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Digital Literature and Big Knowledge: The Case of Sociological Comics
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ABSTRACT
In order to face the overwhelming process of Big Knowledge, it is possible to suggest experimental fictions that may help to understand and deal with our knowledge society and culture. The present paper suggests a mode of digital literature named 'Sociological Comics', which analyses a political struggle through its story. Under a genre perspective, it fusions sociological knowledge with comics narrative to tell such story. This Sociological Comics example was selected from a corpus of fictional digital texts we included within an archive and Knowledge Base using Hybrimedia. Hybrimedia means the transformation via hybridization of originating media into innovative media. For instance, a post in a blog or a comment in a social network may be reported within a classical mass media e.g. a newspaper, or vice versa. This process actually changes the very nature of these information or knowledge messages.

KEYWORDS
experimental fiction; Big Knowledge; sociological comics; knowledge base; hybrimedia.

RESUMO
A fim de enfrentar o processo avassalador do Big Knowledge, ficções experimentais emergem para entender e lidar com a nossa sociedade e cultura do conhecimento. O presente artigo sugere um modo de literatura digital nomeado 'Banda Desenhada Sociológica', que analisa uma luta política através da sua estória. Sob uma perspetiva estilística e de género, funde o conhecimento sociológico com a banda desenhada para contar essa estória. Este exemplo de 'Banda Desenhada Sociológica' foi selecionado de um corpus de textos ficcionais digitais, residentes num arquivo e Base de Conhecimento usando Hibrimédia. Hibrimédia significa uma transformação mediática através da hibridização entre os média de origem e um novo meio. Por exemplo, um post num blogue ou um comentário numa rede social podem ser reportados por um meio de comunicação de massas clássico, como um jornal, ou vice-versa. Este processo muda frequentemente a própria natureza dessas mensagens de informação ou conhecimento.

PALAVRAS-CHAVE
ficção experimental; Big Knowledge, banda desenhada sociológica; base de conhecimento; hibrimédia.

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The information society, for decades, has produced cyclopean amounts of data, a phenomenon known as Big Data. Such a process makes extremely difficult to analyze information in a timely manner for its application to economy, cultural industries, education and/or research. The recent network society only exacerbates this situation. One of the recommended solutions to solve such problem is the use of knowledge management systems, such as Knowledge Bases. These systems use various software for the search, curation and dissemination of knowledge. In other words, today Big Data becomes Big Knowledge, a strategy that overcomes some shortcomings of Big Data but simultaneously raises others.

Freebase project was one of the pioneering answers to solve such issues underlying the emergence of the knowledge society, through the implementation of a collaborative knowledge base in cyberspace, built by a knowledge community. The giant Google has acquired this platform and turned it into Knowledge Graph, a system that allows a more effective semantic research than the search operated through the traditional search engines, with respect to information and knowledge circulating in the Internet. At the individual level, several applications were designed to build personal knowledge bases. This software integrates subjective and individual information and knowledge, using knowledge aggregation technologies and methodologies such as mind mapping, concept mapping, cognitive mapping, and ontologies.

The author has produced several experimental fictions, through which he intends to suggest strategies and methods to understand our knowledge society, in order to minimize the overwhelming process of Big Knowledge. The present paper suggests a style of digital literature named Sociological Comics, that: (a) within a substantive or content level, produces a fiction on knowledge; (b) and, from a stylistic and genre perspective, uses a specific configuration of knowledge (the comics narrative) to tell a story. This Sociological Comics example was selected from a corpus of fictional digital texts we included within an archive and Knowledge Base using Hybrimedia.

Hybrimedia means the transformation of originating media into original (that is, innovative) media, through the hybridization of several precedent media. The above mentioned hybrid knowledge base gathers plural media and