There is a huge amount of available information that increases every day. This world of information is made possible through the advancement of Information and Communication Technologies (ICT), which support this knowledge dissemination. ICT provide easiness of publishing, structuring, spreading, and accessing information. This facility promotes an increasing demand for information, creating a cycle of information production and consumption. The widespread available information demands people to be more and more up-to-date within their working areas, living regions, and other moments of their daily lives. This scenario demands higher competencies from the professionals, internationalization, and increasing qualifications for the worker. It demands people to access information, to discuss and know different subjects. It requires a world of continuous information flow, i.e., it builds a knowledge intensive society.

However, it is not only the amount of knowledge that is important, but also its quality, in terms of accessibility, sharability, and reusability, is essential to the knowledge intensive society. Among the advances of ICT that provide such an environment there are databases, Web, and special communication tools and social media, which promote the collaboration among people, content sharing, including pictures, status, thoughts, etc. Through this shared content, it is possible to know the consumers better and promote strategies of dissemination, new content publishing, and even sponsored links. A known widespread strategy in social media was the USA presidential campaign, in which Barack Obama obtained strong support.

In the context of the enterprises, ICT are important tools for promoting the development of human capital, providing operational activities and supporting decisions. In the knowledge intensive society, ICT acquires a new meaning, including the knowledge necessary to design, architecture, build, and manage an artifact and its related services. It leads to innovation in a knowledge intensive society. However, the information (and the knowledge) that is necessary for developing and commercializing innovation transcends the borders of individuals, companies, and even countries.

This book brings together interesting research on ICT supporting knowledge in industry, government, and academia, from different perspectives, such as culture, environment, communication, transportation, human capital, information security, ethics, education, and innovation. Three aspects on knowledge intensive society are the focus: governance, communication, and innovation.
GOVERNANCE

There is no consensus in the literature about the conceptualization of governance. It may refer to the empirical adaptation to the external environment, combining mechanisms, procedures, strategies, and resources for supporting such adaptation. However, it can also be seen as a conceptual or theoretical representation of the coordination of social systems among a wide variety of actors with different purposes and objectives. Perhaps the last concept could include performing, managing, and assessing and auditing the coordination.

If we consider the context of corporate governance, then it deals with the ways in which investors assure themselves of getting a return on their investment. Corporate governance is concerned with holding the balance between economic and social goals and between individual and common goals. Nowadays, people expect companies to adopt a socially responsible attitude to their activities. Therefore, besides dealing with economic issues, the companies must also have a responsible attitude towards the society. Several issues influence corporate governance, such as risk management, social responsibility, sustainability, learning, and business ethics. ICT can support corporate governance while also providing mechanisms to the society to track the companies’ actions. Governance focuses different aspects: structures, processes, and practices. Understanding the structures, processes, and practices related to knowledge has gained increasing research and business attention as it brings to innovation and commercial gains.

COMMUNICATION

Communication is essential to human activity, and it is the basis of social interaction. In order to provide governance, corporates need to provide communication. Frequent communication facilitates interaction between individuals, helping in the creation of a shared meaning, thus providing a better understanding of the goals, structures, processes, and practices. In order to enable knowledge transfer it is necessary to have good communication between the participants. Through extended discussions, the individual’s ideas, viewpoints, beliefs, culture, and even habits and his way of doing things are shared with others. Therefore, communication is the main way by which workers discover what to know and perhaps how to do it and share it with others.

ICTs are advancing and providing more collaboration among people as the society becomes knowledge intensive. These technologies as well as the society’s new habits and behavior also transform enterprises. Examples of such technologies are email, chat, instant messaging, phone message, telephone call, discussion forum, discussion list, (audio and video) conferencing, blog, and microblog.

People become used to communication technologies in their daily lives, and it also facilitates implementing new communication solutions and strategies in business scenarios. The collaboration and the competition become stronger as more information is provided, and the communication and sharing of the information is disseminated. Therefore, ICTs are promoting collaboration, but also intensifying marketing competition. Organizations have to systematically manage and leverage internal and external knowledge to create and sustain their competitive advantage.

ICT can contribute to productivity as it can effectively provide knowledge sharing within enterprises and with their partners and customers. ICT can enable communication between those who need the knowledge and those who have the knowledge. Communication technologies are essential to provide mechanisms for the knowledge share to be effective. Therefore, they are an important aspect of knowledge management.
Knowledge management becomes a key factor for improving efficiency and competitiveness of the companies. Knowledge management is related to planning, organizing, motivating, and controlling of people, processes, and systems in the organization to ensure that its assets are improved and effectively employed. It deals with transforming tacit knowledge into explicit knowledge. It involves knowledge acquisition, creation, refinement, storage, transfer, sharing, and effective utilization in the company’s activities. However, knowledge management is evolving into knowledge governance. Knowledge governance is an attempt to combine knowledge and organization, choosing governance structures as well as governance and coordination mechanisms to support the knowledge management processes. It also addresses the impact of knowledge management initiatives. It includes things like decision rights, routines, rewards, and modes of communication. It focuses on matching knowledge transactions, mechanisms, and resources. It leads to innovation.

**INNOVATION**

Innovation is achieved by knowledge sharing and evolving new applications. The evolution of the asset to be managed leads to intellectual capital, learning, and creativity rather than physical deliverables. Therefore, an innovation can be a new product or service, but also things like a new production process, a new structure or administrative system, a new plan or a new technology that supports an activity.

Knowledge management is based on the prior knowledge and guided by some motions or creative ideas, personal thinking, knowledge exchange, and evolution through communication and collaboration. The new knowledge is created by mutual support, motivation, discussion, evaluation, and revising. Knowledge innovation advances knowledge management to the creation of something marketable. Knowledge innovation refers to creating, developing, implementing, evolving, and exchanging new ideas, making them marketable goods and services for the excellence of an enterprise, the strength of a nation’s economy, and the progress of the society. Knowledge innovation is a process of optimizing the flow of competencies, enhancing success and prosperity for all parties involved. Just like in corporate governance, this requires the development of work methods and techniques for collective knowledge handling with a focus on organizational capital. It is necessary to map the available knowledge and promote knowledge sharing. Innovation today results from collaboration and collective intelligence.

**THE CONTEXT OF THE KNOWLEDGE INTENSIVE SOCIETY AND THE BOOK**

To understand governance, communication, and innovation in a knowledge intensive society implies dealing with diverse topics and considering several different perspectives. The differences start with cultural pluralism, since the knowledge intensive society provides an internationalization of business, government, and society in general. Differences on cultural aspects, principles, and behavior can lead to different management practices to deal with the taskforce, partners, and consumers. These differences bring new challenges to the society and the companies. It becomes fundamental to understand the differences so that they can be respected, and harmony can promote peace and development.
The knowledge intensive society also involves dealing with sustainability issues. Therefore, it is important to study the impact of climate changes to business and in the society, while also promoting education for sustainable development. Climate changes can promote serious problems on natural resources, then affecting tourism and agriculture, for instance. It can reduce available raw material, but also bring bad conditions to the workers or consumers to live in a certain place. We can lack natural resources. We can transform the world into a terrible place to live.

Besides climate change, there are many other aspects related to environmental impact that are also important to the knowledge society. It is important to research aspects as diverse as green computing and providing public transportation, in special demand buses. Green computing aims at using computing resources more efficiently maintain and increase overall performance. It can enable computer systems, people, and natural environment to be in better harmony. Through green computing, it is pursued to save energy and costs while protecting the natural resources and environment. It is a step towards a sustainable Information Technology (IT) area.

The investment on public transportation can help reduce travel time and expenses, gas emissions, and also preserve oil reserves. Public transportation is important to reduce environmental impact, but it can provide benefits to workers and the corporates too. Although public transportation usually attends the needs for sustainability and government costs, more personalized solutions are sometimes required. Demand buses are one kind of transportation in which the buses (or mini-buses) can be called to bus stops. It triggers some (automated) process supported by computers that optimizes transport routes within the service network and notifies the passenger about the departure time. It is an alternative solution to individualized demands and fixed routes and timetables.

Several topics can flourish as information becomes accessible and easily published, and then new types of governance can be considered. In the context of democracy, it is possible to evolve to more participative approaches such as e-cognocracy. The e-cognocracy is based on discussions that occur electronically through communication systems, such as forums. The discussions on different topics can be encouraged, and decisions can be supported, tracked, and shared.

In this knowledge intensive society, human capital is essential. The development of ICT has reshaped several areas, including human resource development. It has supported corporate evaluation, but also personnel performance appraisal and training and development. Personnel performance appraisal can be used for motivation, information, and development. However, some factors such as the timing of the evaluation, the selected evaluator, the technique used for appraisal, and the variables used for evaluating. When considering IT Human Resources, it is important to understand the personnel performance appraisal coverage in IT standards like ITIL, COBIT, and CMMi. IT has provided the development of the knowledge intensive society and is an important area for every enterprise. Therefore, dealing with specific characteristics for performance appraisal for this area is also relevant for the knowledge intensive society.

In this society, there is plenty of information, so it is important to consider other issues as well, such as information security and ethics. These are current social and moral issues associated with the development and use of ICT. Some studies indicate that universities are among the least secure places. However, security and ethics education is a universally important concept and must be taught at all levels. Like other organizations, universities provide users with access to a huge amount of information. Therefore, dealing with information security and ethical issues in academia is important for the knowledge intensive society not only because it is also an organization, but because it is a place where learning is the focus.

The huge amount of information available also promotes changes faster in the enterprises and the society. Through the information exchanged among the professionals it is possible to understand how the interactions occur, enabling to analyze the organization structure. Different tools can be used for
personnel communication, for instance emails. Being able to analyze email interactions and then evaluate the organization structure and its evolution can be important to support strategic decisions and the enterprise changes. As new communication technologies are implemented in the organizations, such as 2.0 tools like blogs, wikis, podcasts, instant messengers, and social networks, it is important to study their impact. 2.0 technologies can improve collaboration and communication within the companies and across multiple industries. In addition, individual’s success in society depends on his/her social network and ability to network and form important connections. Organizations can exploit this ability to manage knowledge and impact organizational processes.

As learning is a fundamental aspect of the knowledge intensive society, it is important to study how to improve creativity and attention (focus), and thus innovation (resulting from enhanced creativity) and performance (resulting from more attention). In order to improve understanding, the concepts must be integrated (or equivalent in different curriculum), or the curriculum should become standard. In addition, the services should be integrated in the same learning environment and new technologies should be considered, and the related affordances should be perceived. It is important to provide mappings among the curriculums so it is possible to promote interchanges and multicultural experiences. In today’s international society, the flexibility to participate in different learning scenarios becomes important to a student’s formation. There is also the motivation aspect that must be considered, so understanding how to keep students’ attention as well as the teachers’ enthusiasm.

In the new learning environments, the design is important to promote knowledge, such as the elements in 3D virtual worlds, but also the pedagogical planning and the design of learning activities. The quality of learning should be discussed and assessed, which is also related to the environments, the content, and the learning paths the student follow to acquire knowledge. Motivation is important, and ludic platforms usually provide motivation. Games and accessible devices such as the use of mobile devices tend to provide such stimulus.

In addition to social technologies, the semantic and intelligent technologies become more disseminated and provide interesting improvements to the enterprises and society. Then, learning environments should also evolve to support semantic functionalities.

Finally, it is not enough to manage knowledge, but it is necessary knowledge governance. It is the key for the knowledge intensive society and can lead to the appropriate use of concepts, methods, and tools of innovative technology. Innovation provides a continuous movement towards the evolution of assets, the companies, and the whole society.

**LAYOUT OF THE BOOK**

This book is organized in twenty-six chapters, which cover all these topics.

**Chapter 1: Cultural Pluralism in the Context of the Knowledge Society Ecosystem – Reviews and Views**

In the opening chapter, Bakry and Al-Ghamdi present key cultural pluralisms efforts and the related issues that are restructured according to the knowledge society ecosystem framework. The issues are organized into strategy, technology, organization, people, and the environment domains. An important aspect of a good governance of knowledge intensive society is dealing with the differences, the cultural
pluralisms, the interactions within the intercultural knowledge activities. The cultural pluralism supports understanding and respect among all cultures, creating an environment of cultural harmony that promotes peace and development. Therefore, this opening chapter provides a good view on the subject, and how to promote peace and development.

Chapter 2: The Impact of Climate Change in the Modern Enterprise

As the environment is another aspect to consider in the knowledge society ecosystem framework, in this chapter, Danos and Boulouta analyze the climate changes in the past two decades and how these climatic events can have a major economic impact, especially in sectors such as forestry, agriculture, tourism, and buildings. The main consequences of climate change are outlined in this chapter: global warming; glaciers, rising sea temperatures; and spread of disease. The authors also discuss international responses dealing with climate change, and they claim if governments, business, or any other sector is to succeed in reducing its impact on climate, there must be a wider recognition in society for the scale of the changes that are needed. The enterprises have to find out how to assess the risks and make best use of the opportunities with climate changes. Economic damage from climate-related disasters leads business and industry to have a key role in innovation.

Chapter 3: Integrating ESD in Norwegian Education

In this chapter, the authors introduce Education for Sustainable Development (ESD) concepts as well as related strategies and instruments. As in knowledge intensive society, it is important to promote the collaboration among the participants, inter- and multidisciplinary approaches, and appropriate use of the ICT and other media.

Chapter 4: Green Computing – An Indian Perspective

Jena and Dey also deal with the environmental impact in this chapter discussing different aspects of green computing and its impact in India. The goal is to improve the efficiency of computing resources by reducing the environmental impact of their utilization. It considers the idea that the enterprise’s success is based on its economic, environmental, and social performance. It is important to maximize the conservation of energy until renewable forms become more readily available. The authors present a background on green computing, discussing two major approaches to green computing. Then, they describe the Indian scenario, where there is a concern to maximize the return on investment, and it is not easy to implement the principle of green computing in the IT infrastructure. The authors claim the government to the responsibility of making citizens aware of the green concept. Therefore, governance is fundamental to citizen awareness as well as to enterprise and country sustainability in a knowledge intensive society.

Chapter 5: Availability Estimation of Demand Buses as Human Transportation System, Using Self-Organizing Map

In this chapter, Watanabe and Uesugi analyze the trade-off strategies between usage convenience and cost management related to demand buses. Their approach is based on visualization techniques and self-organizing maps that allow displaying the co-related classification results generated individually from
the computation among several selected parameters. The demand bus is a new transportation system, which is timely planned and runs order by order in accordance with independent requests of individual customers. This kind of transportation system can provide the convenience for daily activities of residents. Its governance is also related to the environmental impact.

**Chapter 6: A Quantitative Approach to Identify the Arguments that Support Decisions in E-Cognocracy**

The governance in a knowledge intensive society requires more participative approaches, such as e-cognocracy. This cognitive democracy seeks to convince citizens by means of arguments. This chapter presents a method for identifying the messages that support decisions and that lead to the change of preferences of the decision makers who participate in a decision process in the context of e-cognocracy. This would allow the citizens to experience a real learning procedure in accordance with the evolution of living systems.

**Chapter 7: Personnel Performance Appraisal Coverage in ITIL, COBIT, and CMMi: A Study from the Perspective of People-CMM**

Human capital is key for the knowledge society. Knowledge intensive organizations, such as IT-related organizations, require effective measurement techniques for the development of their employees, both from the perspective of knowledge as well as competency elements. This chapter analyzes how IT standards (such as ITIL, COBIT, and CMMi) cover performance appraisal. It is an important aspect of the governance in a knowledge intensive society, providing input to decisions about adjustments to compensation, personal development planning, staffing, promotion, and other workforce activities.

**Chapter 8: Information Security Awareness in Academia**

Governance in the knowledge intensive society is also related to protecting valuable information. Information security awareness is about enabling all participants in the information security function to clearly understand the role they play and being aware of the rules and regulations they are expected to adhere to. Korovessis investigates the level of security awareness amongst the online population. This chapter describes the state of information security awareness in the academic sector and the awareness needs of students. Although a large proportion of respondents claimed knowledge of security measures, they did not demonstrate effective security practices.

**Chapter 9: Ethical Competences in Accounting Higher Education – An Expectation Gap between the Profession and University**

Considering knowledge intensive society, ethics should be considered an important asset. An example of such importance is provided by the Bologna Declaration that incorporates competency-based learning, and ethics is on the competency profile that professional organizations prescribe for a successful professional performance. In accounting, recent financial scandals emphasize such importance. This chapter assesses whether the Spanish universities have actually accepted the role that the new education area assigns them in the ethical education of graduates related to the area of Accounting.
Chapter 10: Evaluation of Organization Structure based on Email Interactions

In a knowledge intensive society, people communicate and collaborate with each other, creating relationships in a complex social network. In this chapter, the authors use email interactions together with social network extracted from these interactions in order to identify individuals with “the hidden knowledge” and to evaluate the company structure. This approach is interesting to improve the internal knowledge flows, employees’ efficiency, and the company’s governance.

Chapter 11: An Analysis of the Impact of 2.0 Tools and Technologies on Organizational Processes

An interesting aspect of knowledge intensive society is the communication among people, the capacity of collaborating, and exchanging information. The collaborative tools, especially those called 2.0 tools are already used in the daily lives of people, but in this chapter, the authors investigate the usage of these tools and technologies among Spanish enterprises. The expectations for positive impacts are high, but there is still much room for improvement. The authors present interesting analysis and conclusions.

Chapter 12: Students’ Questioning and Creativity – How are these Related?

In this chapter, the authors investigate the kind of questions university students ask, as indicators and consequences of creativity. They discuss approaches to creativity, student questioning, and student questioning in a creative context. Several teaching and learning strategies were implemented in a geology course and a chemistry course at the University of Aveiro, Portugal. The analysis of students’ interviews allowed the authors to identify and qualitatively characterize distinct approaches to creativity. Creativity can make the difference on knowledge intensive society, where information is available, communication is a natural activity, but changing information to real knowledge is the key.

Chapter 13: Exploring the Effects of a Mindfulness Program for Students of Secondary School

Learning is one important asset in the knowledge intensive society. Some studies show mindfulness programmes are effective in the educative system. Mindfulness involves self-regulation of attention and orientation to experience. This chapter discusses the importance of mindfulness techniques in the educative system and describes the analysis of the effects of a mindfulness program with 1st-year high school students at three public schools in Spain. The intervention program consisted of learning the mindfulness technique called Meditación Fluir and practicing daily for 30 minutes.

Chapter 14: Multiple Solitudes – Digital Curriculum Access in the Pan-Canadian Context

Robertson and Thomson discuss the degree of accessibility available to educators and communities seeking to understand, create, and share educational responses to child and adolescent health priorities such as health, fitness, body image, and media literacy in the pan-Canadian curriculum context. Encouraging
a nation to become more active and fit will require a concerted national effort, starting with a coherent message to schools and a coherent curriculum. Technology offers the opportunity for communicating and building such common curriculum as well as disseminating knowledge.

Chapter 15: Integrating the LMS in Service Oriented eLearning Systems

In the knowledge intensive society providing questions and correcting answers is important to build knowledge. An approach to integrate the Learning Management System (LMS) in a network of services that participate in the automatic evaluation of programming exercises is presented in this chapter. This is a heterogeneous network connecting different kinds of systems, such as evaluation engines, repositories of learning objects, and resolution environments. The approach is based on a pivot component, acting as an exercise resolution environment, connected to the LMS.

Chapter 16: The Role of Outside Affordances in Developing Expertise in Online Collaborative Learning

In this chapter, Deed and Edwards examine the role of outsideness (engaging with distant peers using Web 2.0 tools) the development of expertise plays in affording and developing pre-service teacher expertise in collaborative online learning environments. Pre-service teachers are concerned with acquiring, building, and testing practical teacher knowledge in preparation for becoming an effective professional. The work draws important observations on the importance of the affordances, but also on other essential characteristics to building expertise on virtual learning environments.

Chapter 17: Effects of Virtual World Environments in Student Satisfaction – An Examination of the Role of Architecture in 3D Education

In the knowledge intensive society, it is important to consider content and collaborative tools, but also the environment in which knowledge is acquired. In this chapter, the authors investigate and analyze students’ evaluative reactions towards the presence of certain variations of specific design elements within elected 3D virtual university campuses. Satisfaction of users in general from a learning space is heavily dependent on the architectural design elements, which enforces the importance of architectural design features of a 3D virtual educational space on the contentment of students.

Chapter 18: Scaffolding Pedagogical Planning and the Design of Learning Activities – An On-Line System

This chapter describes a more systematic approach to the design of pedagogical plans and supporting the evolution of the knowledge society by contributing to build up a wider knowledge culture and foster knowledge sharing in the educational field. The authors focus on the teachers and on the difficulties they encounter in reconsidering and revising their pedagogical practice in order to accommodate a proper and not sporadic use of ICTs. Pedagogical planning, when mediated by new technologies acquires new potentialities for the propagation of innovation among teachers.
Chapter 19: Instructional Design and Quality – Learning Strategies for the Course Plan and Formative Activities – A Practical Case of the Program of East Asian Studies

One of the aspects of governance is to assess quality. When considering knowledge intensive society, it is important to assess quality in e-learning. In this chapter, Busquets and Gómez consider that the teaching and learning methodology applied to Open University of Catalonia model has reached the proper level of quality when students are satisfied, follow the courses and not drop out, and perform appropriately. The improvements implemented since 2005 academic year have generated, in general, greater satisfaction with the course and the tutor’s work.

Chapter 20: Location Guided System of Training Solutions and Learning Itineraries Based on Competences Adapted to Users’ Needs – The UOC eLearning GPS

Designing the educational paths to acquiring the necessary competences in the knowledge intensive society is an important issue. The authors present in this chapter an application to help the students to choose the courses or educational paths best suited to their interests. The application is based on a language of competences, helping the user to detect and reduce the gap between a starting position of competence and his or her learning and training expectations. The development of the application was promoted by the Universitat Oberta de Catalunya (UOC).

Chapter 21: Delivering Educational Games to Mobile Devices

Games applied to educational purposes improve student motivation and therefore learning. However, it is difficult to develop educational games for different devices. Here, a model-driven approach to game development is presented. Although the development process is more complex as opposed to developing a game for a specific platform, the solution is more flexible to be applied on different devices.

Chapter 22: Using COTS-Widgets Architectures for Describing User Interfaces of Web-Based Information Systems

Modern Web-Based Information Systems (WIS) must be flexible, adaptable, extensible, accessible, and manageable by different persons and/or groups of persons with common interests located in different places. User interfaces for these systems must be able to be dynamically reconstructed depending on the type of interaction (individual or collective) and the purpose of the interaction (management, technical, etc.). The authors present a component-based development perspective to build user interfaces of WIS by means of the composition of Commercial Off-The-Shelf (COTS) widgets-components architectures and model driven domain approaches.

Chapter 23: AHKME eLearning Information System – A 3.0 Approach

The Web is evolving into a semantic and more intelligent Web. It leads to new platforms and systems to the knowledge intensive society. In this chapter, the authors present an elearning platform based on Semantic Web technologies called AHKME. The platform allows teachers to access standardized
resources and evaluate integration and reuse possibilities in eLearning systems, not only content but also learning strategy. It is based on a set of tools for the instructional designer to create and customize specifications and ontologies to give structure and meaning to resources, manual and automatic search with recommendation of resources and instructional design based on the context, and recommendation of adaptations in learning resources.

**Chapter 24: Cataloguing and Searching Musical Sound Recordings in an Ontology-Based Information System**

In this chapter, the authors investigate how the knowledge society can benefit from using ontologies, with focus on cultural aspects, more specifically the music domain. Music is an interesting domain with several specificities that brings important research challenges. Ontologies are a formal representation of a domain. The work explores the use of an ontology for musical sound recordings in order to allow cataloguing and searching for such information. Some possible benefits and pitfalls are also described and a case study shows an evaluation of the proposed approach by users of this domain.

**Chapter 25: Beyond Knowledge Management – An Extended Model of Knowledge Governance**

Classical knowledge management approaches are viewed as inadequate in addressing the growing complexity of information and knowledge flows in modern organizations and societies dealing with rapidly changing environments. Karvalics and Dalal present an extended model of knowledge governance, which considers the company, the national, and the global layers. Viewing knowledge governance in multiple layers brings up many such issues of multi-level governance that include coordination of activities across layers.

**Chapter 26: A Pattern of Reference to Insure Organizational Learning Process – The Semi-Opened Infrastructure Model (SopIM)**

In the Knowledge Society, enterprises are concerned with knowledge management as a key factor for improving their efficiency and competitiveness, notably their innovative capabilities. This chapter describes a model for knowledge management within the enterprise to insure the organizational learning process that leads to the appropriate use of concepts, methods, and tools of innovative technology. The author also discusses a case in which the model was implemented to deploy artificial intelligence and knowledge-based systems within a large industrial company.

The book brings important and current topics related to the knowledge intensive society. Governance, communication, and innovation are the main aspects that group these topics together and guide the reader to this interesting new world. Be our guest and dive into this world.

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