Conclusion

We have started the transition between the era of the expansion of communicability towards the era of “quantic-nanotechnological-self-sufficient” communicability, in each passing minute the human being increases his dependence on the interactive systems in terms of daily business activities. In that process, the social networks have boosted the appearance of users who are unable to give the sufficient attention to the continuous reading of science fiction/geography/history/etc. the chapter of a book, or solving mentally simple arithmetic operations of addition, subtraction, multiplication and division. The latter are the real Achilles heel of many young users of the multimedia mobile systems, in terms of a last generation technological devices. Besides, the young users of the social networks prefer the photographic image to the text. Perhaps the theory of the minimal personal effort is what is intended to be promoted with certain interactive devices and contents. Many texts are organized in terms of a summed-up inverted pyramid of the late 90s with the expansion of the Internet, such as the audio communication, face to face, or through the voice, are replaced by the fragmented and manipulated image. The ultimate purpose is to narrate a delusional environment where the human being learns the use of the latest technologies and sets aside communicability. Usability and communicability are not synonymous in the online or off-line interactive systems.

These social facts lead us to the reality already told by Plato: in the myth of the cave, in his 8th book from “The Republic.” In it the Greek author explains his dual conception of the world and how a virtual man will be able to overcome the borders of all earthly things to reach the idea of the Good (in the social networks that should be the common good). However, as the same as with the slaves of the Platonic cave, those communicative distortions allow thousands and thousands of Internet users, allegedly to protect themselves in the anonymity of the networks for patterns of behaviour which go beyond sadism and fall inside the criminal field, the same being legally prosecutable offences in the legislation of many countries of Africa, America, Asia, Europe and Oceania. In others, even when a country is economically developed, true and full clarity communication shines though its absence, and many ‘communicators’ even have available informatics-legal services to erase the criminal deeds.

Now the term “alleged anonymity” is due to the fact that thanks to the new technologies of information and communication (NITC), even when a user erases a simple message from his mail square, he/she sends information to those who gather data about the potential clients of goods and services, for instance. In other words, it is possible to find out the timetable and days in which the user accedes his/her messages account, the daily frequency of those accesses, the messages read or directly wiped out, without reading them, and a long etcetera. It is not trivial, but with that simple information in the mail systems, one can already have a first profile of the users, to send them personalized publicity, without resorting to other channels or communication or computer science strategies (adware, pop-up, etc), such as the inclusion of his/her name in the social networks applications. Besides, a myriad of examples make apparent that
belonging to certain virtual communities, apparently innocent, may be baleful consequences, because naively the door is opened to the cybernetic Trojan horse (patience).

In our days, billions of people interlink virtually among themselves through the applications of the social networks. These are applications born under the free software of computer programmers, distributed across our planet. The difference among them is that many lend their programming services for free. Others are paid through the private and/or public financial subventions, and/or with the R&D projects. Those subventions, like in the European case, which stem from the taxes paid, directly or indirectly, by millions of citizens who in our days are exponentially divided by the digital divide. That is, between those who can access the latest technological breakthroughs of the multimedia mobile phones and those who feel that they have enough merely with the traditional personal computers alone in the office or in the home, and who keep on using their personal agendas on paper support (more patience).

Although a priori this last habit may seem prehistoric, it is the only and real way to protect yourself from the criminals of the international Garduña factor, for instance. That is to say, it is a choice aka; the non-participation in the social networks, as a measure of protection towards those people with whom there is a constant and a daily communication. Evidently, this means huge costs terms of non participation in the social networks. The same as with the computer viruses, the only way to avoid those viruses is not being physically connected to the net, whether it is intranet, extranet or Internet.

The same is great contradiction to the other technological advances, in the context of the communication and information of the social networks of the second decade of the new millennium. A contradiction which in our days (1960s-1990s) saw the final user as the controller of his decisions and in keeping with his free will, whilst travelling from the era of the expansion of communicability towards autonomous nanotechnology communicability, through the quanta computers. Currently there are other technological advances, which may lead millions of citizens to lose those freedoms that we all have until the present time enjoyed, such as can be inserting of video cameras or other devices into city drones (or flying spying cameras), so that a few, through the social networks and the quanta computers can control the daily activities of billions of people. In the history of human kind, the advances of the sciences are always very positive if the goal is the common good.

The problem lies in the authoritarian and mercantilist purpose of those who yearn to exert the power and control of said devices. In the chapters that make up the present compendium, it can be seen how its authors approach exceptionally and masterfully a diverse set of issues, all of them interrelated in a bidirectional way among themselves, when we refer to the social networks of the next decade. Lastly, a set of thoughts of thinkers for all those who work modestly and honestly whilst always guided by freedom: It’s a troublesome world. All the people who’re in it, are troubled with troubles almost every minute. You ought to be thankful, a whole heaping lot, for the places and people you’re lucky you’re not. (Theodor S. Geisel); If a person offends, though you treat it light, and the quarrel you don’t pursue, be on your guard and keep well alert, for whatever happens one thing’s a cert: The person that’s done you an evil turn will always talk bad of you (Martin Fierro –José Hernandez), If knowledge can create problems, it is not through ignorance that we can solve them (Isaac Asimov); and A little learning is a dangerous thing (Alexander Pope).

ENDNOTE