57 - SCIENTIFIC RELATION OF WORKPLACE GYMNASTICS THROUGH KNOWLEDGE MANAGEMENT APPROACH

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INTRODUCTION

This study seeks to understand the workplace gymnastics phenomenon, particularly in Brazil. The knowledge management approach brings a new perspective about workplace gymnastics in Brazil. Knowledge management is a discipline that envisions knowledge as a result of experiences lived by individuals, as observers of their world in various scenarios. It is within this framework that this study is structured for an embodied type of knowledge that, sometimes, we are not even conscious about (Melo, 2003). Workplace Gymnastics has developed in the country as explicit knowledge or, in other words, the entire load of information was digested and analyzed by individuals, through structured techniques, which enables knowledge dissemination. Thus, this research is aimed at investigating the relation between the pathway of Workplace Gymnastics/Labor Gymnastics and its scientific basis, through lexical production in Knowledge Management approach.

METHODOLOGY

This qualitative research study was conducted based on the gathering and reading of all bibliography obtained through a public call, screening for the specific topic and producing a critical analysis. In the second phase, the selected and characterized works were submitted to a critique and reflexive reading to define the elements of research focuses and subsequent critical notes from the investigation.

A review and analysis of the collected material were made after reading and organizing themes, followed by interpretation and critique of the content. At another moment, the lexical structure of the content was analyzed and plotted on a matrix, building a database by tabulation and data encoding using the software MS Excel ©, in which information was separated by columns, with the authors and titles of works organized in focuses 1; 2; 3; 4 and 5, complemented by notes 1; 2; and 3 of each work, observed by the author of the analysis.

For analysis, the French software SPHINX LEXICA & EURECA® V. 5. was used, which allowed the review and analysis of content, lexical structures and relationships between the construction of works and compiled materials. The analysis was done not only by lexical content analysis but also using multiple correlation of the content. The qualitative data analysis was performed using multivariate statistical procedures. To do so, data was processed in the statistical lexical software SPHINX & EURECA® 5 V.

We conducted a Correspondence Factor Analysis (CFA), which aims to analyze a contingency table formed by the frequencies of objects (authors-focus-notes) with the characteristic of row i and of column k, not considering the absolute values, but correspondence between characters, in other words, the relative values that totaled 1. Analyzing patterns of relative frequencies (probabilities) from the calculation of the eigenvectors of the variance-covariance matrix between the rows (or columns) (Benzécri, 1969; Benzécri, 1973).

The methodology of this study came from a need to explore the relation between the pathway of Workplace Gymnastics with its scientific basis, through the production of lexical knowledge management approach.

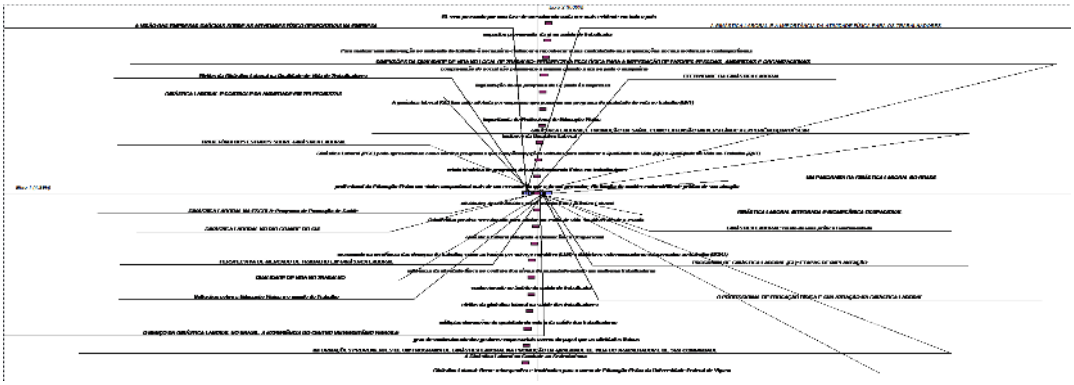
To meet the goals we gathered works, through a public call for all authors, from researchers and professionals working with workplace gymnastics, capturing the many different texts on the subject.

RESULTS AND DISCUSSION

The results represent the characterization of Workplace Gymnastics in the late 1990s and early 21st century as business, given the increasing demands of companies to provide conditions for health improvement and maintenance, conforming to many studies that have pointed to the need for policies to improve the quality of life and healthy habits (Descaino & Lunardelli, 2007; Ruiz-Frutos et al, 2007;. & Trierweiler Silva, 2007; Casas & Klijn, 2006; Lipp & Tanganelli, 2002; Shimazu et al. 2003; Gitanjali & Ananth, 2003; Oliveira et al., 1997; Borges, 2001; Moretti, 2010).

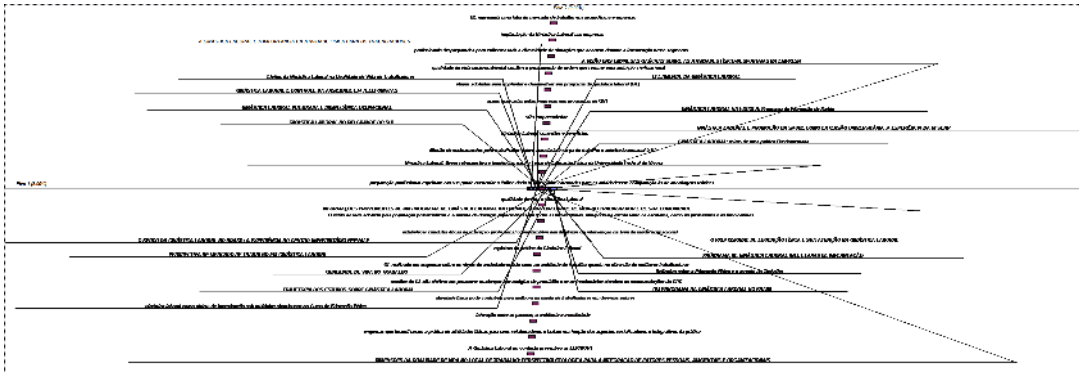
These results are consistent with the historical pathway indicated by Dacosta (1990) on the development of workplace gymnastics and physical activity programs in companies, which initially erupted with a link to socio-political-philosophical characteristics of leisure and sport activities in Brazilian companies. Still, the aforementioned results are convergent with the survey of Fonseca (2006) in which studies of Workplace Gymnastics are aggregated to organizational and social ideas, then resuming the socio-political and philosophical bias that developed the theme in the 70s .

Graph 1 – Factorial map of correspondence between the Titles of works and their approach to focus 1

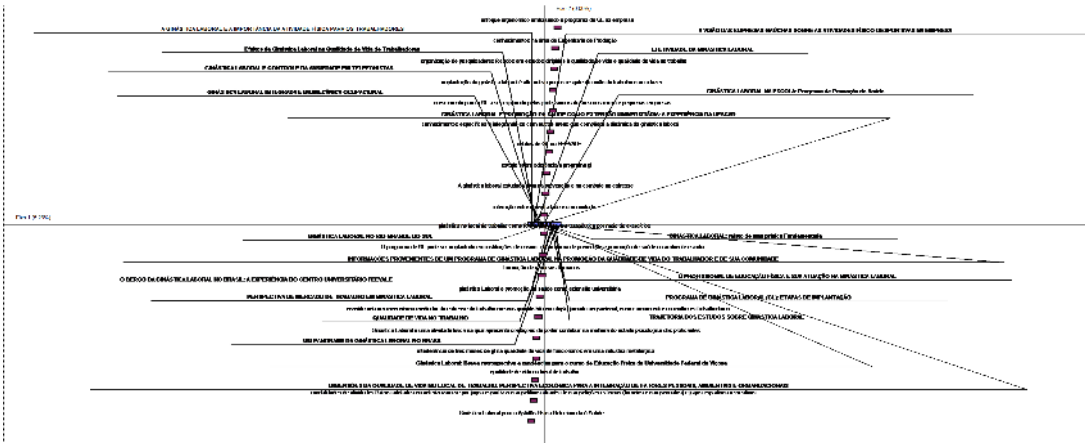


In Chart 1, we conducted the correlations verification between the titles and focus 1, given by the author, in the analyzes of the studied texts, indicating that the associations between the variables showed no new or innovative thinking.

Graph 2 – Factorial map of correspondence between the Titles of works and their approach to focus 2



Graph 3 – Factorial map of correspondence between the Titles of works and their approach to focus 3



Graph 3 shows a similar configuration to the previous, but with a slight variation of the correlated and analyzed elements. The correlation between the variables titles and focus 3 indicates that, despite having a slight variance, though not significant, the textual production of workplace gymnastics and physical activity in companies in Brazil are located in a textual template that has not been modified and has no thinking innovation in this area, culminating in the stagnation of the rhetoric on the subject.

Analyzing the graphs, it is clear that, for all the correlations between variables titles of works and focuses, for each item, the reported differences between groups had no significant statistical differences. In comparing the elements, the dependence is not significant between the meanings and all works present an association between the variables, however, there was no innovation among the analyzed aspects.

In the graphs, the correlation between the titles and the focuses are presented. The variables under observation did not show a significant dependence. However, all aspects are on the left are related to the lower quadrant of the map, as well as all aspects positioned on the right are related to the aspects of the upper quadrant. All lexical constructions are correlated and uncorrelated, indicating stagnation of thought and knowledge production about the studied subject.

At the intersection of bonds and notes issued by the researcher, it takes up to 100% of association between variables indicating, as shown in Graph 2, that there was no innovation or new knowledge in the course of lexical construction of workplace gymnastics and physical activity at companies. The graph represents the geographical map, which can pinpoint precision on the correlation of analyzed titles and notes.

In Graphs 2 and 3, the configuration of the results shows great similarity because there was no significant dependence between the aspects under consideration. The association between variables showed no innovation, however, all aspects are correlated, in other words, within a mold of meanings, which do not consist of a reformulation of thought, they present a stagnation in the reflections about the analyzed lexical.

Given the results presented, it can be said that the observations are consistent with the literature that present a redundancy of information and repeated knowledge (Fonseca, 2006; Pegatin et al., 2007; Lima, Reis & Moro, 2010; Filho, Witt & Firmino, 2007; Almeida, 2010).

As pointed by Nonaka and Takeuchi (2010), knowledge contains important cognitive aspects which include beliefs, perceptions, ideas, values, emotions and mental models, however, through the analyzed material, it was not possible to determine the spiral knowledge to be amplified, from lexical divergences between structures, which would allow ontological combinations, creating a path for the flow of spiral knowledge.

FINAL CONSIDERATIONS

By investigating the relation of the pathway of Workplace Gymnastics with its scientific basis, through lexical production, it was possible to unveil scenarios that were previously masked by market campaigns and appeals regarding the benefits of workplace gymnastics and physical activity in the companies in Brazil. The study showed that workplace gymnastics presents a varied repertoire of tacit knowledge, but still could not turn this benefit into explicit knowledge and consequently

generate new knowledge, as knowledge management advocates.

The lexical analysis consisted in moving from text analysis to analyze the lexicon (the set of all words found in the analyzed text). The content analysis consisted, in turn, in-depth reading, codifying each work, thus getting an idea on the whole. Thus, the reduction of the amount of data to be analyzed, through multivariate statistical procedures, allowed the analysis of a greater number of variables/categories simultaneously, from a space with reduced dimensions, with minimal loss of information.

Workplace Gymnastics represents an alternative for benefiting large numbers of people, once it is able to structure successful actions supported by knowledge management, such as the development of projects that are not individual, but that belong to an organization.

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SCIENTIFIC RELATION WORKSITE PHYSICAL ACTIVITY IN BOARDING OF KNOWLEDGE MANAGEMENT

ABSTRACT

This investigation aimed to examine the relationship of the trajectory of worksites with its scientific basis, through the production of lexical knowledge management approach. A descriptive qualitative research study was established based on the analysis of jobs obtained from the public called. For analysis, we used the lexical SPHINX & EURECA® V. 5. The analysis software allowed us to assess the phenomenon. Present as a framework capable of training and knowledge building in recent years is not generating new knowledge from the interaction between tacit knowledge and explicit knowledge.

KEYWORDS: Work site exercise; Work; knowledge management.

RESPECTER LA BASE SCIENTIFIQUE DE GYM TRAVAIL GRÂCE À UNE APPROCHE DE GESTION DES CONNAISSANCES.

RÉSUMÉ

Cette recherche visait à examiner la relation entre la trajectoire de gymnastique avec sa base scientifique, à travers la production de l'approche de gestion des connaissances lexicales. Une étude qualitative descriptive a été établie sur la base de l'analyse des emplois obtenus à partir de l'appel public. Pour l'analyse, nous avons utilisé le lexique SPHINX & EURECA® V. 5. Le logiciel d'analyse nous a permis d'évaluer le phénomène, bien que présente comme un cadre capable de formation et de renforcement des connaissances au cours des dernières années ne génère pas de nouvelles connaissances de l'interaction entre la connaissance tacite et la connaissance explicite.

MOTS-CLÉS: Gymnastique; Emploi; Gestion des connaissances.

LA BASE CIENTÍFICA DE LA GIMNASIA DE LOS PUESTOS DE TRABAJO EN LO FOCO DE GESTIÓN DEL CONOCIMIENTO.

RESUMEN

La investigación tuvo como objetivo examinar la relación de la trayectoria de la gimnasia con su base científica, a través de la producción de enfoque de gestión del conocimiento. Un estudio de investigación cualitativa descriptiva se estableció con base en el análisis de los puestos de trabajo obtenidos a partir de la convocatoria pública. Para el análisis, se utilizó el léxico SPHINX Y EURECA® V. 5. El software de análisis permitió evaluar el fenómeno, aunque presente en forma de un marco capaz de capacitación y creación de conocimiento en los últimos años no es la generación de nuevos conocimientos de la interacción entre el conocimiento tácito y el conocimiento explícito.

PALABRAS CLAVE: Gimnasia; Trabajo; Gestión del Conocimiento.

RELAÇÃO DA BASE CIENTÍFICA DA GINÁSTICA LABORAL ATRAVÉS DA ABORDAGEM DA GESTÃO DO CONHECIMENTO

RESUMO

O objetivo foi investigar a relação da trajetória da Ginástica Laboral com sua base científica, através da produção lexical em abordagem da Gestão do Conhecimento. A pesquisa de caráter qualitativo descritivo se estabeleceu a partir da análise de trabalhos captados a partir da chamada pública. Para a análise, foi utilizado o software SPHINX LEXICA & EURECA® V. 5., na qual permitiu a revisão e análise do conteúdo. A análise permitiu avaliar que o fenômeno estudado, apesar de se apresentar como um arcabouço capaz de formação e construção do conhecimento, nos últimos anos não está gerando novos conhecimentos a partir da interação dos conhecimentos tácitos e conhecimentos explícitos.

PALAVRAS-CHAVE: Ginástica Laboral; Trabalho; Gestão do Conhecimento.