

Knowledge Society: Psychological-Social Cognition Review

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Perspective

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Abstract

The purpose of this article is to explore the usefulness of conducting psychological-social cognition approach for understanding "knowledge society" as the most important trends in our technological-scientific life. A knowledge society generates shares and makes available to all members of the society knowledge that may be used to improve the human condition. The study has applied the concepts of social cognition area such as: representation, reasoning, memorizing, and attribution, in acquiring the knowledge in "knowledge society". Exploring the definition of knowledge, knowledge society, and social cognitions was presented.

Keywords: Knowledge Society; Psychological-Social Cognition perspective

Introduction

A knowledge society differs from an information society in that the former serves to transform information into resources that allow society to take effective action while the latter only creates and disseminates the raw data. The capacity to gather and analyze information has existed throughout human history. It needs application the cognition processes such as: Attention, perception, thinking, memorizing, information processing, analyzing, and creating/creative thinking and behaving. However, the idea of the present-day knowledge society is based on the vast increase in data creation and information dissemination that results from the innovation of information technologies.

The internet has changed education forever, and we communicate and learn at a pace than any other time in history. Until now, there is never a convenient place to

learn everything they should have taught in school. Knowledge Society is that place. It is not replacement for schools and colleges, and is focusing on main pillar of online education: health, wealth, love, and happiness. The significant of this main is lifestyle /life quality that the knowledge represents the most important element of this society.

Psychological/Social Cognition Review

The real problem of the knowledge-based society is meta-knowledge. The basis of this statement resides in the performance of action routine of avoiding an entropic risk: the re-invention of the wheel. This is how the word must always come back to the recurrent problem: how to favor development by increasingly using what knowledge is? [1]. The aims of this review are 1-to explore the differences between the concepts: knowledge, cognition, manta- cognition and social cognition, and 2- the role of

social cognition and meta-cognitions in knowledge Society.

The Concepts

Knowledge

A type of experience that includes a vivid representation of the fact, formula, or complex conditions together with strong belief in its truth. The fact or condition of knowing with familiarity gained through experience or association. It is the acquaintance with understanding of science, art, or technique. It can be defined as the fact or condition of being aware and understanding something or information. It maintains the apprehending truth or fact through reasoning or cognition. According to this definition, the knowledge is the condition of having information or being learned or what is known: information, body of truth, principles that has been acquired by the person.

Knowledge Society

The group of individual working in constructing and creating knowledge in many areas or fields. The knowledge society is the essence of modern society the use, organize and apply the available knowledge for improving human life and development. The resources base for knowledge society is knowledge; which is called strategic resources of knowledge society, by virtue of the fact that these intellectual resources, when accumulating, allow maintaining a competitive advantage. Acquisition of knowledge through experience takes time and competitors cannot speed up the process of learning just through investment increasing [2].

In sum, the knowledge is included the main psychological concepts or function:

- Acquiring/learning, understanding/apprehending, information-processing, reasoning / thinking.
- The facts, information, practical skills or theoretical subject acquired /learned by: experience and education.

Cognition

Late Middle English; from Latin *conitio*: "let to know" the mental action or process of acquiring and understanding through thinking (thought), experience and senses. The most important mental processes in cognition are: perception, sensation, reasoning /thinking, memorizing, intuition. Cognition is general term for all forms of knowing and awareness, such as perceiving, conceiving, reasoning, judging, planning imagining and

remembering, and cognitive processes are often contrasted with conative processes (striving, willing, wanting) and emotive processes (feeling, affect/emotions).

In **Social Cognition** perspective, the social-cognitive trend is most significant approach that assigns a central role of cognitive, vicarious, self-regulation and self-reflective processes in human adaptation [3]. In this theory the behavior, cognitive, biological and other personal factors and environmental events all operate as interacting determinants of human functioning. Social cognition involves how we come to know people in our world and why we attend to certain information about the world [4]. The essence of our knowledge make sense of our social world. In addition, the world made of knowledge [5].

Approaching "Knowledge Society" from a Social Cognition Perspective

Social cognition as a psychological research area already shares many features with current thinking in the area of knowledge society. Transformation of the knowledge status into knowledge civilization leads to a change in management strategies and approaches [6]. The focus of this approach is to explore the internal psychological processes of the individual in formulating knowledge society. The intraindividual perspective play a significant role in constructing the own perceptions, assimilation, of reality and subjects, and operate with real information and truth [7]. Also perceptual, memorial, inferential, judgmental and decision-making processes play important roles in the theories of this area.

Knowledge representation: As social cognition psychologists, we have already begun to apply representational distinctions directly to the phenomena of knowledge society, we examine the use of information about perceiving, creative formulating and declarative knowledge structures, like schema, versus information stored in perceptual statement can be called "production system" [8]. Perceptual knowledge consists of combinations of "If- then" statements that capture knowledge of well-learned and acquired, automatic responses to perceived conditions of the information (facts, truth, events) in the world. This distinction between declarative and perceptual knowledge can help as understand how processing and formulating/constructing are learned. [9]. Well-learned processing and constructing responses may be represented procedurally, explaining and how the person can respond so quickly and at times without having any

awareness and why bad constructing and behaving are so resistant to the variable of context.

Perceptual knowledge can also explain :1- why bad how constructing and apprehending responses are so resistant to change, as well as 2- why individuals need "practice" in building up new cognitive responses until they become "automatic".

The sociocultural effect is also consists of innovation ability to initiate transformations of knowledge, which cause reformations of social structures and processes. Creative management activity serves as a platform for social innovation in knowledge society. Today we can talk about the methods of creative thinking stimulation [6].

At this point, the meta-cognations play an important role in knowing and constructing the information or theoretical subjects. Am I aware of perceiving, remembering, and processing in good way or in creative way? The second question is: Why the behaviors are being performed cognitively? When the goal is blocked by some inability to perform the action, individuals will often move down to the subgoal representing how an action is to be performed in order to reach the higher level goal. Social cognition, has added to our understanding of the instigating conditions of causal reasoning, the role of context in interpreting relevant information, and the cognitive resources necessary for certain kinds of reasoning, in addition to the use of knowledge structures used in causal reasoning.

The attributional theory can be applied to the knowledge society according to the point of view that stated the individuals must have cognitive resources available in order to make use of information about the situational influences on another's behavior and knowing. On the other hand, the phenomena of "counterfactual reasoning" is the type of mental simulation that individual engage in when a negative event or knowledge occurs [10].

In Sum

The representational and cognitive processes perspective discussed here represent a few concepts of the social cognition theory that can be studied and apply to the explore and investigate the knowledge society. This article represents an attempt to applying the efforts of researchers and concepts of social cognition and mechanisms to the construction and interpretation of knowledge society. I encourage the researchers for investigating this perspective using experimental and

descriptive methodology for good understanding the essence of knowledge society in our scientific life. We believe that the analysis of the nature, specific and cognitive processes is the theoretical foundation based on which should be analyzed in knowledge society. In addition, the most important process for investigating includes knowledge creations, mechanisms of memorizing, reasoning, and judging and affect variables through the constructing knowledge in the context of society and cultures.

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