

## **4th lesson Characteristics of Information Society**

We can conclude some basic characteristics from the definitions mentioned about the information society:

### **1. Using information as an economic resource:**

Where individuals and organizations work to use and benefit from information to increase their efficiency, and their profitability, and to innovate, which improves their competitive position, and this appears in the goods they provide, whether they are material, such as agricultural and industrial products, or intangible, such as services, which creates added value that improves the micro and macro economy.

Many companies were able to increase their membership to 60%, and they benefited from it through product catalogs and databases for the shops, in addition to the comments provided by their user companies and social networks. Restaurants and other hotels are largely considered this type of service, and there are many studies that I demonstrated the importance of obtaining user data by filling out forms, whether by email or phone...<sup>1</sup>

### **2. Increasing use of information among the general public:**

Within the information society, the use of information is increasing day after day. They use it extensively in their activities as consumers to know news, weather conditions, electronic shopping..., and also as citizens to exercise their rights and responsibilities through what is known as electronic government. In addition to information systems, applications and programs that expand the availability of education

and culture to all members of society while respecting freedom of expression and linguistic diversity, thus making information an indispensable element in the daily lives of individuals<sup>2</sup>.

### **3.The emergence of the information sector as an economic sector:**

Whereas economists traditionally divided economic activity into three main sectors: agriculture, industry, and services... since the sixties of the twentieth century, economists and Information scientists have added a fourth sector to it, which is the information sector, as the production, processing, and distribution of information has become a major economic activity in many countries of the world. The International Telecommunication Union (ITU)

indicates that the information sector grew globally in 1994 at a rate of more than 5 percent.

Among the prominent features of this economy is the shift from the industrial economy to the information economy, the shift from the national economy to the comprehensive or integrated global economy, and the shift from the production of goods to the production of information.

Among the clear characteristics of this economy is the shift from the industrial economy to the information economy, the shift from the national economy to the comprehensive or integrated global economy, and the shift from the production of goods to the production of information<sup>3</sup>.

Scholars of the information society have called this a shift from manual labor to mental labor, in the sense that the primary form of

production in the economy has shifted from goods-based to knowledge-based. In other words, instead of a focus on the production of a particular good, such as steel, the most important economic activity comes in the form of producing information, like computer technologies and software. This information replaces material goods as the most important driving force of economic activity.<sup>4</sup>

#### **4. Education for information society**

The new socio-economic, political and cultural reality necessarily implies different types of consequences in all areas of social life, and therefore in all areas and at all levels of institutional education. The features of education system in the information society, bearing in mind the complexity of new challenges and the potential of the newly created opportunities brought by postindustrial societies, require an extremely extensive multidisciplinary scientific analysis (Tondeur, Van Braak, & Valcke, 2006). Building an education system in the information society presents an extremely complex and time-consuming process, and it is important that in today's designing education for the future, the course of its development should be placed on stable foundations<sup>5</sup> Technological The wide-ranging innovations in information and communications, from cable and satellite television, personal computers, to internet, since the late 1970s, have been purported to revolutionise our way of life in such a way that it will define a new social order , in fact, suggests that the

---

advances in information and communication technologies (ICT) herald the third wave of technological innovation, the information revolution. These technologies, sometimes referred to as general-purpose technologies, have already had widespread impact on businesses, politics, and even personal lives, much beyond what was expected. result is a more efficient production that benefits both producers and consumers. In democracies, the participation of the people in debates and discussions on issues important to the society has been more direct and democratic.<sup>6</sup>

## **5. Sociological**

Sociologists have conceptualised the information society in terms of changes in occupational structure and consider the preponderance of information work in occupations to have created a new social order. The beginning of this school of thought is often credited to Daniel Bell (1973), who, in his theoretical exposition of the post-industrial society, characterised by a shift from blue-collar manual jobs to white-collar jobs, recognises the importance and pre-eminence of information in white-collar service jobs.

It is not physical effort but “ideas, knowledge, skills, talent, and creativity” that create wealth in this new economy . the sociological view is concerned with the consequences of the growth of information occupations for social life. A simple example may help. Because of the advances in ICT, we have seen a substantial growth in software and telecommunication engineering and call centre jobs in India, which are all information occupations. Also, because of government reforms and economic liberalisation, there

---

has been a significant growth of social workers who work for non-governmental organisations (NGOs). These social workers are also classified as information workers. Thus, the mere statistics on information occupations will not reveal much about the impact of the growth of these different types of information workers. In high-tech occupations, the workers have more flexibility in terms of the location of their work, the social environment, the travels, and interactions. they work mostly at night, thus having a very different lifestyle from someone who works for the government. The social workers will have more interactions with people in the rural areas. But with access to the global world they may have a much broader view, which they may pass along to the people, they work for. The growth of the different types of information workers has very different social outcomes. The resultant social hierarchies and interrelations are different in the above instances. Because of their specialised skills and the nature of their jobs, they tend to form an exclusive social network. ...

Thus, the sociological definition of the information economy is about social hierarchies, power structure, and class relations that result from the growth of information occupations. However, since this view does not rely on any quantitative measure, it is less precise and therefore silent about when exactly we can say that a society has become an information<sup>7</sup>

## **6. Cultural**

The cultural conception of an information society is closely related to the information environment in which we now live. This environment has been more penetrative, more intimate, and

more constituent of our everyday lives. There are several dimensions to this development. there has been an extraordinary increase in information in social circulation due mainly to technological advances. Access to a wide range of news and analysis, entertainment, personal and community help from across the globe through various media: radio, television, internet, newspapers, and magazines, almost anywhere and anytime, has ushered the coming of a media-laden society. In this new social order, while there is the freedom of choice with regard to a particular medium, the penetration of some level of information in everyday life has been inevitable<sup>8</sup>.

## **7. Spatial**

This line of thinking on information society builds around the notion of space, although not completely detached from the economic and social aspects. The impact of information networks on the organisation of space and time has been the focal point of this discourse. We can think of a society in which people are Nath. connected through the information networks, the wired society, that operates at the local, regional, national, and global level to provide an “information ring main” . It has removed the constraints imposed by time and space. The physical location of an individual has diminished significance as long as he/she is connected/ subscribed to this worldwide information networks. These networks themselves are expanding their reach and capabilities (Urry, 2000) and, as a result, have diminished the constraints of time and distance. We may not have a direct experience of the realm of cyberspace but we must come close to it in our use of departmental store, banks, and most modern

services that we can think of. In this network society, the process of production has been global in space and continuous in time<sup>9</sup>.