

Project Group (Number and Name): Group 64: "What do you know"

Comment

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Group 64: "What do you know?" Digital cognitive Disruption? Knowledge Between Activism and Research, Google, and Archives

In what regard did knowledge accumulation and preservation change over time?

In recent years there has been a drastic change in terms of the seeking of knowledge. From knowledge being a privileged skill, to an overflow of information in everyone's pocket only one motion away. Why is it relevant to talk about this topic, though? Where did the information we define as knowledge come from? And are the information we seek really objective? This essay will be a critical examination with these questions that will hopefully get you thinking.

The way of searching and obtaining information was very different in the past compared to the ways used today. The only possibilities to be up to date was either by word of mouth or oral communication. Lastly the upper class, being literate, was able to seek information through writings. A small fraction of information from the past is captured in archives or displayed in museums. But the times have changed. Education is more common, which in theory leads to a society that is well informed, also because of the access to the internet. Online almost every information can be found by just one click - or so it seems.

In times of the internet and endless streams of data, each one of us experiences an overflow of personalized bits of information. The content you are presented with is not a fixed unit of knowledge but rather a selection on your age, gender, place of residence, consumeristic habits and digital behaviour because of a profil created by algorithms. When it comes to social media and the reproduction of information, we as users are not always able to fully understand the source of certain information or how it has been adapted to the purpose of the presentation. Since most media platforms are determined by the number of views and not by the quality of the information. Therefore it takes less effort to find a high quantity of knowledge but its the quality and seriousness we need to question while consuming.

Eventhough information has become more accessible, by the ways of the world wide web decentralized and more diverse by personal perspectives being able to be used as sources, the necessity to critically inspect what we know remains - and grows. The algorithms feed us pre-filtered content, and not necessarily filtered by quality but our algorithm profiles or popularity. In an attempt to re-construct our individual and biased views to something closer to the big picture, we might need to go back to our most basic forms of transmitting

knowledge and information - and talk to each other. To find common ground in our knowledge and get a step closer to what we really know.