

INFORMATION AND INFORMATION SOCIETY CONCEPTS AND ITS RELEVANCE

CONCEITOS DE INFORMAÇÃO E SOCIEDADE
DA INFORMAÇÃO E SUA IMPORTÂNCIA

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ABSTRACT

In spite of the terminology becoming popular, Information Society still is an unexplored concept for many. The inaccuracy of the term for some, among other situational problems, stems from the uncertainty that hangs over the concept of "information". Therefore, this paper aims, in an not exhaustively way, considering the depth of the matter to be approached, study and establish what is the concept of "information" to Information Society, through a multidisciplinary view and bibliography research, so we are able to concept also Information Society and demonstrate the study's relevance to current society.

Keywords: Information; Information Society; Concept.

1. INTRODUCTION

The fluidity of modernity is a problem that affects even the concepts. Commonly, words are used almost as if they have lost their etymology, adapting to different discourses. This fluidity, perhaps due to inaccuracy or even conceptual ignorance, is a problem that plagues several areas of scientific knowledge, and it is not different with the study of "information".

In spite of referring to something that has content, the word "information", paradoxically, has increasingly lost its meaning, leading researchers to dedicate themselves to its conceptualization. But, even as a logical consequence, more uncertainty looms when we look at it in the term "Information Society".

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In this context of research, we often find books or scientific articles that go beyond the conceptualization of themes, almost assuming that the reader knows what the Information Society is or what “information” this name refers to. Such research starts without addressing basic questions, leaving the reader new to the theme adrift in deeper content and only allowing its real understanding to the reader who was previously familiar with the theme.

Aware of this issue, we propose in this work to bring together multidisciplinary studies with the purpose of conceptualizing “information”, also subsidizing the conceptualization of the Information Society, which, as a moment we experience and area of study, with its own characteristics and results, deserves attention. At the end, we highlight the importance of research for current and future society.

The research is divided into three chapters. The first analyzes concepts of “information” through the prisms of Information Science and the targeted study of the Information Society, when we have studies in the areas of sociology, economics, history and philosophy. The second is dedicated to the concept of the Information Society, considering the entire framework addressed in the previous chapter. The third points out some situations that allow us to realize the importance of the studies in the previous chapters. This article uses the bibliographic research methodology.

2. INFORMATION CONCEPTS

The inaccuracy of the concept of “information” is a concern in some fields of knowledge, which has led several researchers to try to define it. Michael Buckland Keeble, for example, said that “An exploration of ‘information’ faces immediate difficulties. As information relates to becoming informed, reducing ignorance and uncertainty, it is ironic that the term ‘information’ itself is ambiguous and used in different ways.”³ (BUCKLAND, 1991, p. 351).

Likewise, more specifically in the field of study of the Information Society, Mattelart (2006, p. 64) states that “As for the notion of ‘information’, it will soon become a black box, a master word, a true ‘Proteu da semantics’ out of the ‘Pandora’s box of imprecise concepts’”, showing equal concern about the different ways in which the word has been applied, ways that are even surprising, which is why the concept deserves attention.

Thus, considering our final objective of establishing the concept of “information” for the Information Society through a multidisciplinary view, this first chapter will be dedicated to analyzing the information concept from the perspective of Information Science, as well as from the study of Society of Information.

3 An exploration of ‘information’ runs into immediate difficulties. Since information has to do with become informed, with the reduction of ignorance and of uncertainty, it is ironic that the term “information” is itself ambiguous and used in different ways.” - Tradução livre.

2.1 INFORMATION CONCEPT FOR INFORMATION SCIENCE

Information Science is a field of study that goes very close to the study of the Information Society⁴, and which aims to analyze informational problems, resulting from the important social responsibility of transmitting knowledge (SARACEVIC, 1996, p. 43). Buckland, in an article devoted exclusively to analyzing the concept of information, establishes the existence of three main meanings for the word: information as a process, information as knowledge and information as a thing (BUCKLAND, 1991, p. 351), analyzing it those from two perspectives: first, if the information is tangible or intangible, and second, if it is an entity or process (BUCKLAND, 1991, p. 352).

For the author, information as a process is that which causes transformation in the person's knowledge, it is the receipt of new content. It is an intangible process, independent of physical support. Information as knowledge, on the other hand, is the object of the informational process, and it needs to be expressed through communicational processes in order to make it known. In this configuration, the information is an intangible entity. On the other hand, information as a thing refers to the manipulable document that contains information as knowledge, which is, for this reason, a tangible entity (BUCKLAND, 1991, p. 351). In this sense:

The intention may be that users become informed (information as a process) and that a transmission of knowledge occurs (information as knowledge). But the means provided, what is handled and operated, what stores and retrieves it, is physical information (information as a thing). (BUCKLAND, 1991, p. 352).⁵

Therefore, the author lists three possible meanings for the word "information" in the study of Information Science. However, there is another possible approach, equally important and complementary to this analysis, still in this area of studies. Rowley (2006, p. 163-180), whose research comprises the so-called Hierarchy of Wisdom (or *DKIW hierarchy*⁶), which allocates data, information, knowledge and wisdom, will also serve as a basis for supporting the concept of "information".

According to the author (ROWLEY, 2006, p. 166), the first record of the hierarchical ideal would have appeared in a poem by TS Eliot, called *The Rock*, in 1934, in which the lyrical self questions: "Where is the wisdom we lost in knowledge? Where is the knowledge we lost in information?"⁷. However, the hierarchy containing all its current objects (data, information,

4 " Three are the general characteristics that constitute the reason for the existence and evolution of IC; other fields share them. First, CI is, by its nature, interdisciplinary, although its relations with other disciplines are changing. The interdisciplinary evolution is far from being completed. Second, CI is inexorably linked to information technology. The technological imperative determines IC, as it also occurs in other fields. In a broad sense, the technological imperative is imposing the transformation of modern society into an information society, an information age or a post-industrial society. Third, CI is, along with many other disciplines, an active and deliberate participant in the evolution of the information society. CI had and has an important role to play due to its strong social and human dimension, which surpasses technology. These three characteristics or reasons are the model for understanding the past, present and future of CI and the problems and issues it faces. " Source: SARACEVIC, Tefko. Information science: origin, evolution and relationships. In *Ci. Inf.*, Belo Horizonte, Vol. 1, n. 1, p. 42, Jan./Jun. 1996. Available at: <http://portaldeperiodicos.eci.ufmg.br/index.php/pci/article/view/235/22> Accessed on: April 9, 2020.

5 "The intention may be that users will become informed (information-as-process) and that there will be an imparting of knowledge (information-as-knowledge). But the means provided, what is handled and operated upon, what is stored and retrieved, is physical information (information-as-thing)." - Tradução livre.

6 Cunha para a hierarquia da sabedoria que alude às iniciais de dados, conhecimento, informação e sabedoria em inglês (*data, knowledge, informatione wisdom*).

7 "Where is the wisdom that we have lost in knowledge? Where is the knowledge that we have lost in information?" - Tradução livre.

knowledge and wisdom), in addition to one more (the understanding, not often used), would be attributed to Ackoff in his text *From data to wisdom*, dated 1989.

Analyzing Ackoff (1999, p. 170), we find that he starts his work by stating that “One gram of information is worth a kilo of data. A gram of knowledge is worth a kilo of information. An ounce of understanding is worth a pound of knowledge.”⁸ and conceptualizes data as symbols that represent qualities of objects, while information would be the processed data, improved to ensure its greatest utility. The author adds that, therefore, the difference between data and information is functional, not structural.

Although Ackoff (1999, p. 170) still differentiates information from knowledge and understanding, stating that information answers questions such as “who”, “what” or “when” (descriptions), while knowledge answers questions of “how” (instructions) and understanding the “why” questions (explanations), he says that all of these act in the same way, increasing efficiency. Wisdom, in turn, for the author, is linked to an evaluative judgment. Rowley (2006, p. 176), analyzing Ackoff and other scholars about the concept of information, he concludes that the latter is constantly related to the concept of data, which rekindles our discussion in this article. The considerations in this chapter, specifically focused on Information Science, will serve our next analysis, which will be restricted to the concept of information for the study of the Information Society.

2.2 INFORMATION FOR THE INFORMATION SOCIETY

Before conceptualizing the Information Society, we will observe the semantic extension of “information” for this concept, in order to better subsidize the studies. Thus, despite the constant use of the term “Information Society”, we will focus only on the definitions that we find in this field for information, which will corroborate the subsequent study on the Information Society.

Mattelart, in a historical analysis of the Information Society and from different authors, brings possible definitions for information. In a mathematical sense, he quotes the *Mathematical Theory of Communication*, by Claude Elwood Shannon, stating that the “definition of information is strictly physical, quantitative, statistical. It is mainly about ‘amount of information’.” (MATTELART, 2006, p. 63). And, contrasting this idea, from Machlup he argues that, linguistically, to inform is to transmit knowledge (MATTELART, 2006, p. 69). He complements, from Bernard Stiegler’s philosophical point of view, that the value of information is linked to the time of its dissemination, that is, “information is a commodity of perishable memory by definition; it opens up a new form of temporality that forms a contrast with that of the time when knowledge is developed” (MATTELART, 2006, p. 71). The author relates the value of information to its time of diffusion, because, over time, it becomes obsolete, loses its value.

In turn, Amaral (2008, p. 126), in a study with the economic focus of the Information Society, clarifies that information is “a message, usually in the form of a document or in an audible and / or visible communication in a enriched version of data, since it includes something about the context that allows to remove some meaning”.

8 “An ounce of information is worth a pound of data. An ounce of knowledge is worth a pound of information. An ounce of understanding is worth a pound of knowledge.” - Tradução livre.

For Castells (2016, p. 135), from a sociological perspective, “The emergence of a new technological paradigm organized around new information technologies, more flexible and powerful, makes it possible for information itself to become the product of the production process.”, that is, the author understands information as a product in the Information Society.

Specifically at the Brazilian level, the Green Book of the Information Society, in its presentation (TAKAHASHI, 2000, p. V), despite the use of the term “knowledge” (which is often confused with “information”), directs the context for the understanding of the Book, which deals with the Information Society in Brazil, stating that “Knowledge has become, today more than in the past, one of the main factors of overcoming inequalities, adding value, creating qualified jobs and the spread of well-being.” The adopted concept carries many characteristics in which we perceive the common fund of adding knowledge to the recipient of the message, because that is how we will find most of these highlighted points. Another factor that deserves to be highlighted in the concept is the added value, which leads us to a contributory view of information as a qualifier that brings value.

Sampaio, analyzing questions about the use (disguise) of personal data by large companies and governments, deals, from a legal point of view, about the need for a more effective data protection system, which sees this interest as meta-individual, since the consequences of its use go beyond the sphere of the individual, reaching the collectivity. The author states that::

[...] information consists of economically appreciable data, which can serve as a resource or product, and can improve the performance of a given agent according to its treatment or supply to others, so that it is not limited to closed, complete information. Its importance, therefore, is more associated with its use and purpose than itself and necessarily with its holder [...]. (emphasis added) (SAMPAIO, 2019, p. 37).

The author speaks of “economically appreciable data”. About this, we can highlight Harari, who analyzes the value of the data. The author explains that by gathering information, the data giants will be able to manipulate us, work with the reengineering of organic life and the creation of inorganic life forms, highlighting that, although advertising keeps them financially in the short term, their value is evaluated through data they own and collect. And he concludes his thought, in order to lead us to the fact that, yes, information consists of economically appreciable data (now or in potential), stating that:

Even if you don't know how to make money from data today, it is worth having it because it can be the key to controlling and shaping life in the future. I'm not sure that the data giants think explicitly in those terms, but their actions indicate that they value the accumulated data more than mere dollars and cents. (HARARI, 2018, p. 108).

Facing each of the studies and concepts presented, we can attribute information to a complex concept for the Information Society. Although we sometimes search for a universal concept, applicable to a certain word in any context, as a rule, this will not happen, so that we will not conceptualize “information” in a colloquial, ordinary or general context, but specifically for the study of Information Society.

The studies raised lead us to the conclusion that “information” for the Information Society, in a broad sense:

- it is “information as knowledge”, an intangible entity, because, according to Buckland (1991, p. 351), it is effectively the knowledge that is transmitted, the object of the communication;
- references data, information, knowledge and understanding, since, according to Ackoff (1999, p. 170), the difference between these definitions is in its function and not in its structure. Insofar as data, information, etc. it is worked on, acquires new functions, even though its structure is shared;
- it is a resource, as Sampaio (2019, p. 37) highlights, because the information is used to generate more information;
- it is a product of the productive process, as Castells (2016, p. 135) clarifies, because, at the same time as it is a resource, it is the final marketing objective, that is, it is the target of negotiations;
- adds and has value. In the presentation of the Green Paper on the Information Society (TAKAHASHI, 2000, p. V) it is stated that knowledge adds value, without informing to whom or to whom it would be added. Information, in a complementary way, can add value to products and services, and for this reason, individually, it will be assigned a value;
- its value is directly influenced by the time of its propagation, because with the passage of time, information can become obsolete, uninteresting, mistaken, therefore suffering direct influence from the temporal factor (MATTELART, 2006, p. 71). In addition to this characteristic, we must also add the factor of new technologies that attribute a new temporal sensation, different from physical time, and that provides new information at all times.
- it has an uncertain future value, potentially, due to the great power it can grant to its holders, as Harari (2018, p. 108) explains.

And with this overview we conceptualize. Information is for the Information Society an intangible entity, the object of an informational, communicative process, which, in a broad sense, welcomes data, information, knowledge and understanding, as each of these terms has the same structure, despite its different functions. Information is a resource and a final product in the production process, considering that it is used to produce more information, as much as it is the result of that production. It has market and financial value, independently, due to its ability to assign value to products and services, which can be measured in different ways depending on its diffusion time. And it has a potential value, due to its future use, still uncertain in form, but certain in power.

3. INFORMATION SOCIETY

Having conceptualized information, we turn our concern to the Information Society, which, likewise, often suffers from the indeterminacy of its concept. In this regard, Matellart (2006, p. 71) states that “The inaccuracy that surrounds the notion of information will crown that of the ‘information society.’” And yet, Webster (2006, p. 08) questions:

What is striking in reading the literature on the information society is that many authors work with undeveloped definitions of their object. It seems so obvious to them that we live in an information society that they happily assume that it is not necessary to clarify precisely what they mean by the concept.⁹

Bearing in mind this other problem, we will work with the previously established concept of “information” and with the definitions of some authors to conceptualize the Information Society. To this end, we will start with a succinct historical analysis, according to the study by Crawford (1983, p. 380), which establishes the beginning of research on the Information Society in the West in 1962, with the economist Fritz Machlup, who studied the production of knowledge in the United States of America as an important component for the Gross Domestic Product.

In spite of that moment, we still do not observe the use of the expression “Information Society” - Machlup uses the knowledge industry -, it is from this that the study on the characteristics of information is verified according to our current concept. And soon after, in the 1970s, the term Information Society is now used (CRAWFORD, 1983, p. 381).

In addition to the term used by Machlup, we can highlight many others that were used to refer to the society that would leave the material industry behind as the basis of its economy. Masi (2003, p. 32), who prefers the term “post-industrial society”, attributes this great variety to the uncertainty that hovered at a certain moment about which characteristic would prevail in the society that was established next, about what would replace the industry of material capital:

The labels attributed to the current society, the evolutionary stages of the transition and the supported societies are more than three hundred and range from “society at a standstill” (M. Crozier) and “unprepared society” (D. Michael), the “age of balance” (L. Mumford), “conscience III” (C. Reich), “casual century” (M. Harrington), “state of entropy” (H. Henderson), “narcissistic society” (Ch. Lasch), the “programmed society” (A. Touraine and Z. Hegedus), the “post-modern society” (JF Lyotard), the “pre-figurative culture” (M. Mead), the “post-civil society” (K Boulding). And then we have R. Dahrendorf’s “post-capitalist society”, C. Offe’s “mature capitalism society”, K. Galbraith’s “advanced capitalism society”, E. Fromm’s “healthy society”, A. Etzioni’s “active society”, R. Inglehart’s “post-materialist society”, Z. Brzezinski’s “technotronic society”, Toffler’s “third wave”, J. Gershuny’s “service society” and WR Rosengren, Drucker’s “age of discontinuity”. (MASI, 2003, p. 33)

On the other hand, in the East, the term Information Society appeared a little earlier. According to Karvalics (2007, p. 05), in 1961, the term would have been used during a conversation between the architect Kisho Kurokawa and the historian and anthropologist Tudaou Umesao, in Japan. And, in writing, it would have appeared for the first time in a study published by Jiro Kamishima in January 1964, entitled by editor Michiko Igarashi as *Sociology in Information Societies*. Not much later, in the years 1968 and 1969, there were already books in the country that worked on the theme using this term specifically.

In view of this historical panorama contextualizing our analysis, which demonstrates that the studies of the Information Society in the West arose from an economic study of knowledge, we highlight some concepts that demonstrate this relationship of information with the economy and that allow us to understand that we are experiencing the historical moment

9 “What strikes one in reading the literature on the information society is that so many writers operate with undeveloped definitions of their subject. It seems so obvious to them that we live in an information society that they blithely presume it is not necessary to clarify precisely what they mean by the concept”. - Tradução livre.

where the material industrialist economic base was left behind, giving way to a new intangible economic base: information.

It should be clarified, according to Mattelart, that, considering the technological advancement, there is a concern with the limited view of “information” as a concept dependent on technology, because, in this way, the concept of the Information Society would become purely instrumental. Although new technologies have brought great changes to the Information Society, we must be sure that one concept is independent of the other

The tendency to assimilate information to a term derived from statistics (data / data) and to see information only where there are technical devices will be accentuated. Thus, a purely instrumental concept of the information society will be installed. With the social atopy of the concept, the socio-political implications of an expression that supposedly designates the new destiny of the world will become attached. (MATTELART, 2006, p. 71)

Having made this reservation, we move forward in the search for the concept of the Information Society, referring to some authors. Loveluck states that “The information society would therefore correspond to a ‘knowledge economy’ or ‘knowledge economy’, which would be the sequence of ‘industrial capitalism’” (LOVELUCK, 2018, p. 112), indicating - as well as others authors prefer to refer - a post industrial society (MASI, 2003, p. 93). Deepening the vision beyond economic issues, Amaral understands that the Information Society implies social and economic changes:

From a technological point of view, the Information Society constitutes a deepening of the technologies of electronic technologies and the digital revolution of the 3rd Industrial Revolution, but from a socio-economic point of view it is much more than that. The Information Society brings a new model of economic development while causing profound and extensive changes in the behaviors, attitudes and values of the social and political structures of our time. (AMARAL, 2008, p. 41)

Bioni, on the other hand, understands this society as having the nuclear element of information:

At the current stage, society is hampered by a new form of organization in which information is the core element for the development of the economy, replacing the resources that formerly structured agricultural, industrial and post-industrial societies. (BIONI, 2019, p. 02)

On the other hand, we must consider the global character that the Information Society has. As Branco analyzes, there must be cooperation between countries so that we can, in fact, reach the Information Society at a global level, whereas, in the author’s conception, a relationship between countries that does not allow the exchange of information characterizes a “Dis-information society”. (BRANCO, 2005, p. 234).

Regarding the broad meaning of the Information Society, Himanen points out that “From a theoretical perspective, the key concept includes a network organization¹⁰ and growth based

10 “In addition, network communication transcends borders, the network society is global, it is based on global networks. Then, its logic reaches countries all over the planet and diffuses itself through the power integrated in the global networks of capital, goods, services, communication, information, science and technology. What we call globalization is another way of referring to the network society, albeit in a more descriptive and less analytical way than the concept of a network society implies. However, as networks are selective according to their specific programs, and because they are able to communicate and not communicate at the same time, the network society diffuses throughout the world, but does not include all people. In fact, at the beginning of this century, it excludes most of humanity, although the whole of humanity is affected by its logic, and by the

on innovation. The information economy is based on productivity growth based on innovation, as opposed to the so-called “new economy”.” (HIMANEN, 2005, p. 347).

Based on these theoretical frameworks, we have, therefore, that the Information Society is the historical moment, of global character, organized in a network, which has information as its core and in which the economy and social relations were restructured based on information., and such a moment, despite not depending on new technologies, has its characteristics enhanced by them, currently resting its operational base in them.

Adding to this analysis our previous concept of information, we conceptualize the Information Society as being the historical economic-social moment in which the intangible entity that is the object of the communicational process, that is, information as knowledge, is the means and the end of market relations, as it presents itself as a resource and as a product. In this period, information is capable of assigning value, which will be compared in different ways in different temporal contexts, and the relationships (organized in a network), as well as the economy, become global, whose bases rest on the new technologies of information. information.

4. THE RELEVANCE OF CONCEPT: SOME USES OF INFORMATION IN THE INFORMATION SOCIETY

The conceptualization of terms may seem only interesting from an academic point of view, but it proves to be very important in a practical aspect. The concepts allow us to analyze issues of daily life with new perspectives, being exactly what this last chapter seeks to demonstrate in a brushstroke way, since its study in a detailed way would provide an exclusive and more extensive research.

Considering the concept of information for the study of the Information Society, which contemplates it as a final product and resource in the production process, having real and potential market value, the conclusion (not yet expressly adopted in this study, but still resulting from it) is that the holder of this mass information has a lot of power, be it current, in the form of financial resources, or potential, in ways to reveal itself.

Harari (2018, p. 108) works this relationship very well. The author makes considerations about the data giants - the big companies that hold countless data, about countless people -, considering that their current support, made through advertising (selling information about consumers to add value to advertising practices, which originates the consumer of glass (BIONI, 2019, p. 19)), little can be compared to the power they have accumulated with this data for the future, which today are used for a lesser and more temporary purpose.

Even when we think about the use of this information in this “innocent” context (close to the other practices that we will point out) of manipulation, it itself becomes threatening beyond consumerism. Turning to the democratic system, Harari (2018, p. 110) recalls the Cambridge

power relations that interact in the global networks of social organization.” Source: CASTELLS, Manuel. *The Network Society: From Knowledge to Politics*. In *The Network Society From Knowledge to Political Action*. Portugal, National Press - Casa da Moeda, 2005, p. 18.

Analytica¹¹ scandal, demonstrating that, in addition to mere speculation, democracy suffers a real threat due to this power achieved by those who have information. Targeted advertising, fake news, all the ways used to manipulate people through information end up manipulating the “democratic” system.

For the author, still, these data in a future period may propitiate the manipulation of organic life or the creation of inorganic life, in addition to other possibilities that we cannot even imagine. This power - which in our research we call the potential value of information -, which seems even divine, says Harari, is monopolized in the hands of the data giants. And he asks: would it be better to grant these (divine) powers to private or public organizations? to companies or to the government? His conclusion: none of them. Private ownership, of the data subject, would be more appropriate (HARARI, 2018, p. 109-110). In other words, for the author, the so-called informational self-determination would be a better option.

We then take up another idea referenced at the beginning of this research. Even private property, as an expression of informational self-determination, seems inadequate for the protection of information (in its concept discussed here), seeming more adequate, as Sampaio’s research (2019) leads us to understand, its protection as a meta-individual interest, because its improper use, its mass allocation in the hands of one or the other, will affect the entire community, and it is no longer enough to entrust its individual protection to its total protection. Otherwise, the current Information Society (supported by technologies) may put an end to democracy and initiate a period of monopoly of power (political, scientific, genetic, financial, etc.) for information giants.

The theme was also addressed by other jurists, but the doctrine is still beginning to pioneer it. Pinho and Marca (2017, p. 287), when addressing the insufficiency of individual tutelage for data protection today, justify the need for this collective look, a priori, on issues related to consumption, exemplifying data theft or profiling for manipulation consumption (practice previously referred to here as “glass consumer”). But the truth is that, as Harari’s thoughts indicate, the problems go far beyond that.

Moving a little further, Zanatta (2019, p. 202) deals with the “collectivization of personal data protection” (as he calls it), clarifying that it is impossible to demand from the data subject the knowledge of all the signed commercial relations, because “the most of the data that drives the digital economy is not yielded”. For the author, most of the data is taken from the devices or inferred from patterns.

In addition, the author highlights four basic elements for such collectivization. The first considers the possibility of observing a violation of society’s values, that is, beyond the individual. The second, the way in which protection should take place, pointing public civil actions as the main means. The third element is aimed at protecting the informational environment, imposing on companies and public sector bodies that deal with data the obligation to assess the impact of their activities and adopt measures to avoid or minimize possible damage. The last element pointed out by the author is to regard the protection of personal data as a collective issue of consumer protection (ZANATTA, 2019, p. 203).

11 "In March 2018, a report from The Observer revealed that the company stole the data from 87 million people on the social network to influence election results in the country [United States of America]." Source: ROMANI, Bruno. 'People were tricked into giving something valuable: their data,' says Brittany Kaiser. Available at: <https://link.estadao.com.br/noticias/cultura-digital,as-pessoas-foram-enganadas-para-dar-algo-valioso-seus-dados-diz-brittany-kaiser,70003275070> Access at : May 15, 2020.

In addition to the basic elements, Zanatta (2019, p. 2014) highlights a specificity of data protection in Brazil and points out a fifth element. According to him, the collectivization of data protection in our legal system must be intensely marked by the work of the Public Ministry.

Zanatta considers possible threats to social values, in addition to addressing consumer relations, allowing us to get a little closer to the protection that the scenario calls for, but still does not consider the total picture. Sampaio (2019, p. 50) deals with the use of information, emphasizing that it can even influence electoral results. The author demonstrates that the profiling used in marketing practices can also be used to manipulate electoral choices, leading us, at a national level, to perhaps the biggest problem to be faced by the data protection system today, as some scandals already demonstrate.

It should be clarified, in this sense, that this statement, even though it may be catastrophic, can also be an encouragement in the face of even darker risks. This is because this threat to democracy, although serious, is not directly the biggest problem to be tackled in relation to the use of information. Sampaio speaks of the use of information during the Nazi period, in which “positive eugenics” (“racially superior” fertility) was supported by data collected by the government, in addition to other equally worrying examples, notably regarding the persecution of minorities and violation of human rights (SAMPAIO, 2019, p. 25). Even if the threat to democracy is manifest and imminent, already lacking in clashes, the hope is that it will not go beyond that, that we will not violate human rights as they once did and that this will be the biggest fight to be fought. May we at least maintain our humanity, to the detriment of the incessant technological dawn that we see every day.

Thus, it is essential that we understand the value of information in today’s society so that we can reach conclusions such as those adopted by Harari and Sampaio. The concept of “information” and “Information Society” is necessary to reveal this scenario more clearly, but it is only the starting point. The use of information has become increasingly controversial, taking into account personal and business agendas, violating individual and meta-individual human rights, raising the need for sufficient norms to safeguard such a standard of rights.

5. CONCLUSION

This study aimed to analyze and establish, through bibliographic research, the concept for “information” in the context of the Information Society and, considering this, to reach a concept for the “Information Society” itself, in view of the inaccuracy that plagues these terms even in the academic community, which makes it difficult to study this field. The research proposes a non-exhaustive analysis and a succinct note of the importance of this matter, in view of its necessary brevity.

Thus, a theoretical framework was analyzed about the concept of “information”, which allowed us to know the classification of three main meanings attributed to that word, namely: “information as a process”, “information as knowledge” and “information as a thing”, with each of the characteristics that differentiate them. In addition, we studied the so-called Hierarchy

of Wisdom, which clarifies the functional difference of the concepts of “data”, “information”, “knowledge” and “wisdom”, as well as the attribution of value to each one of them.

In an analysis of the literature on the Information Society, we found that information is a resource and product for industry, adding real economic value to products and services. And that value, which is attributed to it, depends on the time factor. In addition, we establish that the information has a potential value, that is, yet to be revealed.

In view of this referential base, we established a complex concept of information for the Information Society and, now, we transcribe it so that, in order to summarize the information, we do not lose relevant factors pointed out in it: Information is an intangible entity for the Information Society, object of an informational, communicative process, which, in a broad sense, welcomes data, information, knowledge and understanding, as each of these terms has the same structure, despite its different functions. Information is a resource and a final product in the production process, considering that it is used to produce more information, as much as it is the result of that production. It has market and financial value, independently, due to its ability to assign value to products and services, which can be measured in different ways depending on the time of diffusion. And it has a potential value, due to its future use, still uncertain in form, but certain in power.

In view of this, we move on to the specific bibliographic analysis of the Information Society, with the same aim of reaching a term concept. Initially, we analyzed a brief historical context that allowed us to establish that “Information Society” initially refers to the society that has information as a producer of economic value.

Considering other more characteristics that the doctrine recognizes to the Information Society, we conclude (and here we transcribe again): Information Society as the historical economic-social moment in which the intangible entity that is the object of the communicational process, that is, information as knowledge, it is the means and the end of market relations, as it presents itself as a resource and as a product. In this period, information is capable of assigning value, which will be compared in different ways in different temporal contexts, and the relationships (organized in a network), as well as the economy, become global, whose bases rest on the new technologies of information. information.

Finally, we establish the importance of its study, which is revealed by the countless shady uses that information can and has found in our society, concluding that a new regulatory framework for the Information Society is needed, supra-individual, so that it does not involve steps about which, in spite of regret, society can never go back.

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