

## PERCEPTION OF KNOWLEDGE IN A KNOWLEDGE-BASE SOCIETY: A CASE STUDY

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### **Abstract:**

In the contemporary society, knowledge is perceived as a main factor of effectiveness, both in a daily and professional life besides is often (declarative) need for knowledge-based society. The aim of the poster is to present theoretical model on which our case study is based on, and to analyse empirical data collected with an on-line questionnaire distributed to postgraduate students before attending a compulsory course Knowledge society. An on-line questionnaire was partially adopted from the national study (Gril et al., 2013), which was based on the social representation theory. Moreover, the characteristic attitudes were studied as well as, social perception and behaviour in the domain of education that focused on the prescribed priorities of knowledge declared in the knowledge-base society, e.g. priorities of a) applicable knowledge vs. basic, b) competencies vs. knowledge, and c) the central position of knowledge in the society (Gril et al., 2013). Data collection will be repeated at the end of the course, to investigate possible changes in knowledge perception.

*Keywords: perception of knowledge, value of knowledge, knowledge-base society, priorities of knowledge, central position of knowledge, knowledge*