

# The social networks and the new social order between the individualized socialization and the socialized individualism: Empirical study on the case of Morocco

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**Abstract**— *The new Social Networks (SN) evolved very quickly. They conquered of wide population as well in the cities as in the campaigns. They pushed aside values, attitudes, behavior...; In countries with strong social culture, they modified these values and modified the social rules formerly considered as unchanging. In this paper, an empirical study concerned the case of the Moroccans and their behavior with regard to the social networks in numerous domains as those of society, economy, consumption, social and societal relationships, information and communication, politics, etc. The traditional conventional social order is today in deep transformation. This paper contributes to the understanding of behavior change currently facing Moroccan society at all levels. The designers of software or applications bound to the social networks have to integrate these new behavior in their strategies.*

**Keywords**— *Social networks, Communication, social order, Morocco.*

## I. INTRODUCTION

Within decade, the SN upset in depth the modes of communication both in the personal sphere and in the professional domain, by proposing new supports to stimulate, fluidify, accelerate and multiply the social interactions between individuals or constituted groups. In the business world, in the media universe, within the political system, but also and especially in everyday life, the SN transformed the relationships with others, whether he is a close friend, a friend, a consumer one or same an unknown.

Why such a growth in so short time?! Is it a thirst to communicate?! Is it to cover a deficit of freedom of expression?! It is a necessity of following the universal trend towards the new technologies of information and the communication (NTIC).

A thorough study was realized with a representative sample of this population of Morocco, the results are analyzed along the article. It allowed to release domains

the most affected by the changes of the social order. New behaviors with a new social order to grow individualized socialization or socialized individualism.

Friendship, seduction and transgression of certain values. Profound changes are taking place in diverse fundamental domains in the daily life as freedom, politics, law, consumption, culture, information, communication, work and business.

## II. LITERATURE REVIEW

The word "**Network**" comes from the Latin Rets was the fishermen's net. A network is a set of relationships between people who share a common interest center without someone in the group occupies a central role. A network has no leader, each member in an identical way to those of others. This set of entities such as individuals and organizations, connected by links created during social interactions. It represents a dynamic structure or form of a social group. The analysis of social networks based on network theory, the use of graphs and sociological analysis is the field that studies the social networks. Social networks (SN) can be created strategically to expand or make more efficient its own social network (professional, friendly). The term "Social Network" comes from Arundel John Barnes in 1954.

The term social order can be used in two senses. In the first sense, it refers to a particular set or system of linked social structures, institutions, relations, customs, values and practices, which conserve, maintain and enforce certain patterns of relating and behaving. Examples are the ancient, the feudal, and the capitalist social order. In the second sense, social order is contrasted to social chaos or disorder, and refers to a stable state of society in which the existing social order is accepted and maintained by its members. The problem of order or Hobbesian problem, which is central to much of sociology, political science and political philosophy, is the question how and why it is that social orders exist at all [1].

It is around these two senses(directions) that we develop our research.

In our time, we see the appearance of social networks has characters staff such as marriage bureaus or of meetings but also with professional characters with recruitment agencies, to such a point that the payoff to an individual from an economic or social activity depends on the network of connections among individuals. Over time individuals form and sever links connecting themselves to other individuals based on the improvement that the resulting network offers them relative to the current network [2].

In 2012, Marco Tinelli finishes his work on the following sentence: "now that the world changed and that everything is possible, what do you want to do?". Then, "since everything is possible", which was the choice of brands? How did they approach the new era of the technological marketing? At the moment, the balance seems to lean in favour of new strategies viral, toxic marketings. And if, just to see, they chose simply the way of a healthy and friendly courtesy? Isn't it who can allow to weave naturally the link of closeness necessary for the customer relationship ... in THE human relation? [3]

### III. EMPIRICAL STUDY

#### 3.1. Objectivities

The objective of this study is to understand the new social order between the individualized socialization and the socialized individualism.

#### 3.2. Research hypotheses

Our hypotheses are to be validated whose the most obvious is the one to suppose that the SN should have incidences, positive and-or negative, on the society. By social order, we hear the values which determine them social, cultural, economic, political relationships ... etc.

#### 3.3. Research methodology

The survey was led between 2015 and 2016 jointly face to face, by telephone and by Internet with a sample of 517 people representing the Moroccan population with the same number of questionnaires validated on 650 tucks. We opted for the method of the quotas by retaining 6 criteria having relation with our theme: sex, Age, Level of studies, Marital Status, Place of house and socio-professional categories. The identification sheet appears as follows:

Table 1. Sexe

Male	57%
Female	43%

Table 2. Age

Less 25 years	90%
25-50 years	7%
Above 50 years	3%

Table 3. Family situation

Single	85%
Married	5%
Divorced	6%
No response	4%

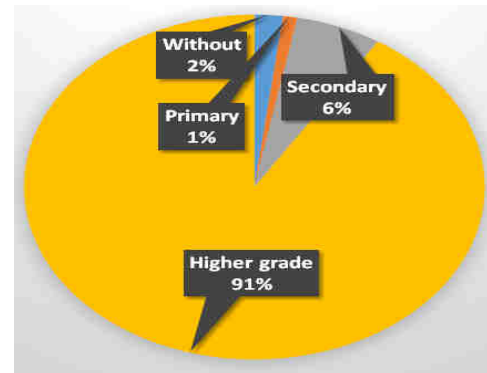


Fig.1: Level of education

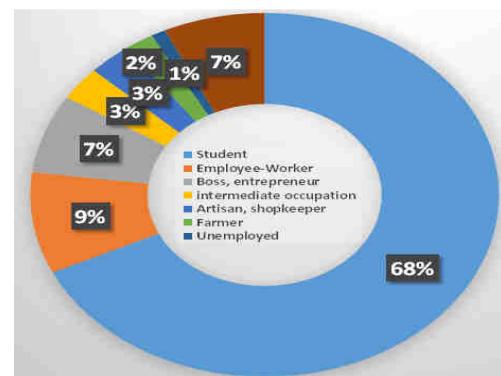


Fig.2: Activity Table X

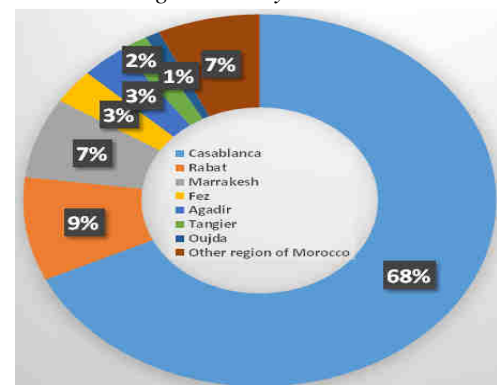


Fig.3: Origin

The obtained quantitative data were treated with two computing tools: the Sphinx software and the on-line form of Google drive.

#### 3.4. Variables to study

Two major variable types must be validated: at first an identification sheet to identify the variables of identification that are 6 aforementioned criteria; and the second shutter concerning variables "Nature of the

exchanges", "Subject approached", "Continuation given to these exchanges", "Nature of the relation maintained" and "met Problems".

### **3.5. Aanalysis**

#### ***3.5.1. New behaviors with a new social order toward individualized socialization or socialized individualism!***

We deduced from our study that to establish a virtual relation is much less painful than to make it in the reality. It is fast and less expensive. We can address anytime to any person, the only means: one connection, one keyboard or one screen digital, few images and the conquest begins.

A debate on the choices of society to want to did not take place when profound changes are taking place at various levels.

From this point of view the SN partially erased the barrier of social classes and the personal psychological brakes of blocking, and demolished taboos and obstacles of the traditional social relationships.

If this new mode of communication begins to invade our time and our space, he announces the modelling of a new social system which begins to integrate these networks into the management of the everyday life ... Fb is transplanted in the individual time of each and obliges some to adhere to it just not to feel out!

In terms of image, the majority of the interviewed users consider that the SN allows to improve his popularity, to amuse and to know each other. For others, considering them for other purposes, professional among others, these networks represent a good way to increase its visibility and promote its activity.

The generation Y was almost born a computer between hands and develop more social link, however, this link is often superficial. For seniors, these technologies are sometimes a real advance because allow them to stay in connection with their children and grandchildren. The classic education based on a certain meaning of a word of parental rights became more and more declining! It takes new forms. In the same home we sometimes communicate, and more and more frequently, by these SN. The family meal risks to give in for the benefit of the individual meal. The family will not be any more this entity welded in team, but u, groups of individuals living under the same roof for reasons of filiation!

Unless we rethink our social life, the physical link is not necessary any more to communicate socially. It is not necessary any more to move physically to see the family or the friends. FB plays a role where each, including in the most modest coats of the society, to communicate directly, to express himself directly and sometimes without restraint. I know a beg which became a star in her family thanks to the exchanges via FB. He managed to transcend the taboos of his stammering which prevented

him from expressing itself freely, via the paper and the images!

The SN allows to exchange, to help, to get acquainted, to find friends and after all to facilitate the communication. However, in spite of the fact that most of the Moroccan homes are equipped in new technologies, in particular in technologies of communication. For certain people, the solitude, the isolation victims of which they are (which are different from the fear of being alone with oneself) generate a real feeling of suffering. But should not this feeling of suffering be the spring which should tempt us to go towards the other one?

In front of fundamentally individualistic lifestyle and which is ours, somebody wonders if finally the homeless people would be not less alone in the street no as the other people who do not live in poverty.

In certain countries as France, the solitude became a societal serious problem: with 1/3 of the citizens who assert feeling a feeling of solitude the government made a Big National Cause in 2011 [4].

The almost visceral need that can feel certain people to be connected to the world permanently it would not be revealing of our relationship with the solitude? We would not have the right any more to be alone where people would feel an uncontrollable fear of ending up alone with themselves. For certain people, the solitude, the isolation victims of which they are, and who are different from the fear of being alone with oneself, generate a real feeling of suffering. But should not this feeling of suffering be the spring(competence) which should tempt us to go towards the other one?

The almost visceral need that can feel certain people to be connected to the world permanently would not be revealing of our report in the solitude? We would not have the right anymore to be alone where people would feel a visceral and uncontrollable fear of being alone with themselves.

According to our study, some find that the SN introduces pernicious effects into the human relations. They can establish a refuge of a person which avoids the confrontation or the difficulty of a real relation by allowing him to find the illusion, through these palliatives, to fill its solitude in a virtual way. An individual needs, for his own construction, to face the contradiction and thus the adversity.

Somebody underlines the following paradox: we communicate with the whole world but we remain finally isolated in its room without same to have the capacity to greet his neighbor. The NTIC would develop thus actually certain type of virtual link but this one would be made to the detriment of the real link and would end in a certain shape of isolation and break with the "real life ". They would contribute even to the isolation of the people

within the same home because each rushes at the computer by returning or spends the evening in private with him. The notion to have a relation is not any more connected to the direct physical contact. Yet the human community always considered the physical contact as the consecration of a successful relation.

The that arises question miserable wretch is whether ultimately thesis(theory) new technologies, Web especially 2.0, was fail to strengthen existing social without allowing to break the insulation. It is advisable to indicate that the virtuality can also allow each to disinhibit, to speak without taboos and thus to reach a bigger intimacy, more quickly, even virtual. The virtuality would feed a social link different from the real link.

New technologies social link they promote?

But compared with tools even more recent as personal stereos or the television, the negative impact which can have Internet on the social link remain relatively limited. You should not forget that the television and the walkman have the much worse impact still as far as they are not interactive as is Internet.

The qualitative part of the survey (Focus meetings) helped further deepen these quantitative results on the motivation.

The qualitative shutter of this survey (meetings Focus) allowed to deepen more these quantitative results on the motivations... Based on the results and analysis of previous data, we asked each interviewee to give a score from 1 to 20 for each of the motivations to be in a SN and how to manage its relation with this SN in time. It gave the results of the figure 1:

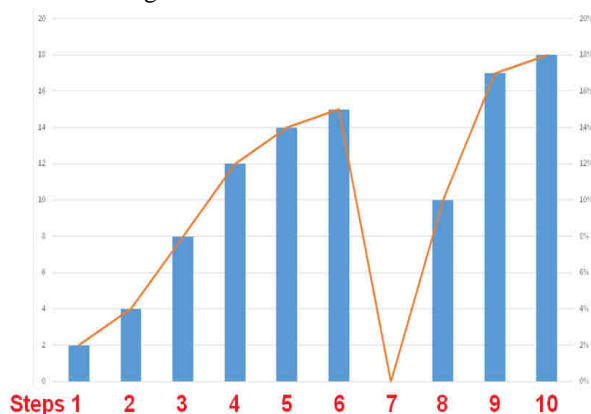


Fig.4: Model of management of its relationship on SN in time

### 3.5.2. Friendship, seduction and transgression of certain values

80% of respondents have joined the SN to maintain contact with their friends, 8% did so without any specific reason, while only 3% have different reasons, including curiosity or the desire to discover the unknown.

The notion of friendship seems to change with the SN because in reality people meet difficulties building long-lasting bonds of friendship in the real world, the virtual world proposes them a kind of alternative, of elixir or catharsis: almost two thirds of the respondents adhere to SN made less than 50 new meetings, while 3% of them got acquainted with more than 100 people. This phenomenon can be explained by the search for a category of the Moroccans who try to widen their base of contacts, thing which is recommended while other categories proceed in a random way and try to make the max of knowledge in the only purpose fill a space. Cultural space, spiritual space, social space ... These are questions are some who expressed this sentiment.

For lack of ways of subscription to sites of meeting as Meetic, Fb plays a role of meeting place and dredge. Today, the SN allows to make succeed virtual meetings - previously fantasized - on real friendships or real relations (marriage, partnerships, entrepreneurship ...), except that questioned 84% of the people assert that they are completely satisfied by their virtual relations against 16% which are not at all.

The exchanged messages could be badly interpreted, for lack of access to any contradiction, unless if there is a webcam from both directions to clarify things. "By sending the demands of addition for my list of contacts, certain men deliver me rather annoying messages of dredge seen that they can see my photo of profile without being my friends. It is necessary to say that it makes me ill-at-ease and does not especially please my husband" note a lady [5].

The ardent supporters of the traditions hate these new SN which, for them are destroying the social, cultural and religious values, as if they smell that to be able to them, real or imaginary, escape them.

On the other hand, a discussion forum citizen cannot replace a debate in real situation. Besides this mode of communication often calls on to a quantitative and superficial filling to the detriment of a quality exchange really enriching for the partners.

On another plan, the SN favors an increasing settled way of life (sedentary). Besides the work which risks to be rethought for the benefit of the homeworking for numerous professional activities which allow it, we look ceaselessly at its e-mails, the statuses of its friends on Fb, we fiddle permanently with his mobile phone, we are scotch-taped on its game in network ... The physical appearance can suffer from it. There so certain values risk to be profoundly modified. Let us take the value "beauty" for example. For some time, the physical beauty was related to the sports, muscular and slim physical appearance. Later, and with the time that we pass these many screens, the physical can not be forced with self-

discipline to practice sports exercises, which is not a foregone conclusion. This may change the value of "beauty" related to sports physical to that of a physical all round, or even more!

### **3.5.3. Culture, information, communication and addiction**

The question of the culture of the immediacy in the culture, the information and the communication is put with acuteness today. It risks to develop the intolerance in the frustration. It is the nostalgia, for at least the pre-internet generation still alive that grows to the regret of the famous family gatherings around a lamb barbecue or around a barbecue, to regret our famous letters for which we waited patiently and which risk to disappear for the benefit of the modes of communication immediate as the e-mail, the digital SMS, the apps of smartphones and other medias, photo albums at which we looked by turning the pages of the album by feeling each other etc. The Web generation 3.0 no connaitrait not these things and thus has for social model that that of Web 2.0 ...

The SN, in spite of the ease which it represents to reach the information, would represent a danger as far as the information is not hierarchical there. The danger of skid also exists face to face of the contents of the restored information, which are not filtered and thus of a reliability which can sometimes be doubtful. It is the door open to a use led astray for purposes of propaganda or of dangerous action (terrorist networks). The individual is conditioned to operate in this type of communication which is powered by the race for consumption. The rudeness of many laptop users is one of these events.

It would thus be necessary to educate from the youngest age in the good use of the new technologies to benefit from it while succeeding in protecting itself associated nuisances. The awareness can also be empirical, it is possible to realize at some point that we developed a real addiction and that the virtual link is not worth the real social link, also we can always decided to return there, it is not a fate.

This freedom to choose friends is without feeling us grateful to report they in time nor regularly could be perceived as "swine" by the conventional plans become suddenly classic even obsolete, but it is only a transition towards another way of functioning of the social relationships where the requirement of certain virtues have to adapt to it gradually. From this point of view, Fb reformats us, shapes us and proposes another philosophy of life. He can build us, to help us to bloom, as he can, unfortunately also destroy us, subject us in slavish one addiction ...

Internet can be a real source of fascination, in particular at the young people, sometimes leading to excessive consumption and a pathological dependence. The SN

would so generate a certain shape of addiction. Certain people are consciententes there and write it even on their page: 34% of our sample declare to have the firm intention to deactivate their account and 41%, are still hesitating. They are in a logic "*to become scarce to be desired*", or at least in the attempt to test the reaction of their "friends" in case of their disappearance, even momentary! Some play this game during numerous years, until they lose their credibility.

The social link languishes little by little, in particular in the public transportation in which we spoke to each other more easily in a certain time. This would give some explanation by the fact that people do not take time anymore and by a certain fear of Other one. It is maybe also this overexposure in the advertising and in the screens, including in the street, that is in question, because they get our attention, our eye is inexorably attracted towards the screen and either towards the Other one. But to avoid the contact and the link, it could be also another way of avoiding the conflict.

The Internet as all the media, facilitates the life of the human beings, because first of all, he allows to discover new cultures, and to exchange the ideas with numerous people. Then, this device allows the young people to improve their knowledge, because it is several sites which help the children in trouble. Over and above the fact that it is beneficial for the adults because they can make several purchases via internet, also, he allows to relax after long working day.

Although it has many advantages, it also has misdeeds, especially on the health. First of all, it participates in the increase of the proportion of the obesity. As it causes several problems as reduction in view. Without forgetting that it has bad influences on the young people. The latter become dependent in the internet. Thus, we can say that it has an addicting power very very just like drug.

### **3.5.4. Work and business**

Certain respondents find the fact that indirectly Internet is vector of promotion or at least social integration, by allowing for example to find a work and so to break the isolation and to reinsert in the society.

After invading the private sphere, the SN develop increasingly in the professional sphere. According Sylvie Lacoste, Fb is currently adapting its business with SN to "Fb at Work and dream of connect 3 billion employees. LinkedIn is becoming the largest professional network in the world with 400 million members." [6].

But with a score of 44,3%, Morocco is only 75th on 130 countries in the Index of the e-commerce B2C of the Conference of United Nations for the Trade and the Development (UNCTAD). Recently created and presented in the annual report of the authority of the UN, this index allows to estimate the state of preparation of

countries at the e-commerce. It is determined from four indicators: the use of Internet, the security of the servers, the penetration rate of the credit cards and the postal services of delivery [7].

We agree to underline that in a parallel to the development of the virtual places of gathering that is the SN, we observed the decline of the places of physical and real gatherings. The small shopkeepers who participated in the life of the district and allowed to create and to maintain certain social link in cities disappeared little by little [8] [9], giving way to the anonymity of supermarkets and shopping malls [10]. You should not however forget that Internet also allows the mass meeting in the "real life", as it was the case during the Arabic revolutions or previously the "apéritifs Fb".

This era of the new technologies of digital communication is complex in its technicality, and especially alarming by its speed. The technological complexity is the most visible part of these changes, the one which we realize every day [11]. What amplifies this complexity, it is that we do not have time any more, today, to digest this permanent innovation. With the emergence of every new technology, every new platform, the adoption of the new technology goes faster than for the previous one. The effects of the emergence of the technology also are felt much more fast. The combination of these elements shatters the traditional marks. The traditional fields of competition do not mean any more much, and often, your competitor is not the one that you believe! The border between what we call the "real" world and the "digital" world is crumbling off at full speed: Amazon, who during its launch in 1995 sold only books, became, fifteen years later, a trader who sells every types of physical and digital products, and who competes from now on with an actor traditional as Carrefour.

Networks are a new prospective windfall. Indeed, the professional networks often have common problems and it is often that a company can answer these questionings by a product [12]. Furthermore if the partnership between the company and the member of the network is made a success and if it is a "win-win" relation then all the network will learn it, what will lead to new business. Every new problem within a network is a potential sale for a company, however it is necessary for that that the company identifies these problems. A watch unit must be set up from this perspective within the commercial services.

Arent Greve1 and Janet W. Salaff led studies on the SN and the entrepreneurs. Entrepreneurs access people in their networks to discuss aspects of establishing and running a business. We find that entrepreneurs build networks that systematically vary by the phase of entrepreneurship, analyzing number of their discussion

partners, and the time spent networking. Entrepreneurs talk with more people during the planning than other phases. Family members are present in their networks in all phases, particularly among those who took over an existing firm. However, women use their kin to a larger extent than men, and even more than men when they take over an existing firm. Experienced entrepreneurs have the same networking patterns as novices. Moreover, these networking patterns are the same in all countries. However, there are country differences in size of discussion networks and time spent networking [13].

Today, a company any interest in using professional networks to increase sales but also to find new partners, suppliers or employees. With the rapid development of technology and while the urgent transmission of information is vital to the company, the Internet has become an environment for development projects and for communication [14]and marketing strategies [15] of any modern entrepreneur who wants to open up to the international [16].

Every department of the company can use networks to benefit from it at the most. Thanks to the profile of the members of the professional and social networks, it is possible to realize market studies [17]. So the Fb network sells the profiles of these members to companies. The profiles of the SN are often very rich in information and companies use these given to realize market studies and to target perfectly their sample. Furthermore, on of numerous SN of the questionnaires where surveys can be diffused to the members. Networks are places favored to realize an external advertising campaign. Indeed, according to the target to reach to pass by a network can be very sensible, especially if the advertising campaign is realized in the form of buzz marketing [18], the commercial will pass of profile in profile [19].

Plunged at the heart of these new expectations either by the consumer but by the citizen, the brands have to take into account new data. They owe develop new strategies to give them the maximum of contents and meaning. They cannot skip any more of a contract of commitment [20]. The interactive nature of media consumption is now unavoidable. In it is added an offer of contents always more complex to stick on the affinitaires, even community dimensions of the public. We thus pass of a ballistic approach where we spread(broadcast) by targeting, in a mediating approach where we bring to the foreground with the support of the public.

### **3.5.5. Freedom, politics and law**

We saw that each chooses its role, its image and its positioning on Fb. Ideas are spread over the public place without restraint nor censorship. With the SN, numerous populations worldwide found an unhoped-for, for a long time claimed but rarely won freedom. The sociologists

saw nothing coming, the dictatorships and the regimes which do not know how to adapt themselves, tremble. The peoples take the power, as it is thought!

The political beliefs become influenced by the political blogs. In this connection he is interesting to mention the presidential election campaign in America. Barack Obama called on to the SN to collect funds for its campaign and to win votes in its favor. He is the first president to use the SN to influence the political beliefs. He let know to people what he was going to make the next days. He also explained what everyone could make to help the campaign and the causes which he supported. Thanks to Fb, Barack Obama collected 6.961.201 "friends". He incited them to make so that all their friends go to the polling station. The day of the elections there was even an application which let see to the friends of a person that this person had already voted. This application helped to influence those who had not yet voted to make him. The viral marketing became something serious by showing how the SN has an influence on attitudes and values of his users!

Some regimes tried to flout unable to control this freedom acquired thanks to the SN, they tried to limit (Tunisia, Egypt ...) ... The consequences were disastrous. These regimes jumped exactly under the pressure of these SN into the fact that one called the Arab Spring. But this immense freedom which fell them on the head without warning was sometimes badly channelled ... Skids, defamations, injustices have swept numerous innocents. The regulation of the behavior of the users of these SN can be made only with penalties once the damage arrived. Besides the laws conceived hastily, voted and executed, it is a work of raising awareness(sensitization) to the good use of these new ways(means) of information and communication... It is another shape of fight against the "digital illiteracy. This action was initiated at the beginning of Fb in Morocco by Mr. Larbi Benamour, president of the Moroccan Association of facebookers.

The SN often has, and continue to create the "buzz" in Morocco. Recently, with incidents which put forward the overtakings of certain agents of authority with citizens urged to be able to them public react. The " Mi Fatiha" gate, this seller of the candies who sacrificed herself having been forbidden to sell her bonsbons in the street marked the spirits as much as the gate of the Caïd of Deroua, in the suburb of Casablanca, presumed rapist and whose video was turned and "thrown" on YouTube before it is got back by Fb ... In both cases, and in many others, the Authorities reacted and let it know large-scale to calm the spirits. To say the impact increasing SN because we do not want again Boazizi in Morocco. Everybody has still in memory this young tunisient unemployed person, itinerant salesman of fruits and vegetables, from whom

we seized, in December, 2010, its cart and a balance, its only working tools. Deprived of his only bread job, humbled publicly, desperate person, Mohamed Bouazizi sacrifices himself by the fire in front of the siege of the governorate. "His death two weeks later, is at the origin of the riots which contribute to the release of the Tunisian revolution evicting president Zine el-Abidine Ben Ali of the power, and doubtless by extension in the protests and revolutions in other Arab countries were known under the name of Arab Spring [21].

From the simple small citizen to the most purist intellectual, the SN became inescapable to communicate, inform, inquire, to influence ... Today, the Authorities deal with precaution of the events revealed or mentioned by Fb, often with hesitation and embarrassment[22]. And try hard to compromise(compose) with with great difficulty. The powers try with great difficulty to compromise(compose) with these new means of communication, and at every level. For Abdelilah Benkirane, the Moroccan head of government, Fb is a new phenomenon which could be considered today as " a political current without clear ideology. But he(it) generally sides with the noble causes. " [23].

How behaves the Moroccan law towards the invasion of privacy on the Internet?

According to Me Abderrahim Jamaï , a lawyer in Casablanca Bar, "only the defamation and the insult are recognized" [24]. The subject of the responsibility of the users of computing devices, hosts and owners of web sites, blogs ... is a complicated subject on which the debate, opened for a long time, gave the opportunity to the jurists and to the magistrates, in particular, to analyze and to pronounce on the penal and civil responsibilities of the owners and the users of web sites when it is the private life. The Moroccan Penal code does not know the offence of the invasion of privacy as she is indicated in the French Penal code in her chapter six, article 226 which considers the transmission, the recording of the words pronounced in private without the consent of the person, as well as the recording and the transmission of the image of the person being in a private place without its consent. Within the framework of the offences which strike a blow at the people, only the defamation and the insult are defined by the Moroccan code of the press.

In countries such as Belgium, Canada and France, the authorities have set up structures that ensure respect for privacy and personal data that flows daily and on several occasions.

#### IV. CONCLUSION

Since a few decades social relationships are influenced by the development of the new techniques of communication: telephone, internet, portable, etc., and

modified the exchanges between the human beings. Some people see pernicious effects there damaging the real human contacts, others on the contrary think that these techniques are factor of progress.

Communicate what? It is to assure the transmission of a message of a transmitter towards a receiver via a channel, that he is verbal, textual, visual, technical or other [18]. If the relations between the individuals are disrupted by the raid of these techniques, we can wonder about the nature of a real relation.

In the case of Morocco, measures of skill or competence rest on the perception which the Moroccans have in the way they arrest these SN. Fb holds a very important place becomes, with Whatsapp, a very common inescapable communications tool in the company.

In principle, this NTIC opens extraordinary possibilities, bring down the distances, and allow the individuals to be easily able to reach a wider knowledge and ceaselessly updated. The Internet tool does not forbid either the real communication when the content of the exchanged mails exceeds the simple gossip. Somebody quotes the example of a correspondence with a prisoner which we cannot meet in a different way. It is also a tool to work together, within groups of collaborators (Intranet). Internet also allowed the development of activists' networks by creating a circuit of exchange favoring the creation of forces of opposition. It's the same within the company where these technologies also allow the employees to get organized and to react.

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