

REGULATION AND SELF-REGULATION OF ONLINE ACTIVITY

BLOGS AND ELECTRONIC SOCIAL MEDIA

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Abstract

The biggest debate regarding internet was always about regulation and governance. On one hand governments and regulatory authorities say that the dilemma never was whether there is a need for regulation but how much to impose in order to efficiently control the internet (so it can work for the benefit of all implementing parties). On the other hand the “cyberlibertarians” and “cyberutopians” are asking for pure self-regulation and a hands-off policy by the governments on this new virtual space. After almost twenty years, though, the internet reality has somehow overpassed them both. The upcoming of electronic social media and blogging services has revealed a major impact on the socializing as we knew it. In addition convergence is creating a new environment where users will be able to traffic their data through several communication devices, networks and markets. This kind of use of social media will be a necessity as these services will improve and include cloud computing and remote access of all our data and they will all be governed by big corporations. Electronic social networks and blogs are the new vehicle for conveying what the people demands. They do not change the world they change the way we can change it. With this new reality, the regulation seems now – more than ever - both a necessity and a demand for the stakeholders.