Knowledge Creation Essentials in the Data Based Forming World

SAMAN KHALILI

Abstract

The creation of knowledge and the processing power used to classify such generated data have a close relationship which make it vital for us to look at it on the basis of its fundamentals. This fundamental includes the ways of processing using artificial intelligence and evolutionary computation which can change your view on data. Another approach is statistical approach in which the data are analyzed based on statistical properties which this one might let to reformation and classification at the same time. The new approaches usually are based on several optimization parameters, however the formulation of such problems are not studied in this wok. This paper generally looks into the main aspects of knowledge creation and processing by providing the related understandings without further qualifications. The main part of this survey article is related to the theoretical and practical aspects of data and information processing.

Keywords— Big data, data processing, knowledge creation

I. INTRODUCTION

On 20 October 2005, as section of the thirty third session of the General Conference of the United Nations Educational, Scientific and Cultural Organization (Unesco), representatives from 148 nations authorised the Convention on the security and merchandising of the variety of cultural expressions(hereinafter known as "the Convention"). On this occasion, the handiest authorities delegations that expressed a terrible vote had been these of the usa and Israel. They had been as a final result adversarial to this new world treaty - regarded as a new device for the global governance of cultural exchanges - which acknowledges the double commercial enterprise and symbolic persona of cultural manufacturing with the resource of placing ahead that " Cultural activities, items and offerings have a twin nature, economic and cultural, due to the reality they create identities, values and which capacity and for this reason have to now not be dealt with as having completely business price ".

While the Convention units out the precept of freedom of thought, expression and data thru retaining that cultural variety " is bolstered with the useful resource of the free circulate of ideas, and that it is miles nourished by means of skill of everyday exchanges and interactions between cultures ", it additionally suggests the imbalances and inequalities internal the cultural panorama that digital technological know-how are forging day after day. In this sense, the preamble to the Convention states that " the tactics of globalization, facilitated via the usage of the fast improvement of data and verbal change technologies, if they invent exceptional conditions for top-quality interplay amongst cultures, additionally represent a challenge for cultural diversity, in specific in regards to dangers of imbalances amongst prosperous and bad global areas ".

Consequently, the global scale is the natural framework for the interpretation, enchancement and influence of this binding settlement signed, until June 2016, with the useful resource of 143 nations and by the European Union (EU). And the functioning of the cultural industries is one in all its predominant facilities of attention, due to the fact they provide one of the predominant way of materializing cultural vary inside the current day world. As we have pointed out, the cultural industries constitute, due to the fact of their presence and their social scope, a first fee house for cultural industries, due to the reality they are unique and have a social scope, a first fee house for the materialization of symbolic content material in a position to influencing, via tricky narratives and metaphors, our thought of the world and of others.

The dispute over the conceivable liberalization of audiovisual services, which got here about over the previous spherical of the Uruguay Round negotiations, in the framework of the General Agreement on Tariffs and Trade (better acknowledged with the resource of the acronym GATT, from the English General Agreement on Tariffs and Trade), has seen two opposing positions on way of life conflict. At one end, there have been delegations - fairly Canada and France - who, whilst recognizing the monetary fee of audiovisual items and services, emphasised the symbolic cost of these and their intrinsic courting with identities of a number social agencies. At the different end, the delegation of the United States, with the information of Japan, argued for the whole elimination of guidelines that prevent worldwide change, thinking about that these infringed on client freedom.

The divergence of elements of view then resulted internal the fact that the international locations did no longer assume the special commitments in phrases of liberalization of audiovisual services, which prison the States to hold to fol-
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Statistics on worldwide alternate in audiovisual offerings mean that worldwide exports have improved on an annual frequent by using ability of 8% when you reflect onconsideration on that 2000, and they amounted to 35 billion dollars in 2007. However, the distribution of the earnings produced through capability of this section market exhibits deep asymmetries amongst global locations. In 2007, the United States, with simply over $ 15 billion, and the 27 global areas that made up the EU, with nearly $ nine.9 billion ($ four billion if we leave out alternate EU-27), have been the pinnacle 15 exporters in the world. Together, they monopolized nearly 86% of all exports from this pick out group, that is, the closing thirteen predominant exporters - countries like Canada, China, United States, with simply over $ 15 billion, and the 27 global areas that made up the EU, with nearly $ nine.9 billion ($ four billion if we leave out alternate EU-27), have been the pinnacle 15 exporters in the world. Together, they monopolized nearly 86% of all exports from this pick out group, that is, the closing thirteen predominant exporters - countries like Canada, China, 

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elevated their presence on hand on the market for cultural items and offerings. With the exception of these two cases, the big majority of growing global areas maintain to occupy marginal place as exporters of cultural goods, and their participation is restrained to the export of a few cultural items.

Furthermore, and in spite of the indispensable precautions to be taken with information on usa large exports of cultural choices (statistics services, different privileges and license fees, and audiovisual and related choices beneath the 2002 class of the Extended Balance of Payment - EBOP) due to the scarcity of records on fundamental creating countries, these records suggest an almost absolute domination of corporations in superior global areas over the length 2004-2012. Similarly, in phrases of the steadiness of alternate in cultural services, ten global areas represented 87.8

Beyond the global information from the WTO and the UIS, we will focal point our interest on the worldwide situation of special cultural segments consisting of the cinema or the recorded tune industry.

A latest appear at that analyzes data from the modern-day UIS Feature Film Statistics Survey every years elements to the gaps that have an impact on the distinct dimensions of the film market from a range point of view . While world manufacturing of function movies reached a record 7,610 videos made by means of groups in 86 international locations in 2013 - an enlarge of 64% in contrast to 2005 - the burden held thru a few nations in this region does has no longer decreased: all via the duration 2005-2013, India, the United States, China, Japan and, as a alternative the UK and France, represented more than 50% of world manufacturing. Furthermore, if we analyze the section of distribution in projection rooms, it is miles verified that the films that generated the maximum income on a global scale have been disbursed by way of six businesses: Buena Vista, Sony, Twentieth Century-Fox, Universal Pictures, Warner Brothers and Paramount Pictures. Thesemajors maintain to occupy a outstanding area in severa areas of the globe, and monopolize the distribution of Hollywood blockbusters in addition to that of domestically produced movies which would possibly be in all probability to emerge as business fulfillment in their markets. In addition, these firms regularly act in a coordinated trend on exterior markets, consequently having a bad have an impact on on the range of function films provided to the nearby target market . Finally, the evaluation of the most viewed characteristic films in theaters international over the 2012-2013 period confirmed a very immoderate attention of consumption of blockbusters produced or co-produced, and distributed with the aid of way of the majors. They are in reality movement and journey movies, every now and then produced with the approach of animation, meant for kids and adolescents, and supported with the useful resource of multimillionaire budgets and global advertising and marketing campaigns. Thus, for example, a wide variety of the forty most seen films in theaters international (20 characteristic videos in 2012 and 20 in 2013), solely one, the French comedy Intouchables (2011), had now no longer been shot in English.

The case of the world market for musical recordings moreover shows a huge deficit from the thing of view of range. Analysis of the assets of manufacturing of recorded tune shows a completely immoderate stage of focus of organizations, three of them dominating this enterprise on an worldwide scale: Universal Music Group (UMG), Sony Music Entertainment (SME) and Warner Music Group (WMG). According to Music Copyright, in 2015 these businesses obtained 73.2% of the revenues produced through the recorded tune trade (in bodily and virtual format): UMG controls 33.5% of the marketplace, SME 22.6% and WMG 17.1%. For its part, the world of agencies grouped underneath the label “independent”, accountable in their respective global places for the launch of most musical novelties and the beginnings of artists, all genres combined, acquired 26.8% of the report income marketplace. At the equal time, the part shaped through way of tune publishers, responsible for making certain that lyricists and composers get maintain of their rights while their compositions are used commercial, additionally has an worldwide oligopoly shape. Three businesses covered in the referred to firms dominate 63.8% of the publishing marketplace. In 2015 Sony / ATV, which has managed the EMI Music Publishing repertoire when you reflect onconsideration on that 2012, acquired 28.3% of the market, Universal Music Publishing Group 23.1% and Warner Chappell 12.4%, dependable for making sure that lyricists and composers achieve their rights at the same time as their compositions are used commercially, moreover has an oligopoly shape on an global scale. Three agencies blanketied inside the noted companies dominate 63.8% of the publishing marketplace. In 2015 Sony / ATV, which has managed the EMI Music Publishing repertoire for the purpose that 2012, acquired 28.3% of the market, Universal Music Publishing Group 23.1% and Warner Chappell 12.4%, to blame for making certain that lyricists and composers accumulate their rights whilst their compositions are used commercial, moreover has an oligopoly shape on an international scale. Three firms blanketied inner the stated companies dominate 63.8% of the publishing marketplace. In 2015 Sony / ATV, which has managed the EMI Music Publishing repertoire thinking about 2012, obtained 28.3% of the market, Universal Music Publishing Group 23.1% and Warner Chappell 12.4%.

This short comparison of the dominance of the international market for the manufacturing and marketing and advertising of cultural items and services, primarily based definitely on WTO and UIS statistics, as nicely as information on the manufacturing and advertising and marketing
III. THE CONVENTION AND THE IMPROVEMENT OF DIGITAL

Faced with this bleak situation from the component of view of defending the principle of vary and the suitable steadiness between worldwide places in phrases of global alternate in cultural objects and services, one of the pinnacle notch challenges going thru the Convention is the success of its objectives in the digital context.

To say that the global growth of digital utilized sciences has profoundly modified the way production, distribution and enjoyment of the gadgets and choices introduced thru cultural industries is now commonplace. These changes are accompanied, no doubt, via possibilities for enriching the vary of cultural expressions; for example, by way of potential of strengthening the dissemination of content material cloth of all kinds and widening their get admission to to a large goal target audience in places the area the quintessential infrastructure and competencies are available. However, the new digital context presents, at the same time, a whole series of challenges to be confronted in phrases of diversity.

As has been pointed out, the merchandising of digital networks and helps has revived a techno-deterministic discourse which establishes a except lengthen proportional relationship between digital technological understanding and cultural diversity: the larger of digital technologies, the large the cultural range (and vice versa). From this perspective, the problem of vary is reduced to connectivity and the role of States is restrained to guaranteeing a framework of jail positive guess to corporations presenting objects and services. However, this discourse suggests its limits by means of ignoring the specificities of each cultural corporation and the tremendous weight of areas and local areas in the configuration of their exclusive operations. \[2\] According to the European Commission: "Online buildings ...which can, with their particular logics and practices, harm cultural diversity.

The Declaration on the Promotion and Protection of Diversity in the Digital Age goes in the same route by means of emphasizing the re-intermediation technique that takes location in the digital ecosystem at the fee of these new agents, at the equal time with the common media and cultural conglomerates, and with the useful resource of denouncing the visibility difficulties encountered by way of ability of area of the cultural production. Faced with this situation, this file argues for the prefer to enhance information on " the methods developed by way of capability of the intermediaries of the digital context on sensitive troubles such as alliances with the foremost culture and verbal change groups, the labeling of content material cloth or the secret algorithms used via search engines to facts the visibility of positive content material fabric " The Declaration moreover calls for the quintessential launching of portals and search engines succesful of merchandising the attention of new creators, "by taking specific care in the enchancment of new initiatives in countries in the manner of monetary enchancement and / or in these who have trouble having admission to to the functionality of manufacturing and distribution on the markets.

The immoderate consciousness of agencies on an international scale, tax evasion strategies, the processing of large portions of individual archives ( massive statistics ) or the circumvention of usa broad information constructions for independent productions are nerve-racking characteristics strikes of global on line platforms. Faced with a scenario which " calls into question the regulatory and monetary (in particular fiscal) constructions put in place to make positive the availability of cultural gadgets and offerings, authorities corporations and civil society entities particular the choose to find out about the have an effect on of digital utilized sciences and to promote the modernization of cultural insurance plan insurance policies and gear in the digital age.

In this sense, it is essential that online constructions and leaders in the digital commerce of cultural content material fabric comply with tax duties of all types. This will allow, on the one hand, to create patterns of equality of stipulations between country wide companies and transnational structures that feature in a certain market. This will moreover make it achievable to use, in segment or in whole, the sums gathered to promote the manufacturing of nearby content. One of the first tries made in this route used to be as soon as launched for the Government of the city of Buenos Aires, which created in 2014 what it acknowledged as " Netflix tax ": a 3% deduction from the rate of obtaining” online subscription choices to get proper of entry to films, televised choices and exclusive kinds of audiovisual enjoyment (‘films and series’ ) which are transmitted, thru the Internet, to televisions, laptop structures and extraordinary devices linked to the Internet, as well as for the subscription to the purchase and / or condominium of digital content material fabric related to music, games, films or related content material fabric”. However, the reluctance of likely affected agencies and the unfavorable opinion of the ideal political authorities in the Argentine capital have resulted in the fact that this restraint has in no way been practiced.

A debate is open on each different front, as for the content material cloth catalogs that the awesome structures supply to their customers / customers: to what extent do
the catalogs supplied replicate the vary of everyone’s cultural expressions? Does it make ride to impose a content material fabric quota system to gain independent national production? How can we make sure that the prolonged tail insurance influenced is not, in practice, an invisible "long tail" due to the lack of visibility of minority cultural expressions? Answering these questions is no longer an handy mission and the complete lot looks to factor out that it will be essential to discover a fantastic trial and error machine in order to find out great answers.

In this regard, besides making an precise reference to the Convention on the other hand with the resource of stressing that "the elevated merchandising of European a la carte choices will grant upward thrust to a wider and higher severa supply to Europeans" and "will have a high-quality have an effect on on the cultural range even as supplying greater probabilities for European creators ", the European Commission has added a future reform of the 2010 Audiovisual Media Services Directive which will require huge streaming video structures to advise and promote a minimal quota of 20% of European audiovisual content material fabric (see the article by means of the use of Andre Lange-Medart in the equal subject of Les Enjeux de l’Information et de la Communication). It ought to be referred to that the future measure will now no longer have an impact on the structures used for sharing films and social networks, such as YouTube. It moreover appears that it will now no longer have an impact on the operation of organizations like Netflix, Amazon or iTunes whose catalogs already furnish enough European works to fill the quotas provided. This used to be as soon as examined via skill of a cutting-edge discover out about through way of the European Audiovisual Observatory on the geographical opening of the contents of the ninety one catalogs of video on demand choices which characteristic in the 28 EU member countries. Analysis of seventy 5 catalogs of on-demand movies choices - iTunes, Wuaki, Chile, etc. - printed that an frequent of 27% of titles gathered originate from one of the EU-28 countries, in distinction with an frequent of 50% of titles produced in the United States.

Furthermore, if the reformulation of the AVMSD is subsequently adopted in the phrases in which it used to be announced, which stays to be seen, countries which so want may additionally additionally impose on audiovisual issuer carriers on request duties to make contributions to the funding audiovisual introduction via direct investments or the fee of taxes to a fund. It is a measure supposed to put an quit to the distortion of sustained opposition between traditional audiovisual game enthusiasts and on line platforms.

While these initiatives are being developed, the United States authorities has blanketed non-linear audiovisual choices in the series of alternate negotiations in which the united states of the united states is the protagonist . As Vlassis elements out: " Insofar as the administration of the United States considers that these new services, of which the existing day boom is significant, are built-in into statistics and dialog technologies, it ambitions to attain the liberalization of the sector. Consequently, public authorities may additionally choose to maintain their regulatory and financial capability in the regular linear choices quarter , on the other hand they danger being deprived of the chance of putting in place measures and insurance insurance policies touching on to digital cultural choices that signify the future of the place ".

For their part, the signatory international locations to the Convention have been debating given that 2013, alongside civil society organizations, the have an impact on of digital utilized sciences on cultural vary with a view to growing "operational directives" which grant normal directives for the implementation and software program of the provisions of the Convention in the digital domain. These operational guidelines are predicted to be licensed in mid-2017.

IV. Conclusion:

While the diplomatic and commercial enterprise combat started in the closing spherical of GATT negotiations led to the integration of the audiovisual quarter into GATS, with the aid of the use of inserting a question mark on the doable total liberalization of audiovisual services, it is moreover positive that it preferred the coordination of initiatives with the aid of ability of exceptional social actors. This led to the transport of a new world treaty which articulates the principle of the range of cultural expressions, acknowledges all cultural gadgets and choices as vectors of identities, values and meaning, and reaffirms the role of States in phrases of way of existence and communication.

One of the most sizable elements of the Convention is, barring a doubt, the awareness of the principle of international cooperation in cultural phrases and the specific advice made to developed worldwide places to furnish preferential remedy to cultural objects and choices from growing countries. Although the apparent intention of encouraging increased intense and higher balanced cultural exchanges at the international stage is plausible, one ought to now now not fish out of naivety and it want to be recognized that the Convention has a restrained functionality to act on reality. It is a textual content material - the fruit of the weaving of diplomatic negotiations - paved with appropriate intentions and very little binding for its signatories, to which they did no longer adhere, almost ten years after its entry into force.

Examination of the world exchange in cultural gadgets and services, and of the international state of affairs of the attribute film and recorded tune industries, posted no proof of the impact of the Convention. The inequalities between worldwide areas and the manipulate exercised with the aid
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of capability of some companies in this place proceed to be obvious. Furthermore, the prolong in the weight of all growing international locations in precise segments is attributable to factors exterior to the Convention.

In addition, the digitalization of cultural industries and the emergence of robust digital constructions now signify an good sized undertaking for the current of the international treaties promoted with the useful resource of Unesco in the cultural field. In the absence of a consensus on the choose to adapt the Convention to the digital age, some delegations mirror on consideration on that this step is premature and vain due to the reality of the altering nature of digital utilized sciences and that these want to be changed. " unique international corporations in charge for putting necessities related to this mission. For their part, the delegations of France, Canada and Belgium rallied mutually in choose of a single, transversal operational directive,

As can be seen, the debate on the have an influence on and scope of the Convention is open. In the meantime, how to reap at present "equitable get admission to to a affluent and severa fluctuate of cultural expressions from spherical the world" stays a primary challenge, no longer entirely for developing countries, then again moreover for these who are larger technologically developed.

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