

Cyber Culture Networks in The Literature From 2019 To 2022

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Abstract

Gross Similarly, cyberculture refers to a scenario of intellectual capital, which is an intangible asset for organizations focused on the management, production and transfer of knowledge. In this sense, the usefulness and ease of use of information technologies presuppose computational skills, but these entail risks and stigmas that inhibit the climate of relationships, support and innovation. Therefore, the establishment of a model for the study of organizational cyberculture around knowledge innovation is the objective of this work. A documentary study was carried out with a selection of sources indexed to national repositories in order to make a model for the study of cyberculture more complex. Lines of research concerning the amplification of repositories, techniques and theories around the amplification of the model are noted.

Keywords: Knowledge Society, Cyberculture, Internet User, Usefulness, Innovation

1. Introduction

The pandemic has claimed the lives of hundreds of thousands of people. Against this background, anti-COVID-19 policies are limited to an epidemiological traffic light. The red color means a prolonged confinement and the green a return to the new reality. In this spectrum, the cyberculture of Facebook and Twitter emerged as a response to the pandemic. Before the crisis, both networks were dedicated to selling their users. In the health crisis they were oriented towards risk communication. They were an extension of the anti-COVID-19 policy. They hid the numbers of infected, sick and deaths, promoted distancing and confinement, as well as monitored the mental health of their users.

Within the framework of the knowledge society, which is distinguished by its emphasis on intangible assets and intellectual capital with respect to the industrial society based on tangible assets and financial capital, the study of technologies, devices and information networks they are essential to establish competitive advantages translated into management, production and transfer of knowledge (Abdazziz and Yossin, 2014).

In this way, organizations dedicated to knowledge innovation focus their attention on the relationship between the challenges and contingencies of the market with respect to internal resources. An asymmetry supposes the emergence of climates of relationships, support and innovation, which not only balance the imbalance but also generate a process of



entrepreneurship and innovation focused on the management, production and transfer of knowledge (Marqués, 2014).

Therefore, organizations that are distinguished by their competitive advantages translated into intangible assets and intellectual capital train and specialize their talents and leaders in the intensive use of information and communication technologies, among which information devices and networks stand out (Lemandosky, 2013).

This is the case of organizations focused on a democratic culture, transformational leadership, flexible structures, two-way communication and dispositional commitment to the requirements of the knowledge society (Urbancova, 2013).

However, in the professional training process, knowledge management involves the establishment of an organizational cyberculture, understood as a system of computational skills aimed at process innovation (Rodríguez & Hechanova, 2013).

Consequently, cyberculture refers to the search, selection and processing of information related to millennial individuals or groups who focus their interest on disseminating personal and interpersonal information, as well as economic, political or social information to a lesser extent, but essentially on Facebook, Twitter, WhatsApp, Snapchat and Instagram.

Knowledge management, for the purposes of this work, refers to a rational, deliberate, planned and systematic system around communication, motivation, commitment, capacity, intention and action oriented from institutional guidelines in order to establish strategic alliances to entrepreneurship and the production of innovations in different areas and levels of local development (García, 2006).

However, relations between universities, state institutions, civil organizations and for-profit companies do not always fit into a national, state or municipal project. In this sense, cooperation agreements have been established between universities and companies within the framework of social service or professional practices, but these are far from achieving the purpose of transferring knowledge, moving further and further from the objective of producing feasible knowledge for a region. or locality (García, 2014).

Even the specialized literature shows that entrepreneurship and innovation take place in micro, small or medium-sized companies whose link with the municipalities allows them to generate knowledge according to local needs and expectations, but these projects succumb due to the lack of follow-up and government support or private, as well as of little interest on the part of civil organizations, dedicated to containing risks and threats rather than anticipating crisis scenarios (Carreón et al., 2016).

Consequently, some studies show that synergy between political, social and private actors is only possible in scenarios of national reconstruction, but once stability is achieved, private interests underlie as barriers to long-range or medium-term projects (Pérez, Valdes & Garcia, 2017).

Knowledge management studies also warn that, derived from the asymmetry between the demands of the context and available resources of institutions, organizations or companies, the absence of a culture of collaboration and transformational leadership emerges that motivate a



climate of relationships according to the common problems among the actors (Carreón et al., 2014).

Some other works point out the need for a governing State in matters of endogenous development in which state institutions direct the reins of university or private projects in order to be able to guarantee a sufficient national industry that substitutes imports of science, technology and knowledge (Perez et al., 2017).

In contrast, other proposals result in questioning the leadership of the State and the emergence of private initiative with the help of civil participation at different levels of self-management and self-administration of knowledge, dedicated not only to producing innovations but also to generate and train cadres of leaders that guarantee the obedience and conformity that the governing State can no longer grant (García, 2015).

From the private initiative, some proposals invoke the reduction of the State to a gendarme function that prevents crime and imparts justice, leaving the management of demands and the challenges posed by alliances between MSMEs and transnationals around local development in the hands of the market. as well as regional (Carreón & García, 2017).

However, none of these formulas seems to guarantee a minimum of coordination that makes the actors responsible in the face of ecological crises, natural disasters, atmospheric contingencies, environmental catastrophes or risks to public food health or the prevention of hydro-transmitted diseases. (Garcia et al., 2013).

The consulted literature warns that humanity finds itself in an unprecedented situation and that the key to overcoming such problems lies in the formation of a culture of common goods and shared responsibilities, which supposes the formation of sufficiently committed talents and leaders. and sensitive to the barriers that prevent humanity from developing steadily and sustainably.

However, leadership studies show that, contrary to the industrial society focused on maximizing the profit of tangible capital, the current knowledge society is focused on maximizing intangible or intellectual capital.

In this sense, knowledge management in the industrial era consisted of recording times and movements that had to be transferred from the most productive employees to the new members. On the other hand, in the current information society, knowledge management is synonymous with an incessant search for innovations until they achieve the competitive advantages that allow them to consolidate and transform the market.

It is a management focused on transdisciplinary science as a competitive advantage between universities, institutes and organizations dedicated to the production of knowledge and the transfer of science and technology. The intellectual capital in question would be indicated by intelligence, self-awareness, self-regulation, motivation, empathy and social skills.

In this way, knowledge management involves a process of empathy, trust, commitment, entrepreneurship, innovation and satisfaction around the knowledge-producing organization.



In the case of knowledge management leadership, it is based on three styles: autocratic, participatory and concessive, the first is distinguished by its degree of unilateral communication, while the second stands out for the level of empathy and the third is based on a absence of homework protocol.

The theoretical and conceptual frameworks that have explained the phenomenon of cyberculture are: 1) innovation diffusion theory, 2) technology acceptance theory, 3) electronic risk theory, 4) digital stigma theory and 5) emergent link theory.

The theory of the diffusion of innovations anticipates its pre-digital context and warns that individuals generate knowledge according to their needs and expectations, if not opportunities and capacities that will delimit the information in order to establish patterns and axes of behavior around a process that they consider novel (Carreón et al., 2015).

In this sense, cyberculture is understood as a scenario of innovation, but above all a pool of innovations that, due to their degree of involvement in people's daily lives, will define their preferences, replacing their uses and customs. This is the case of the gatherings in the public square that were displaced by messages on mobile phones and electronic networks such as Facebook or Twitter, but this written cyberculture is being displaced in turn by the culture of homo videns where edited images of the cyber users (García, 2015).

If the theory of the diffusion of innovations highlights the compatibility between technological innovations with respect to lifestyles, the theory of the acceptance of technology does not anticipate its context and explains the change that daily activities entailed in digital activities (Carreón et al., 2016).

The technology acceptance theory clarifies that Internet users are people circumscribed to rational processes that seek to maximize utility and profit. Based on beliefs that technology will solve their problems as well as their information needs, the theory warns that the ease of use of technology and its expected usefulness are determinants not only for its acceptance but also for its adoption in activities. everyday (Garcia, 2016).

In this way, cyberculture is assumed as a determining scenario of technology changes that, as it is easier to use and therefore useful, will generate a domino effect of electronic consumption and, in addition, will lead to an intensive dedication to the management of said technology (García et al., 2015).

However, given that technological innovations suppose a sophisticated knowledge of information and data processing, the perception of risks increases and with it the distrust or the abandonment of the consumption of this type of technology. This is the case of the technological innovations included in cell phones, which explain the failure of nine out of ten SMEs in Germany due to the over-specialization of technology for a consumer accustomed to the use of non-electronic devices (García et al., 2016).

The electronic risk theory points out that the over-specialization of technology is indicative of a context in which competition between firms forces the emergence of outdated innovations from traditional contexts. Consequently, electronic risk is an indicator of a context of

vulnerability, incommensurability and unpredictability in the face of the risks expected by the excessive advance of science (Carreón et al., 2016).

If the theory of innovation understands cyberculture as a scenario of opportunities, if the theory of acceptance and the theory of risk limit those opportunities to the feasibility of that technology in terms of utility, ease and risk, then the theory of stigma will come to observe the consequences of human relations in cyberspace (García et al., 2015).

The digital stigma theory proposes that there are differences and similarities between Internet users, but unlike the theory of diffusion of innovations, these similarities do not arise in a context of opportunities, but in a scenario of absence of values. Even the differences do not usually originate in innovation rather than in processing capacity (García, 2015).

Indeed, the stigma theory focuses its interest on the relationships between cyber users more than on their needs and expectations, the stigma suggests a primary phase of socialization in which the fact of having a knowledge or ability different from the average will generate a stigma (Garcia, 2016).

If the theory of acceptance highlights the virtues of ease and usefulness of a technology, the theory of stigma rather exhibits the limits of the technology and the user in situations of bullying or harassment, such as the ridicule of users on networks. digital (Carreón et al., 2016).

In the case of the electronic risk theory that focuses its attention on digital protocols and the mistrust of the Internet user, the stigma theory assumes that prior to this electronic risk process there is mistrust among Internet users (García et al., 2016) .

In this way, cyberculture is considered by stigma theory as a differentiation repertoire between web users, avoiding the possibility that the exchange of texts and images generates a new common cyberculture (García et al., 2015).

The theory of emerging links clarifies that the common denominator among Internet users lies in primary socialization as a central element in the establishment of their personal and interpersonal relationships. It is a process in which cyber users are immersed, but not aware. That is, the emerging links are the result of the relationship that Internet users cultivate with their contacts through digital networks without explicitly pursuing an end, but it serves for them to develop an identity towards a network (García, 2016).

In this way, the process that goes from text messages to the preponderance of images is explained by the theory of emerging links as a lack of dispositions and evaluations among Internet users. In this sense, stress or anxiety are indicative of the type of relationships that are established and that for other theories is imperceptible, but it is of great interest because it explains the non-utilitarian dimensions of digital networks and rather anticipates exclusion scenarios (Garcia, 2015).

Knowledge management, being mediated by leadership styles, supposes an equifinality, which suggests that regardless of the relationships between talents and leaders, the management, production and transfer of knowledge are carried out regardless of origin and means.

De la Garza and Cannett (2005) found significant differences between teachers and students with respect to their dispositions and capacities to adapt to change in the face of quality policies in the processes; evaluation, accreditation and certification of teamwork and adaptation to change. In other words, given the requirements of specialization and modernization, knowledge management implemented in quality control standards implies asymmetries between leaders and talents rather than entrepreneurship and collaborative innovation.

Knowledge management in its intangible dimension has been approached as an idealization of leadership in its ways; transactional, transformational and contextual. The importance of this symbolic dimension of knowledge is that it determines job satisfaction, understood as a positive and significant experience among talents and leaders (Mendoza and Torres, 2006: p. 108).

Rodríguez et al., (2010) showed that transparency and optimism were attributes of idealization of knowledge management carried out by leaders, but work commitment was the determinant of satisfaction in organizations dedicated to the production of knowledge. In other words, the more identified the talents are with respect to the management of their leaders, the more positive and significant experiences they accumulate in their productive function.

However, the relationship between talents and leaders does not always precede knowledge management that determines job satisfaction. Open innovation, which is based on the establishment of a climate of relationships of empathy, trust, entrepreneurship and commitment, explained the technical management of knowledge. From a new leadership focused on specialization and translation and information and communication technology, job satisfaction was influenced by the climate of innovations more than by the climate of relationships (González & García, 2011).

Luoma et al., (2011) warn that knowledge management lies in the climate of innovation as long as it includes flexibility, trust, diversity, leadership, technology and co-responsibility. It is a model focused on the attributes of the talent rather than the leader, but without relying on permissiveness or concession.

Rather, it is multi-skilled organizations that generate knowledge through management focused on collaboration rather than authoritarianism. In this sense, the exploration of innovations supposes a diversification of identities of talents and leaders whose common task is to establish a climate according to the needs of their market (Rodríguez and Hechanova, 2013).

Urbancova (2013) highlights that flexibility in determining innovation fosters a scenario of advantages and competitiveness that distinguishes the knowledge-producing organization from organizations dedicated to the transfer of science and technology. Particularly, those organizations that care about and are responsible for the care of cultural heritage, their models are based on flexibility as a competitive advantage in the management, production and transfer of knowledge.

In the same tenor, Lemandosky (2013) warns that the objectives, tasks and goals are centered on the cultural innovation that supposes the emergence of knowledge regarding the adoption of an innovation or the intensive management of an information and communication

technology. In this sense, it proposes a translation of knowledge as a mediating factor in the relationship between management and production.

However, both in the open innovation proposal and in the translation of knowledge, it supposes a management process that contravenes the emergence and diversity of technological markets, since the transfer, learning and contribution to the state of knowledge supposes a long period of time. term that the market does not contemplate and rather opts for those processes in the short or medium term (Marques, 2014).

Abdaziz (2014) warns that even knowledge management, at the administrative level, determines the organizational performance of the actors involved in the production and transfer of knowledge to the extent that it is not only flexible but also innovative.

In summary, knowledge management studies warn that organizations dedicated to the production and transfer of knowledge focus their interest on relationship climates, task climates, support climates and innovation climates to highlight the importance of its intangible assets, among them, the intellectual capitals that computational skills suppose, main indicators of a cyberculture of entrepreneurship and satisfaction.

The indicators of Internet use in information search contexts in electronic commerce portals have been established from the Theory of Acceptance of Technology. The model predicts the acceptance of a technology based on the perceptions of usefulness and ease of use of said technology (Luoma et al., 2012) .

Defined as usage expectations, perceptions are biased desires related to positive or negative evaluations of a technology (Agarwal, 2000). As expectations increase, they lead to an increase in evaluations and these will influence decisions on the use of technology. If an Internet user has the desire to search for information, but evaluates the search engine negatively, then it is likely that he will decide to use another search engine, even if he ends up accepting information that does not satisfy him.

In effect, customer satisfaction seems to differ from the acceptance of a technology. The model only predicts the probable use of the Internet, but assumes that customer satisfaction begins with their desire to use it and ends with their decision to use the technology. In an information search context, the options are so diverse that they end up saturating the user's options. In this sense, the state of knowledge has modified the technology acceptance model to include sex, age and income as determining variables (D'ambra & Wilson, 2004; Porter & Donthu, 2006; Bigne, Ruíz & Sanz, 2007), beliefs (Amoako & Salam, 2004), norms (Schepers & Wetzels, 2007; Wu, 2008), perceptions (Klopping & McKinney, 2004), and behaviors (Davis, 1993; Chang, 2009; Ha & Stoel 2009).

The contributions of the state of knowledge to extend the technology acceptance model have replaced acceptance by behavior of Internet use linked to sociodemographic aspects, perceptions and intentions of use (González & García, 2011).

Although contributions to the technology acceptance model have established the prediction of Internet use based on psychological variables, the measurement of behavior has only been limited to frequencies of use rather than indicators of time. In the present study, the



information search time was considered as a factor not only of use, but also as a feature of customer satisfaction, since a shorter search time corresponds to a greater satisfaction, although the quality of the information is not weighted. which is the main limit of the study (Carreón et al., 2015).

If search time is an indicator of Internet use, then its dimensions are diverse because they are limited to technology rather than information search skills. In this sense:

The multidimensionality of Internet use based on the assumption that searching for information and employee time are indicators of behavior related to the acceptance of a technology. Referring to the studies by Davis (1993); Chang (2009); Ha and Stoel (2009) in which the use of a technology depends on perceptions of usefulness, the search for telephony explains the acceptance of Internet use. In this sense, it is necessary to consider that the acceptance of a technology such as the Internet would not only be determined by its ease of access or by a positive balance of costs and benefits, but also seems to be associated with the search for information related to the use of telephony. mobile. For this reason, it is essential to explain the dimensions of usefulness and ease of use involved in the search for mobile telephony service. The multidimensionality of Internet use means that it is based on the usefulness of the telephone service. If the relationship between acceptance and use of the Internet is based on its usefulness, then it is essential to investigate the dimensions that make telephony a necessary technology for the consumption of videos, books or courses (Rodríguez, 2010).

On the other hand, the relevance of telephony as a technology for Internet use lies in its multidimensionality rather than in its uniqueness of costs and benefits, the telephony service seems to be determined by its relationship with other information processing services in images. Unlike traditional commerce in which supply and demand determine the acceptance and use of a product and service, in electronic commerce, at least the search for information related to telephony seems to obey the search time. A greater speed in obtaining information would imply a greater acceptance of the technology. In contrast, in traditional commerce, the emotional bond with objects explains consumer preferences (García et al., 2016).

The use of the Internet supposes that the studies related to the purchase and sale of products through social networks. Consequently, Facebook, Twitter and Google+ are areas of intensive use of technologies and devices oriented to the consumption of information that at a given moment translate into areas of electronic commerce (García et al., 2015).

The acceptance of technologies that transmit information through videos, books, telephony and courses. In this sense, social networks act as mediators of information consumption since the promotion of products and services is inherent to the acceptance of technology and the adoption of the electronic device (Carreón et al., 2016).

Facebook, Twitter and Google+ are information scenarios in which intensive use of adjacent technologies and the promotion of products and services related to the quality of life of the sample of users are built.

A complexity is the result of the establishment of various axes, trajectories and interdependence relationships between factors that have been put forward in the theoretical,

conceptual and empirical review. It is a model in which the central nodes are brought together with respect to a common or differential phenomenon such as cyberculture.

In this way, the model includes five hypotheses that explain the interrelationships between the factors exhibited in the state of knowledge.

The first axis that goes from the risk to the other nodes warns that the Internet is a conglomeration of protocols susceptible to identity theft or privacy violation. This is how the emphasis on protocols has led to key encryption, but also to overexposure to Internet users or networks to spy or decrypted viruses.

The second axis, which goes from acceptance to the other nodes, suggests that security protocols cannot determine the intensive use of technologies, devices or electronic networks, but rather their usefulness and ease of use. This is an estimate of costs and profits that will define the establishment of protocols, even when these are not a guarantee of privacy.

The third axis that goes from the diffusion to the other nodes warns that once the risks of the protocols are accepted and the usefulness and ease of electronic devices and digital networks are weighed, the cyber user will focus his attention on the diffusion of innovations as a result of your trust, but even more than the benefits expected by the intensive use of protocols and electronic networks.

The fourth axis that goes from the stigma to the other nodes indicates that the protocols, even when they are insecure when used intensively, generate an exclusion that is reflected in the ridicule of Internet users. In this sense, the differences between cyberseries are a constant in the intensive use of digital protocols.

The fifth axis that goes from the link to the other nodes establishes that, although differentiation and risks are real threats to users, they develop a practical use of the networks that makes their relationships more flexible to such an extent that uses and customs emerge, adjusted to their lifestyles and consumption.

In this sense, the objective of this work is to make a model for the study of cyberculture more complex.

Are there significant differences between cyberculture in the literature from 2019 to 2022 regarding the evaluations of expert judges in the investigative agenda, categories and indicators?

The premises that guide this work suggest the prevalence of socio-digital networks with respect to other types of organization on the Internet. Facebook and Twitter are central axes of the investigative agenda due to the number of account holders, as well as the interrelationship between governing and governed users. In this way, the agenda is built on both socio-digital networks. Therefore, significant differences are expected between the prevalence of socio-digital networks with respect to the evaluation of expert judges.

1. Method

The project falls under the division of social sciences, discipline of social psychology, area of complexity studies, but includes concepts from economics, administration and sociology.

A documentary, exploratory, cross-sectional and retrospective study was carried out with a selection of sources indexed to national repositories such as Dialnet and Redalyc, considering the period from 2019 to 2022, as well as the inclusion of keywords: " millenians ", "cyberculture" , "Internet", "complexity", "innovation", "model".

The Research Agenda Inventory was used, which records the qualifications of the degree of relationship between the findings with respect to the theoretical and empirical framework. In three phases, the record of qualifications is analyzed and compared with the averages in order to establish the axes and topics of discussion in a period determined by a crisis, risk, contingency or threat.

The information was processed following the Delphi content analysis technique. The axes and trajectories of the dependency relationships between the factors put forward in the literature review were specified. Finally, the explanatory hypotheses of the relationships between the factors were specified.

The data was captured in Excel and processed in JASP version 14 in order to test the hypothesis of significant differences between the investigative agenda published from 2019 to 2022 with respect to the qualifications of expert judges in the field.

Values that reached or approached unity were considered as evidence of contingency relationships, centrality, grouping, and structuring. Values that approached zero were assumed to be evidence of a spurious relationship between the nodes and the edges of the structural network.

2. Results

Figure 1 shows the values that explain the centrality relationships between nodes and edges. In other words, the proximity and distance between the categories and indicators is explained with the centrality coefficient. In this way, the organizational cyberculture is focused on categories of analysis of its areas of opportunity rather than competitive advantages in the face of the pandemic.

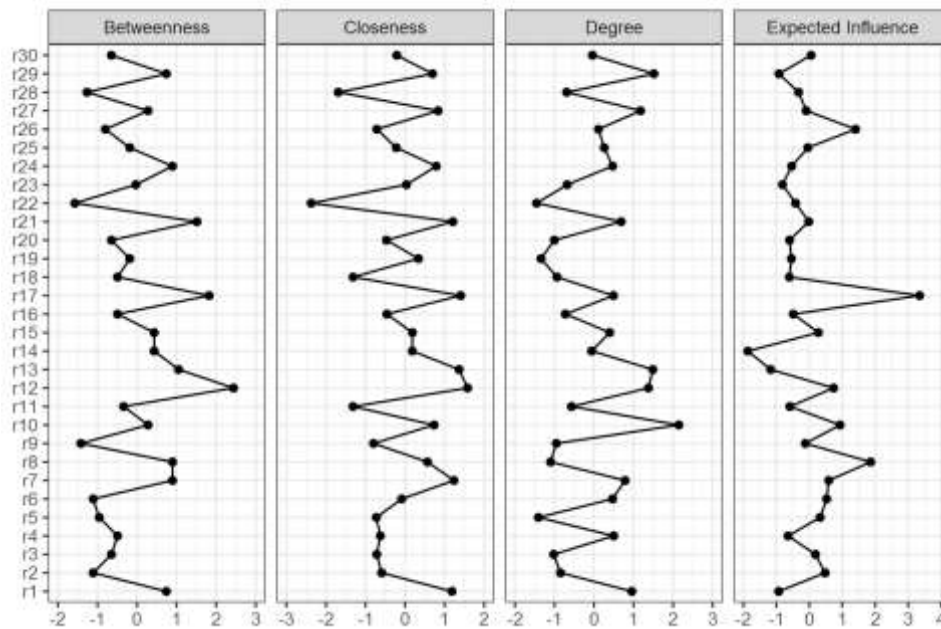


Figure 1 . Centrality of cyberculture in literature from 2019 to 2022

Source: Prepared with study data

Figure 2 shows the values that explain the grouping relationships between the analysis categories. Contingent relationships are observed in the face of risk events such as the pandemic. In this way, the organizational cyberculture is grouped around the areas of opportunity in the face of the health crisis.

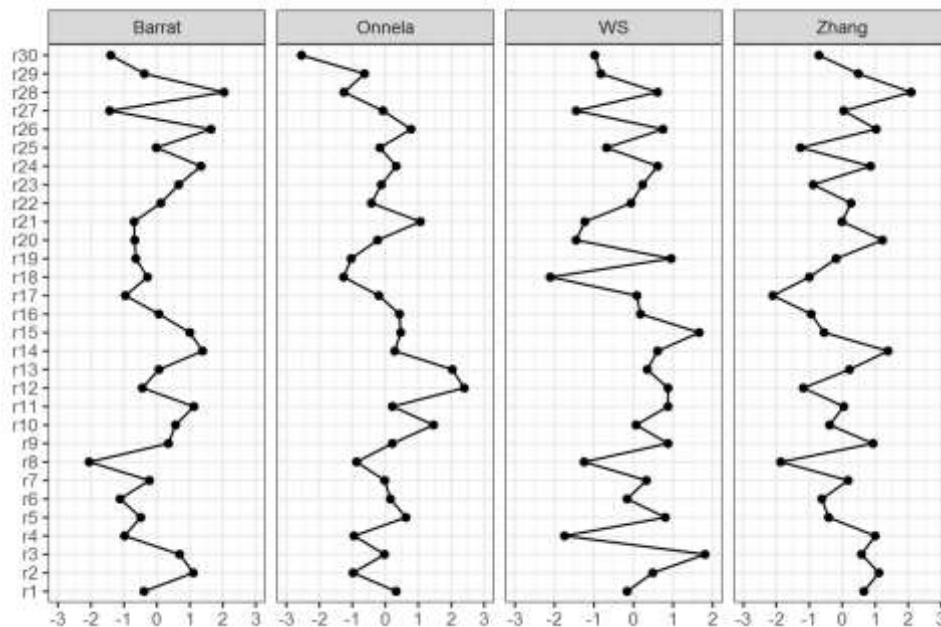


Figure 2 . Glustering of cyberculture in literature from 2019 to 2022

Source: Prepared with study data

Figure 3 shows the values that explain the emergence and configuration of organizational cyberculture in times of pandemic. The structure of relationships between nodes and edges suggests that learning focused on the categories of analysis prevails. In other words, the literature from 2019 to 2022 related to cyberculture is revealed as a response of organizations to the policies of distancing and confinement of people.

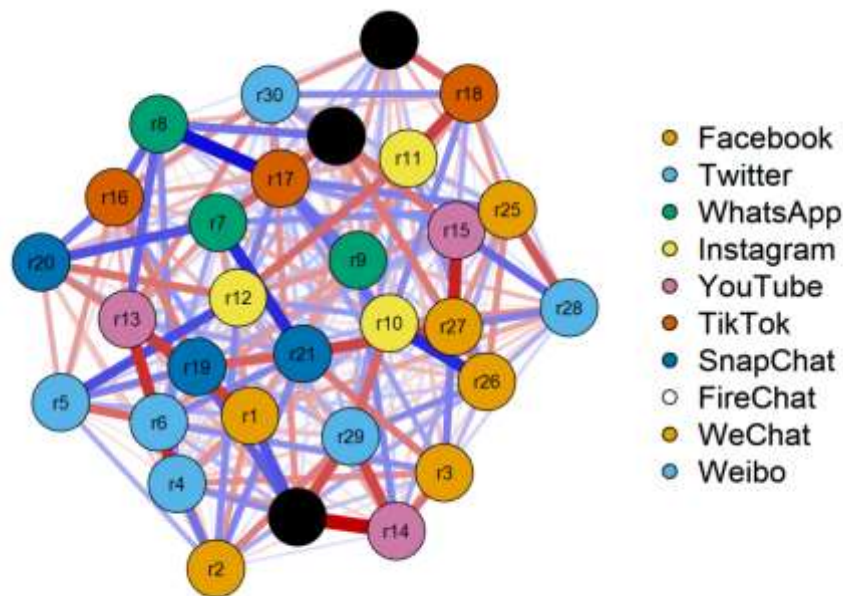


Figure 3 . Cyberculture networks in literature from 2019 to 2022

Source: Prepared with study data

In short, the structure of the research agenda related to cyberculture shows a prevalence of learning focused on the intensive use of WhatsApp and Twitter as cyberculture networks in the face of the pandemic. The literature from 2019 to 2022 warns that organizations used these socio-digital networks in the face of crises of distancing and social confinement. The centrality and grouping of social digital networks suggest that Twitter and Facebook stand out from the rest. In other words, both networks were used to counteract the effects of the pandemic, while at the same time generating a balance between external demands and internal resources.

Discussion

The contribution of this study to the state of the matter lies in the establishment of a focused, grouped and structured research agenda on the intensive use of Facebook and Twitter as axes of discussion and topics of interest in the cyberculture that emerged in the face of the pandemic. Referring to the literature where socio-digital networks exacerbated gender differences, this paper warns that the prevalence of Facebook and Twitter is due to the fact that they are distinguished by their centrality or proximity between categories and indicators, as well as their grouping with respect to the other socio-digital networks. The legitimacy

of distancing and confinement policies can be built from risk communication on Facebook and Twitter as emblems of the emerging cyberculture in the face of COVID-19.

The theory of cyberculture that focuses its attention on the intensive use of technology, devices and socio-digital networks in order to explain the differences between users is consistent with the findings of this study. The investigative agenda emphasizes the prevalence of Facebook and Twitter in the face of the risk of contagion, disease and death. In other words, confinement and distancing are legitimized by the intensive use of socio-digital networks. In this scenario of health crisis, Facebook and Twitter catalyze the learning of the parties involved in the face of the pandemic.

Regarding the reviews and models carried out by Carreón et al., (2016) and García et al., (2015; 2016) in which cyberculture is defined by the identity of a cybercurious towards the network, its protocols and contacts, the present work has made that identity more complex to fragment it into axes of socio-digital networks.

3. Conclusion

The contribution of this work to the state of knowledge lies in the complexity of a model for the study of cyberculture, understood as a conglomeration of risks, threats and stigmas in digital protocols that, due to their usefulness and ease of use, are accepted and although not for information processing if for dissemination of the same in emerging contacts.

However, it is recommended to extend the search for information to other international repositories such as Dialnet, Ebsco , Scielo, Pepsic , Scopus or Elsevier since this entails an amplification of the theoretical, conceptual and empirical frameworks that would make the explanatory model of information even more complex. cyberculture.

Regarding the technique of data analysis and complexity of the model, text mining is recommended as a fundamental tool in the establishment of complex networks, which would anticipate scenarios of inclusion or vulnerability to protocols and the stigma of digital networks.

Unlike identity, the five complex axes would explain the similarities and differences between netizens with respect to their uses and customs adopted on the Internet, as well as the conflicts and changes that are expected due to the exacerbation of differences such as stigma and risks. .

Finally, regarding the implementation of a workplace cyberculture in organizations dedicated to the management, production and transfer of knowledge, this paper has proposed five axes of analysis to explain the incidence of cyberculture in general and computing skills in particular. in the climate of relationships, support and innovations that distinguish organizations focused on their intangible assets and intellectual capital with respect to traditional organizations focused on their tangible assets and financial capital.

A comparative study between both types of organizations is recommended with respect to their cyberculture and computational skills in the context of the risks and threats posed by the intensive use of digital networks, either in the dissemination of knowledge or its socialization.

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