

The popularization of science and the role of “Information Systems”

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Abstract

The popularization of science is aimed at approaching the general public to Science and Technology (S & T), particularly the young, awakening them to understanding science in a playful and everyday language through interactive science presentations conducted in schools, laboratories, museums and exhibition houses arranged for this purpose. In this context, there is great emphasis in the biological and scientific areas, highlighting physics, supported by research funding agencies with related publications seeking to encourage youngsters towards the engineering field, participation in math Olympiads. . By the way, why is not there business field. This lecture goal is, then, to find out "paths" to view and use the popularization of science as a tool for entrepreneurship.

Introduce

Popularization of Science is a multidisciplinary subject which involves different scientific conceptions: Science & Technology, History of Science, Natural Science, Health, Education, Media, Linguist, impact of language used in social networks, cultural norms of the Portuguese Language, Social Science applied. In the latter its emphasis is on early stage. Nevertheless involve different areas of knowledge in Brazilian literature also identified an evolution of terminology such as science communication, scientific dissemination, 'popular science'¹. and more recently identified the popularization of science including how to search online (Science Communication) Foment Agency the CNPq.

By the way, the scope of the popularization of science is a process of imparting knowledge of science and technology in language directed to a non-specialized public. Albagli (1996) treats the popularization of science as distinguished scientific dissemination to communication of science and technology. Thus 'scientific diffusion refers to any process used for the communication of scientific and technological information' While 'the Communication of Science and Technology means the communication of scientific and technological information, transcribed in specialized codes for a select audience of expert (Oliveira e Nélo, 2013).

Despite the effort to inform and communicate science still not reached desired levels since its conception restricted areas of exact, biological and education. Similarly, you can see that the edicts aimed at promoting science to young people from high school are targeted to stimulate the areas of Engineering, Mathematics, Physics and Astronomy, and, others. We not identified to promote field businesses nor for financial education in our country.

¹ Moreira e Massarani (2002) the scientist Emilio Goeldi Museum of Pará director considered so important to bring science closer to the the society in 1894 suggested that 'the study, the development and popularization of natural history and ethnology of the state of Pará and the Amazon in particular, and Brazil , in South America and the Americas in general '

There is a lack of programs for financial education and awareness training or large paper accounting for citizenship because the counters feed of information systems and are the main agents trained to perform the calculation between the company and the Treasury or the citizen better the exchequer. Our information systems are written in technical language for literature specialists have little to no public specialized in finance or business. Mentioning experts are also few in Brazil we have a PhD Course in USP, the other UNB and starting one in UFPR.

This fact is possibly an indicator of this field - financial education is still directed to the transfer of technical information for those young people who chose causally courses like Accounting and Administration for himself than for educational or attractive effort. Can we put the premise that the high demand for these courses is due to the correlation of its contents and tenders this was one of the findings identified with students of the first accounting period of Sciences further merits further investigation.

In 2013 busiest Course UFMA was the Administration 4,968 enrolled although we can not fail to recognize that assessment of MEC was relevant, however is the first time we have achieved this record and we have no tradition in this area is one of the newest courses in this IES / UFMA.

Thus denote a large gap in financial education in our country, particularly in Maranhão. Another fact is the emblematic “Minha Casa Minha Vida program” in this particular case we conducted research with students of Sciences Agents with the premise that the media propaganda for the property could be obtained only committing 30% of their income. Hence sprang the following questions: which income falls 30%? Total income? Net income? Purposely a team of students under our guidance investigated the basis of calculation is effectively 30% of income tax deducted and debt of citizens.

There is little literature in the area of Real Estate Sciences and even more unclear, as the data obtained in this study the value of a property in its proposal starts is equivalent to R \$ 54,000.00 (Cash). Regardless of whether the property is financed realize economic projections as the contractual clauses such as INCC and IGP-FGV National Construction Index (INCC); passes after the house built to be corrected by the FGV IGP-value Financed long term would be about R \$ 122,000.00. Approaches the price of a Class B apartment is far from its initial proposition. If individuals are in debt do not have

individual economic sustainability as promoting collective sustainability? This question we try in the development of this paper.

Background

The debating Science is providing the growth of interactive science museums where it stimulates the knowledge of the methods of doing science as well as a science in an interactive and playful language transmitted to laymen, ie, awakening interest in science, as stated by Moreira (2004).

This movement gains more momentum in Maranhão state with the advent of the National Week of Science and Technology (NWST). Moreira assertion this event should promote greater interaction between science, culture and art, valuing cultural and humanistic aspects of science; encourage public participation in the debate on the impacts of S & T. (...).Theses activities will only succeed when they get together IES, FAPs, Research Institutes, Government at all all Brazilian regions, aiming to promote and popularize science and technology to society in general, and thus to contribute to social inclusion (*in* Tiago, 2010, pag. 1).

The information systems developed for the field of Science Accounting are effectively the concern is focused on passing on professional knowledge or to students who themselves sought by area or by finding a correlation with your syllabus with public courses. Historically, information systems are filled with technical language for experts. In the field of controlling literature in our country we only have one or University graduates who writes about her accounting and controllership and this theme permeates every area of business and management -, we have a targeted books for the nonspecialist audience, even more so is not for the purpose of scientific dissemination, but scientific communication.

The scientific dissemination in the area of applied social sciences, particularly accounting Sciences is in the embryonic stage, although in April that most Brazilians try to understand it because the term income tax for individuals. And there is much to work on this area in the scientific dissemination such as tax education as exercise as exercise of citizenship, this is one of the lines to be worked.

Another gap identified already refers to staff indebted universe of 78 respondents, 70 people had already incorporated bank to limit their wages and unable to meet the payment of the credit card. Striking that 80% of respondents were concerned that if the value of the provision in its budget behaved, rarely have estimated the total value of the property.

Discussion and Analysis

Analyzing a community in which the main source of income is fishing boats moored observing the scene was emblematic deserved record as can be seen (fig. 1, a and b) The equity income generator was surrounded by garbage, where it appears that environmental education also result in cost and financial savings and therefore help to maintain sustainability. We need to write information systems addressing the costs of environmental damage and all this affect our sources of income and our sustainability.

In this context, it is necessary to transfer this know-how knowledge of costs that we pay for ourselves collections and so perhaps promote a collective education, where costs could be passed clean. What damage they bring to the environment including fish that is the largest source of income from this local?

If anyone would you like to develop or implement any policies need sustainability of financial resources and for this we need to promote education at all levels of society and society to show how many times we are footing the bill? By the way, we must avoid waste and lost.



Figure 1, a and b

The voices of scientific thought and the power must arise from unison to implement a general education in basic and media education. On the one hand, we have a generation that is coming up families and schools. On the other hand, we need to be educated generation.

Look at the pictures that follow an environmental park where environmentalism develops biodiversity (fig. 2 and b).



Figure 2, a and b

This park and Development also give the impression of sustainability, but it is apparent. We found monitors that did not give instructions to visitors unfortunately below this beauty we encounter the trash (fig. 3a). Again it is necessary financial resources to develop brochures, folders, train monitors to instruct and educate the natives and visitors know of the importance of the need to maintain biodiversity and local cleaning.

Whenever we approach scientific dissemination try to show the party concerned public that science is present in our daily lives, a fact that we spend pictures everyday to see how each photograph itself contains an information system which could extract information such as raw materials, technological, economic and financial. Effectively check because Brazil is a rich country poor in raw material and in the development of products and technologies.

To corroborate our assertions we find that Brazil is the eighth largest producer of primary aluminum, followed by China, Russia, Canada, USA, Australia, UAE and India; fourth largest producer of bauxite, behind Australia, China and Indonesia; and third

alumina producer, behind China and Australia. The problem is that our production is exported confirming our assertions generates good jobs out there. The more technology is added to raw material generates more value and requires more skilled labor.

We understand that we need to provide more accessible information including a less technical financial language and promoting financial education for low-income majority systems is a heroic act, mentioning personal property for those who live under the bridge makes no sense, why is not home is just an address (fig. 3b).

Nevertheless, there must be mechanisms to develop our raw materials to add value and make business and competitive goods. We cannot disregard that the layers found indebted low-income citizens, develop sustainability for individuals is a necessity as fundamental as educate.



a



b

Figure 3, a and b

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