Civil Associations on Digital Platforms: Convergence Between Academic Knowledge and Society's Demands

Jane Sara Freitas Lopes, Universidade do Estado da Bahia, Brazil
Ana Maria Ferreira Menezes, Universidade do Estado da Bahia, Brazil

The Paris Conference on Education 2025
Official Conference Proceedings

Abstract

Universities structure their Institutional Pedagogical Projects (PPI) by guiding their principles for Teaching, Research, and Extension, which consolidate in the process of knowledge creation in alignment with demands of society, fulfilling their social responsibility. Our aim is to investigate data and information on digital platforms of civil associations that enable convergence between university projects and social demands. We base our approach on dialectical epistemology, the theoretical foundations of the knowledge creation process: socialization, externalization, combination, internalization (SECI), and in the Ba context, referencing Nonaka and Takeuchi. A mapping of the associative world was carried out through exploratory research on the following platforms: Union of International Associations (UIA); Répertoire National des Associations (RNA) of France; and the Map of Civil Society Organizations (CSO MAP) in Brazil. The indicators Defense of rights, Education, Health, and Sustainability emerged from the purposes of the associations listed on the platforms, in accordance with the social objectives outlined in the IPP. The results showed that the platforms serve as an inductive context for interactions between teachers and students, whose divergent-convergent knowledge provides reinterpretation and insights from the specificities of the organizations and their multiple purposes; they are effective sources of explicit knowledge, manifested in the systematized data ready for dissemination, which, when incorporated into tacit knowledge, form the spiral, resulting in the conversion of knowledge. The platforms of the associations constitute a context capable of expressing social demands by composing the knowledge cycle in interaction with Teaching, Research and Extension, enabling projects focused on social responsibility.

Keywords: civil associations, digital platform, higher education, non-governmental organization (NGO)

iafor
The International Academic Forum
www.iafor.org

Introduction

From the network society built around the flows, new socioeconomic relations driven by technologies that enable the construction of complex systems that include access and interference of people, things and organizations emerge. These technologies result in digital platforms, which represent a contemporary means of encouraging social interaction and intersectoral collaboration. In this context, the present study has as its object digital platforms that are nonprofit, publicly transparent, collaborative with data of civil society organizations.

The study of Civil Associations on digital platforms as a strategy for the convergence between academic knowledge and the demands of society requires understanding and exploring various areas and forms of knowledge. The theoretical concepts: the postmodern condition, the networked society, the social responsibility of the University and the potential of digital platforms in the creation of knowledge formed the theoretical basis for the research developed. Such conceptions facilitated access to the paths to be followed in deepening the object studied and achieving the intended objective: to investigate data and information on digital platforms of civil associations that enable convergence between university projects and social demands.

Specifically, the aim is to: Understand society as a flow based on the correlations between Information and Communication Technologies (ICT) and the postmodern condition; Analyze digital platforms as a source of dynamic data and information with the potential for knowledge creation, based on a critical understanding of their multiple dimensions; Map explicit knowledge about civil associations on the digital platforms of civil associations based on the selected indicators. This study considers the dynamics of updating the platforms in 2025, the period in which the research was carried out.

To meet an epistemological and methodological need, the research was developed in two stages. The first of theoretical foundation, based on the titles: Society: Flow Network; Digital Platforms; culminating in studies on The Necessary Convergence Between Social Demands, Sustainable Development Goals and Construction of Knowledge. The second moment concretizes the empirical part under the title: An Overview Of Civil Associations in Three Digital Platforms: Results and Discussions, in which it is presented the Union of International Associations (UIA); Répertoire National des Associations (RNA) of France; and the Map of Civil Society Organizations (CSO MAP) in Brazil. Demonstrating that data and information from digital platforms enable convergence between university projects and social demands.

Society: Flow Network

Investigating the convergence between academic knowledge and society's demands implies understanding that ICT are imbricated in daily life. For some authors social, technological, economic and cultural changes that have happened since the middle of the 20th century impact all life in the planet shaping the postmodern condition (Harvey, 1989), originating the network society (Castells, 2021), and legitimating the dominance of knowledge because technoscience should be understood as part of the collective flow (Lévy, 1990). In this context, we present the digital platforms as a possible arena for the academic practice, that has among its goals the social responsibility based on the broad dimension summarized by the Unites Nations (UN) in Sustainable Development Goals (SDG). The convergence of academic knowledge and social demands may occur in a process of construction of

knowledge to be experimented in the SECI model, in an integration of the physical environment of the university and the virtual environment of the platforms.

The academic practice cannot renounce the systems of knowledge with their multiple narratives. To analyze the digital platforms as a dynamic source of data and information with potential to create knowledge demands visiting theories that understand the world from the intense flow of interactions and information in constant change. According to Pierre Lévy the great intellectual traditions have built hypertext libraries to which each generation added, dictated their knots and their links, consolidated collective intelligences where the universities sewed the centuries one to the other. The technologies of intelligence would boost the cyber culture whose "main operation would be connecting in the space, building and expanding the rhizome of senses" (Lévy, 2010a, p. 259). But the ICT in a highly integrated system make the creation of networks that penetrate all social structure possible, very distinctive feature of postmodern condition.

The categorization of knowledge in contemporary times can no longer consider the rigid distinction between modernism and post modernism. According to Harvey (2014), this distinction can be replaced by an analysis of the internal flow of relationships within capitalism as a whole, because the modernist condition is not homogenous, there are aspects that point to relative permanence, such as: "fixed capital, stable, standardized, and homogeneous markets, a fixed configuration of political-economic influence and power, an authority, easily identifiable metatheories, a solid foundation in materiality and techno-scientific rationality […]", but the author warns us that "all this revolves around a social and economic project of becoming, of development and transformation of social relations, of auratic art and originality, of renewal and avant-gardism." (Harvey, 2014, p. 303). On the other hand, the postmodern flexibility is: "dominated by the fiction, by the fantasy, by the immaterial (particularly money), by the fictitious capital, by the images, by the ephemerality, by the chance and by the flexibility in production techniques, labor market and consumer niches;" (Harvey, 2014, p. 305). However, it also demonstrates a concern about the being and the place, charismatic politics, worries about stable institutions and neoconservatism. Thus, the categories of modernism and postmodernism are seen as static reifications that are imposed to the fluid interpretations of dynamic oppositions. In the scope on this matrix of internal relationships there is no fixed configuration, it's preceded by a permanent oscillation between centralization and decentralization, between authority and deconstruction, between hierarchy and anarchy, between permanence and flexibility (Harvey, 2014, p. 305).

When he describes the way society operates, Manuel Castells (2021) informs that it is originated from a social structure in a network that involves all aspects of human activity, in multidimensional interdependence that depends on the values and the implicit interests in each country and organization, since "human beings live time in different ways, depending on how their lives are structured and practiced" (Castells, 2021, p. 31). This society is built around flows and these flows don't only represent a single element in the social organization, but rather "they are the expression of the processes that dominate our economic, political and symbolical life" (Castells, 2021, p. 494). From the features of network society it stands out: the subjection to sharing, their components can be part of multiple networks; the virtual dimension, which increasingly enables the transcendence of time-space; differentiated social experience, because the sharing of ideas, knowledge, information and concepts becomes easier and frequent through the web. Initially, the main particularity related to social practices is the overcoming of distance and time as defining elements of experiences, because at the

same time internet connects and separates users, but the digital platforms have intervened in a significant way in the social practices and diffusion of knowledge.

The context described above demonstrates that the ICT fomented studies about the potentials of cyber culture and of the construction of the collective intelligence that would end up in the democratization of knowledge and society. However, from the network society built around flows, new socioeconomic relations driven by technologies that enable the construction of complex systems that include access and interference of people, things and organizations emerge. Technologies such as cloud computation, metadata and artificial intelligence enable the creation of digital platforms that constitute part of the infrastructure of the network society. Investigating digital platforms makes it possible to identify their potential towards the construction of knowledge.

Digital Platforms

Analyzing the digital platforms as dynamic source of data and information with potential to create knowledge demands critical understanding of their multiple dimensions, possibilities and limits. In this aspect, stands out: the conceptual dimension including the technological one; the optimization of the value expressed in the accessible and democratic potential of cyberspace (Lemos, 2021; Lévy, 2010b); the absence of objectiveness or neutrality in the initiatives of storing , interpreting and managing the social from structured data (D'Andréa, 2020; Lemos, 2021; Van Dijck, 2017) and the capacity of putting pressure on collective means and public services (Gawer & Srnicek, 2021; Helberger et al., 2017). These digital platforms operate in a variety of sectors, facilitate a variety of activities and offer different products, but they share common economic, commercial and governance features. The present study has as its object digital platforms that are nonprofit, publicly transparent, collaborative with data of civil society organizations.

In the network society there is a conceptual distinction between the place space – the time-space that is a support for face-to-face social practices – and the flow space. The flow space is made of electronic impulses, high-speed data transmission and transport systems that are interconnected by knots. These knots are strategic function and communication centers that build local activities and organizations around a key function of the network (Castells, 2021, p. 494). Another conceptual difference to be highlighted is the one between social networks – with greater emphasis in the interactional dimension – and the online platforms – whose exchanges are molded by computational, economic and political aspects of online connectivity (D'Andréa, 2020, p. 8).

What individualizes and consolidates the digital platform is the adoption of a computational architecture based on the connectivity and the exchange of data, supported by robust cloud server infrastructures, from a centralized model of informational and financial flows (D'Andréa, 2020, p. 14). These platforms use ICT to facilitate interactions among users, collecting and using data from these interactions, while they generate and take advantage of the so called network effects. These network effects exist when the use of the platforms by some users bring benefits to other users. From the interoperability between platforms emerges an ecosystem of platforms that are articulated in a distributed manner (D'Andréa, 2020; Gawer, 2021; Van Dijck, 2013).

It is important to highlight that there was a change in the perspective regarding the optimized values with the advancement of ICT. In the first moment, when internet appeared, the

expectation was a broad access to knowledge which would bring, as a consequence, the democratization of society and the promotion of people – optimization of social value. Nonetheless, the effective, current and potential economic exchanges are molded by the computational aspects and the online connectivity of the current times – optimization of economic value. According to Lemos (2021), with the purpose of monetization, the digital platforms monitor and control human actions in diverse domains through datafication – collection, processing and management of a great amount of data that demand specialized technology, storage and analysis –, it configures this way a sociotechnical regime that is developed in the social relationships in the scope of nature and knowledge control.

The use of digital platforms in public and private activities was necessary. It resulted in the streamlining of certain services, greater agility in documentation procedures, quick access to data leading to greater possibility of control upon certain routines. But, with the great involvement in many diverse activities, they started to play a role and influence public values and political objectives associated to those activities, such as freedom of expression, diversity, public safety, transparency and socioeconomic equality. The responsibility of the platforms for problems generated in online and offline environments, as well as the accountability of users has been discussed.

To discuss accountability, it is necessary to consider social differences at all levels, including among different countries, which result in imbalances of skills and power. Some questions are raised: Do the different citizens have the necessary knowledge and the skills to effectively assume responsibility? Can the users indirectly influence governments and online platforms through political parties and civil society organizations? Platforms and authorities need to create the necessary conditions, even taking into consideration technologies, so that users can be held accountable, however, are there really political-economic and socio-technical conditions that make alternatives possible? (Helberger et al., 2017).

In this panorama, in which the ICT are imbricated in everyday life, it is necessary to consider the importance of universities integrating into their graduate projects the preparation to enable people to understand their importance in the organization of public life in which they are placed as users. It's necessary to correlate the study of social contexts to the technologies in the search of extracting the potential from digital platforms keeping a critical view and understanding their complexity. Our aim is to investigate data and information on digital platforms of civil associations that enable convergence between university projects and social demands.

The Necessary Convergence Between Social Demands, Sustainable Development Goals and Construction of Knowledge

The university as a place space immediately refers to the idea of knowledge construction. Currently, social responsibility is among the principles that guide its teaching, research and extension projects, it requires the understanding of social phenomena as resulting from the relationships among people and between people and the world. By approaching the realities of different social groups, demands to be integrated into university actions are identified. However, with the connection of spaces provided by technologies, local demands are expanded to a global dimension. The challenge is how to identify these demands and adapt them to the necessary actions to carry out university projects? The search for answers to this question led to the study presented here: An Overview of Civil Associations on Digital

Platforms: Strategy for the Convergence Between Academic Knowledge and Demands of Society.

The topic of social responsibility of universities has been widely debated (Calderón, 2006; Kliksberg, 2006; Ribeiro & Magalhães, 2014; Vallaeys, 2016). In the proposal presented here, the topic refers to building bridges between university community and society and to the realization of the university's social commitment, together with a permanent ethical reflection on the social dimension of teaching, research and extension. In this context, the proposal is committed to the perspective of building a society that is politically more democratic, economically more distributive and environmentally more sustainable.

The individual conduct – not lying, not attacking, being generous and solidary – will always be duties and moral guides of people's actions. These actions affect other people's attitudes and behaviors and the peers influence all community. But the virtue is the first little dimension of an ethically correct life, a life that needs to equate virtuous personal behavior with social justice and planetary sustainability, which can't be made in isolation and needs to consider the impact of everyone. So ethics demands three dimensions: Virtue, Justice and Sustainability. According to Vallaeys (2016), practical action can be expedited from a theory of clear social responsibility that involves three actions: diagnosing and managing the negative impacts generated by organizations; creating a network of co-responsibility with everyone who can help; and eradicating negative impacts with the aim of building together a fairer and sustainable society. Thus, social responsibility must be thought in a way that is more socialized, politicized, shared among public and private sectors, balanced between the for-profit and nonprofit sectors, and focused on public policies for social justice and environmental sustainability. Taking as an example the UN's guiding principles on Business and Human Rights, which clearly state that companies are legally responsible for their supply chain and that their operations will not violate human or environmental rights throughout the whole value chain.

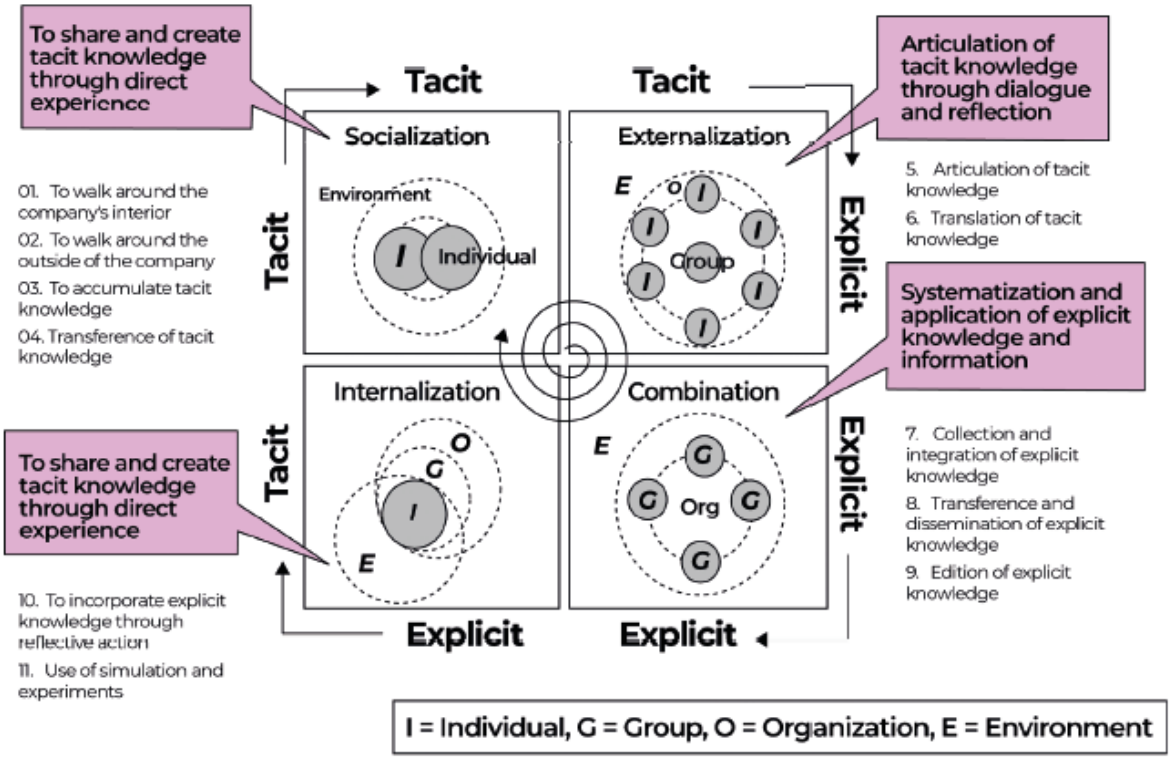
The ability to monitor climate conditions warns to the need for environmental conservation. Continuing the Millennium Development Goals (MDG) program, which already included ensuring environmental sustainability in its goal 7, governments, civil society, private initiative and research institutions contributed to discussions and suggestions in a co-participatory manner, building a new global agenda - the 2030 Agenda for Sustainable Development, which was adopted by 193 UN member states and covers topics related to the environmental, social, economic and institutional dimensions of development. It consists of 17 SDG, 169 targets, in addition to the Declaration (shared vision, principles and commitments). The monitoring and evaluation of its targets must be carried out at the global, regional and national levels (United Nations, 2015).

Higher education requires universities to structure their spaces and curricula to effect the dimensions of Teaching, Research and Extension. To this end, their didactic-pedagogical project considers different and multiple areas of scientific knowledge - health, biology, besides human, agricultural, exact and earth sciences, engineering, linguistics, arts, among others. The interconnection of this knowledge encourages a multidisciplinary view of the world, which helps its interpretation. Due to the organization and structuring of Universities, there is potential to contribute to the monitoring and implementation of SDG targets: in the dissemination of objectives, creating conditions for understanding of the potential and limits of their achievement; helping in the formulation of policies and developing social technologies for the implementation of the SDGs; critically contextualizing the meaning of

the call for action by all countries (despite their cultural and economic differences) in promoting prosperity and at the same time protecting the planet. Therefore, it's possible to see that the awareness about a sustainable development model for this and future generations offers the best way to reduce poverty and improve lives of people everywhere.

The knowledge construction process can occur in the integration between the physical environment of the university and the virtual environment of the platforms. The explicit knowledge made available on the digital platforms can be accessed and, in a shared interaction between professors and students in the academic environment, can provide reinterpretations and insights capable of creating other knowledge, according to SECI model. This approach refers to the theory of knowledge construction through the SECI process (Nonaka & Takeuchi, 2008) and the Ba theory (Nonaka & Toyama, 2008), influenced by dialectical reasoning and Eastern philosophy. Under this approach, four processes of knowledge conversion are considered in the creation of knowledge: socialization, externalization, combination and internalization. Knowledge occurs in a specific context in which information receives meaning, which can happen in a virtual environment. This cycle can be observed in Figure 1.

Figure 1
SECI Model of Knowledge Creation



Source. Nonaka and Toyama (2008, p. 96)

Methodology

The theoretical concepts presented facilitated the deepening and the achievement of the intended goal: To investigate data and information on digital platforms of civil associations that enable the convergence between university projects and social demands. This study considers the dynamics of updating the platforms in 2025, the period in which the research was carried out.

The analysis was carried out based on dialectical epistemology, the theoretical foundations of the knowledge creation process: socialization, externalization, combination, internalization (SECI) and in the Ba context (Nonaka & Takeuchi, 2008). A mapping of the associative world was carried out through exploratory research on the following platforms: Union of International Associations (UIA); Répertoire National des Associations (RNA) of France; and the Map of Civil Society Organizations (CSO MAP) in Brazil. The qualitative approach was chosen, characterized by studies with depth and complexity in which the researcher must face the ethics and politics of research, in this way the research is not the transmission of specialized data, but a catalyst for critical consciousness (Christians, 2006, p. 157).

The data collection and visualization were obtained from the selected digital platforms. D'Andrea (2020, p. 69) suggests considering platforms as unstable objects that transform different sectors and daily practices, but are also reconfigured by them. The research adopted the analysis of the profiles of the platforms and the data provided by them. Their multidimensionality and the reconfiguration of dynamic data were considered. The choice of platforms to be researched was motivated by the fact that they host non-profit associations, which express social demands and because their (original) data refer to the period before the network society.

An Overview of Civil Associations in Three Digital Platforms: Results and Discussions

The movement for mobilizing civil society on issues of public interest is usually called NGO. Since it does not have a legally defined identity, the notion of non-governmental organization (NGO) is not exhaustive. However, it is a well-known entity, present in many parts of the world, with a vocation for international affairs and is characterized as a non-profit association. As for the term NGO, it originates from the United Nations Charter of 1945. For Erwan Queinnec (2007), the history and type of activity of many of them designates these organizations in scientific works, but more broadly they are called community groups or local solidarity associations. Thus, we can classify non-profit associations in a broad sense, which can be strictly called: Humanitarian associations; International non-governmental organizations (INGOs) and non-governmental organizations (NGOs); Civil associations.

The formalization of non-profit associations allowed their stories and existence to go beyond the place space and occupy the flow space. For different reasons, movements and collective actions chose to register themselves in accordance with institutional norms, which generated significant data organized in printed materials. This data, and much more, is currently available on digital platforms, which allow a broad view of non-profit associations, their fields of activity, purposes, permanence and their relations with public institution and other organizations, in addition to enabling access to members.

Digital platforms can provide an environment for identifying and addressing social demands from local to national level and also facilitate interactions between institutions and communities. For Logue and Grimes (2022), social mission platforms are unique because they provide technological architectures and governance standards that guide the loosely coupled interactions of network users towards the remediation of social problems and the creation of shared value. They warn, however, of the challenges of this objective because platforms often operate at the intersection of different sectors of society, where success requires the participation of highly diverse actors, including government, private companies, and the community.

Table 1

Characterization of Selected Digital Platforms of Civil Associations

	Union of International Associations (UIA)	National Directory of Associations Répertoire National des Associations (RNA)	Map of Civil Society Organizations in Brazil (CSO MAP)
Characteristics	Open (functionalities restricted to members), nonprofit, public transparency, collaborative	Open, nonprofit, public transparency, collaborative	Open, nonprofit, public transparency, collaborative
Organizations that comprise them	Global civil society since 1907 – NGOs e IGOs	Associations of France since 1901 – They have an RNA number	CSO of Brazil, They have a CNPJ number
Regulation Base (registration of associations, subsidy for the creation of platforms)	- Belgian law of 1919 about Scientific International Associations - Law of 1954 - international associations - "Philanthropic, Religious, Scientific, Artistic or Educational objectives"	- Law 1901 – Public statistical system - associations created since 1901 - 1980 – Implementation statistical observation for the private nonprofit actor. - Public statistical system - DIISES, SSM – INSEE	- Constitution of 1891, article 72, § 8 - Constitution of 1934 - Constitution of 1988, article 5 - Civil Code of 2002, article 53 - Law 6,015 of 1973 - Decree 8,726/2016, which regulates Law 13,019/2014 – Regulatory Framework for CSOs
Management	UIA	RNA and SIRENE Data-Asso and SIVA project	Institute of Applied Economic Research (IPEA)
Objectives	- To enable networking between civil society actors and communication between associations and entities in the public and private sectors. - To make data available and promote research about organizations - To support public managers on public policies in conjunction with the organizations.	- To Support associations. - To give transparency to the activities of associations. - To make data available and promote research on associations. - Management of associative jobs.	- To give transparency to the work of CSOs - To inform about the importance and diversity of projects and activities of these organizations. - To make data available and promote research on CSOs. - To support public managers on public policies in conjunction with CSOs.
Database (large volume, continuously updated and expanded, customizable)	Information sent directly by the Associations	The RNA - updated after filed with the public record of the creation, modification or dissolution of the association. Information sent directly by the Associations.	Official data - public and private sources. Information sent directly by CSOs and by federated entities, in collaboration.

Based on studies about digital platforms and with the aim of identifying the social demands in the purposes of civil associations, three platforms were selected to map the associative world. With similar histories, the three digital platforms accumulate information and produce research based on data that were initially originated in physical documents and migrated to digital databases. They are: UIA, located in Geneva and founded in 1907; RNA of France, a public record office that has organized the registry of civil associations since 1901; and CSO Map of Brazil, which uses public data on associations registered since 1973. In addition to their historical origins, the choice of these platforms was supported by the characteristics of these three organizations, summarized in Table 1.

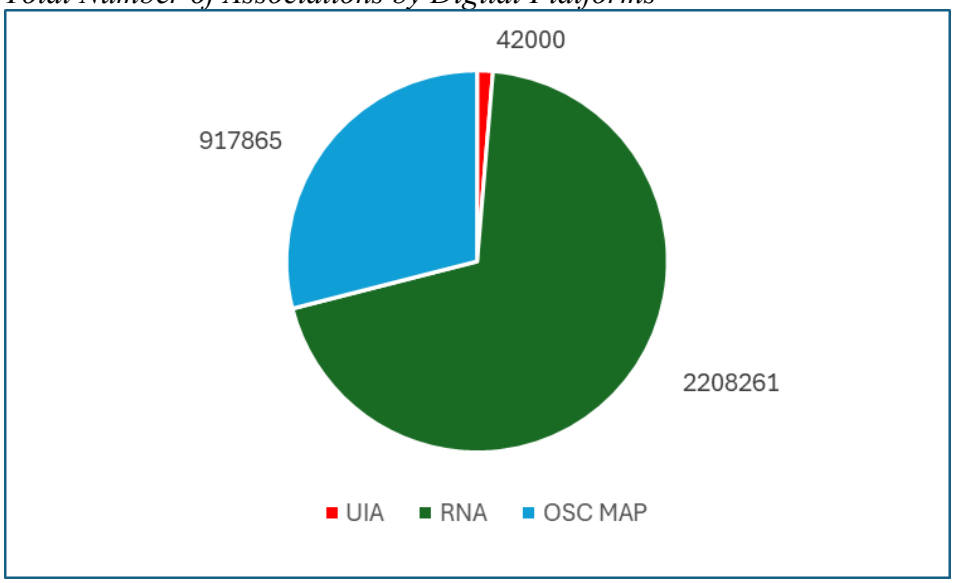
Table 1 shows that there are many common characteristics between the platforms studied. The main differences are highlighted below:

- UIA – Among the three, is the only one that exclusively includes international organizations. It collects, hosts and publishes information about international associations, mainly non-governmental organizations (INGOs) and intergovernmental organizations (IGOs). It is the UIA itself that seeks information that it considers reliable and impartial about global civil society actors from the past and present (UIA, 2025).
- RNA – Includes associations that have their headquarters or carry out permanent activities in France, regulated by the 1901 Law. They have an RNA number, which is the unique identification number for legal entities - similar to the CNPJ in Brazil.
- CSO Map - powered by data from CNPJ that contains registration information of associations called CSOs.
- In RNA and CSO Map, in addition to official data, users feed their own data, meaning that the intersectoral interactions necessary to address social problems are facilitated.

Figure 2 shows that the number of organizations in the UIA, although significant, is much smaller than that of the other two platforms. One of the reasons is that the organizations in the UIA are INGOs, while the other two platforms include all registered organizations from all over the country, including those with an international dimension.

Figure 2

Total Number of Associations by Digital Platforms

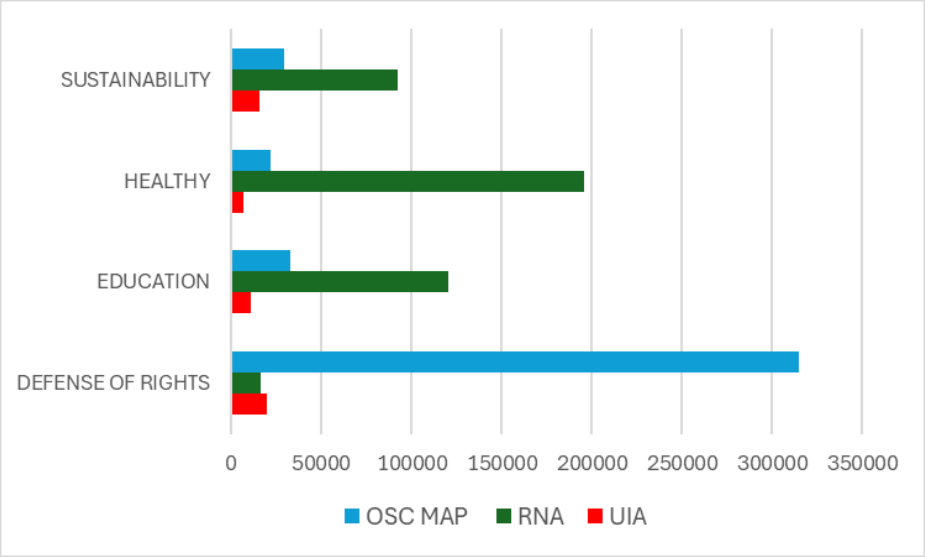


Source. Prepared by the author based on the studied digital platforms

The study sought to verify the social demands that were presented on the selected digital platforms, based on the organizations' purposes. The indicators defense of rights, education, health and sustainability emerged from the Universities' PPI in convergence with the associations' purposes. Figure 3 shows which activities have the highest concentration of organizations.

Figure 3

Number of Associations by Areas of Activity

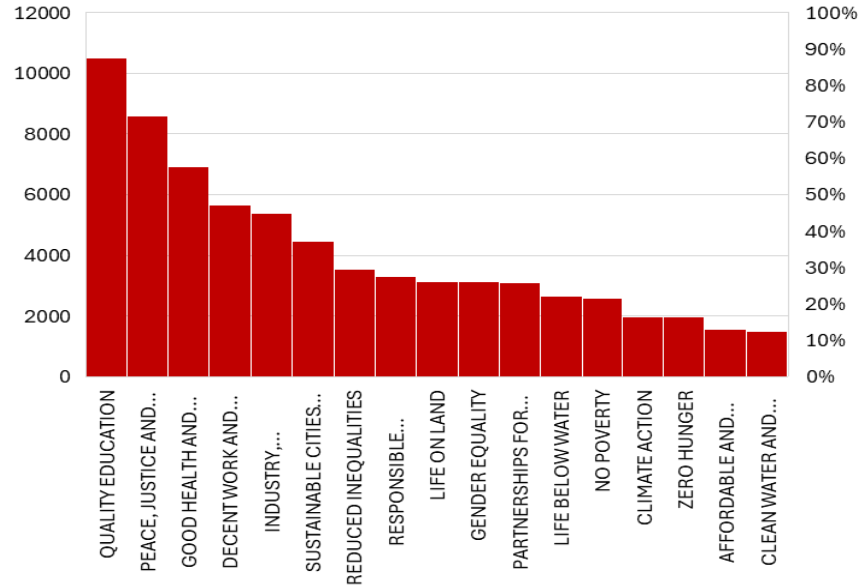


Source. Prepared by the author based on the studied digital platforms

It is important to inform that other associations related to other purposes were excluded from the data collection. The data about these associations refer to periods prior to the determination of the SDG and only the UIA includes organizations related to the SDG.

Figure 4

Relationship Between INGOs and SDG on the UIA Platform



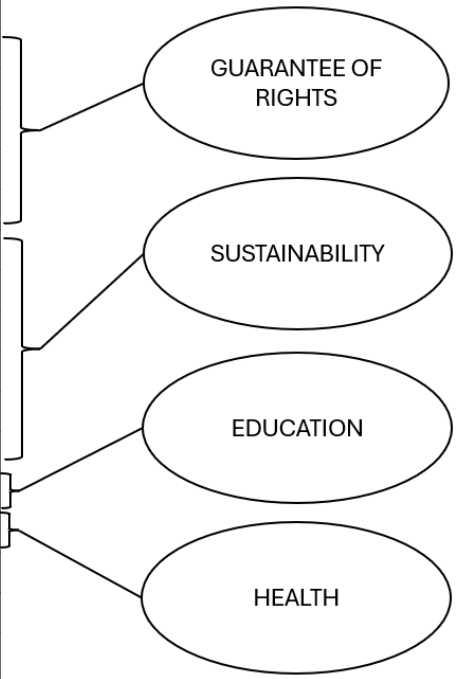
Source. Prepared by the author based on UIA

Considering the importance of the SDGs that are manifested in the University projects, a criterion was adopted to relate the SDG to the associations' purposes. In order to standardize the analyses and include all three platforms studied, the SDGs were selected and related to the indicators resulting in the following configuration.

Figure 5

Correlation Between SDGs and Research Indicators

	SUSTAINABLE DEVELOPMENT GOALS
1	NO POVERTY
2	ZERO HUNGER
5	GENDER EQUALITY
10	REDUCED INEQUALITIES
16	PEACE, JUSTICE AND STRONG INSTITUTIONS
6	CLEAN WATER AND SANITATION
7	AFFORDABLE AND CLEAN ENERGY
11	SUSTAINABLE CITIES AND COMMUNITIES
13	CLIMATE ACTION
14	LIFE BELOW WATER
15	LIFE ON LAND
4	QUALITY EDUCATION
3	GOOD HEALTH AND WELL-BEING
8	DECENT WORK AND ECONOMIC GROWTH
9	INDUSTRY, INNOVATION AND INFRASTRUCTURE
12	RESPONSIBLE CONSUMPTION AND PRODUCTION
17	PARTNERSHIPS FOR THE GOALS



Source. Prepared by the author based on information from UN

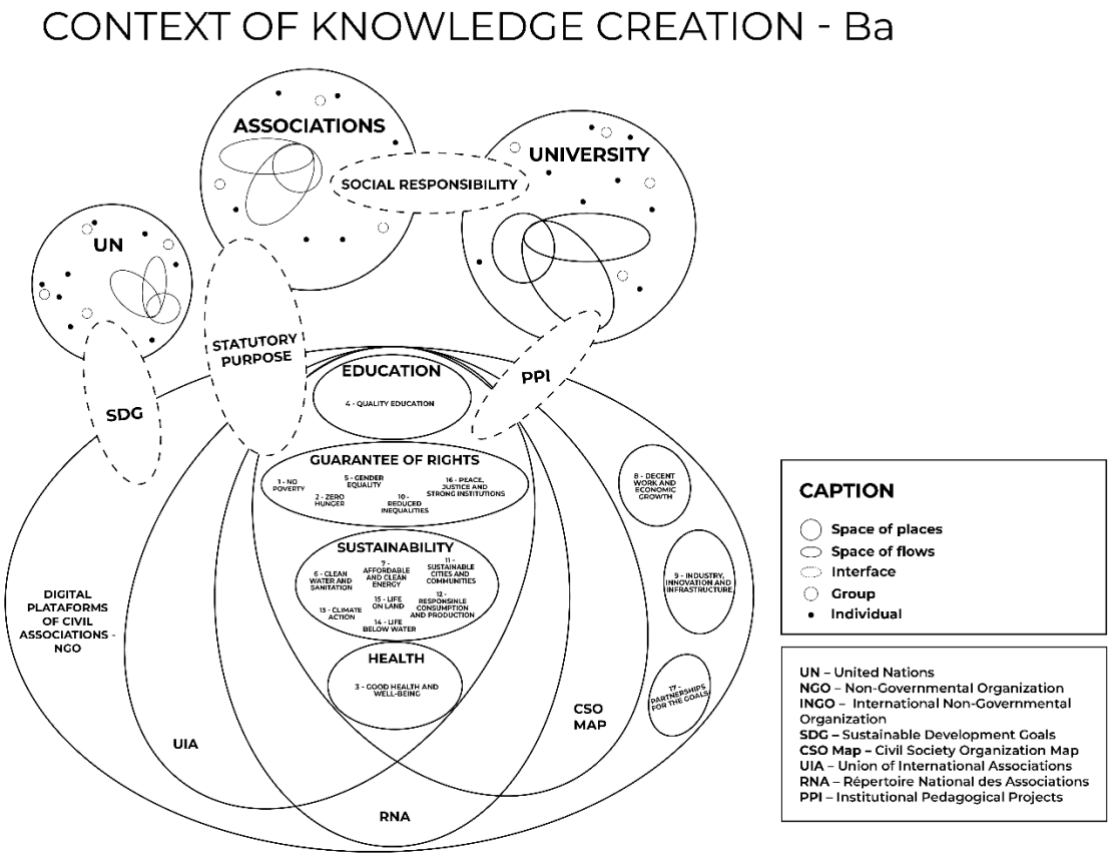
Regarding the creation of knowledge, it is suggested to know the synthesizing process of Nonaka and Toyama (2008, p. 96) and to adapt the educational action to each reality and context. Reflect upon the following:

- Socialization - can occur in person at the university, through direct individual/individual experiences, visits to digital platforms to perceive demands, shared experiences in everyday life.
- Externalization - tacit knowledge is articulated explicitly (concepts, images etc.) and can be shared with others.
- Combination - articulated with others, in person, so that knowledge is shared through discourse, dialogue, images or other resources, the relationship is individual/group and hypotheses are raised, contradictions become explicit and synthesized. In the combination, the relationship is between groups, using data from digital platforms to be combined, edited or processed to form a more complex and systematic set of explicit knowledge.
- Internalization - the practice where knowledge is applied and used in practical situations and becomes the basis for new routines, in university environments, in communities in interaction such as the online environments of platforms.

The Ba context, “Although it is easier to consider ba as a physical space such as a meeting room, it should be understood as interactions that occur in a specific time and place” (Nonaka & Toyama, 2008, p. 100). Another observation is that ba is not limited to a single

organization, it can be created across organizational boundaries. One ba in isolation is not enough in the process of knowledge creation, this creation "needs many ba, which exist at multiple levels and are connected to each other organically. Several ba at various ontological levels interact with each other and are connected to form a larger ba" (Nonaka & Toyama, 2008, p. 101).

Figure 6
Summary of Interactions Between Civil Associations and Entities



Conclusion

Studies on digital platforms have highlighted their multiple dimensions and their potential for facilitating social actions. Furthermore, digital platforms are configured as a space for interaction with public bodies and other entities, in addition to enabling access to members. These spaces are conducive to the construction of knowledge in a shared context in movement called Ba – which can be both flow space and place space.

The results also showed that the platforms serve as an inductive context for interactions between teachers and students, whose divergent-convergent knowledge provides reinterpretation and insights from the specificities of the organizations and their multiple purposes; they are effective sources of explicit knowledge, manifested in the systematized data ready for dissemination, which, when incorporated into tacit knowledge, form the spiral, resulting in the conversion of knowledge. The platforms of the associations constitute a context capable of expressing social demands by composing the knowledge cycle in

interaction with Teaching, Research and Extension, enabling projects focused on social responsibility.

References

Calderón, A. I. (2006). Responsabilidade social universitária: Contribuições para o fortalecimento do debate no Brasil [University Social Responsibility: Contributions to Strengthening the Debate in Brazil]. *Revista da Associação Brasileira de Mantenedores de Ensino Superior*, *24*(36), 8–2.

Castells, M. (2021). *A sociedade em rede* [The network society] (R. V. Majer, Trans.). 23rd ed. Paz e Terra.

Christians, C. G. (2006). A ética e a política na pesquisa qualitativa [Ethics and politics in qualitative research]. *In O Planejamento da Pesquisa Qualitativa: Teorias e abordagens* (S. R. Netz, Trans.). 2nd ed. Artmed. pp. 141–162.

D'Andréa, C. (2020). *Pesquisando plataformas online: conceitos e métodos* [Researching online platforms: concepts and methods]. EDUFBA. https://repositorio.ufba.br/ri/handle/ri/32043

Gawer, A. (2021). Digital platforms and ecosystems: remarks on the dominant organizational forms of the digital age. *Innovation*, *24*(1), 110–124. https://doi.org/10.1080/14479338.2021.1965888

Gawer, A., & Srnicek, N. (2021). *Online platforms: Economic and societal effects (Report for the European Parliament)*. Directorate-General for Parliamentary Research Services (EPRS). https://www.europarl.europa.eu/thinktank/en/document.html?reference=EPRS_STU(2021)656336

Harvey, D. (1989). *The condition of postmodernity: An Enquiry into the Origins of Cultural Change*. Wiley-Blackwell.

Harvey, D. (2014). *Condição Pós-moderna. Uma pesquisa sobre as origens da Mudança Cultural* [The condition of postmodernity: An Enquiry into the Origins of Cultural Change] (A. U. Sobral & M. S. Gonçalves, Trans.). 25th ed. Edições Loyola.

Helberger, N., Pierson, J., & Poell, T. (2017). Governing online platforms: From contested to cooperative responsibility. *The Information Society*, *34*(1), 1–14. https://doi.org/10.1080/01972243.2017.1391913

Institute of Applied Economic Research (IPEA). (2021). *Mapa das organizações da sociedade civil* [Map of civil society organizations]. https://mapaosc.ipea.gov.br/

Kliksberg, B. (2006). Ética e responsabilidade social da universidade [Ethics and social responsibility of universities]. *Revista da Associação Brasileira de Mantenedores de Ensino Superior*, *24*(36), 23–25.

Lemos, A. (2021). The Future of the Platform Society in Brazil. *Revista Brasileira de Ciências da Comunicação*, [*Brazilian Journal of Communication Sciences*] 46.2023. https://doi.org/10.1590/1809-58442023115en

Lévy, P. (1990). *Les technologies de l'inteligence* [The Technologies of Intelligence] (C. I. Costa, Trans.). Le Découvert.

Lévy, P. (2010a). Cibercultura [Cyberculture] (C. I. Costa, Trans.). Editora 34.

Lévy, P. (2010b). *As tecnologias da inteligência: o futuro do pensamento na era da informática* [The Technologies of Intelligence: The Future of Thought in the Computer Age] (C. I. Costa, Trans.). Editora 34.

Logue, D., & Grimes, M. (2022). *Platforms for the people: enabling civic crowdfunding through the cultivation of institutional infrastructure*. https://doi.org/10.17863/CAM.45846

Nonaka, I., & Takeuchi, H. (2008). *Gestão do Conhecimento* [Knowledge Management] (A. Thorell, Trans.). Bookman.

Nonaka, I., & Toyama, R. (2008). Criação do conhecimento como processo sintetizador [Knowledge creation as a synthesizing process]. *In* Nonaka, I. & Takeuchi, H. *Gestão do Conhecimento* (A. Thorell, Trans.). Bookman.

Queinnec, E. (2007). La croissance des ONG humanitaires. Une innovation devenue institution [The growth of humanitarian NGOs: An innovation that has become an institution]. *Revue française de gestion*, n° 177, 83–94.

Ribeiro, R. C., & Magalhães, A. M. (2014). Política de responsabilidade social na universidade: Conceitos e desafios [Social responsibility policy at the university: Concepts and challenges]. *Educação, Sociedade & Culturas*, 42, 133–156. https://doi.org/10.34626/esc.vi42.285

Union of International Associations (UIA). (2014). https://uia.org/

United Nations (UN). *General Assembly. Resolution 70/1 on 25 September 2015. Transforming our World: the 2030 Agenda for Sustainable Development*. https://docs.un.org/en/A/RES/70/1

Vallaeys, F. (2016). *Introducción a la Responsabilidad Social Universitaria RSU* [Introduction to University Social Responsibility RSU]. Ediciones Universidad Simón Bolívar.

Contact email: jslopes@uneb.br