Appendix: Revaluing the Strategies and Narrative Techniques of Pinocchio in the Social Media Network, Educational and Job Context

Using the "nested loops" technique of the different storytelling models, the following analysis is presented in order to intertwine different true sub-narratives, each one accompanied by its corresponding models. The purpose is to indicate the presence of *"Pinocchios"* and the strategies used by those belonging to the classic masculine version or the modern one, that is, the feminine one. All these sub-narratives, apparently loose among themselves, will be centred towards a central macro-narrative. In addition, it will be verified how in this concentric way, the effects of the sub-narratives exert their influence and effect on the rest. This nested loops technique is interrelated with the technique of converging ideas and petal structure.

INTRODUCTION

One of the biggest problems today is determining the veracity of online information, as has been verified in a myriad of examples, analyzed since 2010 and that many of them have free access. From this premise, it will be seen how the passage of time does not change the negative online behaviour of people and as well as the existence of a kind of magnet to attract all those who have the same behaviour and modus operandi. A behaviour that is governed by lies, deception, hypocrisy, egomania, indifference and irresponsibility of one's actions. To this end, online video is a valid analysis tool, not only from the point of view of the oral word, but also of body gestures (Spinetta, 1987; Noth, 1990). **YouTube continues to be an incalculable** source of **examples for the semiotic analysis of content, as are the two selected examples. Such audiovisual content should be commensurate and responsible in its generation and online distribution, due to the consumption of water, which is necessary in social networks: Servers, air conditioners, electrical continuity equipment (electricity generators), and so** on.

In our case, we will use videos that are online (YouTube) and are freely accessible in the Global Village (McLuhan, 1962; McLuhan & Powers, 1989). In case of eventual deletions of the same, in social networks, they have been copied for consultation, in the following link: www.pirateando.net/Pinocchios. Also there you have totally free access. Besides, in both videos, we will see an old Spanish saying that says: *"Through the mouth, the fish dies."* In our specific case we will continue the analysis of social networking (YouTube), which was already presented in the chapter: "Transforming Digital Challenges into Digital Opportunities: Truths and Lies." In that figure you can see the (negative) professional result, regardless of what the direct interested party says on the Internet, in the videos of 2021 and 2022. This

is an individual who belongs to the Omega generation, and who has been trained since 2000 at an Italian and a Spanish university. In departments related to languages, humanities (read camouflaged religion) and new technologies. Areas where he resorts daily to create educational anti-models. One example is the exaggerated narcissism and stupidity of some teachers —or better call them actors / actresses (Cipolla, 1988).

Interestingly, it is not by chance that the student has randomly achieved this interconnection of teachers with their lousy role models. Rather, these interconnections belong to the Gardunia / Garduña networks that have existed for decades or centuries, at a pan-European level, particularly in southern Europe (Cipolla-Ficarra, 2021). On the one hand, there is the computer science graduate (Pisa, Italy), who resorted to the abbreviation Dr. (in Italian the meaning is a person that have done a Ph.D. or a doctor in medicine), at the beginning of the new millennium.

However, without a doctorate, previous publications of individual studies, personal research, neither university teaching, nor participation in Erasmus programs, etc., at almost 60 years of age he manages to be a professor and "an owner" in the Italian public university. Perhaps it is due to ministerial interconnections of his brother-in-law, a former PD (liberal-political party, www.pd.it) senator. As other old Spanish saying goes: "Without godparents there is no baptism." Here, the term godfather has a clear reference to the American film of the same name, from 1972 (www.paramountpictures.com/movies/godfather-collection). That is, there is the inbreeding element. On the other hand, there is the graduate in fine arts, who together with his brother, with a single investigation, obtained their respective doctorates. In other words, a thesis is equal to two doctorates, in certain Catalan inbred areas. For this reason, experience tells us that we are very far from inbred contexts, whether at an educational or work level.

Technocratic and Progressive Pinocchios

Over time, these inbred unions rise in the structure of the labour organization chart, until they reach the top and, in many cases, end up imposing their ideas and actions on the rest of the members of human capital. So much so that this is a phenomenon that is repeated mathematically and regardless of the geographical place in which the inbred members are located. That is why the "supposedly technocratic and progressive Pinocchios" are generated. Some of the common denominators have been found in them, which are briefly listed below:

1) **Bipolarism or multipolarism.** In few words, we have one or several profiles inside and outside the core of membership. Colloquially called, people with "faces and masks." Usually, they resort to endless communication strategies that range from body gestures to the use of accessories, such as glasses, with practically no prescription, in order to conform to the classic cliche that scientists are bald, wear glasses, have beards, and so forth. For example, shaving the head as it is a sign of authority before the group. In the latter case, they are people who urgently need to occupy positions of command, and preferably before younger generations: 10-15 years younger. It is difficult for this typology of individuals to integrate into work groups whose average age is higher than their own. That is to say, they do not like to learn from their elders. They are the ones who dictate the rules or orders. Therefore, we are facing a classic profile of authoritarianism.

Figure 1. Constantly shaving the hair in young people serves to project an authoritarian and intellectual image, through baldness, reinforced by the constant use of sunglasses or practically without graduation.
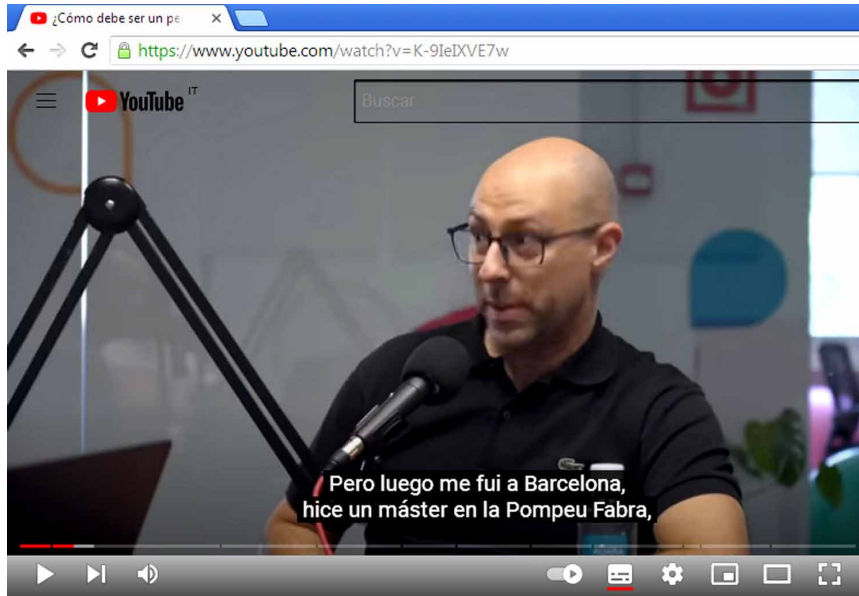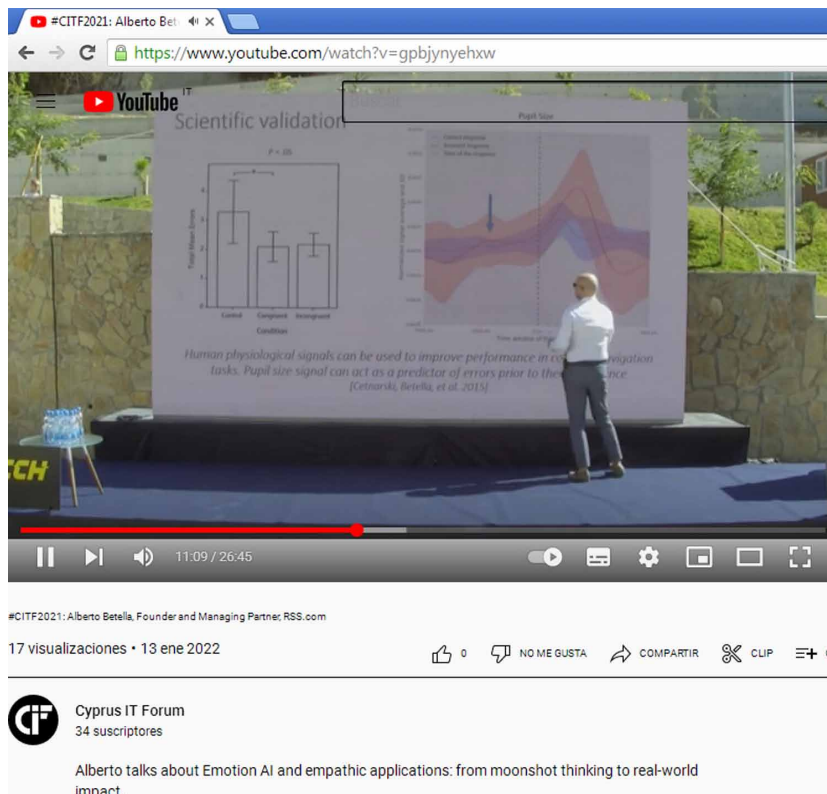

Figure 2. Turn your back and/or place your hands in your pockets as a sign of lack of interest in the public and frankness in what is being said. That is, an interlocutor who lies openly, without caring about the opinions of that action.

Figure 3. Putting up the middle finger or make the horns (with the index and ring fingers) in a communication process, each time a clothing accessory is touched, such as glasses, belts, pants pockets etc.
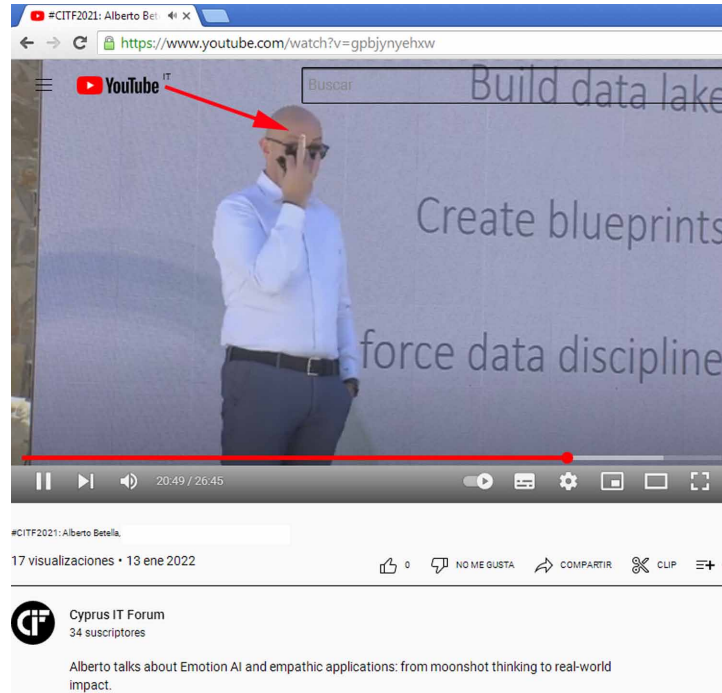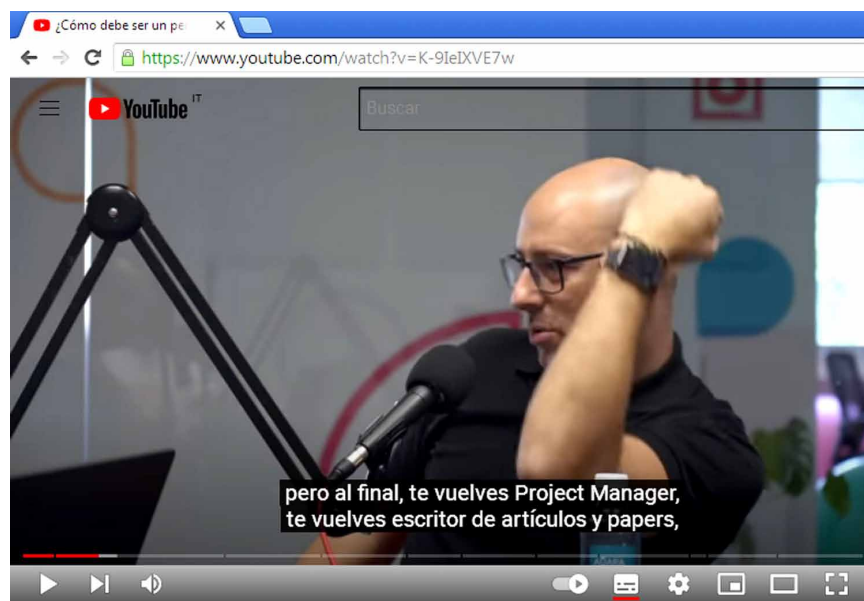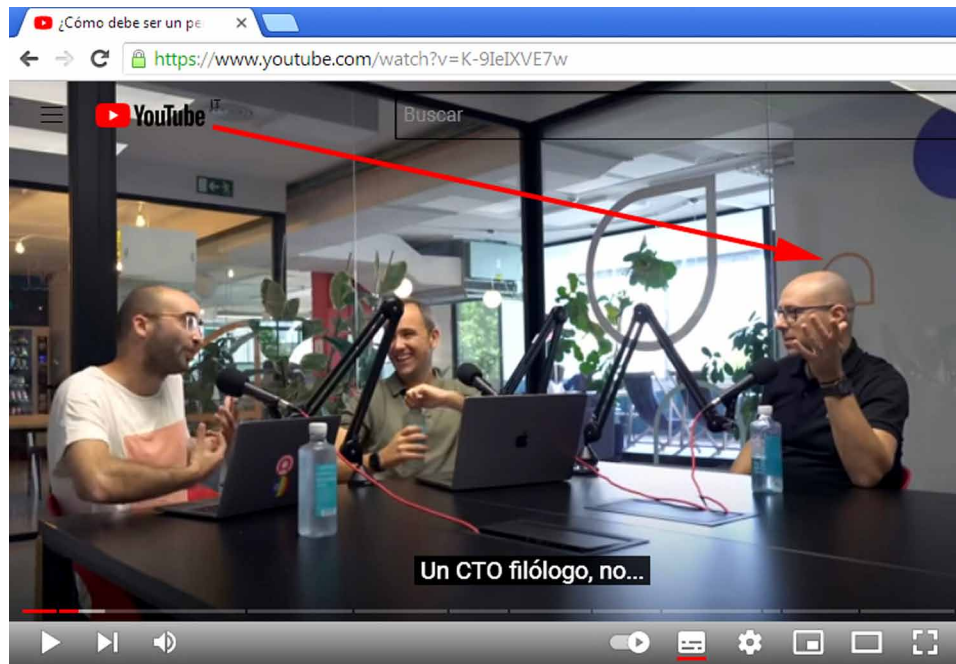

Figure 4. Closed fist with a typical angle of an Italian comb, when the right hand rests on the middle of the left arm. It is the greeting of extremist and violent formations of all kinds and anti- democratic and/or populist regimes that are causing serious damage to individual freedoms and the cultural and/ or natural environment.

Politically and historically, this angle comes from a violent and totalitarian German military salute from the 1920s: *Rotfrontkâmpferbund* (figure 4). Many mistakenly associate it with communism in the former USSR, but there, the clenched fist greeting was hardly used. On the other hand, the fist with that modality of inclination was used by several killer gangs in the EU, such as ETA *(Euskadi Ta Askatasuna),* in Spain. Furthermore, the clenched thumb indicates the inability to delegate command and that it has a very unstable character. In the video, the announcer sends that military salute, towards those scientists who carry out activities as Project manager and article writer, to cite an example.

Figure 5. Curiously, the angle of the video camera merges the fictitious and authoritative strip, with a half oval on the wall. That is, the upper part of a fungus to indicate the presence of a cocoon (capullo, in Spanish). Hence the need to unmask all these camouflaged heirs of the Rotfrontkâmpferbund, even though more than a century has passed.

2) **Labour exploitation.** For example, labour contracts where the employee is obliged to fulfil his teaching duties, once the contract period has ended, until finishing all their pending activities. This additional and extra contractual period is not remunerated. In addition, employment contracts from hypothetically public universities, which do not contribute to social security. Perhaps the greed and labour abuse derive from the times of the Emperor Federico II and his coins referring to the church (1236 — 1302). One coin *(grosso da sei denari,* figure 7) was the logo of the university until 2018. In few words, the "classical triadic relationship + finances": **Politics, religion, and education, added to money.**

Figure 6. Labor contract in which the dean (i/ Senatur), forced his teachers to work for free until the pending tasks were completed (section A). In section B the total amount for more than one working year (teaching and research) is 4,131.66 Euros, less tax, in other words, almost 50% of the total amount.
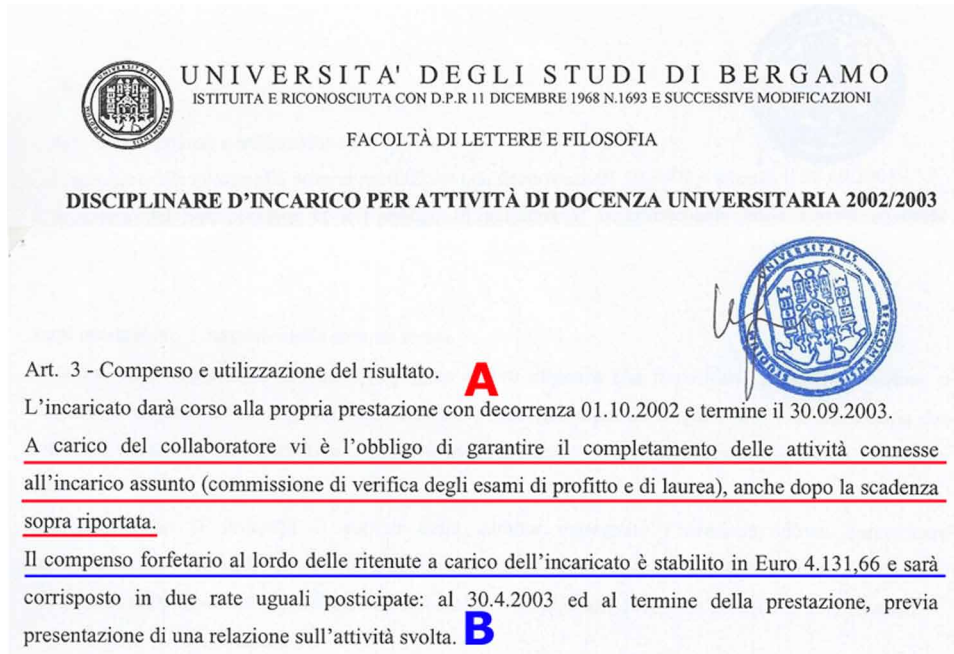

Figure 7. When a university has a coin as its logo and then sterilizes the facade of a church, we find the source of endless deviations in the academic world that have repercussions in local society.

Figure 8. The relative of the dean (brother-in-law) who perhaps advised on this type of hiring, without social security contributions, since he worked for decades, in the Catholic union of workers: CISL (Union of the Christian Democracy), being its main political representative for decades, Giulio Andreotti (film: II Divo —www.indigofilm.it)

Figure 9. Asking a person almost 100 years old (Edgar Morin) to write a prologue to a book, after reading it. Only Pinocchio can believe it.

Besides, we can see a continuation of the model of labour exploitation towards the young generations of ICT technicians, through startups in Barcelona, for example. Some examples that parody this tragic reality of the neo-slavery of young programmers, is in the chapter: "Horizons for Information Architecture, Security and Cloud Intelligent Technology: Programming, Software Quality, Online Communities, Cyber Behaviour and Business." They are hired temporarily, officially under the part-time modality, although they usually spend hours and hours, including weekends. The latter, with the "implicit and provocative mockery of young computer scientists who work until Saturdays and do it as a hobby", as the exploiter and destroyer of new generations Pinocchio maintains, in figures 10 and 11.

Figure 10. An Italian philologist who prefers to hire young Spanish engineers or computer technicians, with rubbish contracts. Claiming among other barbarities typical of neo-slavery that: "...In small startups, young programmers work until Saturdays because it is a hobby for them and it is not bad because they are learning something ..." Here is the implementation of the apprenticeships with his Lombard trade unionist tutor (figure 8). This is very easy to apply in Spain but very difficult to implement in France, for example, because of the legal consequences, if such abuses are discovered.
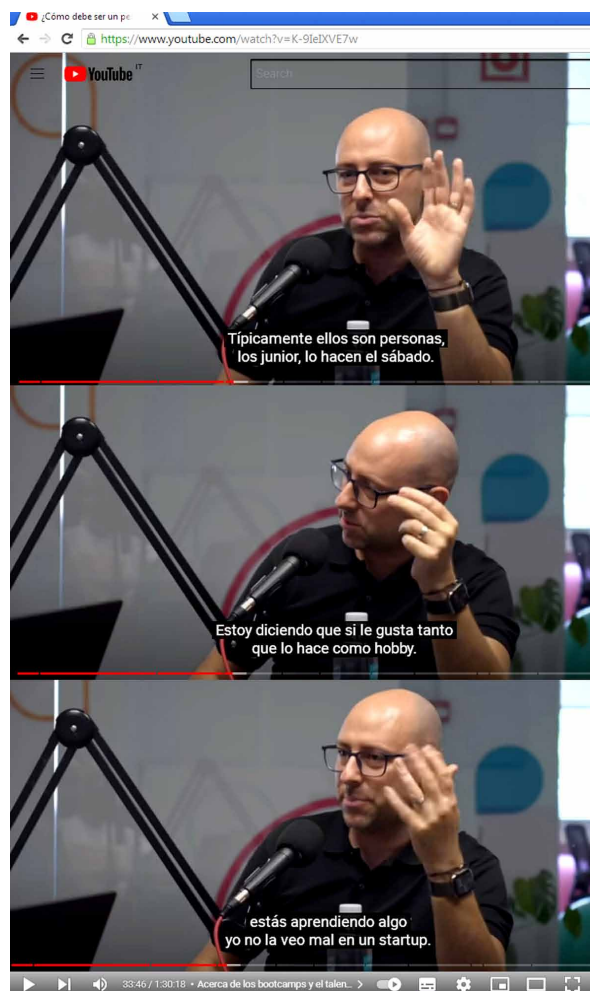
Figure 11. Company that does not have a public contact telephone number but whose owner carries out a myriad of activities (programming, consultancy, organization and exploitation of any type of activity, experimental development of natural and technical sciences, lecturer on social networks, and an infinite etcetera), local and foreign workers exploit, without the controls of the Treasury or the labour regulatory entities, in the centre of the city of Barcelona.

CORALLIUM TECH SL , BARCELONA
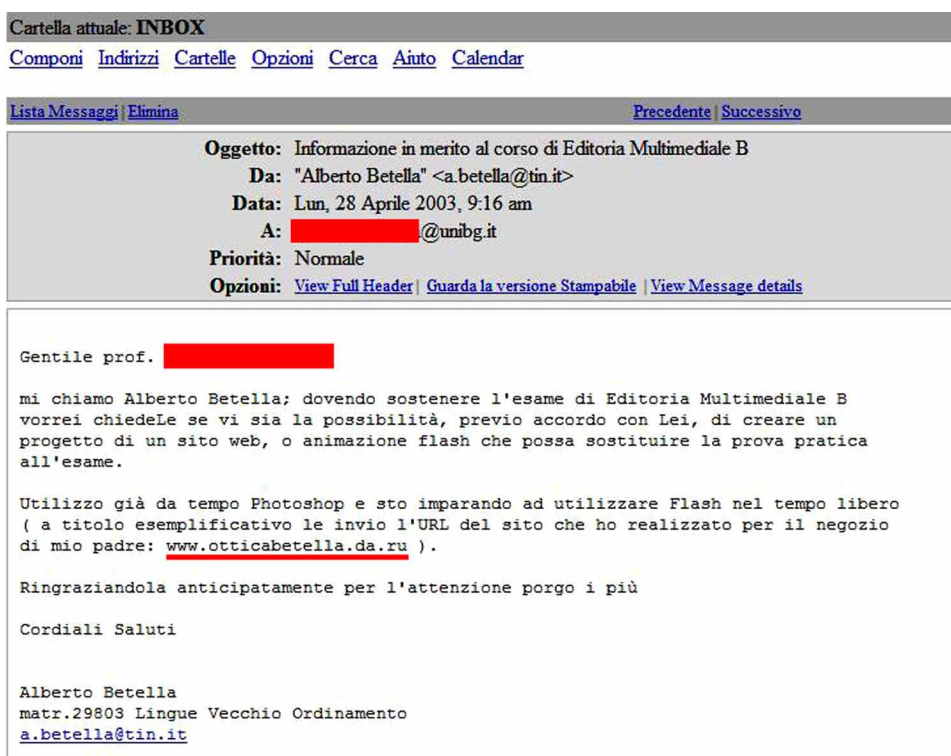
Información General de la Empresa: **CORALLIUM TECH SL**	
Nombre:	**CORALLIUM TECH SL**
Dirección:	PASEO GRACIA, 53 AT. 08007, BARCELONA, BARCELONA ♥ Ver mapa Consultar si la empresa tiene delegaciones
CIF:	B02777019
Forma jurídica:	SOCIEDAD LIMITADA
Constituida hace:	1 año, 7 meses y 19 dias
Objeto social:	EL ASESORAMIENTO A TERCEROS EN MATERIAS DE TECNOLOGIA E INNOVACION. LA GESTION, ASESORAMIENTO, CONSULTORIA, ADMINSITRACION, [-] OFRGANIZACION, EXPLOTACION Y EJECUCION DE PROYECTOS DE TODA CLASE DE SOCIEDADES, ETC
CNAE:	7219 Otra investigación y desarrollo experimental en ciencias naturales y técnicas
SIC:	7391 Laboratorios de investigación y desarrollo

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3) **Self-defined academic who does not have a long experience in the university environment.** For example, the austerity laws towards education due to the great financial crisis of the first decade of the new millennium made many rectors resort to the scam of hiring assistants or collaborators in multimedia laboratories or computer rooms, as administrative staff. Assigning contracts and administrative tasks mainly, and extending assistance activities in laboratories and classrooms with computer equipment. Today, these former students include these experiences in their CVs, as "academic" university professors, when in reality they mainly carried out tasks in the administrative offices of the university. The other scam used by this typology of former Pinocchio students was to change the practical exams for other activities previously agreed with the teacher, as can be read in figure 12. Those loopholes or escape route to the practical exams was the system implemented by another teacher of the same subject, with the approval of a relative (brother-in-law), that is, the dean of the faculty (figures 8 and 13). Both, originally from the Lombard province of Cremona and faithful associated with the religious movement "communion and corruption." Changing that reality generated from those strongly religious and parental ties was impossible.

In addition, as the popular saying goes *"in troubled waters of a river, more profit for the fishermen"* because we have to add the temporal context. At the beginning of the new millennium, the new university model called "Bologna" came into force in the EU. Those who have attempted change
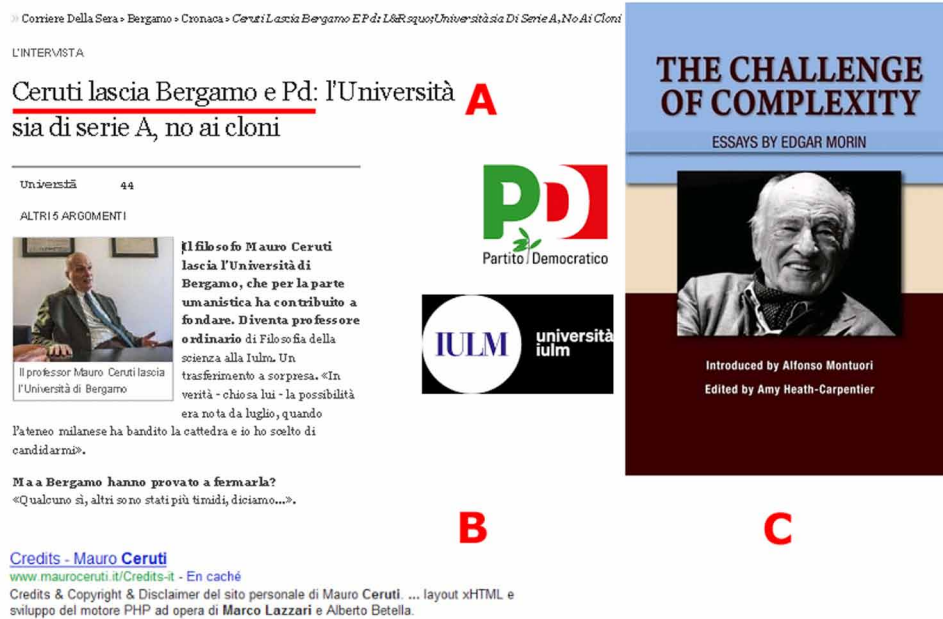
have only hastened their way to professional marginalization and/or the graveyard. However, this trickery was the magnet to attract some students to certain pan- European religious and political movements. Some groups that allowed, allow and will allow, their affiliates, easy mobility and rise to the spheres of power (axiomatically corrupt), inside and outside the borders of the EU.

Figure 12. An abbreviated translation of the message in Italian is as follows: "... My name is AB, since I have to take your exam; I am asking you to create a portal or some animation that can replace my practical exam. I have been using Photoshop for a long time and in my free time I make animations with Flash, which I use for my father's business portal: www.otticabetella.da.ru .. "

If you look closely at the portal in Figure 12, it is virtually running from a server in Russia. Thousands of cyberattacks have been received from that country for more than two decades, from the cyberterrorism apprentice and/or his Lombard mentors (University of Bergamo and University Institute for Modern Languages IULM Milan, Italy). Besides, with the union of the Mexicans collaborators (a new endogamy brothers) in Pompeu Fabra University (UPF www.upf.edu) Barcelona, Spain: 27 long years of the stalkers terrorism, psychopathic persecution, identity thieves, recalcitrant invidious, compulsive liars, obsessive destructors of professionals in ICTs, and a very long etcetera. In few words, this is an important and factual example about "the union" of the "educational corruption and attacks" from Spain —27 years, and Italy —22 years (public, private and hybrid universities). Unfortunately, these attacks and corruption are immune and impossible to solve, before the competent authorities in the old world.

Figure 13. Anthropologist and former senator (2008-2013). After finishing his political work and after enjoying the financial benefits for life, he not only publicly discredits the university (newspaper) and his old position made to his measure, but also leaves the political party, after obtaining enormous financial benefits from politics, ad eternum.

A march of the university that must be aired through the local media, without specifying, all the conflicts generated within that academic institution (Corriere della Sera newspaper — bergamo.corriere.it, 07.11.2013), as can be seen in section A of figure 13. These conflicts in some cases degenerated into premature deaths (for example, suicide of computer technical staff). In section B of the same figure you can see how the brother-in-law turns to a university student to make the personal portal for the dean *(i/ Senatur).* This is the tangible representation of the power of university inbreeding in the Alps, but no different from other European mountain ranges. In many cases, this is the channel for the transmission of corrupt tactics and stratagems, towards the new generations, interested in ICTs. Some of them consist of blatantly stealing the personalities and activities of highly qualified personnel or cyberbully. In brief, inbreeding and political-religious influences, which facilitate access to lifetime European university places, for all those who lack training and/or previous experience or knowledge. It is a labour university reality of simple and complex interrelationships at the same time, which far exceed all the challenges of the complexity described by Edgar Morin, in one of his books (section C, of figure 13).

4) **Lack of individual publications, even for obtaining master's and doctoral** degrees. This reality is easily demonstrable in scientific databases: ACM, IEEE, DBLP, Scopus, and so on. Yet today, Google Schoolar's algorithms weight that PhDs, with or without their master's degrees. They, without having any autonomous work but who manage to be associated with a large number of co-authors, rank above many pioneers in the ICT sector in Europe. In exchange for this lack of regional research work, they offer themselves as interlocutors for the various media, transforming

Figure 14. Typical investigations of "science fiction" novels (the three-dimensional visualization of the content of the subconscious, which with the passage of time transforms into the quackery of "double consciousness" — figure 25) at the Pompeu Fabra University (Department of Information and Communication Technologies / Communication). The first phase of this alleged technological and cognitive innovation project is presented in Euronews by a fake HCI engineer. In short, the millionth project subsidized from Brussels, but which is not 100% completed, due to lack of funds (habitually, the allocated funding is used by the directors of such projects for their intercontinental trips, stays in luxurious hotels, contracting counselling services among friends, and an extensive etcetera).

university departments into advertising or propaganda agencies or likeable social media (Kerpen, 2015). For example, in figure 14 it can be seen how on European television a university student can present himself as a false HCI engineer, in the European news channel: Euronews (www.euronews. com).

The Spanish university (Pompeu Fabra) does not have this degree, but apparently the actions of disseminating false information is the common denominator in the ICT, audiovisual and communication departments of Pompeu Fabra University (UPF —www.upf.edu). The same situation is the one that existed for decades at University of the Balearic Islands (www.uib.es), where a graduate in fine arts managed to transform an entire department into his own personal advertising agency. Thanks to these actions, he was awarded by his colleagues with the title of doctor in computer science and mathematics, without ever having previously published a scientific paper. The geographical and temporal link between them is in religion: A (declared) Salesian, on the one hand; while on the other side, we have communion and corruption (camouflaged).

Figure 15. More than three decades making fun of the Spanish educational system, from the Balearic Islands. The damage caused by that individual and his bosses to the sector of the technical, serious and specialized Spanish press is immeasurable.

5) **Constantly manipulating online statistical data by resorting to a change of keywords on the same web pages and with the same content.** Covering an extensive content of topics and keywords, typical of dynamic persuaders, encourages the generation of false information online.
In this case, it is verified how the anti-models of university learning and negative behaviours are easily transmitted with new technologies, from teachers to students, and vice versa.

6) **Sadistically deleting the visitor counters and the content of portals where he/she has been collaborating.** Cyberterrorists tend to leave the system where they have collaborated (figure 17), like a sieve from the point of view of computer security, to continue to sabotage them, for decades. The goal is to annoy and discourage women interested in new technologies and economically damaging several tourist counties, in the Lombardy and Emilia-Romagna regions. Consequently, this other data on human behavior reveals the presence of psychological problems and job reliability equal

Figure 16. An immeasurable set of themes and keywords. That is to say, the new generation of dynamic Italian persuaders, this radiates from Spain to the US, with Texas being one of its gateways.

to zero. Simultaneously, the non-existent or inefficient legal system in Europe does not stop the illegal actions of such cyber terrorists, today, in their role as podcasting singer-songwriters from the city of Barcelona. Supposedly their activities serve to help the management of the podcasts. Besides, this is a project that has already been subsidized in Italy and that will be subsidized again in Spain until it is sold to a private company. Two great rhetorical questions arise naturally in the face of such a university-business hubbub: *How many times does the EU subsidize the same project? Nobody controls the completion of projects on social networks within the EU?*
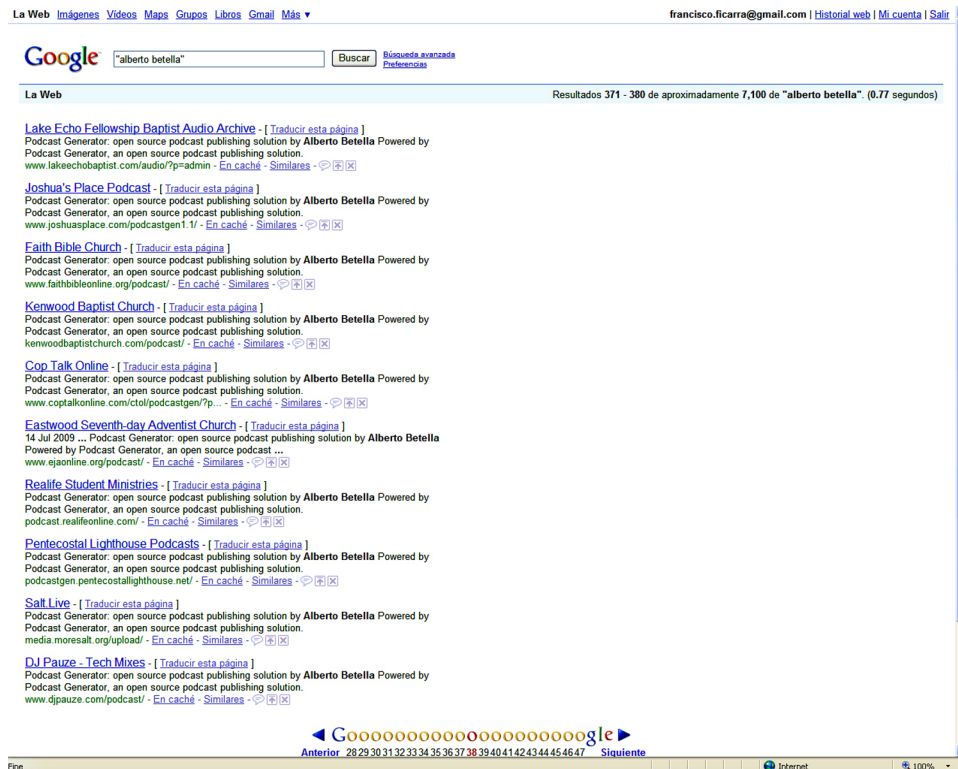
7) **Usurp or modify the source codes of third-party programs to later be modified and managed as their own.** For example, the initial software of a startup, in Catalonia —Spain: Badi. This is a ruse commonly followed by those companies or educational institutions of recent creation, whose technical staff follows the typical rules of hacking. This usurpation is also replicated in the theft of personalities from professionals in the sector (through the classic negative psychological activities in the workplace: Stalking, bossing, bullying, and so forth). The main objective is that the applications developed by pirates are not copied. For example, apps to support podcasters, social media (unlimited audio storage, cross-platform stats, automatic distribution to major platforms, sponsorship opportunities, etc.) are not plagiarized by other hackers, dynamic persuaders, cyberterrorists, and

Figure 17. Resorting to the Linux platform that is usually used for the operation of portals, firewalls and computer security systems, etc., in order to alter the codes and sabotage the systems and portals on a daily basis, for decades.

Figure 18. Infinite expansion of applications, apps, content, etc., free for podcasting, mainly through religious entities around the world (some of them included in the list of sects).

so on. This reveals an implicit and camouflaged belonging, in the dark zone of the web. In other words, we are dealing with members of international criminal cyber gangs (Still, 2016).

One of the purposes is to obtain a quick financial benefit and at the same time, <u>contribute</u> to the destruction of the current democratic sy̲stem, from the Internet ^{(McNergney, 1999;} Obasi, 2019). Undeniably, there is a very high risk due to its boomerang effect for those companies that hire this type of professionals, since they will be at their complete mercy or dependence, starting with giving up their share of business shares. In short, they will be aware of the ups and downs of their schizophrenic and bipolar behaviours, like the rest of the members, who make up the dark network that sustains these individuals, inside and outside a national territory.

Figure 19. A group of young computer scientists have developed an application to rent rooms and flats, previously having access to the source codes of another application, managed by the bald hacker, on the far right of the image. Therefore, the copyright of the source codes does not exist for him.

8)   **Egocentrism and exaggerated narcissism.** Resorting to new and traditional social media to constantly spread your propaganda messages, focused on your particular activities and/or related to startups for the podcasting service that your Podcast Generator is based on. At the beginning, an open source program, free and linked to the RSS feed. However, applications that are presented as free at first then come at a cost, especially users who are forced to access them, in order to perform their podcasting tasks. Today, that portal in Barcelona (whose violet web page betrays in advance a strong religious bond of "communion and corruption") is similar to another, which is transparent and neutral: ANCHOR (www.anchor.fm). However, it can be seen how this alternative in the field of podcasting is systematically attacked from the dark side of the web. In short, they enjoy absolute immunity. As always in these startups, the objective is to quickly obtain the great-

est benefit in the shortest possible time and with little consumption of neurons and money. In the interview on YouTube (06.13.2022), the reporters manage to get the "double subconscious" of the interviewee to issue millionaire figures (3 — 30 / 5 — 50 million Euros), before potential partners for the acquisition of the startup, such as is TVE (Spanish Television).

Hypothetically, TVE with 5 million can stay with the company and provide some of its radio services online, free of charge. Here is one of the reasons for the exaggerated narcissism in the media, faithfully following the learning of their Italian mentors, in Lombardy (figures 8 and 13), and Mexicans (figure 25), Dutch, etc., in Catalonia. Obviously, it is not logical or normal that a self-proclaimed CTO, instead of carrying out his activities within the company, dedicates himself to the continuous show of presentations to be broadcast on different YouTube channels. Some of these registrations turn out to be very insolent, when he comes to maintain in a workshop on natural languages in Aragon, that: "Native Spaniards do not know how to write."

Figure 20. Boasting yourself under the image of being a kind of NERD: "I was already programming when I was 11/12 years old". In 1992-3 children were not programming in Italian public schools, at that age, for example.

In the midst of the Covid-19 pandemic (September 2020), the self-promotion of an installation is carried out that has not been 100% carried out by the interviewee. A fine arts graduate who goes so far as to state that he is "only interested in his career" (1). In few words, we can observe a rejection or total exclusion from the social and global context in which he is immersed. That is, for him those who died from the pandemic do not exist. What an artistic sensitivity they have instilled in him in the Catalan faculty. Perhaps these mental failures are due to some short circuit in the "double

Figure 21. Self promoting as a data scientist.

Figure 22. Criticizing that Spanish academies do not teach Scrum or Kanban (software tools / methods). That is, proclaiming false news in the middle of an interview, since there are even master's degrees for learning these methodologies in Barcelona, Spain.

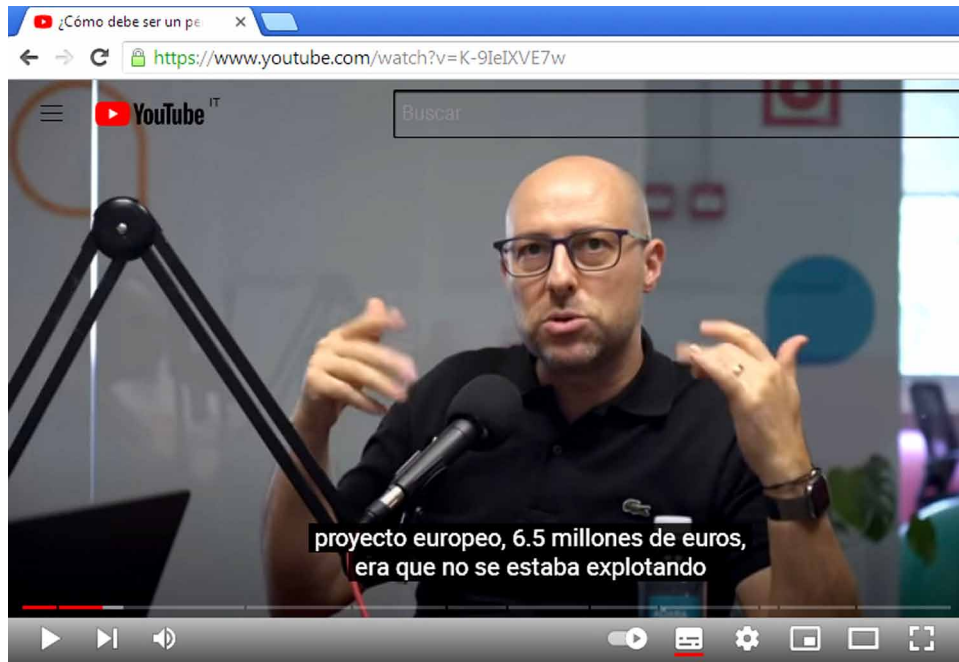*Figure 23. Prying into European projects of more than 6.5 million Euros.*

Figure 24. Pretending that the Spanish public television (TVE), buy for several million Euros (for example, 5), the start-up (RSS.com), with the classic ecclesiastical facade for work (online interface), a development of initial software typical of nursery schools, working conditions that surely did not even exist in Barcelona's prehistory and a project partially subsidized by the EU, in the first decade of the 2000.

Figure 25. A sadism Mexican case in fine arts, which has spent more than 27 years, together with his brother, are deforming future generations, promoting ignorance, fake news, self- centeredness, narcissism, plagiarism, cyber destruction, etc., and carrying out a destructive persecution of the authentic professionals of social communication, interactive systems and new technologies. An example is in the umpteenth quackery about the visualization of "double consciousness."
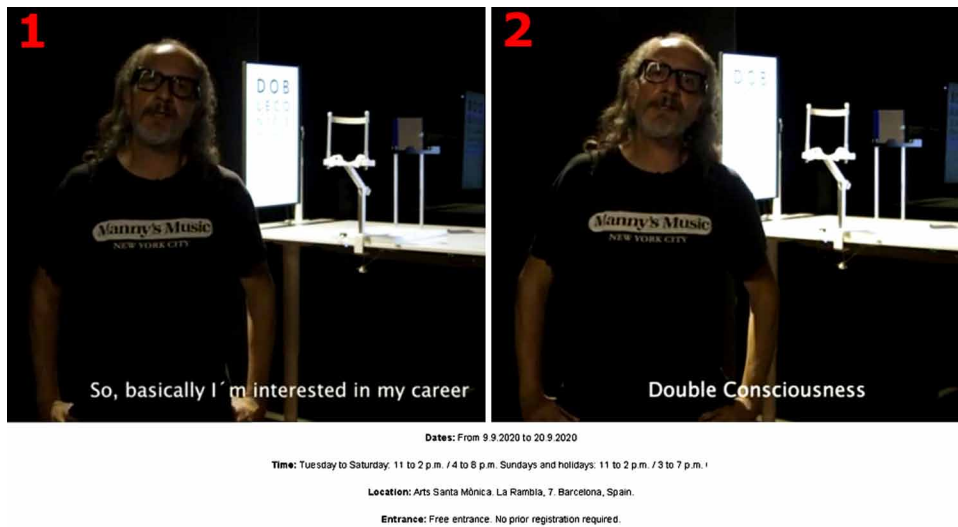

Figure 26. In this figure, a young Italian woman who is forced to promote, in an act deserted by the pandemic, the umpteenth lies of Mexicans "not born in Catalonia, because of Franco." In addition and curiously, the elderly "kids", for all their illicit activities, have a preference for citizens of that transalpine country, particularly, when interacting with the media.

consciousness" (2). This is a clear example of the triumph of ignorance over scientific knowledge, promoted from universities founded under the model of pseudo- ultra-nationalism. Figure 25 also faithfully summarizes the destructive consequences of knowledge on the new generations, particularly when there are certain university inbreedings, which are totally immutable over time. In the first point of figure 26, the false nationalism of those not born in Catalonia is exposed when they include in the list of flags that finance their activities. There is the Spanish flag but there is no Catalan flag, in the collection of logos similar to the medals of the Russian marshals of the former USSR or the current North Korean military. Perhaps Catalanism is represented in the Caixa logo. That is to say, the main and local source of its financing, after that banking entity immunely snatched the savings and real estate, from hundreds of thousands of inhabitants in Catalonia, with the global crisis of 2008. The second point highlights the thousandth lie of the activities of a laboratory that celebrated its 10 years, in 2021 but that are 30 years old, in RV, AR, MR. Finally, at point three, the classic hype of narcissism, where there is no room for the rest of the team. All this mess of lies can be summed up in two logos. The one that refers to the EU and the other, to the supposed educational excellence of that laboratory.

The list of truths in this section is not counted in the scientific and/or educational impact indexes (i.e., g-index, h-index, i10-index). Furthermore, it could be extended almost **incessantly,** since we are before the loop of **infinite semiosis of the "supposedly technocratic and progressive *Pinocchios". One of the fundamental advantages of the statements made on YouTube is that it can be reliably verified that many of these *Pinocchios* are not at all interested in the new social context. A** new context generated from the global financial and health crises of the 21st century, the current war in central Europe, the damage caused by their savage, treacherous and psychopathic behavior for decades, among many other examples. These *Pinocchios* are dedicated to lying throughout their professional careers.

Figure 27. In the equation it is possible to analyze a concatenated interrelation of actions that range from training to the workplace.

These reality-distorting behaviours will follow them until the end of their days, since they are oblivious to the consequences on the human context. This reality leads us to a kind of double equation that is represented in figure 27. In the first one, it is verified how religion added to politics generates legal immunity. The second is related to the first. Through it, it is argued that the greater the legal immunity, the greater the percentage of lies, and in conclusion, therefore, the greater the success in social networks is, the greater are the personal and/or group benefits, within the criminal associations and/or organizations. That is, opaque and/or illegal activities, real or virtual (online). For this reason, as **the old Spanish saying is repeated again:** *"Through the month, the fish dies",* **and it can be added:** *"... and now, through YouTube".* **YouTube is an ideal tool as a content analysis methodology, from a semiotic, linguistic and human perspective (Noth, 1990; Cipolla, 1988),** which **allows** to easily **detecting those ideal** places **to study, since academic excellence really prevails, in its "Human Capital."**

CONCLUSION

Through these micro-stories, focused on the educational methodologies of two European universities, on both sides of the Pyrenees, the existence of links in the Omega generation has been observed and verified and what are some of the consequences of educational deviations and scientific deformations in the new generations, when religion, politics, economic interests, egocentrism and exaggerated narcissism, to name a few deviations, have no limits. Social networks have enhanced this decadent system in all educational levels. It is not just about achieving balance between the different human genders. But rather, in the impossibility of exercising the norms and rules that govern civilized societies, from the educational context, since Mrs. Justice has gone on vacation. As long as she does not return, all the pedagogical methods, evaluation techniques and technological instruments aimed at education will not generate 100% positive results in the short term. With which, the debacle of the educational system will continue.

This fall is irrespective of the type of system (public, private or hybrid), and its ability to resist has been demonstrated in periods of great crisis in the new millennium. Therefore, the challenge is enormous for students, their parents and guardians, at the moment of locating the correct paths and the ideal mechanisms, so as not to fall into the abyss of the social pyramid. Many young people with specialized technical qualifications are exploited daily under the smokescreen of being entrepreneurs or partners of small realities (spin-off, start-up, scale up, etc.) but nobody says the true percentage of success of these small realities, nor the hidden networks that exist behind all of them.

Hence, we can see the importance of evaluating and analyzing the strategies used by all those who divert attention from the correct path to follow, without falling into the social abyss. An abyss that will be deeper every day due to training that does not fit the local context. This added to a world of work, totally alienated from the training received, although the professional has experimented with the latest technological developments. Statistical data is totally manipulated, computer privacy no longer exists and fake news is starting to be generated automatically, with artificial intelligence systems.

These realities have led to the writing of these pages so that the new generations do not fall into the mermaid's songs as Ulysses did in his travels. These mermaids not only have a thousand and one masks, thanks to social networks and new media, but are immutable over time, like those described in this ap-

pendix. For this reason, sometimes it is important to revalue popular heritage, since they have been right for a long time and in countless cases. In particular, there is one to highlight in the analyzed examples, and it comes from an old New Zealand saying that says: "Never trust people who do not support the heel of the foot when walking."

In these times of great confusion for all of humanity, it is important to be with your feet on the ground and choose wisely the paths to follow, to achieve success, honestly. With all the cases examined in each of the texts, the "honest and incorruptible walker" is being offered a survival kit (perfected daily, thanks to the experiences accumulated, modestly and honestly, for more than four decades), an effective compass and a map to follow. And always with an optimistic and realistic 360-degree vision, facing a future that shows us great changes and challenges, particularly, in education and in the use of new technologies, both immediately and in the long term.

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