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Cognitive management in the information society context

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Abstract

Contemporary knowledge is transforming to information and takes specific features in order to participate in a constant development, moving and converting to informational floods. I argue that in the new informational epistemology the relation between subject and object are changing. The character of Knowledge is interdisciplinary. The consequence of such tendency in modern science is accent varying from result of scientific discovery to the process. Now it is important to know how, in what way scientists extract scientific result. Knowledge is break up into informational flows, which “get tangled”, “flash” and “pulsate”.

The cognitive management is presented in this paper as a tool for knowledge use in constantly changing informational floods. Administrative mechanism of knowledge management made accent on placing emphasis on procedural learning tools, adapts process of mastering by knowledge for conditions and requirements of a modern information age. New character of cognitive processes is caused by the new informative means which have appeared together with the Internet, e-mail and system of mass communication. They connected the world in uniform space.

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1. Introduction

The distinctive feature of modern civilization is forming of new society type called – “Information society”. At present there isn’t universally concept accepted of what exactly can be termed information society. The Japanese version of term “information society” (johoshakai, johokashakai) appeared during a conversation Kisho Kurokawa and Tudao Umesao in 1961. (Karvalics, 2007, p.5)

The theory of information society was presented by Porat, Rubin, Masuda, Stonier, Katz. (See Porat., Rubin, 1987; Masuda, 1981).

According to Toffler and Naisbitt, the information society in the United States appeared in the end of 1950s. The problem of defining the notion “information society” consists in different basis distinguished by different authors.

There are dimensions of the information society according to Daniel Bell (Bell, 1976, 1980): economics, technology, skill base, strategic recourse, methodology, design, and actual principal. Yoneji Masuda in his

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comparison of the characteristics of industrial and information society conclude that information society have advanced technology instead of useful goods and services, increase in knowledge frontiers, information space, information industry, knowledge industry, high mass knowledge creation, time-value (Masuda, 1980).

Daniel Bell formulated the theory of post-industrial society postulate information as indicator for the informational character of a society.

Jean-Francois Lyotard has argued that “knowledge has become a principle ... force of production over the last few decades. Knowledge would be transformed into a commodity.” (Lyotard, 1984).

All designated measurements contemporary society departs from increasing knowledge role which uninterruptedly transforming to information. Toffler argues that knowledge is the central resource in the economy of the information society: “In a Third Wave economy, the central resource – a single word broadly encompassing data, information, images, symbols, culture, ideology and values – is considered actionable knowledge” (Toffler, 2004. p.154)

In such approach we could use the following terms: «the knowledgeable society», «knowledge society» or «knowledge-value society». So, we can assume that knowledge and information are in dialectical tie. It is possible to make such contradictory assumption because knowledge and information are quite ambiguous from the start. According to Laszlo Karvalics and common sense in the 20th century the most developed countries gradually entered the state of information society and it is expected that within a matter of a few decades the majority of the world’s population will be living and working in a global information society. (Karvalics, 2007.p. 21)

Cognitive management is the one adequate tool for using knowledge in society where information plays a key role. It is a part of business strategy, information technology and human resource management for many large companies.

2. Knowledge society

I want to emphasize that knowledge in information society very “flexible”. So for today is not possible to imagine the “constant” knowledge, like it was in Aristotle’s epoch, when truth was unchangeable for a long period of time.

Initially, fundamental science is developing in new conditions, where information is not under the control.

Human consciousness is sink in information, this point allow speaking about totally new type of mentation different from classical rationality.

Modern culture does not have sociocultural dominating idea – arhe, like previous epochs (antiquity – cosmocentrism, middle ages – Theo centrism, Renaissance – pantheism, Enlightenment. We can consider that today knowledge play this role.

Today there are no any algorithms, chaos, and constant crisis – knowledge is creating in the surviving.

In infinity movement the knowledge loses a classical approach to the subject (knowledge character is interdisciplinary). Informational flows in close interacting messaging to knowledge interdisciplinary characteristic. Thus, contemporary science does not have strict dividing of subjects as classical science.

Innovating truth today appeared in the intersection’s field of different sciences which could not be happen early. Knowledge management is presenting this new function of modern science. It is developing in new conditions where algorithmic purity of possible situations is lost.

Modern epistemology is paying attention on cognitive process, on skills and abilities to detect truth moving. Today informational conditions are not dictate constant combined professional of cultural skills. Main skills rapidly are able to orientate changing world. Information is not under control, it is free from control of pure reason. If we need the instrument for knowledge management, then cognitive management could play this role.

New ideas of management are generate by cognitive revolution of humanitarian knowledge, which took place in XX century. We could assert that cognitive term have place in all human and society sciences. There are successfully developing cognitive sociology, cognitive linguistic, cognitive politology.

Finally, cognitology itself integrates knowledge in different subjects and united linguists, mathematic, and philosophers. Cognitive term is in the first place an attempt to understand experience, subjectiveness and actions of individual. Also to penetrate into essence interpersonal relationships, collective activity, social institutes from a position of distribution and use of knowledge. Such context is highlighting cognitive process leaving other types of individual and collective activity beyond limits.

Scientific cognitive term and higher attention to the cognitive process are answer on informational shape of knowledge which is aloof both from the subject of scientific knowledge, and from educational subjectivity.

2. 2. Knowledge is source of effectiveness

Modern information society needs from individuals to be flexible to knowledge. There is a lot of knowledge management programs can give remarkable advantage to individuals and organizations if they are intentional and action oriented.

Knowledge is not only the independent value, but occurs multiplicative effect toward other production factors and influence on the level of effectiveness. Thus, the contemporary economics use knowledge as a resource of successful competition instead of advantageous market position. The attention centre is movement and knowledge management not knowledge creation.

An actual research in knowledge management is presented by academic Ikujiro Nonaka (Hitotsubashi University). In 2008, the Wall Street Journal listed him as one of the most influential persons on business thinking, and The Economist included him in its "Guide to Management Ideas and Gurus". Nonaka has proposed the SECI model (Socialization, Externalization, Combination, and Internalization) one of the most widely cited theories in knowledge management (Gourlay, 2003. p.18). There is a shape of knowledge distinguishes between tacit knowledge and explicit knowledge (Nonaka, 1991 p.97).

In dependence on direction of informational flows knowledge management must provide with control for realization spiral SECI model in company. Main task for managers is to be responsible for effective function of this spiral model. For this reason Nonaka and Takeuchi use the model organization concept, where way of management look like "from the centre – up – down", where managers of middle team in a centre of actions. They are conductors of ideas between turn off from reality and putting forward time idealistic concepts for top managers and ordinary, routine activity for ordinary employees which these concepts have to realize: creation of new knowledge; use of available knowledge at decision-making; embodiment of knowledge in products and services; transfer of existing knowledge from one part of the organization into another; ensuring access to necessary knowledge, and also protection of knowledge.

3. Methodological base of knowledge management

Knowledge in a shape of information considerably differs from its classical understanding. Informational society is essential transformation of many concepts. Particularly classical cogito discovered by Descartes was understood as seek of truth. The truth and objective world was in opposition to each other. Classical epistemology is interpreting this as opposition of active subject and passive, stable object. It follows that pure knowledge is stable, objective, perpetual and absolutely. Modern knowledge is developing in unstable, virtual world. It is world of information with computer intellectual system shape. There is a main effect of internet and virtual reality that society fills up with different "forms of reality" and individuals must keep it in their minds.

In contemporary computer epistemology, subject is lost traditional relationships with real objective world. It means that object could not be subordinate to omnipotent cogito. Now the object so active, changeable, it makes subject always be ready to change. The subject having been connected with a set of realities mast develops to itself abilities of abstraction, imagination, creativity and fast decision-making. In such situation there are important abilities such as learning and memorizing, which are pushing to the background. Encyclopedic knowledge is surrendering the initiative to developing knowledge. In this case knowledge management is management of cognitive process.

In classical epistemology of R. Descartes and I. Kant the world is represented as stable, the same and constant. The truth extracted from such world could be forever exact. That character of cognition make transcendental guaranty of classical philosophy with characteristics of consistency, UN ambiguity and strictness. On the contrary, knowledge in a shape of information is extremely movable. Informational knowledge constantly nascent as new is demand reconsideration in new contexts.

To retract itself movement with inner potential to constant development modern knowledge is in a condition of permanent readiness to change. This movable condition of information is provoking its innovation.

Distinguishing characteristic of information is being in isolation with subject. “Separating knowledge from subject it is information” (Petrova, 2013 p. 95). Thereby knowledge and information there are different notions towards subject.

Such independence of innovation knowledge needs a new management mechanism. Knowledge management addressing to procedural innovation applies to be this mechanism. The aim of knowledge management is to adapt thought to resonance working conditions. It could promote management origin at information, which now free from subject control. Cognitive processes, strategy of knowledge management is directed on administration with which, aren't absolutely new in comparison with those to processes which characterized the person always.

However the content and character of cognitive processes had change. The necessity of knowledge management is connected with such kind of changing.

4. Conclusion

As a result, when the main recourse of development is knowledge in information shape, knowledge management is considering most adequate program. The close attention in this program is directed on the development of cognitive processes, that is why it could catch that dynamic in which contemporary sociology is. Knowledge management is concentrate on moving, development and deviate from controlling by the fixed results.

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