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THE INTEGRATIVE ROLE OF SCIENTIFIC KNOWLEDGE IN INFORMATION SOCIETY

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Abstract:

In the 21st century, the concept of the information society has become not only an everyday term in social and economic science, but also an integral part of the political and managerial vocabulary. However, in recent decades there has been an active transition from the information society to the knowledge society, due to the key role of knowledge, which is the basis for the development of society. This not only indicates the transition of society to a new stage, but also indicates the increasing role of a new economic asset - knowledge.

Keywords

Introduction

The phrase "information society" first appeared in the literature of Japanese social science in the early 1960s. The Japanese version of this phrase (johoshakai, johokashakai) originated in 1961 in a conversation between historian Kisho Kurokawa and architect Tudao Umesao. In 1964, thisphraseappearedinliterature – the work of Jiro Kamishima.

However, the title of this report was given by the editor Michiko Igarashi – Sociology in Information Societies; The group's report argued that the information society is a society in which information of high quality is available in abundance and all the necessary means for its distribution are available. Thus, several authors worked almost simultaneously to study this concept. The first formalized phrase "information society" and its interpretation appeared in 1970 in Japan, and this was associated with the report of Yoneji Masuda, who used this and similar concepts.

Of course, this does not mean that the concept of the information society did not develop in other countries, such as America, during this period. In the period from 1950 to 1980, there was active development and development of various possible directions for this concept and its components. Then partial unification took place and anintegrated approach to this issue was formed. If we consider how the historical transition to the formation of the information society took place, then it is worth starting back in 1914, when the concept of "post-industrial society" appeared in Great Britain (authors Ananda K. Coomaraswamy and Arthur J. Penty). Then in 1958 in America (Daniel Bell) and since the late 1960s in France (Alan Touraine), post-industrial society has become an integral term of social science. What all these studies had in common was a discussion of the accelerating "disintegration"

and transformation of existing industrial structures that had been in place for two hundred years.

In 1940, a different approach to the analysis of ongoing structural changes from that discussed above appeared. It was developed by Colin Clark, an Australian economist, and was based on the concept of the "third sector"; here attention was drawn to the growing role of the service sector, which began to dominate over material production. Then came the era of industrial automation, thanks to Ford's mass production, as detailed by D. S. Harder in 1946. These were the first signals of the beginning of the computer and scientific and technological revolution.

After this, the term "brain work" came into use, replacing "manual work"; Thus, the path to the concept of the information society was opened. And in 1967, Peter Drucker gave a formalized definition of the concept of knowledge worker.

Eventually, the term "information society", used to describe the elementary social changes that occurred in the second half of the 20th century, completely replaced the concept of post-industrial society. This analysis allows us to conclude that the transition from a post-industrial society to an information society was quite expected and justified by the development of scientific and technological progress.

The basis of the information society is not information as such, but the conditions for its processing, storage, access - in many ways this reflects the production process.

The transition to a knowledge society, on the contrary, has emerged in connection with the emerging management crisis - the need to manage not only information bases, but also the knowledge stored in people's heads. This issue has become key not only in economics, but also in politics; Over the past decades, it has become clear that the key to a country's competitiveness is its intellectual capital.

At the present stage of development of society and the economy, the information society is gradually acquiring more and more "knowledge" characteristics.

Daniel Bell talks about the need for social control and change management in the information society - this requires a society that self-organizes knowledge around itself (or a society that is able to use human potential to create knowledge).

Yoneji Masuda believes that the key link in the development of the information society is intellectual creativity - that is, it is necessary to create an environment in which the possession of knowledge will encourage a person to use and develop his potential.

Indeed, information as such does not play a significant role in modern society; it is a source of knowledge, which is the direct driver of the development of society and the economy as a whole.

Information originated in society back in the era of the emergence of mankind, and throughout its existence, only the methods of its storage and transmission have changed. This means that with the development of these characteristics of information, only its role in society changed. To call modern society informational means not to notice the main thing that humanity is going through a stage of transition from an "information" society to a knowledge society. Information is a code representation of a certain fragment of reality.

Information can be encoded in a variety of ways, and the content of information (its meaning) – in the encoding itself it may not be represented; in order to comprehend the meaning, the received sign is compared with subjective signs and the relationship between them is established; this operation is the content of any intellectual act. Carrying out an operation makes an act a process. Information becomes real knowledge in the process of putting it into action;

this can be done either by the brain or by the computer. Perceiving and understanding information requires knowledge and the process of implementing knowledge. Information has many definitions, the main one being the understanding of information as some kind of "information".

Knowledge, in turn, is what processes, perceives and understands information. There is a clear hierarchy between knowledge and information; together with data and wisdom they represent the traditional pyramid of knowledge, and with the stage of enlightenment they represent an expanded one. Data is nothing more than zeros and ones, or other analog data. Information is data and metadata, or what the data is about. Knowledge is information and meta-information, or why this information is needed, i.e. the basis for an individual's decision making; knowledge exists and is relevant only in the short term.

Wisdom is the ability to use knowledge in such a way as to predict, i.e. see and know the future. Enlightenment is knowledge and meta-knowledge, or the practical significance of knowledge in the long term, not only for the purpose of carrying out actions, but also for the purpose of survival of society as a whole. If an individual does not have the appropriate knowledge, then he is simply not able to perceive and process (and therefore use – act) the information he receives.

In this case, information simply does not have an "environment" for existence. The difference between information and knowledge is thus not quantitative, but qualitative: information conveys information, and knowledge processes and understands it.

Knowledge and information have different functions and roles in the overall process - to reproduce and reflect the world around us.

The ideal reproduction of the world presupposes a procedure - an activity in which information acts as a representative of reality and a carrier of information from reality to the world of images, and knowledge is the processor of this information. Information and knowledge are components of the intellectual process, and therefore they always exist, complementing each other. New forms of information transmission are just a change in the form of information presentation, and the emergence of new forms of information does not cancel previously existing ones.

The emergence of new forms of information presentation presupposes the emergence of corresponding procedures and mechanisms for their perception. There is a need for appropriate knowledge to ensure the perception of new forms of information.

It turns out that the ideology of the "information" society, built on information progress, is partly an obstacle to the development of a cognitive society, which should be based on the power of knowledge (cognicio - knowledge).

Modern human development is characterized by the penetration of knowledge into technology; Technological systems today are able to function independently, that is, to carry out independent purposeful activities - labor. What's really going on? Technical systems have learned to do the same thing as a person - they receive, process and perceive information, then take an action; in management this process is called knowledge management. This process occurs due to certain programs built into these systems; due to these programs they carry out independent activities. This suggests that programs are some specific form of knowledge that allows systems to carry out intellectual activity.

Thus, modern society is moving away from the information concept of representing the world; information has become redundant, and development today is based on knowledge and the ability to use it. For economics, this means the fact that the use of technology and know-how is no longer the key to the effectiveness of organizations; The key competence of modern organizations has become knowledge and its carriers – human potential.

Effective management of this potential, not only at the economic but also at the political level, is the basis for the competitiveness of modern organizations and the economy as a whole.

The key role of knowledge in the information society determines its increasing role in organizations and the economy as a whole. Knowledge in the modern economy has become a valuable organizational asset, and knowledge carriers have become the basis for the competitiveness of organizations.

That is why organizations today put an effective knowledge management system at the forefront. The transition from the information society, when the effectiveness of an organization's activities depended on the level of technology development, to a knowledge society is based on the thesis that knowledge management, and therefore human resources, is the key to the successful functioning of organizations.

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