowledge subjects are reluctant to share their tacit knowledge with others because they have a monopolistic mentality toward it. Conversely, people who are open to sharing and communicating might find it difficult to express their tacit knowledge because of their cultural background or communication style, or they might find that the channels available to them are too narrow to allow them to share their knowledge widely.

2.1.2 Scale development of tacit knowledge in the context of knowledge payment

Before the advent of knowledge payment, resources for tacit knowledge were not produced extensively, nor was there a general exchange of tacit information. There have been three phases in the evolution of Internet users' knowledge sharing. Wikipedia served as a representative of the first step, which was the static knowledge acquisition stage. The dynamic knowledge community, which was represented by Tianya, Mop, and others, comprised the second stage. This incorporated a method of following up on talks. These two phases pertained to the knowledge payment stage's user cultivation phase, which cultivated users' online information-sharing behaviors.But rather of completely activating and altering people's latent tacit knowledge, they mostly concentrated on expressing personal thoughts and ideas and enhancing and augmenting explicit information. During the knowledge payment stage, which is the third stage of knowledge sharing, consumers progressively formed habits related to sharing and retrieving information online. Finally, tacit knowledge resources had a foundation for development thanks to the mobile internet's diverse information presentation and interaction ways, as well as the steady improvement of conditions such convenient payment and consumption upgrading. Large-scale individual tacit knowledge resources were thereby created.

2.1.3Tacit knowledge exploitation ensures sustainable growth of knowledge payment

As far as people seeking information and knowledge are concerned, there are two main areas of emphasis for users' needs about knowledge payment. First, they aim to sift through relevant explicit content that is on the internet. Second, they want to employ knowledge payment products to improve their knowledge systems. Content providers and platforms in the knowledge payment sector mostly depend on providing

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explicit and tacit knowledge products and services in order to meet these needs. The primary processes in producing explicit knowledge products include integrating, classifying, and filtering explicit data into a structured output.

Nevertheless, these goods frequently have problems like homogenized substance and lack fundamental competitiveness. Products and services based on tacit knowledge, on the other hand, may face unique competition. We may encourage the interactive liveliness of individual tacit knowledge resources by using technology to enhance online engagement and presentation techniques, as well as by utilizing incentives like knowledge monetization in knowledge payment. Online social networks can also aid in the broad distribution of tacit knowledge. The only way to guarantee the continued expansion of knowledge payment is through the phased creation of implicit knowledge resources.

2.2 Building a social network of trust and identity as the basis for socialization of tacit knowledge in the primordial field

2.2.1 The process of tacit knowledge socialization in the primordial field

The conversion of "tacit knowledge" to "tacit knowledge" (the socialization process of tacit knowledge) is the main process in the original field of knowledge transformation. It entails sharing and transforming an individual's or organization's tacit knowledge into the tacit knowledge of another individual or organization. With regard to knowledge payment, users and content producers as well as other users engage and modify tacit knowledge in the main ways.

People may freely build, exchange, and convert their tacit knowledge resources in an atmosphere that is conducive to their own learning through knowledge payment. First off, knowledge payment's payment reward system encourages knowledge subjects to actively share and engage with tacit information. Second, there are avenues and formats for online engagement and tacit knowledge transformation made possible by mobile internet. Through immediate online speech, live streaming, and other transmission methods, people may connect and communicate directly in virtual online places. For instance, people can connect with and gain tacit knowledge through online training camps, one-on-one tutoring, and other knowledge payment services.

Additionally, the mobile internet's segmented structure makes it possible for tacit information to be disseminated more widely and precisely. Online training camps, for instance, bring people together who have similar learning objectives and provide them with the skills, experiences, and information that instructors have to offer. This increases the distribution and transformation of implicit knowledge significantly.

2.2.2 Trust and recognition as a basis for the socialization of tacit knowledge

The area where content producers, users, and users engage with one other's tacit knowledge resources to form direct links is the original field of knowledge payment. Platform operators in the knowledge payment space should actively seek to create a social network of mutual respect and trust between users and content suppliers within this sector.

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The basis for the socialization of tacit knowledge is the development of a relationship based on mutual trust and value identification between transmitters and receivers. The encoding and decoding of tacit information has more personal qualities than the encoding and decoding of explicit knowledge. The process of encoding tacit information is carried out according to the "standards" and "language" attributes of the transmitter, whereas the process of decoding tacit knowledge depends on the comprehension and decoding skills of the recipient. It is necessary to build this difficult-to-standardize and quantify process of individual-to-individual encoding and decoding on the foundation of mutual confidence between the transmitter and recipient as well as value identification.

This can lessen discrepancies in the two parties' process of encoding and decoding tacit knowledge. Furthermore, the degree of integration and sharing of tacit information is influenced by the degree of trust between the two parties.

3.Building a KOL-centered interactive platform in the knowledge-paying interactive field

The act of turning someone's implicit information into publicly understandable explicit knowledge is known as "explicitation of tacit knowledge." This phase of knowledge transformation takes place in the interactive domain of knowledge conversion and helps content suppliers create and refine knowledge-based payment solutions. Tactic knowledge, as previously said, refers to abilities, experiences, and cognitive information that are hidden inside knowledge subjects. The individuals themselves comprehend some of this knowledge consciously, but certain aspects need more investigation. Explicit knowledge, on the other hand, may be communicated via text, images, audio-visual forms, and other media. In order to explicitly articulate tacit knowledge, one must constantly uncover it and build an interactive platform around Key Opinion Leaders (KOLs).

3.1 Summary of the main points of the process of externalizing tacit knowledge

3.1.1Visual presentation of tacit information

The process of transforming "tacit information → explicit information" is used in the visualization of tacit knowledge in order to display the information's description. There are primarily two parts to this procedure. First, gathering people's resources for tacit knowledge via dialogue and exchange; this may be done by setting up online live streaming events and other sharing activities to motivate community members to engage and communicate, helping them to express their tacit knowledge. Second, describing the obtained tacit information into presentable explicit information using logical and scientific approaches.

This can be accomplished by comparing hard-to-describe tacit knowledge to a reference item through the use of metaphors, analogies, and other strategies. At this point, community interactions are the main method of uncovering tacit information in the context of knowledge payment initiatives. Users are able to express their own tacit knowledge into visual explicit information through communication because of their everyday fragmented communication and exchanges within the community.

3.1.2Expanded exploration of explicit information

Expanded investigation of explicit information is the process of integrating tacit knowledge such that "ex-

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plicit information → tacit knowledge" is achieved. There are primarily two parts to this procedure. First, it entails coordinating the dispersed explicit knowledge within the community and sorting through the explicit information already in existence. This will make it easier for users to quickly express implicit information that is concealed in different communication nodes. Users are able to see fragmented explicit information within the community in the context of knowledge payment activities thanks to the visualization process of tacit information in the previous stage. They can create experiential knowledge that can direct their own practices by organizing this explicit information into logical patterns and integrating the fragmented explicit information.

3.1.3Externalization of tacit knowledge

The process of turning tacit information into explicit knowledge by following the route "tacit knowledge → explicit knowledge" is referred to as the "explicitation of tacit knowledge." The fragmented tacit information of people has been merged into tacit knowledge that may direct community users' actions through the main ideas of the preceding two processes. The dispersed tacit information in the knowledge payment industry should be methodically arranged by content producers and converted into explicit content that may be extensively shared via a variety of media, including audio-visual materials, column courses, and more.

3.2 Building an interactive platform centered on KOLs is key to tacit knowledge externalization in the interactive space

By providing a platform for the explicitation of implicit information, the interactive field accelerates the exchange and diffusion of knowledge in this sector. As the previous arguments have outlined, it is clear that the community's dynamic and participatory environment has a big influence on how tacit knowledge is expressed in the interactive knowledge payment space. The degree of stratification within the community and the role that key opinion leaders (KOLs) play are the main factors that determine the stickiness and activity level of the community.

3.2.1Circularization cultivation of users

Drawing from the previous discourse, there are three main ways to go about expliciting tacit knowledge: visualizing tacit information, going deeper into explicit information, and explicitly expressing tacit knowledge. The average knowledge reserve of knowledge dissemination nodes and the information flow rate within the knowledge payment community are the two main elements that make these three options possible to execute. Users and content suppliers assume the majority of the responsibility for knowledge distribution inside the knowledge payment community. In fact, a knowledge payment community's membership status and knowledge background are reflected in its average knowledge reserve. Members with comparable cognitive backgrounds may communicate more easily and exchange information more effectively, which speeds up the process of expliciting tacit knowledge.Many of these phenomena are attributed to the layering effect of the internet.

One basic pattern of group formation is layering. Geographical factors are generally the cause of offline layering phenomena. Aunt Zhang, for instance, who resides in North Village, is probably not going to dance in South Village's plaza but rather in North Village's. Thus, geography acted as both the base and the barrier in conventional layering. Nonetheless, individuals are no longer restricted by geography because to the

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internet's freedom, transparency, and real-time engagement. As a result, the rationale and limits of internet layering have shifted, with requests and interests serving as the foundation for difference.

With so much information available on the internet, indexes are necessary to direct users to the places they want to go. These indexes are interests and demands; users use them to search for and locate organizations on the internet, and the organizations use them to direct users into created online layers according to their requirements and interests.

Segmenting and honing down on current user groups is the essence of cultivating user layers. There are three main phases in this. Users are first grouped according to shared interests or requirements. Second, material is developed inside each layer that corresponds with the interests and needs of users by building matching layers based on these user categories. Last but not least, new users are added to these tiers on a regular basis, bolstering and growing the community.

3.2.2Building a KOL-centered interactive platform is key to tacit knowledge sharing

Key Opinion Leaders, or KOLs, are essential to the development of an interactive platform that revolves around them. An active community may be created on such a platform by greatly increasing the frequency of user interactions. KOLs serve as mentors in the community, mediating little conflicts amongst users; at other times, they take on the role of hosts, directing users with their words and deeds. Because of their standing in the community, KOLs may also be excellent salesmen and have a significant impact on the promotion of paid knowledge goods.

There are three essential elements in building an engaging platform that revolves on KOLs. First and foremost, content creators need to develop their own superfans—people who are eager to actively advocate for the brand via their thoughts and actions. These superfans are future seed users with the potential to become KOLs. Second, it's crucial to create an engaging platform around two or three Key Opinion Leaders. By keeping this number constant, we can make sure that KOLs may start conversations and interact with one another in the group, all the while preserving their sense of importance in the community. For KOLs to continue to be active in the community, they must get this kind of acknowledgment. Lastly, producing top-notch community culture material is essential.Fostering their own business ecosystems is the ultimate purpose of community building for content producers or platform operators. Although KOLs can act as brand ambassadors, the value of the products and the caliber of the material are ultimately what determine how well a brand campaign works. Only useful and authentic items can win over customers and build a solid reputation.

4. Refining Products and Building Brands in the Systematic Field of Paid Knowledge

The systematic field is where deep brand operations and the creation of knowledge items for payment take place. The process of combining disparate explicit knowledge into an organized and methodical framework is known as systematic knowledge transformation. The three primary processes in this process are as follows: first, bringing together disparate explicit information; second, creating products for broad distribution;

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and third, distributing these rearranged knowledge parts to increase users' knowledge base.

The paid knowledge market may be divided into three groups according to the functions of information and knowledge providers: platforms, content producers, and community users. The primary contributors to knowledge products are community users who provide implicit knowledge and dispersed explicit knowledge; content providers who integrate different explicit information into explicit knowledge products, acting as the central hub of the systematic process; and platforms that concentrate on showcasing and sharing knowledge products.

4.1 Systematic Integration of Explicit Knowledge: Standardized Production Process for Content Providers

Within the systematic field of paid knowledge, many users contribute their implicit knowledge resources during the explicitation step, turning them into explicit information that is dispersed across the paid knowledge domain. Operators must restructure and methodically integrate this enormous volume of explicit data in order to produce explicit products fit for mass distribution.

The standardized manufacturing process, which may be loosely split into two segments with five steps, has essentially taken shape for online paid knowledge items. Product manufacturing, which includes subject selection and product refining, is the initial phase. The process of selecting topics aligns with the methodical approach of explicit knowledge and functions as a standard for sifting and compiling explicit data that is dispersed throughout the community. Product refinement entails taking the integrated explicit information and refining and reorganizing it using current knowledge products as models. Product operation, which includes channel selection, operation, and post-mortem evaluation, makes up the second section. The iterative updating of knowledge goods is facilitated by the instant feedback that these three stages of product operation provide.

This is a crucial component in the creation of knowledge products. In order to assist knowledge products maintain a leading position in their respective industries, timely product feedback mostly originates from aggressively researching cross-border partnerships during the product channel selection process, looking for pertinent resource synergies and cooperation focus points.

4.2 Systematic Dissemination of Explicit Knowledge: Deep Brand Operation by Platform Providers

Knowledge payment platforms collect a wide variety of layered knowledge goods and strategically target user attention and brand impact. Three process models primarily comprise the platform's branding-focused activities. First, creating a foundation of traffic using resources like money or technology, as well as attracting users in the market, are the steps in creating a private traffic pool. Second, user retention and monetization must be taken into consideration following the first stage's establishment of a traffic foundation. The platform's strong relationships with content providers enable it to build a multi-category product structure and harness the power of leading content providers to further strengthen its own brand influence.

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The third stage involves deep product operation, strengthening product quality control, and creating IP-based products, which is the foundation for establishing a trust connection with users.

5. Constructing a "User-Centric" Service Network in the Knowledge Payment Practice Arena

The primary function of the practice arena is to facilitate the internalization of external explicit information into personal implicit knowledge. In this context, it is imperative to create a "user-centric" service network that enables users to effectively process and assimilate explicit knowledge.

5.1 Enhancing Participation: Strengthening Scenario Penetration and Boosting User Engagement

Users' behavior is greatly guided and psychologically influenced by scenarios. Scenarios may be broadly divided into two categories: functional scenarios, which direct users to take certain activities, and emotional situations, which elicit feelings from users. Furthermore, scenarios can be subdivided into levels, with each level acting as an entry point for different amounts of traffic. We can take into account two dimensions in order to increase scenario penetration among consumers.

First and foremost, it's critical to create a logical and hierarchical framework for product positioning. Building products and architecture are made easier with a well-defined positioning hierarchy. Every product level has a matching objective positioning that informs improvements and iterations while also assisting consumers in comprehending the purpose of the product and setting reasonable expectations. For example, LogicThink's daily 60-second voice message serves as an alarm to provide consumers with fresh perspectives as they begin their day. It is not intended to impart profound theoretical knowledge in a certain sector, but rather to offer customers fresh cognitive inspiration as a lightweight product for driving traffic.

Users may choose between two scenarios thanks to this clear positioning: one is functional, where they receive insightful interpretations that prompt cognitive insights, and the other is emotional, where they listen to the 60-second message every morning to begin a day of cognitive progress. Additionally, people may interact with more sophisticated items as a result of these lightweight products. Those who prefer a more organized learning experience might utilize the "Dedao" app after listening to the 60-second message.

Developing a psychological guide that complements the product is also essential. Assisting consumers in visualizing the results and advantages of utilizing the knowledge payment product is part of this. A compelling vision can point out role models for users and encourage them to keep taking part in educational activities. As an illustration, "Dedao" gives users a template for a middle-class way of life and learning community. Users can listen to the 60-second messaging or use the platform for lifetime learning if they wish to embrace middle-class mentality. Should they choose to lead a life of quality akin to that of the middle class, they have the option to purchase premium goods chosen by "Dedao." This vision satisfies consumers' innate consumption inclinations and encourages them to keep learning new things.

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5.2 Providing a Practice Arena: Guiding User Actions to Address "Ability Anxiety"

Users purchase knowledge-based items primarily to employ knowledge acquisition as a means of addressing their own psychological anxieties. Users' perception of an excessive amount of information and the speed at which knowledge and skills are updated are the causes of this anxiety. Assisting users in internalizing the explicit knowledge they have learned is crucial to reducing this worry. The goal of a practice arena for knowledge internalization is to help users overcome their "ability anxiety" by encouraging them to take action.

It is the responsibility of knowledge-based paid service providers to provide services that help consumers internalize explicit knowledge products via ongoing practical exercises so that they might become their own experiential tacit knowledge. In order to help with internalization and absorption of knowledge, a number of knowledge-based paid content service providers provide online training camps that include online lectures, homework assignments, and feedback. Knowledge-based paid operators should deal with the problem of user learning motivation in addition to offering these services. Users can be encouraged to engage in the practical internalization of information and deal with their own ability concerns, for example, by offering them the chance to join the lecturing team or become co-partners after meeting learning objectives.

6.Conclusion

In the framework of knowledge-based payment, this research has examined the mutual transformation process between explicit and tacit knowledge within the four knowledge fields (Ba). For each of the four stages of knowledge transformation, operational solutions for knowledge-based payment have been compiled based on this study. These tactics include creating an environment of trust and identity in the field, encouraging dialogue between KOL-focused circles, standardizing the operational procedures for producing content and brand depth, and improving scenario penetration to help users deal with their "ability anxiety."

In the same way that it simplifies product research, development, and marketing into the knowledge transformation process, the article also simplifies service products and content within the knowledge-based payment industry into the more general category of knowledge. Although the activities within the knowledge-based payment industry are easier to grasp thanks to this simplified model, it also ignores the distinctive qualities of the many actors—platforms, content producers, and users—involved in these activities. As a result, there is a lack of focused specificity for each actor in the suggested optimization tactics.

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