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# Providing knowledge recommendations: an approach for informal electronic mentoring

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The use of Web 2.0 technologies for knowledge management is invading the corporate sphere. The Web 2.0 is the most adopted knowledge transfer tool within knowledge intensive firms and is starting to be used for mentoring. This paper presents IM-TAG, a Web 2.0 tool, based on semantic technologies, for informal mentoring. The tool offers recommendations of mentoring contents built upon personal competencies of the mentee, combined with content and opinion tagging. To validate the tool, a case study comparing recommendations from the IM-TAG and a group of experts was conducted. Results show that the accuracy of IM-TAG's recommendations is notable and satisfactory. The main conclusions of this research may be valuable to organizations immersed in mentoring programs.

**Keywords:** web content analysis; knowledge recommendations; mentoring; informal mentoring; organizational culture

## 1. Introduction

The second phase in the web evolution, the Web 2.0, is attracting the attention of (information technology) IT professionals, businesses and web users (Murugesan, 2007). Today, millions of people interact through blogs, collaborate through wikis, play multiplayer games, publish podcasts and video, build relationships through social network sites and evaluate all the above forms of communication through feedback and ranking mechanisms (Warschauer & Grimes, 2007). The Web 2.0 provides the software to both inspire and support these new ways of interaction (Kuswara & Richards, 2011). As a result, the social web brings an ever-growing number of social networks which host and share all types of contents, knowledge and expertise in a number of areas (Poblet, Casanovas, López-Cobo, & Casellas, 2011). The advantages of "the Web 2.0" have raised the interest of companies which seek to obtain the benefits derived from this technology (Ferreira, 2010). In an scenario in which the Web 2.0 technologies are invading the corporate sphere, MacAfee coined the term Enterprise 2.0 to summarize the interest in the use of these

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