

# KEY AREAS OF CONTENT DEVELOPMENT FOR THE INFORMATION SOCIETY: A BRIEF DISCUSSION

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**ABSTRACT:** Content is the precious and useful to anyone, but right content in right form is the most effective to the right users. Good content development makes this process easier for users and ensures that content is engaging, relevant. This paper briefly discusses on the key areas of the content development in the field of information society.

## 1. INTRODUCTION: -

We are now in “Information age” and “Information Society”. Information is a valuable resource in any society; thus, acquiring and using information are critical and important activities. The modern information-oriented society demands from the Library to provide right user at the right time in the required format and in an affordable way. It is the social responsibility of libraries to transform human society in to a Information Society, Computer, Internet and networking have enhanced our access to information. They have broken international boundaries and we have new tools and techniques to provide service to our users. In this environment content development for information society is very urgent. The increasing complexity of social structures and problems add significantly to the demand for information services. The library has potential to become a source of information for decision making and socio-economic development. So it is urged that library professionals can develop information content and services to meet the need of information society. The library has intimate knowledge about the needs of the information society. Today the techniques and technologies used in designing and developing the information infrastructure become pervasive.

In both developing and developed countries there is an increasing institutional awareness of the importance of information for the society. Modern technology has over taken the concept of development. The computer and the satellite have radically changed the entire life of the world. We are witnessing the age of visually encoded information of the optical disc, digital compression, video net working and user friendly computers. The knowledge explosion thrust forward ‘the information explosion’ due to technological advances. Today society is facing the problem of excessive information and not the dearth of information. However these developments have so far been confined to urban areas. In rural area as there is still predominance of print material as the major medium. In India majority of its population continues to live with poverty, illiteracy, poor health and lack of information due to poor infrastructure facilities available in the rural areas. Their specific information needs are varied in nature, which can be meet through various sources and should built a effective content development programme. Content development is a multi dimensional process involving technical, economical, social and political dimension. Hence there is an urgent need to have a fresh look of content development for information society.

## 2. INFORMATION

Before going to discuss about Information society and content development, it is necessary to explain briefly about concept of Information. Information is elusive in concept and intangible in substance. It is the basis of economic growth and driving force for a range of technologies of astounding potential. Presently it is, therefore, quite natural that link with information has now been extended to embrace society. In true sense, society is now increasingly hungry for information. New technologies for producing, storing and transmitting information are bringing fundamental and dramatic shift to society – both western and global. Information Technology (IT) which encompasses information use and content as well as technology itself is apparently set to change everything that human beings do in advanced societies. Now, present age is termed as “Information age” and the present society as “Information society”. During a journey from the ancient past to the present times, human civilization has passed through several stages like Paleolithic age, agriculture age, industrial age and then reaching the present day information age. Alvin Toffler’s “Third Wave” concept is the best example of it. Toffler truly identified three rolling waves of social change corresponding to the agrarian, industrial and information revolutions. Community information is an integrated part of information society.

## 3. INFORMATION SOCIETY

One of the first people to develop the concept of the ‘Information Society’ was the economist Fritz Machlup in 1962 in his study “The production and distribution of knowledge in the United States”. But the term was apparently first used in Kohyama and Kenichi in Japan during 1968.

In a casual, everyday context the term ‘Information Society’ is widely used which denotes society at an advanced stage of development. William J. Martin described Information Society as ‘an advanced, post-industrial society of a type found most commonly in the West’. According to him, “It is characterized by a high degree of computerization and large volumes of electronic data transmission and by an economic profile heavily influenced by the market and employment possibilities of information technology”.

The ‘Information society’ is not only a ‘First World’ phenomenon. Being a part of an information society, a majority of people within a community spend their lives doing tasks relating to information – expression, gathering, storage, retrieval and dissemination of it.

## 4. CONTENT

In general sense, **Content** means unit of information. But here Content is basically ‘information’ which can be offered through Information and Communications Technologies (ICTs) media. **Content** may consider both as well as **tangible** or **intangible**. Content when it is obtained through traditional media – like printed copies, etc., it becomes **tangible**. On the other hand, when **Content** is obtained from a web interface or a computer, it becomes **intangible** or virtual.

Content is the kernel of the whole thing. It is the intellectual input of human being into system. The core content may be customized and re-architected for various purposes. As for example : content may be adapted, abstracted etc. and may be published in varieties of versions like printed, digital etc. In spite of all these core content remains unchanged and static in a particular time. New research develops it, refines it and new idea emerges and takes the form of content.

Content is the building block of a website. In the field of LIS, definition of 'reflective service' (profounded by Dr. Ranganathan) can be modified like this "Right content to right users in right time and in right intended form". In case of information retrieval what we are searching for or accessing is the content of some 'Information-bearing entity'.

## 5. CONTENT DEVELOPMENT

Content development for the information society refers to the creation, organization and dissemination of knowledge and information in a way that is accessible, relevant, and valuable to individuals, businesses, governments, and other organizations in a modern, highly connected world. As we live in an information society characterized by rapid technological advancements and widespread digital communication, content development plays a crucial role in shaping how information is shared and utilized.

## 6. KEY AREAS OF CONTENT DEVELOPMENT FOR THE INFORMATION SOCIETY

### i) Understanding the Information Society

- **Digital Transformation:** The information society relies on digital technologies to access, store, process, and share information. Content development must address the evolving needs of users who depend on digital devices, platforms, and tools.
- **User-Centric Approach:** Content should be designed with the user in mind, ensuring it is accessible, understandable, and relevant to different audiences.

### ii) Types of Content

- **Educational Content:** In the information society, educational content needs to be interactive, engaging, and easily accessible. Online courses, e-learning materials, tutorials and instructional videos are crucial.
- **Media and News:** Digital platforms enable rapid news dissemination, including social media posts, podcasts, and video content. Content must be credible, balanced and timely.
- **Knowledge Sharing Platforms:** Blogs, forums, and knowledge bases help individuals share their expertise on specific topics. Community-driven content can be a valuable resource for learning.
- **Government and Policy Content:** As governments increasingly interact with citizens online, content must reflect policies, regulations, public services, and other civic-related information clearly and effectively.

### iii) Content Development Process

Developing content in the information society involves several steps

- **Research and Gathering Information:** Identifying the needs of the audience and sourcing reliable and up-to-date information. In a digital world, this also includes using data analytics tools to understand user preferences.
- **Content Creation:** Developing engaging and high-quality content that serves the intended purpose, whether it's educational, informational or entertainment. This might involve writing articles, creating visuals, producing videos, or developing software.
- **Optimization:** Making content easily discoverable by optimizing it for search engines (SEO), social media algorithms, and mobile-friendly platforms.

- **Personalization:** Tailoring content to specific user needs and preferences, making use of data analytics, user behaviour, and customization options.
- **Dissemination and Distribution:** Sharing content across digital platforms such as websites, social media, email newsletters or content-sharing platforms (You Tube, Medium, etc).
- **Engagement and Interaction:** Encouraging feedback, comments, and interaction through calls to action, surveys or community-building activities.
- **Monitoring and Evaluation:** Assessing the effectiveness of content based on user engagement, feedback and analytics. Adjusting the strategy based on results.

#### iv) Key Principles of Content Development:

- **Accessibility:** Ensuring that content is accessible to all users, including those with disabilities by following accessibility standards like WCAG (Web Content Accessibility Guidelines).
- **Transparency:** In an Information society, misinformation can spread rapidly. Content developers must prioritize fact-checking, transparency, and honesty in presenting information.
- **Accuracy:** Content must be factual, well-researched, and up-to-date, to ensure its trustworthiness and value.
- **Engagement:** Creating content that is engaging and encourages the audience to interact, share, and act on it.
- **Adaptability:** As technology and user behaviours evolve, content must adapt to new trends, platforms, and formats (e.g., mobile-first content, voice search optimization).

#### v) Content and the Digital Economy:

- The information society also fuels and digital economy, where content is a product or service itself. This includes advertising, online courses, digital products, and subscription-based content models.
- The success of content can also drive other economic activities, such as e-commerce, brand promotion, and customer engagement.

#### vi) Ethics and Legal Considerations:

- **Copyright and Intellectual Property:** Ensuring that content creators respect the rights of others and properly attribute sources.
- **Privacy and Security:** With digital content collection comes the need to protect users' personal data and maintain secure online platforms.
- **Misinformation and Fake News:** With the proliferation of content, the issue of misinformation and fake news has become significant to maintain the credibility of information in the society. Fact checking, responsible journalism and ethical content creation are essential to maintaining the integrity of information.

#### vii) Technologies Influencing Content Development:

- **Artificial Intelligence (AI):** AI can automate content creation, recommend content to users, and personalize user experiences.
- **Big Data:** Data-driven approaches allow content creators to tailor their materials based on user behaviour and preferences.
- **Blockchain:** In some cases, blockchain technology can be used to verify the authentic and ownership of digital content.

- **Augmented Reality (AR) and Virtual Reality (VR):** These immersive technologies open new possibilities for content development in education, gaming, marketing, and training.

**viii) Content for Education and Knowledge Sharing:**

- **E-learning and EdTech:** Educational content is rapidly being digitized. Online courses, e-books, tutorials, and other resources are enabling people to access education globally.
- **Open Access:** Open-source platforms and repositories promote free access to scholarly content, fostering knowledge sharing and democratizing education worldwide.

**ix) Challenges in Content Development:**

- **Information Overload:** With the vast amount of information available, it can be difficult to filter out noise and ensure that users find what they need.
- **Saturation:** The abundance of content means that creators must continually innovate to remain relevant and stand out in crowded digital spaces.
- **Digital Divide:** Not everyone has equal access to the technologies required to create, share, and consume content, creating inequality in the information society.

**x) Future of Content Development**

- **Automation:** The role of Artificial Intelligence and machine learning in content creation and curation will continue to grow.
- **Interactive and Immersive Experiences:** The rise of virtual and augmented reality will offer more engaging and interactive content experiences.
- **User-Generated Content:** Audiences will play an even larger role in content creation through platforms like social media, and other interactive spaces.
- **Focus on Ethical Content:** Content creators will need to be more mindful of the ethical implications of their work, especially around data privacy, misinformation, and the digital divide.

## 7. CONCLUSION

Developing effective content may contribute to the process of establishing an 'Information Society'. Use of the content by beneficiary groups will increase base of knowledge. The process of content development leads to information sharing and knowledge enhancement. The ability to access and share information can contribute to the development process by improving :

- **efficiency**, or the ratio of output to cost;
- **effectiveness**, or the quality of products and services;
- **equity**, or the distribution of development benefits throughout the society.

However, it is said that the **Information Society** should be subject to universally held values and promote the common good and to prevent abusive uses of Information and Communications Technologies (ICTs). And the flashy technology, graphics and animation may not be compared with **good quality content** within a seamless structure which is more effective.

Content development in the information society is a dynamic process that is heavily influenced by technology, user behaviour, and social needs. It requires balancing creativity, strategy, and technical skills to create content that informs, engages, and adds value to the audience while navigating challenges such as information overload, ethical concerns, and

access disparity. As technologies evolve, the future of content development will continue to shape the ways in which information is consumed and shared across the globe.

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