


Chapter 5

Social Networks and Well-Being in Democracy in the Age of Digital Capitalism

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ABSTRACT

The objective of this work is, on the one hand, to study the new competitive forms that correspond to the development of the different markets linked to electronic platforms and social networks on the internet and, on the other hand, to develop a proposal for social welfare for the positive and negative impacts produced by the development of these markets. In the first part, the main social and economic changes inherent to political and social evolution are addressed. The main logical trends of the market are presented about production and modalities of information appropriation, in particular the new forms of information asymmetries in the electronic market.

THEME AND SEARCH PROBLEM

Studying the relationships between technologies, social networks, stored data, surveillance, and fundamental rights (especially about security and privacy), is something of great relevance to the Social Sciences. The exploitation of digital capitalism is a reality, based on the knowledge of the behavior of internet users and digital platforms, their decisions and their privacy (it is not the individual who chooses whether to share such data or not, which relate to facets of their way of being, which go beyond the conscious, penetrating even in the area of desires and attitudes personally unnoticed). Legally, such a study is relevant because it is focused on forms of social communication and economic generation that challenge the constitutionally established norms in democracy: respect for private life and contractual adhering.

Every social network, application and/or website that captures data exposes its intentions in electronic contracts of association so long and complex that it becomes impossible, in normal daily life, to have sufficient time and knowledge to understand such obligations. This threat to rights is aggravated, the

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fact that technological tools are less and less dispensable for the realization of life in society, economic / labor activities, entertainment, etc.

Questions for Debate

1. What will be the impact of social networks on the digital society?
2. What will be the purpose of the data collected by digital platforms?
3. What will be the purpose of the data collected by digital surveillance?

OBJECTIVES AND APPROACH METHODOLOGY

To achieve its objectives, the article was divided into three parts. The first is the description of technological forms based on personal and behavioral data generated in individuals' online communications. The second studies the relationship between the digital economy and the business world, users' rights, and their privacy. Finally, the third part seeks to understand how states and private organizations use electronic data surveillance. As for the nature of the work, it is qualitative, since it does not claim to quantify anything, nor does it favor statistical study. The theoretical framework of this work was constructed through the research technique of the literature review. Its nature is exploratory and its method of hypothetical-deductive procedure.

FUNDAMENTAL CONCEPTS

Data, Information and Knowledge

Information is not the same as data, although the two words are often confused, so it is understood that the subtle distinction between these concepts is essential. The data do not convey sense or meaning of the facts, images, or sounds, since they lack relational elements essential to the establishment of a complete meaning, lacking an internal relational structure for a cognitive purpose. This structure is one of the attributes of the information. Data is transformed into information when its creator adds meaning to it Davenport and Prusak (1998). William G. Zikmund (2000, p.19) defines knowledge as "the mixture of information, experience and understanding that provide a structure that can be applied in the evaluation of new information or new situations". Information "feeds" knowledge. Knowledge can thus be defined as a person's ability to relate complex information structures to a new context. New contexts imply change, action, and dynamism. Knowledge cannot be shared, although the technique and components of information can be shared. When a person internalizes information to the point that he can use it, we call it knowledge Zikmund, (2000). This is a fluid mix of experiences, values, contextual information, and expert judgment, structured that provide a framework for evaluating and incorporating new experiences and information. Organizations are found not only in documents and reports, but also in organization routines, processes, practices, and standards. Knowledge has its origin and is applied in the minds of connoisseurs (Davenport and Prusak, 1998), (William Zikmund, 2000). Knowledge is information as valid and accepted, integrating data, acts, information and sometimes hypotheses. Knowledge needs someone to filter, combine and interpret information. Information can be considered as a "substance"

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