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## LEARNING FOR SOCIAL INNOVATION BY BLOOM'S TAXONOMY



First Author Details :

**Queila Israel da Silva**

**Administrative Director of the Cultural Foundation of Porto Velho city. Member of GEITEC - Research Group on Management of Innovation and Technology of the Fundação Universidade Federal de Rondônia, Brasil.**

Co - Author Details :

**Flávio de São Pedro Filho<sup>2</sup>, Carolina Yukari Veludo Watanabe<sup>3</sup>, Marcos Cesar dos Santos<sup>4</sup> and Fabio Ferreira Quinderé<sup>5</sup>**

**<sup>2</sup>Is Coordinator of GEITEC – Research Group on Management of Innovation and Technology, and Professor at the Post Graduation Program in Administration of the Federal University of Rondônia, Porto Velho, Rondônia, Brazil.**

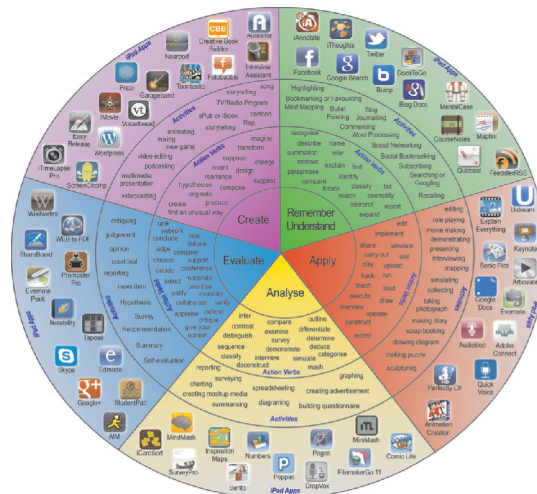
**<sup>3</sup>Professor and Researcher on the Post-Graduate Program In Administration at the Federal University of Rondônia, Brasil.**

**<sup>4</sup>Professor in the Administration Course of the Federal University of Rondônia. Member of GEITEC - Research Group on Management of Innovation and Technology of the Federal University of Rondônia, Brasil UNIR,**

**<sup>5</sup>Administration student in the Federal University of Rondônia. Member of GEITEC – Research Group in Innovation and Technology Management of UNIR, Brazil.**

### ABSTRACT

This study was carried out by means of researching community's leaders from Nova MutumParaná District, located in the Brazilian Occidental Amazon, near Porto Velho city, Rondônia State's Capital. It has as a basis the Administration Behavioral Theory, using the Bloom's Taxonomy (2008). The general aim is to contextualize the functionality in the training procedures for the management of social innovation in the community above mentioned; and, as specific objectives: (1) to survey the community's situation resorting to the Bloom's Taxonomy, (2) to identify fundamental creators of the social innovation in the studied community, and, (3) to analyze valid elements for intervention with focus in the locals' social innovation management. The question to be answered in this research is: How the Bloom's Taxonomy will be able to be used as a tool for changing the situation of vulnerable groups in the Amazon Rain Forest Region? For reaching expected results the Case Study Method was adopted and the required proceedings, as in situ visit, technical meetings, brainstorming, creators' achievements demonstration, critical analysis and report elaboration. As a result, it was carried out a revealing



portrait of the situation of the people who were moved out from their traditional community to make room for a dam. They were set in an unstructured way in a complex built by the corporation in charge of the hydroelectric plant construction; the fact shifted definitely the condition of the lives of hundreds of riverside dweller families and collectors; they got unassisted or received quite unfrequently government donations, whereas progress expectations for them were off. As creations, the possibility of enterprising actions were spotted, as well as the dwellers' will to overcome the social, economical and environmental impacts; hydric potential predominance which impels the training of manpower to fish farming; well recognized landscape features for tourism activities; existence of historic pieces to structure an indigenous archeological museum; the actors' will to put an end to the present undesirable situation and for the sake of their own social innovation. The valid elements' analysis for intervention reveals as a main focus the use of their own reality to convert chaos into multiple benefits. There are complaints about the way archeological pieces found in the 47 sites were dealt with. They were relocated when the plant was built and they could have determined the course of actions and opened new perspectives, those pieces include indigenous artifacts aged thousands of years. It is possible to offer a training course for the locals together with qualified researchers, in a way to classify these items, and so, to institute a permanent exposition. Appropriately qualified, the locals would be able to host people for cultural or scientific tourism. Their history, culinary, handicraft, dance, music and other cultural features registered in this study would be added to exotic ecotourism for consolidating the innovation of the host community. The effect of this intervention will be to stop the present dwellers' vulnerability with their inclusion and endogenous progress. This study is an academy's contribution to the ones who work with education, learning, integrated local development, endogeny and innovation.

**KEYWORDS** :Administration. Amazon Rain Forest. Learning. Education. Innovation.

## 1. INTRODUCTION :

A favorable environment is necessary for providing staff training by means of courses, from which knowledge, abilities and competences can be obtained. The present study is about the offer of knowledge for excluded or vulnerable groups, expecting to help form qualified human capital. The endogeny process was considered, as well as the stakeholders' cultural diversity, and the Bloom's taxonomy tool. Introductory assessment enables us to state that the social actors could be charged with the responsibility to encourage their own growth from optimization in their confidence rates, from cooperation and organization together with the community they belong to. And, the natural resorts could be inserted in the process as environmental services immediately available. These are the intended convergence focuses for the local development in an integrated and sustainable way. So, the following question is to be answered: How exactly the Bloom's Taxonomy will be able to operate as a transforming tool to create leaders for vulnerable groups in the Amazon Rainforest Region?

### 1.1 Justification

The development catapulting demands people and groups mobilization, in a way to assist participants to create integrative promotional webs, by means of contributing with goods and services. Studies like the present one find relevance in their technical, scientific and social meaning, because they provide other researchers with knowledge for modeling social intervention and innovation. The justification for this study is its presentation of the traditional people's reality, who had to leave the places they used to live in for many decades for making room for the Jirau Hydroelectrical Plant

construction. Today they live in the Nova Mutum-Paraná district, which belongs to Porto Velho city, capital of the State of Rondônia, Northern Brazil. So, the planning included in this project will encourage the creation of valid idealizersfor elaborating public policies which will result in welfare for the people who live there.

**1.2 Objectives**

This study general objectiveis to contextualizethe investigated people’s operative capacityfocusing the skillsfor managing the social innovation in Nova Mutum- Paraná Community. In order to reach foreseen results, specific objectives were established, as: (1) to survey the communityreality for proposing training by means of Bloom’s Taxonomy; (2) to identifyfundamental idealizerfor social innovation in the community;(3) to analyzevalid elements for intervening in the process, focusing the management ofsocial innovation for the locals.

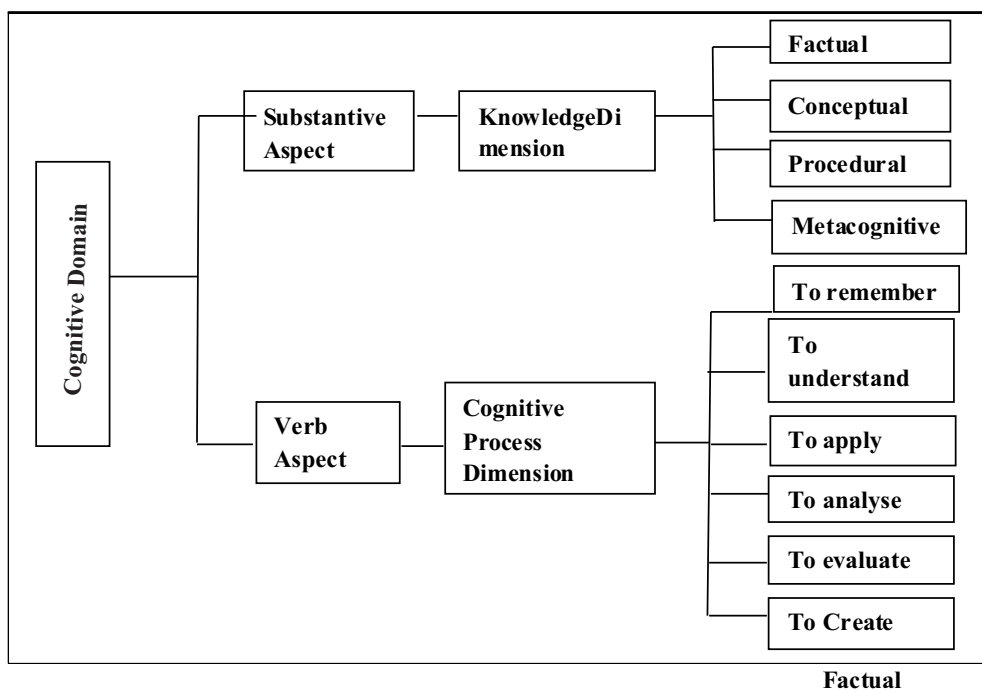
**2.THEORETICAL FUNDAMENTATION**

This study basis is the Administration Behavioral Theory, with the Bloom’s Taxonomy support. Identification and evaluation of situations through Benjamin Bloom’s and others educator and psychologist researchers’ tools will be resourced to in this project with the aim to classify objectives of social intervention for innovation. FerrazandBelhot (2010) indicatethat Taxonomybranches at threedomains, that is to say: cognitive, affective and psychomotor.

It is generally understood that the ethnic development guided by knowledge,grants the people mastery and confidence about learning; on the other hand, the mental chains can weaken people, disheartening them in the social relationship,and those restraints prevent them from emancipating themselves, orfrom advancing, as Pedro Filho proposes (2009).

Such a practicecould lead the individuals who take part in the training to enrich their cognitive domain and knowledge. It would add a plusto the leaders’ cognitive development in their capacitation process. In board 1, as follows, the reviewedBloom’s Taxomyelements can be found.

**Board 1.Reviewed Bloom’s Taxonomy**



Source: Adapted by the authors from Krathwohl (2002), Ferraz and Belhot (2010).

Some educators realize that there is a tenuous line which sets apart one from the other, bringing to the discussion a distinct question that is approached differently by various educators. This way, the substantive aspect splits up from the verb aspect, presenting as an aim to reveal to the individual their relevant cognitive reminding over time. This structure enables evaluators to figure out each individual's (or groups') cognitive processes, propelling them to the social innovation management process. Tidd (2015) points out that innovation is moved by ability to establish relationship and to detect advantageous opportunities. This field became known as social entrepreneurship, as stated by Bessant (2009). For this author the innovation is associated with growth and is guided by the ability to establish relationship, to sniff out opportunities and to take advantage from the identified variables. The application of the four elements of the cognitive process is a way to rescue origins and abilities that before had lain dormant in the memory. These excluded and vulnerable groups' richness lies in the cultural diversity acquired by means of experiences integrated to a people culture.

### 3. METHODOLOGY

This investigation general objective was to verify if operability with focus in the training through Bloom's Taxonomy is applicable to the given contextualization of Nova Mutum-Paraná Community. A qualitative study was carried out in search of a causality relation between the levels knowledge and cognitive abilities by using Bloom's Taxonomy. The descriptive study began with the historic contextualization analysis, which describes the studied individuals in a better way.

#### 3.1 Case Study and Proceedings

This investigation is a qualitative one, with basis in a case study, it makes use of the Focal Group, which presents exploratory and descriptive nature, it is contextualized in bibliographic sources, in a way to face empirically the capacitation process through Bloom's taxonomy. This kind of approach will make it possible to know the community reality through the dwellers and managers' vision over the theme and it will enable a reflection about the subject, in a way to help elaborate occasional adaptations in this process.

This task preparation followed the Case Study Method dealt with in Creswell (2007) and cited by Nascimento (2014). They define the Case Study as a method through which the investigator explores a program, activity or process, resorting to many data collecting tools.

#### 3.2 Focus Group

In this investigation, the Focus Group is characterized by a number of thirty individuals previously selected among the social actors who live in the area, over eighteen years old, committed with the causal relation. The group was comprised of teachers and investigators from schools, as well as public managers and businessmen, all of them involved, somehow, with the investigation whose theme is Social Innovation Management.

### 4. CAPACITATION THROUGH BLOOM'S TAXONOMY AND THE EXPERIENCE IN NOVA MUTUM

In Rocha's opinion (2013), "Brainstorming" consists of stimulating and collecting participants' ideas, continually, without any preoccupation and criticism, until all the possibilities are finished off. And, as for the intended coaching, that will benefit the local social actors the Bloom's Taxonomy will be applied, in a way to create communication enablers and to favour the ideas and materials exchange.

According to Anderson et. al. (2001), the cognitive process is understood as a means by which knowledge is acquired or built and used to solve occasional and ordinary problems, common in situations similar to the one faced by the Nova Mutum-Paraná Community, so, as a consequence, the dwellers are to be benefited by the activity.

In this study, the cognitive domain will be used for reaching the objectives, the processes and the foreseeable results in an intervention for social innovation by means of the involved actors' training.

### **4.1 Community reality survey for receiving training through Bloom's Taxonomy proceedings**

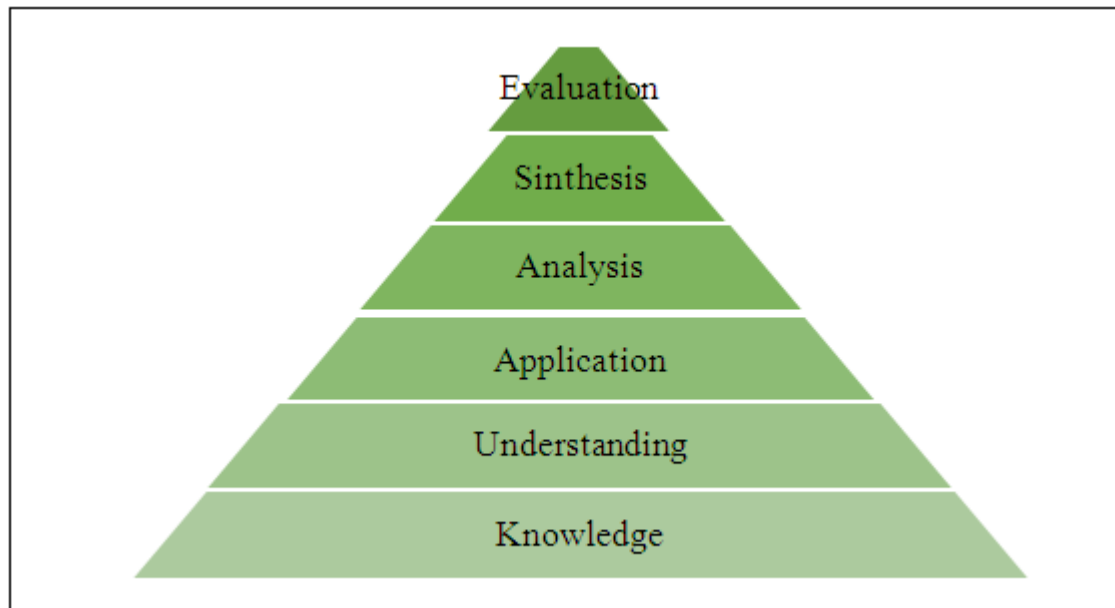
The community's situation survey took place in a meeting attended by local leaders and investigators from the research group that studies innovation and technology management from the Federal University of Rondônia. This activity was carried out in the Nova Mutum-Paraná cultural centre and lasted three hours. Verbal records were gotten from the local dwellers in this meeting. This community belongs to a Brazilian city named Porto Velho, Capital of the State of Rondônia. Mutum-Paraná was created in 1985, with an area of 3.406 km<sup>2</sup> and in 2010 it had a population of 6.575 inhabitants, according to Instituto Brasileiro de Geografia e Estatística- IBGE (Geography and Statistics Brazilian Institute) data. Its economical basis was the mineral extraction led by gold seeking, vegetal and animal extractive activity, besides smallholding agriculture. The Nova Mutum-Paraná District placed by River Madeira and by 364 Federal highway, 110 km from Porto Velho urban perimeter, arose after the people were removed from their original place by Consórcio Energia Sustentável do Brasil (Brazilian Sustainable Energy Consortium). The space is residual, of just two thousand square meters, where 1.600 houses were built; it has a total capacity for six thousand inhabitants. Approximately 156 families transferred from Mutum-Paraná chose to stay living in Nova Mutum-Paraná, which was inaugurated in January 2011. Thus, the relocated population expects to usufruct the required assistance for minimum living conditions in their new geographic position. The very Jirau Hydroelectric Plant became Nova Mutum-Paraná economic basis for the vegetal extractive activity kept there.

### **4.2 Fundamental planners' identification for social innovation in the investigated community;**

After investigation carried out in the Nova Mutum-Paraná community, a descriptive potential could be noticed for innovation by means of products from the market opportunity, with positive results for the community studied. The capacitation, according to the survey, will be applied to a knowledge level that is classified as the objectives that demand from student a low difficulty effort in abilities and cognitive development. According to Rocha (2013), at this level, the objectives or behaviours related to memory and ideas, materials or phenomena evocation are classified. In the board below, it is possible to be verified the cognition levels of the people relocated from the old Mutum-Paraná to the new Nova Mutum-Paraná, it is also noticeable that the people knowledge is precarious due to the conditions they used to live in, as well as the distance the young people used to go through to get continuing qualification trainings.

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**Figure 2. Representative pyramid of the cognitive levels of Bloom's Taxonomy.**



Source: Bloom et al (1977) – Adapted by the author

The cognitive domain is applicable to the training in order to qualify it for the fish farming, handling and fish commercialization, in the very lake the Consórcio Energia Sustentável do Brasil – JIRAU intervention produced. The people use nets to form tanks inside the lake, which make the fry handling easier. In the small holding agriculture, the individuals receive training for cultivating pesticides-free greens and they sell their output in their own region, with lower production costs. Creativity in cultivating is considered an innovation enhancer element, as it makes possible spaces for reflection on the reality they live in and, consequently, it sharpens perception of the cultural axis change: tourism is one of these cultural axes. The archaeological centre that was developed there stocks an important historic and archaeological heritage, found in the diggings of the old District of Mutum Paraná.

#### **4.3 Valid elements analysis for an intervention with focus in the dwellers' social innovation management**

In this study, a series of findings was revealed about human occupation in the River Madeira riverside region; these facts enrich the history and this locality past. Valid elements for an intervention with focus in the social innovation management by the dwellers are meaningful, for example, the artefacts found in the 47 archaeological sites dug when the Jirau hydroelectrical dam was under construction. This historic collection was transferred to the New Mutum Community and it is composed of the belongings of ancient indigenous peoples who lived there thousands of years ago. It is possible to carry out a training for the locals in order they can back up the investigators in their work to catalogue the findings, and, afterwards, they can institute a permanent exposition. Properly coached, the locals would be involved in the reception and providing hospitality for visitors who come with the cultural and scientific tourism. Their history, culinary art, handicraft, dance, music and other cultural attributes should be added to the exotic ecotourism, in a way to consolidate the host community innovation. This operation would result in better life quality, in coaching for jobs, better incomes for the



locals and tribute to the government, by means of money spent by national and international visitors.

Nova-Mutum district community could systematize their own inclusion in the social world in a way based on their preparation for an ecotouristic exotic activity. Pedro Filho (2009) points out the Theory of Ecocodevelopment elaborated by Ignacy Sacs, analyzed by the investigator of the Program of Master in Administration offered by the Federal University of Rondônia, whose propositions include a systemic vision in search of a paradigm for understanding the complexity which involves the variables. In a holistic vision like this, participatory ecotourism is to be reconciled with the man work power in a way the parts interdependence complete the conception of whole, resulting in a social, economic and environmental development.

The attractions present in the nature according Pedro Filho (2009) comprehend the climate, vegetation, forests, landscapes, wild animals and others alike to be presented by extractors who live there to visitors from Occidental Amazon Rainforest. The artificial nature attractions are product of the history and the popular cultural diversity. These attractions are practiced, for example, by the indians of the Massai tribe, from Kenia. For investigators like Goeldner et al. (2002) the tourism is the sum of phenomena and relations generated by tourists interaction with companies, local governments and host communities.

### 5. CONCLUSION

By finishing this task, the results obtained with Blooms' Taxonomy were identified and evaluated. It is possible to state that this tool is able to change the reality of social groups with social innovation in the community studied. The effect of this intervention must get it over with the vulnerability situation in which the locals are suffering, and head them for a better condition that makes the best of their cultural and natural attributes. Thus, the experience will lead the involved people in an inclusion process and endogenous progress in Amazon Rainforest. There will be improvement in abilities in a way to overturn the undesirable situation they are subject to and to reach progress for everybody and the social group cognitive evolution, by means of the use of Bloom's Taxonomy. The planning of intervention in the social innovation process, with a basis on the local reality survey, is to be held, observing the fundamental idealizers for touristic ecological development through local cultural diversity. All of these actions must keep an eye in coaching people to be qualified in a professional way to handle adequately the touristic attractions as well as the applicability of socioenvironmental elements in favour of getting final products.

As a final product of the present investigation, it is presented the valid elements for an intervention in favour of the exotic ecotourism in a region of exuberant forests, which should enable the use of the methodology applied to the cognitive domain tool revised by Krathwohl, (2002) and Ferraz and Belhot (2010). For so, an analysis of this tool was carried out, besides an intense investigation activity related to dimension of the knowledge reviewed in Bloom's Theory of Taxonomy. The methodology used should offer backup for the knowledge dimension categories theory and help select products and contents according to the level of hierarchical knowledge they dispose of.

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