

Original Article**Governance of Cyber-Political Entrepreneursh**

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Resume:

Civic-political training involves the sociopolitical participation of digital entrepreneurs as agents of change. In the information age, society is made up of civil spheres that not only seek greater state deregulation in sociopolitical affairs, but also seek greater participation as the bureaucracy transforms. In this sense, digital entrepreneurship is the first process through which a public agenda will be established that will allow debate, the construction of agreements and the monitoring of consensus by civil spheres. In this way, the objective of this work was to specify a model of digital entrepreneurship in order to be able to outline the axes of discussion around political civic education. For this purpose, a documentary research was carried out in the REDALYC, LATINDEX and DIALNET databases during the period from 2010 to 2014. In relation to the state of knowledge, the review of sociopolitical participation, in its digital entrepreneurship modality, was discussed.

Words keys ; State transformation, bureaucratic deregulation, civic education, sociopolitical participation, digital entrepreneurship

Abstrcat: The training involves civic political participation sociopolitical digital entrepreneurs as change agents. In the information age, society is made up of civilian areas not only seeking greater deregulation of the state in socio-political matters, but also seek greater participation as bureaucracy becomes. In this sense, the digital venture is the first process by which a public agenda to allow discussion, construction agreements and consensus monitoring by civil spheres be established. Thus, the objective of this study was to specify a model of digital entrepreneurship in order to delineate areas of discussion around the civic political education. for that purpose a documentary research was conducted in the databases REDALYC, LATINDEX and DIALNET during the period 2010 to 2014 relative to the state of knowledge, the revision of the socio-political participation in their mode of digital entrepreneurship was discussed.

keywords ; transformation of the state, bureaucratic deregulation, civic, social and political participation, digital entrepreneurship

Introduction

Socio-political participation understood as an effect of social deprivation and a cause of identity, mobilization, election, opinion, suffrage, innovation and entrepreneurship supposes asymmetric relations between the rulers and the ruled.

However, the digital age assumed as access to information disseminated in public agendas and topics of discussion seems to reduce sociopolitical participation to its minimum expression, since it requires public spaces that social networks minimize to opinions.

The binomial Internet and opinion is the product of the transformation of the State insofar as public policies, social programs or government actions are evaluated by Internet users based on trends disseminated by the media.

This is how sociopolitical participation in the digital age not only refers to the impact of the media in the construction of a participatory and deliberative democracy, but also implies the establishment of an agenda based on the topics disseminated on television, radio or the press.

The citizen agenda, the result of media diffusion, is involved with collective action and citizen mobilization insofar as both are the product of informative beliefs that audiences process in two ways; central or rational and peripheral or emotional. In the first case, it is assumed that citizens as audiences have degrees of need to seek information that fits their reasoning. In the second case, audiences seek information that fits their emotions.

In the digital era of Information and Communication Technologies, the Internet and socio-digital networks, reasoning and emotions are replaced by perceptions of usefulness, ease, efficiency and control. In other words, yesterday citizens crowded into public squares, today they saturate digital servers or electronic pages following two logics: verisimilitude and verifiability.

The perception of usefulness derived from the logic of plausibility identifies information consistent with media discourses that attribute the loss of its stewardship to the State and legitimize the privatization of public services. This is the

case of television, which supposes its financing from the level of expectation and the subsequent price of advertisements. As public investment is reduced to the sponsorship of educational or cultural content, investment in entertainment content increases whenever audience or expectation levels mean that advertisers pay for space. However, plausibility has a sociopolitical side since it is the media that exhibits the mistakes of the political class and generates perceptions of insecurity, uncertainty, risk, fear or indignation.

In contrast, the perception of utility, derived from the logic of verifiability, supposes the production of content or dissemination of information to audiences with high levels of education, accustomed to contrasting events with reports, columns, news, or interviews with experts.

Both logics, plausibility and verifiability give rise to two frames: sociopolitical and socioeconomic. In the first case, the logic of plausibility favors the sociopolitical framework by systematically evidencing corruption, negligence, opacity, nepotism or cooptation of the State in the face of economic, political or social problems. In the second case, the logic of verifiability generates socioeconomic frames in which the contrast of reality with the facts presented in the media influences demands for deregulation of the State in order to be able to have greater choice options.

The two frames, sociopolitical and socioeconomic, intensify as the need for information increases, but a reduction in expectation or audience encourages emotions more than reasoning. Given that emotions are related to unforeseen decisions, citizens do not develop perceptions of utility, but rather of uncertainty, insecurity or risk. However, perceptions of usefulness are not exclusive to reasoning, since these alone are insufficient in the face of technologies or electronic devices that are perceived as inaccessible, difficult or complex.

However, in this paper the factors that facilitate the construction of a socio-political identity in socio-digital networks that may eventually move towards a mobilization of Internet users will be exposed.

What are the dimensions of sociopolitical participation on the Internet in the context of the transformation of the State and the democratization of the bureaucracy?

The answer to this question derives from the Theory of Sociopolitical Participation which warns that the relationship between society and State is disseminated in all power relations between institutions and citizens, officials and users, authorities and civilians. In this sense, the Internet is an annex to the asymmetric relations between the rulers and the ruled. It is in the network where the security forces monitor Internet users in order to guarantee digital, public and national security.

In the same way that the police are in charge of risk control in public spaces, cyberpolice on the Internet have the function of seeking justice and anticipating mobilizations that affect social stability and public peace.

That is why the cybernetic agenda is built with the same actors with which the public agenda is built. The media, in the case of the Internet, social networks, disseminate discussion topics until reaching agreements that, in the case of the network, are public condemnations.

If the public agenda forms citizen opinions, the cybernetic agenda forms Twitter or Facebook opinions from which it is possible to infer digital actions or mobilizations.

However, unlike the digital agenda, the public agenda is the result of the confrontation of ideas and the contrast of opinions that in an academic sector serve as a counterweight to political initiatives or civil opinions.

It is true that science and technology have a greater penetration on the Internet than television, radio or the press, but their contents are inaccessible to citizens and therefore they tend to concentrate on opinion networks, although their impressions may be interpreted from a scientific approach, religion, common sense or cultural traditions are repertoires with which the contents are interpreted.

From this reflection, the sociopolitical dimensions that are generated in the social networks of the Internet, it is possible to anticipate scenarios such as; 1) the control of cybernetwork by the State

under the argument of national security and the fight against terrorism whose effects can be observed in the reduction of subscribers and users of social networks, as well as the mobilization to restore information rights, privacy and expression, 2) the deregulation of the Internet as a result of technological advances and the advent of innovations that will determine significant costs to institutions more than gains or profits relative to control.

Socio-Political Participation Theory

The Theory of Sociopolitical Participation explains ten processes of construction of a public agenda, social entrepreneurship and citizen innovations. In this sense, the theory proposes that there are four fundamentals of public policies that provide the guidelines for citizen participation.

Due to the fact that the sociopolitical dimension has been proposed as a balance between security, identity, equity and justice, it reveals asymmetrical relationships between the rulers and the ruled from which power is a heritage of those who dialogue, debate and agree to establish as central topics of debate to the regulation or deregulation of the media and the use of ICTs. In this way, the construction of an agenda supposes the analysis of the participation that in the case of Internet social networks entails an identity opposite to the one that takes place in public spaces since citizens adopt different styles of participation depending on the scenario, context and situation in which it is located (Buevas, and Amaris, 2010).

This is how public security supposed the emergence of an identity strengthened by the State in reference to invaders, or else, the freedom of choice allowed the development of capacities once the State provided development opportunities (Viera, 2013).

That is why freedom, security and justice suppose opportunities and capacities from the State to the citizenry, but the result of the interrelation between these factors supposed at least three identities; apolitical, subpolitical and political.

The apolitical identity is the product of the loss of stewardship of the State and therefore the absence of guarantees of public security that will culminate in perceptions of injustice, uncertainty, risk or insecurity (García, 2011).

Regarding subpolitical identity, the emergence of dissident groups explains not only the ungovernability, but also the advent of conflicts between the rulers and the ruled in the face of the authoritarianism of the State (Carreón, 2013).

Lastly, sociopolitical identity explains the convergence of agreements and responsibilities between the rulers and the ruled.

However, in each of these three scenarios, identity was diversified in forms of state and government regimes that range from totalitarian systems to democratic systems in which the media will determine its stability with respect to citizenship.

Unlike totalitarian systems in which regimes had coercive forces, democracies have persuasive forces such as the media (García 2013).

As the issues were established by the State for citizen control, the latter developed participation networks, but the lack of a public agenda exacerbated authoritarianism and totalitarianism.

The six indicators of authoritarianism suppose not only the intensification of territorial security, but also the exacerbation of the regime's power in the face of demands for freedom, opportunity and justice (García, 2014).

Authoritarian regimes are the product of the restriction of freedoms, but they do not necessarily manifest themselves in the coercion of dissent, since the use of nationalist propaganda supposes the union of identities in the face of a common threat, but mostly the military junta or the government self-imposed civil rights inhibit the debate and political contest that restores or at least guides the election of a new political system (Carreón, 2014).

The election based on the contrast of ideas is gestated in the media once the topics of discussion surpassed the debating groups and spread to the marginalized sectors, but the propaganda spread in the press by the authoritarian regimes turned out to be a preliminary essay regarding the impact of television or the Internet on citizen opinion (García, 2013).

In contrast, the structure of parliamentary, semi-presidential and presidential democracies supposes the necessary debate and contest for the election of a minister, president or group that, based on persuasive strategies, will influence

supporters or even dissidents once the previous government has been detached from the identity that voters want to assume (see figure 5).

However, censorship in the parliamentary system and the veto in the presidential system are vote management instruments that not only guarantee the balance of powers by counterweights, but also open the agenda to issues coming from the citizenry itself, which in turn is influenced by the media (García, 2011).

In this way, apolitical, subpolitical and sociopolitical identity is constructed before authoritarian regimes and with democratic regimes. The difference is substantial because it is the coercive and persuasive means that encourage these three identities. In this sense, the State transits from a territorial form to a contemporary form passing through its absolutist and modern forms .

The territorial agenda, unlike the contemporary one, is determined by invasions and the consequent defense of the territory, but with the arrival of absolutism, the sociopolitical identity is transformed into subpolitical once dissent emerged as a response to despotic regimes (Carreón, 2014).

The transformation of the city state to the absolutist state meant a new identity and agenda that was oriented to commercial exchange and generated another form of state linked to democracies. It is possible to recognize an incipient citizen participation that influenced the commercial and political agenda, although the budding technology envisioned the positioning of the contemporary State.

The transformation of the State in its political and economic forms not only separated the citizenry from the institutions, it also propitiated a self-managing identity and with it its diversification into other economic, political, social or cultural actors.

The scheme of relations between society and the State was fragmented due to the transformation of the forms and regimes of government, but its coercive instruments gave way to persuasive instruments from which beliefs, values and norms are generated, unrelated to the political agenda, although they are the media, who will be in charge of disseminating the issues that citizen opinion

will transform into evaluations and demands for the political class to propose initiatives, public policies and social programs.

This is the case of environmental problems and Sustainable Development as axes of discussion in the global agenda (Leff, 2010; 2011). The media disseminate information regarding the responsibility of the State in the face of global warming, the greenhouse effect, natural disasters or environmental catastrophes, whether due to corruption or opacity (Markowitz, 2012).

That is why citizens do not locate the problem of climate change in their lifestyles, but in the companies or institutions in charge of regulating carbon emissions. Consequently, the identity that develops is one of aversion to the present or propensity to the future.

The level of Ecocentrism or anthropocentrism indicates the transformation and democratization of the State in the face of environmental problems. These are two sociopolitical identities that are disseminated in the media and that citizens gradually adopt as instruments of debate, consensus, responsibility, entrepreneurship or innovation.

Citizen participation, in terms of conservation of natural resources, surveillance of institutions or demands for public services reveals government action and its degree of democratization.

In short, the Theory of Sociopolitical Participation explains the context in which citizens adopt different identities based on State regimes and forms of government, although it is the economic and environmental contexts that have determined the construction of sociopolitical identity. (García, 2014).

However, the media, as mediators of economic and environmental phenomena, establish topics for citizen discussion that will be transformed into evaluations, initiatives and laws related to the reduction of climate change, the prevention of natural disasters, the promotion of health and citizen participation (McCright, 2010).

Precisely, the audiences of television, radio, press and cinema, when oriented to social networks such as Facebook or Twitter, open the discussion around the establishment of topics based on the information available in these technologies. It is

even the traditional media that take up the opinions of the users of social networks to establish the issues on the citizen's agenda and the political agenda.

State of Knowledge Regarding Digital Entrepreneurship

Psychological studies of entrepreneurship warn that the perception of opportunity, derived from the digital services that the State manages or citizens self-manage, is indicated by capacity, opportunism, commitment, propensity, innovation, trust, motivation and dedication.

Information and Communication Technologies (ICT) by influencing educational and organizational systems favor the development of perceptions of usefulness that are directly related to decisions of production, management and reproduction of knowledge (Zamiri, Mahamed and Baqutayan, 2012). Learning a software supposes not only expectations of benefits and gains, but it is also accompanied by the generation of a climate of trust and commitment within the learning group.

However, the intensive use of ICT requires technical support since it mostly involves devices that require constant maintenance. That is why the perception of usefulness increases when the technological device or software is supported by prompt and efficient technical support (Zaidel and Zhu, 2010). When technical support is inefficient, the perception of the usefulness of technology is associated with the perception that technologies and teaching and learning processes are independent and that the intensive use of a device or software does not significantly increase instruction in the classroom. In contrast, those users who consider technical support essential for the use of technologies assume that the service must be expeditious since it implies losses and costs that can be eliminated if the maintenance of the devices is done constantly.

Because in educational systems, instructors determine the use of devices and software based on their relationship with students rather than technical support, this implies that the intensive use of technologies is often interrupted due to lack of maintenance (Bakabulindi, 2012). Faced with such a situation, instructors develop perceptions of

risk that gradually replace perceptions of usefulness.

Uncertainty, risk and insecurity are factors that affect satisfaction in the use of the electronic device or software (Sharma and Abrol, 2011). In this sense, the profitability of a technological or electronic system is understood as one that reduces costs and maximizes benefits in terms of investment, time and system maintenance.

However, despite the fact that organizations are exposed to contingencies, those who make decisions see in the chaos, development opportunities from the implementation of information technologies. The decisions that will affect the work environment are subject to perceptions of usefulness in managers (Wang and Huynh, 2013). It is precisely these expectations of opportunity that encourage the acceptance, adoption, purchase and implementation of devices or software in transnational companies.

By associating the perceptions of usefulness with privacy and security, they determine the adoption of the technology, the corresponding maintenance and the updating that it implies (Jalal, Marzooj and Nabi, 2011). In cases where the handling of personal data implies the perception of risk due to mishandling of personal information, credibility and privacy are determining factors in the electronic capture of personal data.

In reference to the perception of control, the perceived ability and the ease of use perceived at the time of training, training, or induction to become familiar with the technology, the perception of usefulness determines through the three perceived skills, the use of the device email (Kotaman, 2010). This is so because users are motivated to use technologies since they develop perceptions and skills in their intensive use.

As users guide these skills according to their objectives, meet their goals and disseminate their achievements in their work team, trust, commitment and satisfaction will determine the efficiency, effectiveness and effectiveness forming a virtuous and innovative circle (García, Carreón, Hernández, Bustos, Morales and Limón, 2013).

However, when it comes to the adoption, purchase and consumption of a technology, the accessibility of the device more than its ease of use, control or

manipulation determines the implementation of the technology (Ramayah and Ignatius, 2010). Given that technology is constantly changing, the inclusion of multiple functions generates helplessness or ambivalence in those users who perceive these vertiginous changes as barriers in their attempts to update and specialize in technology. In the case of defenselessness, users who do not adapt to technological changes at the pace that these dictate end up rejecting their use. In the case of ambivalence, this is observed in those users who have positive attitudes towards electronic devices, but their use represents a greater cost than benefit, since without them the results vary to a lesser degree than with their implementation.

Both cases of helplessness and ambivalence are explained by the relationship that perceptions have with beliefs, attitudes, decisions and behaviors (Tekeher, 2013). It is an automatic or linear relationship, improvised or deliberate, spontaneous or planned, unsystematic or systematic in which:

- Risk perceptions determine general beliefs, unfavorable attitudes, heuristic decisions and unexpected actions. O well:
- Perceptions of usefulness affect specific beliefs, favorable attitudes, planned decisions, and systematic actions.

Although the two processes explain the acceptance or rejection of a technology, when the perception of usefulness is associated with sociodemographic factors such as gender, age, occupation and income, they predict resistance to change or updating of technology (Mutengezanwa and Fungai, 2013). Older microentrepreneurs resist the use of electronic money, while professionals with incomes of more than 10,000 dollars are more likely to make intensive use of technologies that are constantly updated.

In the case of digital financial protocols, an indicator of economic and sustainable development, the updating of software in order to guarantee the security of investors, generates uncertainty, risk, dissatisfaction and insecurity that inhibits alliances between transnationals and SMEs in local markets. , or, the internationalization of SMEs through multinationals in the global market.

However, compatibility seems to have a greater influence on technology acceptance (Di Russo and Douglas, 2013). Users who have accepted other technologies associated with the one they intend to adopt are closer to its consumption compared to those who have not been users of any technology linked to the one they intend to acquire.

Indeed, technological services and products are not only devices or software that are updated based on market demands, but are also part of technology networks that innovate and transform users' lifestyles. In this sense, the technologies that have been adopted generated enough confidence in users to acquire a related device or software.

In organizations, trust in technology as well as in work groups is essential for achieving goals (Hsuan, Hsu, Shan and Ming, 2013). It is a process in which users can select a technology that will enhance their performance. If users perceive a high degree of usefulness in the technology, then they approach a climate of trust that will spread in work groups, technology providers and clients. In contrast, those users who have had unfavorable experiences with some technology inhibit the selection of other related technologies.

This is how accessibility, compatibility, utility, trust, commitment, performance, satisfaction are part of an organizational and technological process in which electronic devices or software are considered as instruments for achieving goals, planning, quality control, management of knowledge and innovation.

These are digital ecosystems in which users, managers, suppliers, clients and technologies are immersed in perceptual, emotional, attitudinal, motivational and intentional environments (Wiedmann, Hennings, Varelmann and Reeh, 2010). In these digital ecosystems, trust in users or in technological devices underlies as an organizational dilemma. Both are essential for the development of the digital ecosystem, but only trust in users generates commitment. In contrast, trust in technology affects performance and satisfaction.

In the case of electronic devices, intensive use is linked to user satisfaction (Sago, 2013). An increase in the frequency and hours of use leads to

an increase in the levels of satisfaction with the technology. It is a compatibility between technology and the user's lifestyle since in their daily activities, technology allows greater comfort, entertainment, performance or satisfaction.

In effect, the intensive use of a technology is related to the lifestyle of the users, since the greater the number of hours in the use of a technology, the needs and expectations adjust to the changes experienced by the electronic device or computer software. (Ruíz, Sanz and Tavera, 2010). However, this relationship between perceived compatibility and the use of technology, being mediated by attitudes towards technology, reduces its predictive power, since the categorization of devices assumes the reasoned, planned and systematic acceptance of technology. This implies previous knowledge about the possibilities of technology, which does not always correspond to lifestyles.

Precisely, the formation of attitudes towards technology implies the emergence of perceptions regarding the quality of electronic devices (Almahamid, McAdmas, Kalaldehy, & Alsa, 2012). When users perceive the usefulness of technology in improving their performance, perceived quality often emerges as a mediating factor that regulates job expectations and guides skills towards a particular product or service.

Although the perceived quality selects the usefulness of the technology, it is the perception of efficacy that determines the usefulness of said technology (Ramírez, Rondán and Arenas, 2010). In this sense, users develop expectations not only of improving their functions, but of the possible results that they can obtain by accepting a given technology.

Since effectiveness refers to the difference between the expected objectives and the results obtained in work groups, social influence underlies as a determinant of technology adoption (Kabeer and Muhammad, 2013). A decrease in the values of the expectations of the members of a work group affects the perception of the usefulness of the technology. In the same way, in the case of risk perception, as it derives from group expectations, it also regulates the relationship between utility and the decision to use a technology.

The perceived efficacy, the expected usefulness, the expectations of ease of use and control of the technology, as well as the attitudes, intentions and uses are aimed at user satisfaction (Thiruchelvi and Koteeswari, 2013). It is a virtuous circle in which perceptions increase as technology produces user satisfaction or generates trust, commitment and innovation in work groups. In other words, the intensive use of technology not only makes it compatible with an individual or group lifestyle, but also modifies its social appropriation.

The relationship between the individual and technology entails two perceptions of usefulness and ease of use that will affect attitudes, intentions and behaviors. At the individual level the effects of intensive use of technology which can extend to groups. In the case of communities or societies, the perceived usefulness when associated with sociodemographic, socioeconomic and sociocultural variables offers the possibility of explaining the conflict and social change that the acceptance of technology implies (Torres, Robles and Molina, 2011). In the first case, the social conflict is observable in the resistance to technological change since societies were guided by a dominant social paradigm in which technologies were not necessary for daily or productive activities. The advent of ICTs led to a social conflict that led to the acceptance of technology and thus a New Technological Paradigm, the main indicator of social change.

The acceptance of information and communication technologies could be due to compatibility or utility, but it was scalability understood as the inclusion of other technologies in one that determined the increase in sales of electronic devices (San Martín and López, 2010). As technologies merged and included other services, portability emerged as another added value of ICT.

The inclusion of several technologies in a single device was not enough, it was essential that the companies in charge of offering digital services could compete openly without restrictions (Pepper, Aiken and Garner, 2011). That is why portability, understood as the ability of a technology to be managed by more than one company, boosted the acceptance of mobile and

electronic devices, as well as virtual social networks.

It is about the adequacy of the technology to the lifestyle of the users, or to other information technologies. When there is informational adequacy, technology investment decisions are intensified (Shaheen, 2010). On the contrary, mistrust is the factor that inhibits investments since it implies an inadequacy of information. The information available is insufficient for decision making, or it is biased information that implies investment in devices with higher cost and uncertain benefits. This implies that the technology is not flexible towards the environment in which it is used.

Organizations that are characterized by flexible management styles and innovative collaborative networks often adopt flexible technologies that allow them to carry out multiple functions, and this quality determines the investment in human capital (Mehra and Omidian, 2010). The technology that will enhance their skills, knowledge and values is the one that prevents the traffic or loss of information.

In short, psychological studies of technology acceptance have focused on perceptions of usefulness, efficacy, control, and quality, as well as attitudes and intentions, as they are considered determinants of the intensive use of electronic devices.

Users develop technological skills that allow them to increase their performance as long as there is a deliberate, planned and systematic process. This implies the formation of collaborative groups with climates of trust, commitment, innovation and satisfaction. In this sense, the relationship between user and technology is determined by processes of compatibility, flexibility, scalability, portability, credibility and privacy that make the adoption of a technology and its eventual use more feasible.

However, when the relationship between user and technology is ambiguous and uncertain, underlying the perception of risk, unfavorable attitudes towards technology and intentions of resistance to change that promote helplessness or ambivalence.

When psychological variables are associated with sociological factors such as age, sex, occupation or income, they explain individual and group

situations that can be extended to the diagnosis of an organization, community or society. In this sense, a model of dependency relations would be pertinent for the diagnosis of a social group that intensively uses ICTs, with an emphasis on electronic and virtual social networks.

In summary, studies related to digital entrepreneurship show that perceptions of compatibility, usefulness and ease of use are essential to explain the process of adoption, acceptance and intensive use of technologies. In reference to the Theory of Digital Entrepreneurship, the state of knowledge warns that opportunism could explain the asymmetries between Internet users and cybergroups when establishing relationships of power and influence where domination and social control would be associated with a perception of risk. that would affect conformity, or perceptions of usefulness that would determine the innovation of minorities.

However, while studies related to digital entrepreneurship warn that protocols and electronic devices as well as skills are essential for setting topics on a virtual public agenda, theoretical and conceptual frameworks have developed models to explain the setting of an agenda. virtual public. Theories have advanced towards the relationship between competencies and innovations, ignoring social entrepreneurship and reducing it to the mere administration of an electronic page.

Within the framework of the transformation of the State, the deregulation of the risks derived from information and communication technologies, as well as the right to information and privacy, digital entrepreneurship would be made up of dimensions of affectivity rather than rationality, since Once the economic bias has been subtracted, entrepreneurship would be the exercise of the freedoms, capacities and responsibilities that transform the Internet user into an agent of social and digital change.

Specification of Relationships Between the Determinants of Digital Entrepreneurship

The specification of a model supposes the explanation of relationships between variables that, when interacting, can be correlated with a third variable. Or, the specification can refer to the dimensions that make up a construct or latent

variable from which it is intended to explain the emergence of an unprecedented process, such as digital entrepreneurship. In this way, a model of reflective dimensions assumes that each of the indicators is linked to each other by the influence of a common process or factor that is also emergent.

The model would include the most cited variables, although the specifications of other models would also have a place in the explanatory logic of the use of electronic social networks. Indeed, the perceptions of control, efficiency, usefulness and risk would interrelate with attitudes, intentions and use of technology to explain satisfaction.

In this network of relationships, sociocultural variables related to norms, beliefs, and values, socioeconomic and demographic variables such as gender, age, occupation, income, and marital status, as well as organizational variables related to compatibility, flexibility, scalability, portability, credibility and privacy would be excluded. This is because the model explains the rational, deliberate, planned and systematic processes that underlie between users and technologies.

However, since satisfaction with technology and perceptions of control and risk are constructs that psychological studies have not established empirically, the model of specified dependency relationships only included perceptions of efficiency and usefulness as exogenous constructs that directly affect performance. technology use as well as indirectly through mediating variables such as attitude towards technology and intention to use. The model includes nine hypotheses considering the direct and indirect relationships between perceptions and the use of technology.

In this way, the interrelation between the perception of efficiency and the perception of usefulness would directly and indirectly determine the intensive use of technology (hypothesis 1). Consequently, the expectations of an efficient operation from the adoption of the technology would directly affect its intensive use (hypothesis 2). Alternatively, the perception of efficiency by influencing decisions to adopt electronic devices increases their predictive power over the use of technology (hypothesis 4). In the same way, the expectations of improvement when impacting

electronic consumption decisions would determine the use of technology (hypothesis 5).

Now, when efficiency expectations increase due to the adoption of a technology, they produce categories that will influence consumption decisions and these will influence the use of technology (hypothesis 6). Similarly, the benefits expected from the use of a technology generate attitudes favorable to their acceptance decisions and these will improve the use of the technology (hypothesis 7).

However, the use of technology may be due to the fact that consumers simply categorized a device as favorable for achieving their goals, or the use of a technology may be due to the fact that acceptance decisions had an emotional origin (hypothesis 8). In other words, technology as a product or service is likely to be promoted as an object of desire and it is from this phenomenon that consumers accept, buy, adopt and use technology.

Discussion

Digital entrepreneurship, for the purposes of this work, consists of four dimensional axes that, when interrelated, configure a system of empathy, commitment, innovation and satisfaction.

In the first axis, the digital agenda includes the impact of broadband, the electronic market and commerce, smart devices, digital governance and cyber-security (Borjas, 2010). In this axis, each of the topics is established by Internet users who, without being fully aware, undertake self-teaching and self-learning systems (Chitarroni, 2013).

Precisely, axis 2 related to digital training, electronic protocols and virtual scenarios are fundamentals of the apprehension of skills and knowledge that culminate in training and certification (Coronel, 2010).

It is in training where axis 2 interacts with axis 3 alluding to computational skills (Cuesta, 2012). In this line of apprehension, capabilities derive from perceptions of risk, opportunity, usefulness, efficacy, efficiency and effectiveness (Díaz, 2013). Digital entrepreneurship materializes in deliberate, planned and systematic choices (Lanier, 2012).

However, skills are consolidated in virtual work settings. Based on the demands and resources of the labor market, skills are transformed into

productivity and quality to generate new entrepreneurial initiatives (Long, 2013).

Indeed, digital entrepreneurship is the result of the interrelation of the four axes in which it is possible to observe the roles that go from planning to consolidation through positioning and insertion strategy in the digital market.

In this way, digital entrepreneurship supposes four phases that would begin with the vision of an opportunity and would culminate with the consolidation of a system that is not only productive, efficient, efficient or effective, but also influential in an environment of freedoms, capacities and responsibilities. aimed at the endogenous development of a group, organization or community (Mañas, 2012).

However, the roles of digital entrepreneurship are confined to the demands of the market and the available resources of the organizations (Medina, 2010). Therefore, it is fundamental in the development of knowledge and innovation management networks that generate scientific and technological production for the training of new entrepreneurial cadres (Prada, 2013).

Entrepreneurial training networks are those that reduce market risks based on vicarious learning psychosocial support (Vargas, 2011). It is about the dissemination of experiences that prevent future entrepreneurs from the most common mistakes when establishing an idea, product or service.

Entrepreneurial training networks, unlike digital entrepreneurship roles, consist of a diversification of functions, initiatives and capacities that constantly revolutionize the digital market, electronic commerce, virtual consumption and online learning (Vargas, 2013).

If risk perceptions inhibit e-commerce and utility perceptions encourage virtual learning or digital consumption, then opportunity perceptions influence entrepreneurial networks and innovation protocols aimed at transforming agenda setting, information, processing and dissemination of initiatives (Yuangion, 2011).

However, the key to innovation would be in the undertaking indicated by the decisions and risk actions, as well as by the resources and knowledge capitals.

In the educational context and the virtual classroom, knowledge transfer protocols would be determined by digital entrepreneurship, perceived opportunities and computational efficiency (Carreón, 2013).

Based on the psychosocial factors of perceptions, skills, intentions and actions, it is possible to anticipate entrepreneurial initiatives that will position and consolidate knowledge management, production and dissemination systems.

CONCLUSION

The contribution of this work to the theoretical and conceptual frameworks, as well as to the findings reported by the state of knowledge lies in the proposal of a model for the study of exclusion and digital divide, or the construction of a global digital village. in which entrepreneurship and innovation would be its main indicators.

However, the model does not include technological and organizational variables that allow us to anticipate differences between users, not based on their skills and knowledge, but rather based on the resources they have and the groups to which they belong.

The present work has exposed the theoretical, conceptual and empirical axes of cyberbullying around which human development has been considered as a scenario of opportunities, perceptions and capacities. This trident largely explains the relationship between users and technology when establishing asymmetric relationships.

The revised theoretical frameworks pose cyberbullying as a consequence of the compatibility between aggressive lifestyles and information technologies that potentiate bullying among peers. The asymmetric relationships that are generated in social networks suppose the emergence of information technologies that facilitate anonymity and encourage the diversification of aggressions.

The Internet is a scenario in which opportunities and capabilities converge, factors that allow cyberbullying to be understood as a particular phenomenon of social networks whose impact on perceptions focuses attention on the individual and the devices that he or she is capable of using for aggressive purposes.

In relation to the study by Carreón and García (2013) in which violence is understood as a preponderant factor in the transformation of public security into perceptions of insecurity, the present work has expressed that electronic devices accelerate the transformation in question. This is so because violence, according to the study cited, derives from the asymmetric relationship between authorities and citizens.

Indeed, violence, being the result of perceptions related to social exclusion, implies a dissemination of beliefs, attitudes, decisions and behaviors in technological fields such as the Internet and social networks.

However, the theories, concepts and findings are still focused on considering cyberbullying as a psychological state between victim and aggressor. This is how the review of variables alluding to the impact of ICTs on lifestyles highlights perceptions as the determinants of the adoption of an electronic device, the main instrument of aggression against Internet users and social networks.

In this way, Human Development is not only a scenario of asymmetric relationships that lead to violence and aggression, it is also an area of perceived usefulness in which technologies and devices become instruments of harassment.

Cyberbullying in reference to human development implies:

Opportunities, technologies and capacities to reproduce the asymmetric relationships that are generated in everyday life. In this sense, harassment, aggression and violence on the Internet and social networks indicate the convergence of electronic devices and computational skills used to exacerbate the differences between aggressors and victims.

Theories, concepts and findings that explain the asymmetric relationships between Internet users. In this way, the profile of the aggressor in social networks seems to have a perception of usefulness that activates perceptions of ease, attitudes, intentions and behaviors of harassment to users who do not perceive the usefulness of the networks for their defense, or have not learned the strategies that allow them to inhibit harassment, report aggression or prevent violence.

The Internet and social networks as potential scenarios for harassment, aggression and violence since these technologies inhibit loneliness with the continuous and permanent interaction of users.

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