Electronic commerce, Social Networks and Cyberbullying

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Introduction
Today, the advancement of technologies, new competitiveness tools, and the need to complete business in the fastest way possible has driven the development of electronic commerce, which has changed the way of selling products or services nowadays, through the Internet and other networks, beyond the use of communication platforms such as radio, newspapers, television or other traditional alternative media such as catalogs, signages, billboards, among others.
Most of this is possible thanks to social networks, which provide many benefits such as advertising, increased sales, and international or national relationships with different entities or exclusive groups. Social networks are also the new society of interaction between people, not just companies and work; since most people want to be related to the world of technology. We stop being exclusively consumers to become, in addition, producers and creators.
But not everything is perfect, despite its many benefits, this also brings with it a major drawback, the cyberbullying. This has always been an inconvenience. The ability to make other people feel bad, insult or mistreat them with the ease of pressing keys.
While anyone can practice cyberbullying, that same person can be victim of it. Most countries around the world have introduced programs and courses, with the objective of increasing the chance that at least the younger generations will not develop as future cyberbullies. But as it is considered easy to prevent this type of negative practice, it is just as easy to fall into a vice of cyberbullying.

Development of the Topic

Electronic Commerce
1. About Electronic Commerce
From a communications point of view, we can define it as the delivery of information, products, services, or payments through networks or any other electronic tools. Electronic commerce consists of performing commercial transactions electronically, including text, images, videos, and very diverse activities, such as e-commerce of goods and services, online supply of digital content, auctions, among others.

For then we can say that electronic commerce consists of performing commercial
transactions electronically; it is any activity in which companies and consumers
interact and do business with each other through electronic midpoints.

2. History of Electronic Commerce

The history of electronic commerce is quite like the one of the Internet, the Internet emerged in the '60s as a project of DARPA (Defense Advanced Research Projects Agency) and is usually considered in 4 generations.

First Generation: In 1993, large companies perceived the importance and began to
create their websites, first in a way that only talked about their business, then they began to make catalogs on the network, the pages are static and the mode of communication consisted of a form that contacted through email.

Second Generation: Virtual shopping centers emerged, consisting of an infrastructure of a virtual store and even rented the space to other stores that were interested in publicizing their products, as for the means of payment, they were made through electronic cards which consist of money transfers through a bank card on the network.

Third Generation: The aim is to automate the selection process and the information
sent about the products purchased, the first implementations of databases together
with dynamic web applications and easy interaction with the user emerges, digital advertising appears and the first secure payment protocols through electronic cards
were implemented.

Fourth Generation: The content is now completely dynamic, generated from a web
application based on data supplied by a database system, the design, and the appearance of the site is taken care of by using specialized graphic designers and computer scientists for the programming of the web site, the security of the site is improved and several new security mechanisms are implemented.

3. Evolution of Electronic Commerce

Electronic Commerce or e-commerce has evolved from being a simple catalog of products or services, built from a static page, with a little maintenance to become one
of the most indispensable means to make sales and generate profits.

The current situation of e-commerce has registered a strong growth worldwide as well
as in the volume of users in the commercial sites and without any doubt, the
advertising investment in the network, for its current volume can already be considered
a medium of mass communication.

Undoubtedly, the e-commerce has evolved exponentially and today is a way to do
business without the need for large investments and to do it directly from your home
or office if you have an internet connection.

B. Social Networks

1. ¿What are the Social Networks?
In its broadest sense, a social network is the integration of public and/or private institutions, communities, or leaders that coordinate, share and exchange knowledge,
experiences and resources, with the purpose of achieving a common objective, in
response to a given situation.
Social networks are meeting places for organizers, networks, associations and individuals who have similar expectations and where they can exchange content, develop applications and find answers to some of their concerns and needs. The members of the social network build knowledge through the sharing of content and the
search for answers and analysis of the problems they encounter.
In summary, a virtual social network is a social structure of relationships between users
through the Internet.

2. History of Social Networks
The phenomenon of social networks has been studied by sociologists for decades, analyzing the links between people within cities or countries. Human beings have always tried to live in social environments. The proliferation of new online applications
and their extension into everyday practices are influencing how societies appropriate
social networks. This social networking websites are online applications that at a very
basic level has driven the creation of social networks on the Internet as a result

of technological advancement. In less than five years, these sites have grown from a specialized online activity to a phenomenon involving tens of millions of Internet users.
Virtual social networks such as Facebook, Instagram, etc., despite being recent trend, have attracted millions of users since their introduction, many of whom have integrated these virtual spaces for interaction into their daily practices. There are currently hundreds of social networks with different technological possibilities, supporting a wide range of interests and practices. The cultures that emerge around social networks are diverse. Some websites supply content to a diverse audience, while others attract people based on common language, race, gender, religion or nationality-based identities.

3. Evolution of social networks
Recently, the term 'Web 2.0' has been used to refer to a new trend in the design and
use of websites, in which the user is the center of the information and content generator. It is conceived as a philosophy, an attitude, a way of doing things that have
been born thanks to the evolution of technology itself.
The beginning of Web 2.0 is marked by the emergence of certain communication tools
among Internet users, such as blogs, chats, forums and RSV that promote greater
participation.
This provides emotional and practical benefits for consumers, while at the same time

these participations have major commercial implications, as consumers have an ever increasing influence on products and, more specifically, on the strategies applied to sell them.

The gradual emergence of digital technology, the Internet and Web 2.0 in Western societies had a decisive influence on the so-called information society and has modified how social networks are configured, especially those operating in cyberspace.

The relevance that social networks are acquiring today among the younger population is such that belonging to a social network in many cases has ceased to be an option for leisure time fun to become an obligation, necessary to be able to keep in touch with friends and colleagues.

Virtual social networks are real, they exist and fulfill a social function, they are the best example of society represented in a technologically created environment. They illustrate both the social benefits of communication and connection between individuals and the raise of privacy issues and lack of trust in the veracity of information.

When we talk about social networks today, we mainly talk about Facebook, Twitter and Instagram, since they are the most used by people in their daily lives due to their great interaction, innovation and flexibility with users.

Social networks are now presented as an alternative to the media and therefore the convergence between them, social networks and media, has gradually become evident in recent years.

Today, news and much more can be reproduced on Facebook or Instagram and at the same time comment on them, using social networks in the same digital media, news not only flows faster there are being consumed in a more personal way with content that adapts to users, but also the interaction with users increases and the credibility of news converges between media and users, who serve as a filter to the information to contribute or deny the facts described.

The rapid and constant evolution of virtual social networks makes users increasingly want to integrate more and more into the world of technology and because of social networks have evolved this much; many things depend on them; we can also say that thanks to these constant updates, they can provide us with multiple tools and new content that helps the development of new jobs, entities, users, etc...

C. Cyberbullying

1. ¿What is the cyberbullying?

Cyberbullying is the activity of mistreating any person through any virtual platform that one of its functions is communication between users. It occurs a lot in school environments, but it is not limited to only the platforms that are directly related to school

issues. Many times, cyberbullying happens on social platforms, such as Facebook or
Twitter. Here, bullies offend and hurt their victims, through offensive messages, insults, threats, or even images.
Cyberbullying can be generated in many ways, such
as email, text messages, social networks, electronic games, and personal sites.
With technological advances, cyberbullying has been on the rise. Every day, young
people in society find new ways to harass acquaintances they don't like. The advantage for bullies is the anonymity they can exploit, they can create fake accounts,
or impersonate other people, and so it is not possible to fully recognize who it is that
is mistreating the victim.
Cyberbullying is a phenomenon that has greatly increased in recent years due to several factors:
1) High availability of new technologies (such as the Internet and mobile devices)
2) Progressive importance of cyberspace in people's lives as a space for socialization
complementary to the context of home, school or community
3) Lower perception of the harm caused in bullying, since victim and aggressor are not
in a "face-to-face" situation

2. History of cyberbullying
Since the appearance of instant electronic communication, cyberbullying has been

present. Having other opinions about issues, or simply liking to argue with others
through the internet. Most of the actors are minors, from children to teenagers. When
it comes to adults harassing, it is considered grooming. Cyberbullying in an indirect
way can be worse, since the bully may be abusing other people, usually adults who do not really understand that they are being complicit in cyberbullying, and this generates a serious problem in relation to the guilt of bullying.
Dealing with cyberbullying in minors is difficult since the control that school supervisors
or parents can have over other people's users is practically nonexistent, but at the same time, they can constantly monitor their children's networks, ensuring that numerous problems that are highly related to cyberbullying do not arise.
Cyberbullying also happens more in minors of the male gender since they are usually the ones who are more active in these areas.

3. ¿How it has impacted society?
Cyberbullying has generated serious effects in society, from misinterpretations of what
social networks are to serious situations of depression, some even leading to suicide.
Bullying in youth has generated the need for multiple programs, workshops and services to help victims of violence.
There are many people, minors, adolescents who
are affected by cyberbullying

Conclusion

Currently, there is a constant struggle in the networks focused on the protection of the
information of the users of the network. For people today, social networks, web stores
or informative pages are everything, due to the great number of tools they provide, but
all this brings with it multiple problems that can be a little difficult to correct.
The solution to scams, impersonation, bad image of a company or product for sale,
etc, is that all users abide by the security measures dictated by the superiors of
each platform, which will help maintain a healthier and safer environment for
people
because all digital platforms that you as a user of the computer world uses, work
every day to solve and keep safe all your files safe.
The computer world deals with another big problem every day, whatever the
platform is used, and we are talking about cyberbullying, this issue is so big and
serious that campaigns are made to combat it and try to disappear it, however,
it is quite difficult
to do which all platforms and superiors give us endless orders on how to handle
our personal information and this also greatly influences the education of the
user who must learn whom to give access and who not during their stay on the
network, anticipating and choosing very carefully who can and who cannot see
your stuff will make the difference.
In summary, all users, whether they are only users or also superiors of a company,
etc., must follow all security guidelines, abiding by every security point to avoid
any kind of problem.

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