Impact of Social Networks of Knowledge in Globalization

Francy Rocío Chávarro Cardozo, Ana Lucia Paque Salazar
and Ruthber Rodríguez Serrezuela

Industrial Engineering, Corporation University of Huila
CORHUILA, Neiva Republic of Colombia

Abstract

This article is intended to communicate to society a topic of our current interest such as the impact of social knowledge networks in globalization. We know initially that these social networks of knowledge are electronic platforms that help to interact in the continuous advance of sharing knowledge reciprocally, mainly regarding the collaborative work in the organizations and the great growth of these in the development of scientific knowledge.

Therefore, this article aims to inform the globalized society and, particularly, the knowledge society in which we live today, the importance of the management of social networks of knowledge. In our daily lives and especially being these technological platforms of high impact for civilization current, learn how we can use them properly and get the best possible use of this virtual tool that we have at our fingertips, especially in regard to the technological, social, academic and work.

Then we will know a little more about what are the social networks of knowledge, what they are made for and what is the purpose that these networks have for us now, expecting in the same way that we can get the best advantage of this tool.

Keywords: Social networks, knowledge, globalization, research, technology

Introduction

This article aims to express the content of social networks of knowledge in globalization that we live today, the impact they have today for the transformation of society [1], [2], [3]. Therefore, through a clear, simple and consistent enough language, it is intended to present this interesting topic to all those who feel identified with it and even people who do not have any idea of what the social networks of knowledge are and the significant progress that they have with them for the continuous development of society [4], [5], [6].

According to the above, it will be presented in an objective and dynamic way, considering that knowledge networks are of great importance for society [7], [8], [9]. Because it helps us to interact collaboratively contributing to the development of knowledge, especially, it invites us to be interested in the field of research, which is considered to be transcendental for the continuous improvement of society and in a near future power in this way to provide a world of better opportunities [10], [11], [12].

Knowledge networks in the era of globalization generate significant changes in society, allowing us to transform our way of obtaining knowledge, through synergies that strengthen interdisciplinary social exchange by forming collaborative networks providing knowledge, which is a starting point for upcoming research [13], [14], [15].

Theoretical Framework

Social knowledge networks aim to create spaces of relations as producers of knowledge and the need to exchange it or share it with others, i.e. to transfer what we learn through the utility that we give to the technological platforms [1].
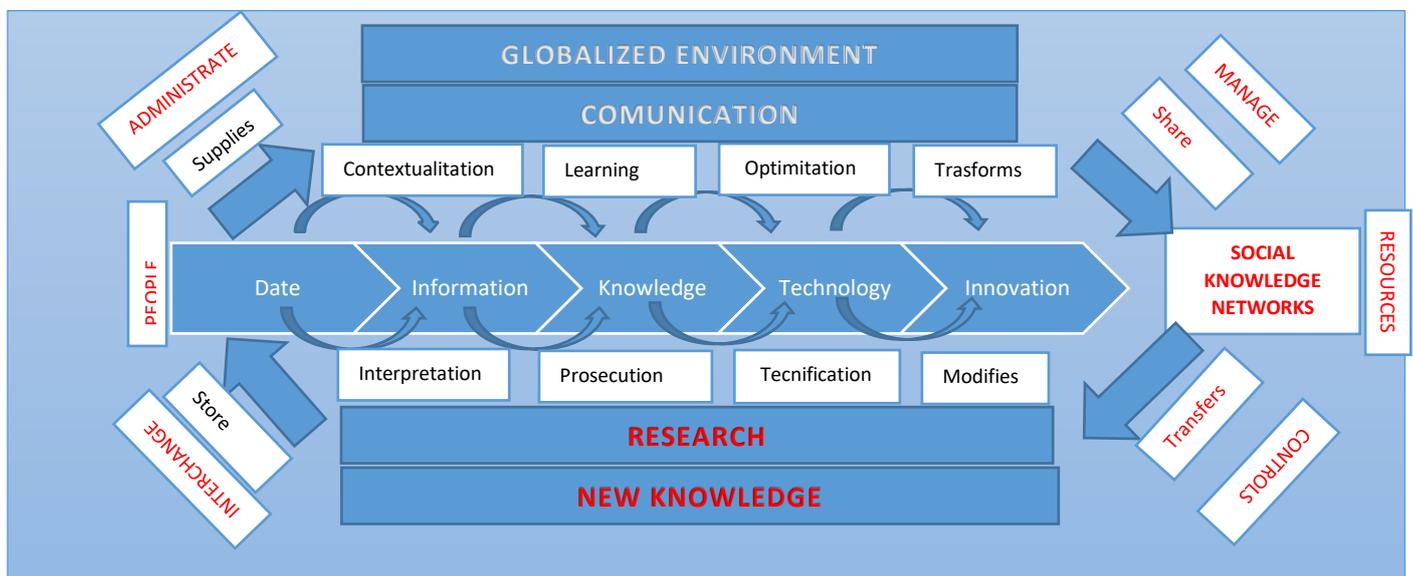
On the other hand, globalization means globalization involves a capacity of the economy, the production, consumption, knowledge, education and culture, and is part of a hegemonic discourse masking the nature and specificity of the problems of development at the local, national, regional and global levels [2].

In [8] highlights the importance of social networks of knowledge and its dissemination of information through them, looking for to achieve group objectives. Interacting between pairs or individuals with similar expectations and integrating various basic elements like trust, communication, the experience, and the values

that are supported, another essential element is cooperation among its participants which can be done in an interdisciplinary manner and allow the supported knowledge management in a collaborative work environment [9].

Therefore, these knowledge networks interact among different experts, researchers and organizations specialized in various thematic areas, so that social networks of knowledge in its comprehensive set consist of the follows:

Image 1: Structure of Social Knowledge Networks

Source: Compiled by author

The above graph shows the structure of social knowledge networks, based on our input or main raw material are data, which when interpreted and contextualized produce information, this information processed and synthesized they are knowledge, optimize it, and modernize the resources we can get technology. In turn, transformed and modified leads to innovation and generation of new knowledge, to be shared and transferred through these networks social knowledge and therefore are the starting point for further research the structure of social knowledge networks are cyclical [10].

In academia it allows to improve the quality of the work, continuously optimizing the management of the knowledge currently lives in the era of globalization, and in this way to create and strengthen cooperation in the use of resources and to facilitate the flow of information between social groups [11].

These structures provided by General provisions in the knowledge society, combined with technological tools and communications make easier and agile in the integration of all processes in this globalized world, in the case of the company [12]. When it comes time to work, through their appropriate use knowledge expands greatly and achieved. That there is a mutual interaction between teams at the relevant daily sharing of knowledge.

In a social network of knowledge people play a very important role, thanks to them, we can sustain the network, in addition to that, feed the network must see someone that you administer, manage, control, and use the network resources.

According to [13] considers it important in a knowledge network to virtual communities, because you are dependent on the interests of the participants and the relationship between them, in many cases are organized by equipment, where are the specialists who have knowledge and experience in a specific topic. Contributing throughout the research process, supporting and transferring knowledge to the other members of the network, who, thanks to equipment such as functional elements contributing to the management of the knowledge.

Social networks of knowledge have a great impact on globalization, because these can be gradually used in different media and in the education sector and the business world that require improve their way of working, to organize themselves properly. Depending on the fulfilment of its objective newspapers and in the contribution of different labor structures based on customers, suppliers, experts and other members of the organization.

Social networks of knowledge are a set of technological, regulatory, social and cultural means which are calls to facilitate interaction between ourselves in the relevant to the production, storage, distribution and analysis, by the interest of private and collective of people who daily share knowledge through the use of those networks.

Create a social knowledge network is no guarantee of success, according to [1]. If participants do not connect continuously this will generate loss of interest for the community, in the same way the contributions play a very decisive role. Which should be striking and consistent with the issues set out in the network and finally must promote "learning experience" spaces that call the attention of the members of the network, so to run the network should make each of its participants interest in the content of their publications. As these should be attractive for the public in

general and should seek spaces for autonomous learning, supported by teamwork and making decisions collaboratively [3].

According to the above, social knowledge networks have an ontological interpretation in its complex as, linked to the interaction of knowledge in society as the most remarkable result of the activities of us humans, in relation to the labor sector and academic these social networks of knowledge provide the following benefits:

Figure 2. Benefit of Social knowledge Networks

Source: Compiled by author

In an academic environment social knowledge networks have been created with the purpose of continuously improving our learning, in all areas of education, even from primary education, secondary and higher education reached where much of our intellectual and integral development as professionals at the service of society. Is significant to note that these knowledge networks facilitate learning, because these networks are specialized for learning collaborative and largely help the continuous improvement of the education that we receive in our country [4]. That yes knowing them in the best possible way that you try to convey in this article

and in this way to be able to give them the best possible management for our continuous personal and professional growth [5].

From the social sphere, in the midst of globalization that today the world social knowledge networks have a great impact since they have been the basis for making that our society is more civilized and find their interest in learning and transform the knowledge, continuously in their professional and intellectual training. Is as well as human being through knowledge networks shows interest every day in learning more and train every day as better people in all aspects and even the appearance of the daily coexistence with others [6].

It is essential to highlight that social knowledge networks is based on social interaction within one or several technology platforms that help us to interact in the pursuit of knowledge, allowing to connect to different persons, fostering environments interdisciplinary. Opening a great social divide to globalization contribute to meaningful learning and to further research and innovate through the collaborative participation of experts, establishing strategic alliances and generate new knowledge.

In the technological field is relevant to highlight that social knowledge networks have come largely from the Decade of the 90s to fill a gap in human beings which is mainly the of culture, i.e., the living in a constant learning and interaction with the environment, being a great tool. That facilitates communications, collaborative work and support largely companies now have better strategies or business models [7].

As an example they can be noted in terms of the technological knowledge SERMO social networking, today has had a boom in the health sector, as it has been a pioneer in the United States. Where the enrichment of meaningful experiences is highlighted, in a professional can be involved within their anonymity, ask for other medical concepts and value complex cases. Also allows an international meeting point, thus strengthening the knowledge management; all this thanks to globalization in which we live today and that surely many of us didn't know years ago, far different forms to help us improve not only in knowledge. In addition, our competencies, all Thanks to knowledge networks, which largely make our learning is progressive and always go in steady pursuit of our professional growth [8].

Finally these networks open up a huge gap to combat illiteracy and the utopia of knowledge, i.e. do not stay in the little we know, if not which must always be seeking

to enrich our knowledge, by the proper use of the field of the research.

Results

Knowledge networks have allowed greater interaction with the business, academic and scientific world allowing knowledge to flow through the web opening opportunities to generate shared knowledge, taking advantage of the expertise of other people related to our areas of interest and learn from them [1].

Data as primary elements are the essential basis for new knowledge, since these constitute the minimum unit of information necessary for the construction of knowledge, being the raw material or input, which are stored in the generation of new knowledge. The data can come from various external sources [2].

When processing these data, they generate value, because they have a meaning that transmits a message that can be understood and have a meaning, which when contextualized and interpreted are of great importance for decision-making.

Knowledge acquired through experience and/or learning, involves a relationship between the subject and the object, is who knows and perceives through their senses and the object is known or perceived [2]

Another very necessary component in social networks is technology, which has allowed us to solve specific problems, through the tecnification of processes it is possible to optimize resources and facilitating the conditions of the human being, modifying its environment, satisfying the needs and improving personal and work conditions making the procedures more agile and precise.

Innovation, on the other hand, allows us to make changes to what exists, it is to transform knowledge by generating something new. In the case of social networks of knowledge, innovation is supported by technologies and especially in ICTs that allow us to eliminate barriers of space, time and distance communicating in real time, responding to the growing demand of globalization [4].

The social networks of knowledge have allowed us to advance rapidly. Because through experience and/or learning we have generated new knowledge, in relation to the current context, the impact of these networks we can highlight the following results:

- Collaborative team work
- Emergence of better communications

- Implementation of new business models
- Generating sources of meaningful learning.
- Approach and interest in research
- Efficient management of the internal processes of organizations
- Useful and necessary tool to make decisions
- Support for the generation and growth of knowledge

In accordance with the above, it is necessary to emphasize that the contribution that social knowledge networks provide to the globalized society in which we currently live, continues to grow with increasing with higher impact because they are very useful and necessary for society and research, through these networks. We constantly interact with our external world, we improve interpersonal relationships and it helps us to grow at our intellectual level. Because this has been a great invention, that man has had for the progress and development of society [5].

From our professional training, we must consolidate the research spaces that allow us to integrate our own activities with an adequate use and efficient technology for the continuous improvement of academic, labor and social activities, allowing knowing new forms of continuous learning [6].

The impact of globalization with knowledge networks has its advantages and disadvantages, depending on the use, in the most significant advantages we find the global connectivity, this allows sharing experiences with different people in many parts of the world. In addition, they allow us to create virtual groups, exchanging ideas and strengthening knowledge. Another characteristic of these social networks is that messaging is instantaneous; on the other hand, the inappropriate use of this type of networks can lead to loss of privacy and people's reputation, addiction. Information saturation, delayed responses, although in a lower degree can be found with false information, scams, identity theft and malware that can insert viruses into computers and hijack our information, however they are plus the advantages brought by social networks of knowledge and that allow them to consist We are in a universe of knowledge and permanent change [7].

Globalization, the advancement of technology and recent social networks have been of the greatest revolutions. Since they have allowed to open the great knowledge gap to our society, today the world is moving by technology and the constant advance of globalization, which helps to a great extent as with knowledge networks to generate new spaces for continuous learning and above all training, collaborative learning, competitiveness, problem solving and decision making [8].

In relation to the previous, it is essential to highlight that globalization is very necessary because it helps to evolve both research and science; it has allowed us to open our minds to knowledge, to continuous learning in different contexts starting from the local to the international context [9].

The growing management of the company's main active knowledge to ensure that the organization develops successfully with competitive advantages value of information. Enhancing the exchange of information, creating interaction spaces with experts and companies specialized in various areas, generating value with this type of interrelations, socializing experiences and actions that allow acquiring new knowledge in other scenarios, with knowledge being the basis for any type of network [10].

However, knowledge networks are a great current basis for the constant improvement of society, because it helps us to have better communication. These technological platforms really make it easier to see what was previously difficult, as for example the learning was given previously through the academic groups who established face-to-face meetings, in ordinary sessions with professionals from the same areas to solve local problems using information and bibliographies of their local context. Whereas nowadays we can create social knowledge networks, using as a tool for knowledge generation technological platforms in which virtual meetings can be established, multidisciplinary teams, professionals in different parts of the world, bibliography not only physical but also virtual, with various bibliographical sources and also expanding the development of the knowledge society [11].

According to the above, we can say that knowledge management has grown abysmally after the 90s and have allowed us to be interested in more learning, in having a better intellectual formation, in the constant consolidation of our learning, in teamwork and above all share these experiences, generate greater knowledge. With a greater effort in the use of knowledge networks, reflected in all fields of society, and strengthening these academic spaces that are now provided by social networks of knowledge [12].

Discussion of results

In relation to the aforementioned results, we can demonstrate that the social networks of knowledge contribute to the development of the evolution of science and to the strengthening of research, interdisciplinary learning and the continuous

development of our intellectual level. In addition, it allows collaborative work in team eliminating barriers of time, place and space, it is noteworthy that knowledge networks have been a very significant technological tool for the growth of organizations in our country, through these networks has also learned to value interdisciplinary work in team to achieve academic and scientific advances and contribute to the knowledge society.

In relation to the emergence of new knowledge, these networks have been fundamental for collaborative learning in this globalized society, through appropriate use can be strengthened knowledge, supported by research, learning and above all cooperation. So that through the future knowledge networks carry out the knowledge transfer, in such a way that the knowledge networks have been determinant at the present time to fight the ignorance and give us all an open possibility to acquire information taking advantage of those significant advantages that it offers us, especially in the research and innovation processes.

In relation to the above, it is emphasized that social knowledge networks have served to strengthen research and innovation, that is, have contributed to improve opportunities, especially in the workplace and in academia. With appropriate use these networks allow professional and academic growth take advantage of many advantages that allow to strengthen the skills, abilities and learning skills that allow to be competent in the workplace, on the other hand, these networks allows us to even become creditors of better opportunities for study abroad to continue enriching our knowledge much more. Improve the quality of academic and scientific work, intellectual enrichment, and constant search for information.

It should be noted that these knowledge networks could become sources of income generation and new business models, seeking to strengthen relationships and commercial links between network participants. This being an opportunity to strengthen relationships based on knowledge, taking advantage of the better knowledge of its members. Using globalization as a phenomenon and technology as a tool for the generation of electronic businesses, allowing from the technological field to conduct online business operations, saving time, space and distance, since we can interact constantly in a virtual way and in Real time with other participants. It is making the business models much more dynamic, and you can search for strategies for marketing and cooperation at the national or international level for the attainment of resources.

Finally, we can infer that these social networks of knowledge contribute to training as professionals, contributing to multidisciplinary teamwork, decision making.

Problem solving and knowledge exchange, enhancing personal, collaborative and environmental development, building a more open society, based on knowledge management and change management, through the exchange of ideas and interaction with experts in different topics, helping to build a community without borders integrating different areas such as social, economic, technological, business and culture united around the knowledge society.

Conclusions

This article is a significant contribution, because it provides tools to learn more about networks in the knowledge society, the importance they are generating and the opportunity for professionals to be part of these networks, which offer significant advantages in each of their knowledge, which can be used as a business model and as a source to generate income.

Through research, we can go deeper into the functioning of the social networks of knowledge in globalization that we are living today. Significant contributions are made in the structuring of social knowledge networks and the benefits thereof. As well as an expansion of the competitive advantages for professionals to belong to this type of social networks and the use of this virtual tool, to open the world of knowledge sharing experiences and contributing to society in various areas. Contributing to improve from the academic, social, labor and personal, and generating a culture of learning eliminated the barriers that for centuries have been obstacles in the knowledge society.

It is also important to consider that knowledge networks are a very important tool to strengthen the interest in research because it invites us to approach the world of knowledge and opens the doors for us to share our experiences and those of other people. Thus make learning in team, forming increasingly autonomous individuals by providing their participants with attitudes for learning in this changing dynamics of research, that is, to worry about knowing and learning more, through the exchange of information, as well as strengthening learning and interacting with other experts who can provide significant contributions. Similarly, from our experience, we can support other people who require it, allowing generating new alliances as support for the solution of problems and decision-making, taking technology as a support of social networks of knowledge and globalization as a process of integration and interaction of society.

References

[1] M. Area, Las redes sociales en internet como espacios para la formación del profesorado Razón y Palabra, (2008), Retrieved on March 23, 2018, from:

http://ucsj.redalyc.org/articulo.oa?id=199520798005

[2] F. Arias, El Proyecto de Investigación, Introducción a la metodología científica (Sexta Edición ed.). Caracas: Episteme, C.A, (2012).

[3] J. Cabrero, Nuevas tecnologías, comunicación y educación, En Edutec: Revista electrónica de tecnología educativa, núm. 1. (1994), Retrieved on March 11, 2018, from: https://www.scribd.com/document/350675540/Dialnet-NuevasTecnologiasComunicacionYEducacion-635397

[4] J. Cabero, V. Marín, Posibilidades educativas de las redes sociales y el trabajo en grupo. Percepciones de los alumnos universitarios, (2014), Comunicar, Vol. XXI, núm.42 (Enero-Junio): Retrieved on March 24, 2018, from: http://www.redalyc.org/articulo.oa?id=15830197018. ISSN 1134-3478

[5] F. Campos, Las redes sociales trastocan los modelos de los medios de comunicación tradicionales, Revista Latina de Comunicación Social, 63, (2008), páginas 287 a 293. La Laguna (Tenerife): Universidad de La Laguna, retrieved on February 5, 2018, from: http://www.ull.es/publicaciones/latina/_2008/23_34_Santiago/Francisco_Campos.html

[6] M. Castañeda Pérez, Y. Pérez Rodríguez, Aspectos teórico-conceptuales sobre las redes y las comunidades virtuales de conocimiento, *ACIMED*, **13** (2005). Retrieved on March 4, 2018, from: http://scielo.sld.cu/scielo.php?script=sci_arttext&pid=S1024-94352005000600002&lng=es&tlng=es

[7] A. Gewerc, L. Montero, M. Lama, Colaboración y redes sociales en la enseñanza universitaria. Comunicar [en linea] 2014, XXI (Enero-Junio): retrieved on April 1, 2018, from: http://www.redalyc.org/articulo.oa?id=15830197007

[8] R. Gómez Ortiz, La gestión de las redes sociales del conocimiento para el desarrollo de investigación y docencia, (2007), Universidad & Empresa, retrieved on April 4, 2018, from: http://www.redalyc.org/articulo.oa?id=187217411004

[9] M. Luna, J. Velasco, (Agosto de 2006), Red Iberoamericana de Indicadores de Ciencia y Tecnología (RICYT). Retrieved on March 20, 2018, from http://www.ricyt.org/manuales/doc_view/26-redes-de-conocimiento-construccion-dinamica-y-gestion

[10] M. Luna, J. Velasco, Confianza y desempeño en las redes sociales, *Rev. Mex. Sociol*, **67** (2005), no. 1, 127-162, retrieved on March 18, 2018, from:

http://repositorio.esan.edu.pe/bitstream/handle/ESAN/89/Gerencia_global_21 .pdf?sequence=1&isAllowed=y

[11] J. E. M. Orrego, J. L. L. Burgos, J. B. R. Zarta, R. R. Serrezuela, Implementation of a Model of Inventories in Five Mipymes in the City of Neiva, Republic of Colombia, *International Journal of Applied Engineering Research*, **13** (2018), no. 6, 3742-3747.

[12] Y. Pérez Rodríguez, M. Castañeda Pérez, Redes de conocimiento, *Ciencias de la Información*, **40** (2009), no. 1. Retrieved on March 8, 2018, http://www.redalyc.org/articulo.oa?id=181421573001

[13] E. G. Perdomo, M. A. T. Cardozo, A Revieew of the User Based Web Design: Usability and Information Architecture, *International Journal of Applied Engineering Research*, **12** (2017), no. 21, 11685-11690.

[14] N. A. P. Pedraza, J. I. P. Montealegre, R. R. Serrezuela, Feasibility Analysis for Creating a Metrology Laboratory Serving the Agribusiness and Hydrocarbons in the Department of Huila, Colombia, *International Journal of Applied Engineering Research*, **13** (2018), no. 6, 3373-3378.

[15] E. Prada Madrid, Las Redes De Conocimiento Y Las Organizaciones, *Revista Bibliotecas y Tecnologías de la Información*, **2** (2005), no. 4. Retrieved from http://eprints.rclis.org/9127/1/redes_de_conocimiento.pdf

[16] E. Rodríguez Ponce, El rol de las universidades en la sociedad del conocimiento y en la era de la globalización: evidencia desde chile, *INCI*, **34** (2009), no. 11, 824-829. Retrieved on March 8, 2018, from: http://www.scielo.org.ve/scielo.php?script=sci_arttext&pid=S0378-18442009001100013

[17] N. C. Sánchez, A. L. P. Salazar, A. M. N. Ramos, Y. M. Calderón, R. R. Serrezuela, Optimization of the Paddy Rice Husking Process, Increasing the useful Life of the Rollers in Florhuila Plant Campoalegre Mills, *International Journal of Applied Engineering Research*, **13** (2018), no. 6, 3343-3349.

[18] Servicio Nacional de Aprendizaje- SENA. (s.f.). Redes de conocimiento SENA. Retrieved on March 15, 2018, from http://www.sena.edu.co/es-co/formacion/Paginas/redesConocimiento.aspx

[19] P. M. Silva, J. L. M. Yustres, L. C. L. Benavides, R. R. Serrezuela, Composition of the Phytoplankton Community in the First Stages of the Quimbo Dam Life Cycle in Huila–Colombia, *Contemporary Engineering Sciences*, **11** (2018), no. 19, 907-924. https://doi.org/10.12988/ces.2018.8265

[20] J. L. A. Trujillo, J. B. R. Zarta, R. R. Serrezuela, Embedded system generating trajectories of a robot manipulator of five degrees of freedom (DOF), *KnE Engineering*, **3** (2018). No. 1, 512-522.
https://doi.org/10.18502/keg.v3i1.1455

[21] J. L. A. Trujillo, R. R. Serrezuela, V. Azhmyakov, R. S. Zamora, Kinematic Model of the Scorbot 4PC Manipulator Implemented in Matlab's Guide, *Contemporary Engineering Sciences*, **11** (2018), no. 4, 183 – 199.
https://doi.org/10.12988/ces.2018.8112