INTRODUCTION

In the current annex are revealed a series of positive examples which turn the social networks into a unique phenomenon in interactive communication which will open new horizons in the next years, thanks to the advance of the hardware and the software (i.e., Fuchs, State & Bazin, 2014; Cook et al., 2013; Zhang, Hindle & German, 2014). A hardware which tends to the miniaturization and faster calculation speed, with a software that facilitates the autonomy of the devices (i.e., Akyildiz, Jornet & Pierobon, 2011; Faulkner et al., 2014; Johnson et al. 2012). Devices which from a technological point of view tend to increase the quality of life (George et al., 2013; Atias & Sharan, 2012; Parkes, Poupyrev & Ishii, 2008; Cipolla-Ficarra et al., 2011; Cipolla-Ficarra et al., 2012; Cipolla-Ficarra et al. 2013). However, in relation to the use of the human beings, they may have a non-positive finality. In this sense, and from the perspective of the social communication, it is easy to detect the use of the social networks to acquire quantitative popularity, such as can be the total number of links in applications such as LinkedIn, total of visitors in the blogs, amount of downloads of a movie or a text, etc. That is to say, the quantitative aspect prevails over the qualitative aspect of the hypermedia systems in the late 90s and early 2000s. In other words, there is a constant regression towards the use of the new interactive media and not towards the quality of the interactive communication.

Good Examples

Comics

The use of comic and statistics in the digital press to draw the attention to climate change. (Figure 1)

*Figure 1. The average global temperature of the month of June 2014 has been the highest on earth and the sea since the measurements started in 1880 (www.elpais.es –07.28.2014)*
Appendix 2: A Set of the Good Online Information

E-voting

The possibility of voting online the candidates of certain associations (i.e., ACM –Association for Computing Machinery, or IEEE –Institute of Electrical and Electronic Engineers), knowing beforehand their professional and/or educational trajectory. (Figure 2)

Research and Interrelationship

Knowledge through a radial graphic of the relationships of a main author and his co-authors, through the Artneminer application. (Figure 3)

Mass Media Online

One of the advantages of the digital press is the possibility to compare news quickly and that public opinion can participate in the debates through the social networks such as can be news with xenophobic

Figure 2. ACM 2014 SIGGRAPH Election: Additional information in the networks with free access before casting an electronic vote
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Figure 3. The main author occupies the centre and the rest of the authors are placed in a circular way in the outer part.

Figure 4. Original publicity of the Microsoft firm (right photo) and modified picture in Poland (left photo). –www.20minutos.es (08.20.2009)
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Figure 5. Presence of university endogamy

Figure 6. Unrealistic number of research works
undertones. For instance: in the central picture of marketing campaign of the Microsoft firm a black person is replaced by a white in the Polish version. (Figure 4)

Internet Scientific Publications

Scientific works databases where it is easy to detect university endogamy as well as the presence of the spooling factor. The latter is due to the fact that it is humanely impossible to control career projects, masters, doctoral thesis, organize international events, participate in congresses and a long etcetera.

Photos and Tourism

The possibility of seeing pictures made by the users of the social networks boost tourism. The Google Map application is very positive in that sense.

In short, these examples have proven how the new generation of users of interactive systems will be in touch with the binary or digital communication in a natural way, in contrast to the adult users, experts or not, in the computer science context (Cipolla-Ficarra et al., 2013). Consequently, the analogical support of paper, for instance, will no longer be the main media of communication among users of the same age. Users who will value as a priority the connectivity attribute in certain moments, in view of the different categories that make up the interactive design (Cipolla-Ficarra et al., 2011).

Figure 7. Poor scientific production in Paraguay
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Figure 8. Poor scientific production for an Italian research

Figure 9. European map of photographs
In this area and with this title we intend to sum up a series of research works directly related to the social networks and their application in medicine, education, human-computer interaction, the communications between the human being and the robots, software engineering, ITC, teleworking, social communication, etc. (i.e., Hooper & Dix, 2013; Kearns, 2012; Diallo et al., 2013; Mitra et al., 2014; Pfeifer, Lungarella & Iida, 2012; Raatikainen et al., 2012; Yiu, 2014). These works denote an excellent set of examples to be followed not only because of the results reached currently but also because of the wide range of potential investigations or future researchs which can be obtained from these works.
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REFERENCES


