Tuning personal competencies
to the Information Society

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Decentralized knowledge

The Economy of abundance (of information)
- Drop of the transaction costs
- Reconfigurable networks
- Non-hierarchic environments
- Collaborative environments
- Knowledge hubs and assembles
- Connected knowledge, connectivism, communalism
- Always on: social vs. professional
New media: digital literacy

New channels, new literacies

- Technological literacy
- Informational literacy
- Multimedia literacy
- Media literacy
- e-Awareness
Taking part in the network

- Knowledge as the network’s currency
- The Gift Economy: access is the prize
## Citizens in the Information Society

<table>
<thead>
<tr>
<th>Worker / Customer / Citizen</th>
<th>Connected</th>
<th>Disconnected</th>
</tr>
</thead>
<tbody>
<tr>
<td>Worker / Customer / Citizen</td>
<td>Self-programmable</td>
<td>Source of innovation and value creation</td>
</tr>
<tr>
<td>Worker / Customer / Citizen</td>
<td>Generic</td>
<td>Executor</td>
</tr>
<tr>
<td>Worker / Customer / Citizen</td>
<td>Connected</td>
<td>Diamond in the rough but invisible to networks</td>
</tr>
<tr>
<td>Worker / Customer / Citizen</td>
<td>Generic</td>
<td>Structurally irrelevant to the system</td>
</tr>
</tbody>
</table>

Inequality

Adapted from Castells (2000, 2004)
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