



Social networks and new technologies

Redes sociales y nuevas tecnologías

EDITORIAL

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Abstract:

Social networks and new communication technologies increasingly influence different aspects of our lives. They shape the way we interact, learn and express ourselves. There is a need to contextualize the media phenomena according to the environment in which they work, since their application gives different results in different places because they are culturally sensitive.

KEYWORDS

Social networks, New technologies, Research, ICT.

Resumen:

Las redes sociales y nuevas tecnologías de la comunicación influyen cada vez más en distintos aspectos de nuestras vidas, y moldean la forma en la que nos relacionamos, aprendemos y expresamos. Necesitamos contextualizar los fenómenos mediáticos en función del entorno en el que se desempeñan, ya que su aplicación da resultados diferentes en lugares diversos, por ser culturalmente sensibles.

PALABRAS CLAVE

Redes sociales, Nuevas tecnologías, Investigación, TIC.

Social networks and new communication technologies have become part of the global social action in which many actors like common citizens, activists, non-governmental organizations, media, governments and others participate. (Shirky, 2011). These have been introduced into our lives and have modified our habits of media consumption and social interaction, giving new form to communication as we knew it until reaching what is defined as masspersonal communication, that concept that fuses mass communication with interpersonal communication (O'Sullivan and Carr, 2018).

The influence that these new technologies have on our lives is becoming stronger every day, taking great steps from those first studies on the social shaping of technology that MacKenzie and Wajcman (1999) referred to in the last millennium. These technologies have been invented, designed and implemented for the use of people in particular social contexts (Graham & Dutton, 2019). The new technologies and social networks offer organizations the possibility of accessing information flows that can lead to the introduction of changes in their knowledge management systems, which can lead to improvements in their performance (Nisar, Prabhakar, and Strakova, 2019). There are also challenges and threats that must be considered beyond the opportunities that obviously arise, so it is suggested to consider axioms such as those proposed by Berthon Pitt, Plangger and Shapiro (2012):

(1) social networks are always a function of technology, culture and government of a particular country or context; (2) local events rarely remain local; (3) global events are probably (re) interpreted locally; (4) the actions and creations of consumers also depend on technology, culture and government; and (5) technology is historically dependent. (p. 261)

Thus, it is necessary to contextualize the media phenomena and be clear about the reality of each environment in which they work. This nourishes and gives richness to the communicational phenomenon that does not behave in the same way in different realities, which opens up countless scientific possibilities to explore.

Great emphasis has been placed on the powerful effects that social networks can have on the different ways in which organizations connect with their clients and external stakeholders, in many areas of marketing and customer relationship management (Leonardi, Huysman, and Steinfield, 2013). This monograph of *Obra Digital* entitled "Social networks and new technologies in multidisciplinary lines", corresponding to the months of September 2019 to January 2020, intends to show some aspects of the implications that digital media have through six articles in diverse fields such as national football federations, Andalusian or Ecuadorian politics, participatory video and visual literacy, literary influencers or university internationalization. It allows us to glimpse how society, the media and education adapt to the challenges that social networks and new technologies present.

In this seventeenth issue, researchers from various latitudes present empirical results based on theoretical support that allow us to visualize how technological advances shape and impact political, social and cultural relations. It is not intended to make generalizations, but to present different perspectives in environments with specific technologies.

Social networks and new communication technologies will continue to affect our daily lives and the activities of companies and institutions that use them. Therefore, we are sure that this theme will continue to gain importance and

gain space in the public, academic and scientific debate.

Advertising in the written press and media consumption by millennials make up our miscellaneous section and complete this seventeen issue that, for the first time, is published entirely in Spanish and English.

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