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"Next Flood Level of Communication: Social Networks"- a review

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ABSTRACT

"Next Flood Level of Communication: Social Networks" (2013) published by Shaker Verlag, by Professor Ştefan Vlăduţescu from University of Craiova and Professor Ella Magdalena Ciuperca from National Academy of Intelligence "Mihai Viteazul" Bucuresti, is a book of intellectual elevation and high expression of ideas. The authors' hypothesis and the nuclear idea of their book is that by their amplitude, by their performance, and by their self-generating, self-organization and self-improvement capabilities, social networks are the next flood level of communication. "The observational-wave of hypothesis is reinforced by an interrogative wave: what is next after next? If "End of Metaphysics" in Martin Heidegger is perfection of metaphysics, if the "End of History" in Francis Fukuyama is perfection of history, we believe that "next flood level" is neither the last level, nor the perfect level of communication" asserts the authors. Social network is not quite the perfection it is only the configured direction to untouchable perfection. Social network is the path to perfection in constant concern itself, in self-knowledge, and in self-superior capitalization of humanity as a whole, of humanity as a global, integrated and homogeneous and with obvious nuclei of heterogeneity macro-social network. However, next of the next is something, at the same time apparent and hidden, from the actual potential of the current concrete. The future always has its seeds in the past and the present.

Keywords: social network; new media; communication

1. GENERAL ENVIRONMENT

"Next Flood Level of Communication: Social Networks" analyzes the social networks from two points of view. The first is of sociology, psychology and anthropology, where the social networks form an universe that is actually us, humans. They are the environment which surrounds and crosses us. Their essence and functional principle is represented by communication. In a world more interconnected than ever in history, the operating principles of a network seem more than ever, applicable and useful. Perhaps the very likeness of the world, seen in a holistic perspective, a network is a possible explanation for the current explosion of the phenomenon of what we call "social networks". Every organization has internalized this new trend of society and identified ways in which it can adapt to the new face of the world in which they operate. For example, today people work better when they are not barred access to the extra-organizational world. In this new type of social organization power

is distributed, information is disseminated, the individual needs responsibilities and knowledge, speed, flexibility and resilience of interpersonal communication explain the authors. The second is due the IT technology, virtual world. In a such as network, flooding is the forwarding by a router of a packet from any node to every other node attached to the router except the node from which the packet arrived. Flooding is a way to distribute routing information updates quickly to every node in a large network. It is also sometimes used in multicast packets (from one source node to many specific nodes in a real or virtual network). This is a concept of the third millennium. It was necessary to develop the software to cover the hardware.

The Internet started in a restricted form, being oriented towards the mediated communication area, it finally got out of "control" to become a defining mark of our time. The Internet is increasingly considered as a space for social interaction and communication, as a virtual space created by technological means information that enables access to information and potentially infinite interactions, without any geographical, social or cultural boundaries. But it is a phenomenon which through vastness and complexity requires interdisciplinary approaches: historical, anthropological, technical, economic, sociological, cultural, psychological and political.

In this context of technological changes and globally societal, it has become essential to analyze the individuals' social action in virtual space. The sociology of the Internet has established itself as a new branch of sociology with a mission to study these changes and features related to virtual social interaction and communication networks, organizations, institutions, globalized culture to develop explanatory thesis of this new phenomenon. In other words, Internet Sociology is the science which explains the transition from industrial capitalism towards informational capitalism and the new virtual forms of society as well as the social development process determined by the information and communication technologies.

2. THE STRUCTURE AND IDEAS

The book is structured in five chapters presenting evolution of relationships and social networks, their interrelations, operational definitions, analysis, interactions between individual inside and outside of network. Social networks in Information Age cultivate all kinds of relationships, communicative competences, the whole arsenal of methods, techniques, rules, principles between members, allow easy connection between people, to share information, to get information. The book is a study of social networks focuses on the one hand, on the analysis of the totality of relationships community members who form the so-called *global networks*, on the other hand, an individual's personal relationships. In the case of an egocentric network analysis, the individual is the starting point and its relationship inventories. One of the objectives of social network analysis is the discovery of patterns for human interactions. Social structures are so visible and the movements and contacts of an individual are not random, but follow a set pattern.

In chapter 1, the authors reveal historically evolution of human relationship and social networks. It is obvious that human interaction are emphasized from the remotest times, with the works of Plato, in which relationships between the individual and society are analysed, and the writings of Aristotle ("Nicomachean Ethics") that identify themes related to

interpersonal relationships. Notable seem to be some works of Hesiod ("On the neighbours), Cicero ("De Amicitia"), essays and maximum French moralists such as La Rochefoucauld (who guessed "the system-status role social sites" and made a typology of psycho-sociological personality), Blaise Pascal, Jean La Bruyere (fine observations on "social behaviour" to "Les caracteres ou les moeurs de ce siècle/ The characters or morals of this century", 1688) (La Bruyere, 2010) noticed the authors. During the time, the human relationships were classified, divided, organized according to certain features like friendship, empathy, adoration, sex appeal, consisting in the approximation process in a removal direction and in the other direction, the exchange of goods, contractual relationships, property relationships, credit, class struggles, the conflicts between professions, the conflicts between consumers and producers, relationships governed by laws, orders, regulations, rules, generated spontaneously, relationships of affinity: elective relationships consisting of affinity relationships and conflicting relationships; the relationships of parentage-dependent phenomena characterized by unity and inequality between partners; the contractual relationships, encompassing all forms of indirect exchange (p.11).

Networks have been also studied, subsequently becoming more common, especially by political sociology and psycho social movements. Related to this approaches, the issue of social networks has generated high interest from its beginning and conceptualizing social sciences, but major paradigm shift which occurred in respect of structure and functionality has been fuelled by the emergence of modern communication technologies, asserts the authors, which have made the social networks online (p.14).

The social networks are also defined as operational considering globalization and digitalization the most profound two social and economic transformations of our era. The authors' opinion is that "social networks" are emerging from communication and are quasi-controlled, which is proved by revealing the possibility that some features of the network should not be under anyone's power, but that abstract network, highlighting the behaviour of the uncontrollable elements, "networkers" in the evolution from relationships to connections (p.16).

The authors highlighted the importance of Internet connections in social networks, it is necessary only an email account to be integrated in the whole world. The Internet phenomenon was a point of particular interest to specialists; they circumscribe its studies and scientific theories within the approach of two distinct perspectives: Internet as a medium of communication and information and Internet as a medium for social events. Social software and social media developed are characteristic to the following terms: participation ; community; conversation; honesty; connectivity (p.23).

In chapter 2 is presented the traditional community versus digital community, comparing their features, affinities, differences from point of view territorial proximity, communicational structure, personal and social identity knowing, social norms. In social networks are important interactions, communications and interpersonal knowledge because "the human personality cannot be conceived and analysed as scientific as only in terms of networking and its interaction with the world". The most important class of interactions in which man is involved willy-nilly is communicative interaction. "In any communication, it offers mutual partners the opportunity to define their relationships or to say things as they each seek to determine the nature of the relationships" (p.31).

Understanding organizations as networks allows the detection and exploitation of relevant features in theory and social practice. Relationships connecting the network, monolithic communications rise above each communication. The new type of relationship

makes communicational network to function as a relationships machine. The agreement is "essential for communication". In network, it becomes complex (p.39). The communication network does not really exist unless its relationships is based on common values and goals and whether it allows interlocutors to deal with any contingency that contract rules are not enough of masters.

In chapter 3 are analysed the social network as the power of online social networks, as concept of new media. In new media, unlike traditional media where information flows only from the top to down, we are dealing with a reversal of the flow of information. New media requires participation and involvement of information consumer, be it blogs, and be it simple discussion forums or reviews left on the Internet on the newspaper articles. The public has the chance to become a content provider, which leads to a need for reorientation of the analysis of the open sources of information. Actors who have positions give them more opportunities and alternatives for access to information and subject to fewer constraints are stronger than others. Those who are located close to as many individuals and are considered benchmarks and models for others can also exercise the power (p.95). Located in central network, the actors are stronger than those in the periphery because they are at the heart of which we report.

In chapter 4, Evolution and modern day in social network, the authors depicted the social networks on Internet, types of socialization networks presenting statistical data involving users evolution by countries, software application.

In chapter 5, Membership effects in social networks, the authors shows the effects of social networks in digital era. As positive effect social networks are a useful tool to maintain a relation, a contact between people all over the world, for information, reminding events, to make new friends, to create a new identity (p.147). As negative effect socialization provides the perfect platform for young people to become really obsessed with their own image and develop superficial friends, the boundary between normal and abnormal is difficult to see, however, especially for busy parents or, worse, that they leave their children with grandparents. In these cases, a clear and strict monitoring activity on Facebook is not recommended as it will destroy the parent-child trust. Although most frequently discussed issues concerning the impact of the internet are dependency and alienation, technology overdose may underlie the emergence of health problems, particularly digestive problems, anxiety, and aggressive tendencies saddle lack of sleep. Social network can be a source for business with economic effects, can have effects in administration, politics, national security, civic participations (p.153).

3. CONCLUSION

One of the first analyses of the media was made by Sven Birkerts (1994). In his book, *The Gutenberg Elegies,* Birkerts assumes the existence of written culture ended and that new media has already begun the process of accelerating traditional media in order to achieve a faster and more abundant flow of information and breaking the relationship between physical space and social dimension. Our thinking has changed in the digital age where information seems endless. Deliberative actions are under constant pressure of time, decisions are taken increasingly faster with each passing day. The need to know about what is happening in the world turned to the need to know how to access data and information that interests us. The abundance of information provided by the latest technology and impressive storage capacity

has made their set of acquisition skills and co-relationships data become more important than their understanding. It is important to delimitate the merits of Information Age and to use them for the progress of humanity, of the demerits of social networks that very easy can create another identity, duality of personality. It is important to remember that communication is the "Big Bang" of socio-human universe. It triggers, maintains, expands and develops human relational processes. After consolidating this theoretical ground, this book is aimed at revealing the functioning of communication in social networks.

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