

## GUEST EDITORIAL PREFACE

# Special Issue on Sustainable Knowledge Society and the Role of Social Media

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A commonly accepted definition of *Knowledge Society* is; “*a formal association of people that creates, shares, and uses knowledge for the prosperity and well-being of its people with similar interests.*” The individuals in a knowledge society try to make effective use of their combined knowledge about their areas of interest and in the process, contribute to this knowledge.

As reported by UNESCO, in emerging knowledge societies, there is a virtuous circle in which the progress of knowledge and technological innovation produce more knowledge in the long term. Although information is a knowledge-generating tool, it is not knowledge itself. In this context, information is simply a commodity, and excessive amount of information does not always provide the sustainability of knowledge.

The emergence of low-cost and highly accessible *Information and Communication Technologies* (ICTs) has changed the way knowledge societies reach information resources. Nevertheless, in terms of sustainable development, the significance of such technolo-

gies goes well beyond the hyping of the Internet to link global economy and knowledge society. Because, knowledge has always been a factor of production, and a driver of economic and social development.

In the last decade, the social web has been more popular than first-generation Internet sites that cannot provide dynamic and interactive applications. The term, “*Social Media*” represents an interactive online media experience to the users to easily participate and contribute, which is crucially important for developing a sustainable knowledge society. It involves mass collaboration, where people voluntarily participate and exchange knowledge. Social media radically changes the existing knowledge management paradigm by taking knowledge and making it highly iterative. It creates content as a social object. As a result, social media helps people in knowledge societies to be able to move easily through the flow of information, and to develop cognitive and critical thinking skills to distinguish between “useful” and “useless” information.

This *Special Issue* of *IJSESD* aims to help both researchers and practitioners to develop a critical understanding of the role of social media on establishing sustainable knowledge societies. It brings together the works from a range of disciplines to promote a multi-disciplinary perspective to develop practical and theoretical solutions to improve the economic, social, political, technological, educational, and administrative sustainability.

The paper entitled “*A Comparative Analysis of Knowledge Management Practices in Times of Crisis in the Digital Age: Evidence from an Emerging Economy*” aims to compare the Knowledge Management practices of top 500 industrial companies of a developing country before and after the Global Financial Crisis.

“*Effects of Information and Communication Technology on Diplomacy and Foreign Policy Administration*” discusses the impact of Social Media on diplomacy and foreign affairs.

The paper entitled “*The Effect Of Experiential Marketing on Satisfaction of Microblogging*

*Sites: A Study On Twitter Users*” examines, the role of microblogging sites on experiential marketing strategies.

Online service quality of tourism industry is the primary focus of the paper titled “*Evaluation of the Website Content of Hospitality Businesses: The Case of Central Antalya*”.

The primary research interest of the paper entitled “*Political Elections and Social Media: Examples from The World and Turkey*” is to discuss the importance of effective use of Social Media on political elections.

The final paper, “*Education, Technical Progress, and Economic Growth in the Information Age: The Case of Turkey*” investigates the structural and economic changes in Turkish economy in the Information Age and analyzes the effect of education and the role of technical progress on Turkish economic growth.

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