Abstract

This writing pointed out several challenges regarding to the contemporary knowledge society, with its main instrument: the information distributed by the web. When universities and institutions of higher education enface that kind of information and its possibilities from it can derived for them new kind of problems, because there can be a confusion between information and knowledge at the bottom of these possibilities. The mere management of information cannot be the definition of the universities´ action, if their activities were reduced to it the mistake could be even more dangerous.

Keywords

Internet,
Management of information
Society of knowledge
Universities´ action