



KNOWLEDGE SOCIETY

By *Daniela Campos*

We are living in the era where data has become the new oil. Developed countries that dominate the quaternary sector – knowledge-based services and information sharing – and the global giants that account for billionaire businesses commonly orbit the technology and information ecosystem. It is in this context that we constitute the so-called information society, where the use, creation, distribution, manipulation and integration of information are central activities and play a fundamental role in the production of wealth and in the contribution to the well-being and quality of citizens' lives.

But what society are we talking about, paleface?

We have to think about knowledge throughout its chain – from the perspective of those who produce it,

those who consume it and those who earn from it. But also from the perspective of those who do not produce it, do not have access and, therefore, do not benefit from or enjoy all the possibilities it provides.

The technological revolution we are experiencing, of unimaginable advances in unprecedented speed, has enormous potential to scale its range. If we think about all this innovation for business combined with social issues, we can also make a human revolution, more egalitarian and representative.

Since the beginning of time, whenever a technology is created, with its signs and codes, the group of new illiterates in that language is also created and their consequent exclusion. A social marker that adds to the previous

ones. In the case of the informational revolution, a territory was also created where those who have connection, access to data, mastery of knowledge production and relationships become the center; those who do not occupy this space remain on the sidelines. A new territory, a new periphery.

From this socioeconomic perspective, I want to reflect on two questions:

WHO (DOES NOT) ACCESS KNOWLEDGE?

Despite the growing expansion, the pandemic has highlighted the enormous challenge of digital inclusion that we face in the country. According to data released by the IBGE (Brazilian Institute of Geography and Statistics), the Continuous PNAD (National

Household Sample Survey), almost a fifth of the population, that is 40 million Brazilians, were disconnected at the beginning of the health crisis. Most of them come from low-income families, peripheral or rural areas, who did not have a possible alternative in remote study or work.

In knowledge management, ACCESS must be the watchword. After all, “to those who have it, a lot. To those who don't have it, no penny”. We need to create strategies inside and outside our companies that reduce unequal access to opportunities. The development of a country or a business directly depends on its investment in human capital, education and technology. Products and services with higher added value necessarily have more embedded knowledge.

If we don't empower people, we won't produce goods that generate a higher GDP. If we do not reduce inequality, many people will not benefit from development and they will not even participate in the job market with higher income generation, they will soon remain on the margins of the consumer market. A downward spiral.

WHO (DOES NOT) PRODUCE KNOWLEDGE?

First, let's define it. Knowledge is science, research, technology and history; narratives that come from many sources – books, publications, theses, studies, advertising, cinema, television, news, videos, art, music, oral testimonies, biographies, photographs.

Knowledge is also inheritance. Centuries of information passed down from generation to generation, taught in schools, transmitted by institutions and intellectuals of each era, updated by scientific discoveries and re-signified by society in its different contexts.

Knowledge, for Plato, was “true and justified belief”, but it is known today that there is no neutrality in the production of information; as human beings, our narratives are influenced by our socioeconomic, political and cultural place of production.

Thus, there is no totalizing knowledge if generated only by a group of society. Care must be taken with the normal,



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the universal, the single and preponderant vision. We need to open spaces for other narratives that have a lot to tell, but that didn't write the story. We learn more by adopting a “pluriversal” perspective. There is much knowledge in what is not yet known; in the wisdom of voices that have not been heard, of people who do not occupy this central place in society.

Innovating in knowledge management is bringing new configurations of production and sharing of information, in order to benefit the majority of people and produce an intellectual capital that is not restricted or hierarchical, which results not in the attribution of power, but in the aggregation of value for our organizations and for the country, with the participation of all.

And why should we do this? Because diversifying lenses broadens the way we see and relate to people and

challenges, makes us more creative, collaborative and efficient in finding better solutions. In addition to being fair, intelligent, this is being human (from the verb to be).