

# Understanding Needs, Meeting Demands

**A user-oriented analysis of online knowledge brokering  
platforms for climate change and development**

# Background

- Portal proliferation syndrome: Supply-driven
- What constitutes demand?
  - Who uses CKB platforms
  - Internet proficiency
  - Online information-seeking behaviour
  - Online knowledge-sharing behaviour
- Broad survey + 4 case studies

# What we learned

- Users: research-oriented in developed and developing countries
- CKB platforms are not changing the way users initiate searches for information
- Users are largely after documents
- ...but wouldn't mind accessing people

- Users still prefer to receive that share
- Platforms largely aligned with (modest) user needs but out of sync with other expectations
- If platforms want to move beyond infomediary roles, offline interactions are important
- Get to know your users
- Platforms used by small subset of CCD actors

## Some questions

- Should platforms drive or respond to demand for online KB?
- Online-offline boundaries: What is the role of lurkers in KB (online followers, offline leaders)
- Can platforms articulate their theories of change? Impact?

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