**Information society Theory**

**What do we mean by information society?**

Information Society is a term for a society in which the creation, distribution, and manipulation of information has become the most significant economic and cultural activity.

**Origin of information society**

* The term 'information society' originated in Japan, 1981.
* Fritz Machlups 1962 give Concept of “Economic information”

 (Book: Production and distribution of knowledge in the US).

* Daniel Bell 1973 give concept of “The coming of Post-industrial Society”.
* Alvin Toffler 1980 Prorogating idea of “Information society”.
* Frank Webster 1992 arguing “There is no novel, that is Post-industrial society”.
* Tarrow 2005 named as “Global villagization”.

**Information society holds on**

**Technological:** Societies were characterized by their key means of production

* Stone age, Iron age, Steam age were not information societies.
* Present time can be labeled as information age.
* Information technology is a key means of productions.
* Information in the fact raw material and products which are produced and reproduced modified and re modified in the information technologies.
* Why? Because societies are heavily taking the information as an important ingredient. Information is central to the existence of society.
* Media is playing as a central role in information society. Without information it is considered as poor person in the world.
* Technological determinism: this concept focused on that societies are derived by technologies. Because tech, determines the societies future and destination. *i.e.* Phones, laptop.
* The growth of Internet-based trading, the so-called E-commerce (electronic commerce) has given a boost to what has been called 'digital' capitalism.
* The convergence of telecommunications and computing technologies and the continued reductions in the costs of computing and international telephony have made the case for the existence of the information society even stronger.
* The information grid of networked computers is being compared with the electricity grid, linking every home, office and business, to create a networked society, based on what has been termed as the 'knowledge economy'.

**Economical:**

* Information is a tradable commodity that have some financial value.
* Industrial goods taking place information goods. Promotion of service industries.
* Information industries contribute a growing percentage of GNP.
* India, japan, china, Korea, running industries because they are not information rich societies. And rich societies did not want to contaminate their atmosphere through industries.
* The modern value changed is determined by the application of information at various stages.
* Stock Markets, Media, Medicine formula, Service companies,

**Occupational:**

* Increasing numbers of people in jobs dealing with information
* Like Lawyers, Data Captures, Tourism, Entertainment, Advertisement, Public relations departments, Education, News agencies, stock market, banks, telecom sectors etc.

**Spatial:** In term of space and time,

* Information needs and hubs determine the status of the global economy.
* Interconnectedness and inter dependence is due to speed and spread of information
* Landing rights
* Up linking rights

**Cultural:** There is now a ubiquitous, presence of information, Entertainment and Commercial images in our society.

* For cultural multiplicity and cultural manufacturing information is being used.
* Cultural of society is not practiced by the traditional means, but, by mass media which is the transporter of culture.

**Question on information society theory**

* The information we get from which source?
* What is ownership Ideology?
* Presence of stereotyping by media
* Who are producers?
* Gate keepers.
* How people impart and retrieved information.
* What are the objectives of producers and how they packaged the contents?

**Proponents:**

* Innovation in information and communication technology.
* Computing, digitization and rapid global expansion.
* Reduction of cost of computer technology strong the information society.
* Knowledge economy.