

From digital Communication to digital Culture

"Culture is that complex whole that includes knowledge, beliefs, art, morals, law, customs and any other capabilities and habits acquired by the people who make up a social community."

(Marvin Harris)

Regardless of the distancing of space and place, digital environments make possible quasi-universal communication between people through audio, video, or written text, which implies that social interaction no longer requires, as a necessary condition, physical presence, or face-to-face, of individuals.

But even with the emergence of global social networks and virtual worlds and scenarios, the quality of social interactions cannot surpass or even equal those of physical reality.

In today's digital world, raw information is offered and raw information is received, it is only possible to share information (whether true or false) and with a total lack of social structure that causes social disintegration, polarization, anomie, depersonalization and rationalization of social relations.

Digital reality offers universal communication, yes, but the lack of a structured society leaves all the other interaction resources of physical reality out of the equation: habits, customs, life experiences, shared history, trends and developments in the environment. .

Communication is the most basic form of social interaction, but in the new digital environment (and in any environment) the creation and constant promotion of a shared Culture is necessary to achieve full and satisfactory interaction between people.

The goal pursued by the industry: providing true socio-vital experiences in digital reality.

Culture is the container of Society

"Culture is conceived as a set of knowledge shared by a group of individuals who have a common history and narrative and participate in a social structure"

(Triandis, Markus, Kitayama and Heiman)

Culture continues to play a relevant role in the individual-society articulation in terms of the new forms that the mediation of experience takes.

In current digital environments, it has not yet been possible to reproduce a viable and persistent society: none of them have a social structure of any kind, so it is impossible to generate a common culture, capable of cohering and guaranteeing the persistence of the community as a society.

A society encompasses the most advanced forms of social interaction, beyond the mere exchange of information, because in a society vital experiences are produced and shared among its members...

...but a society is not possible without a culture that supports it, its own structure, its own history, its own narrative.

Whoever goes to Sandbox or Decentraland, does so eventually, for a specific event... whoever goes to Minecraft to build, is like someone who goes to the beach and makes sand castles... and those who enter WoW or Fornite, share an experience similar to that of a soccer team: a socio-sports dynamic in which social interaction mainly revolves around a participatory dynamic, based on manual dexterity with the game controls.

In the end, everyone is "visiting", there is no sociocultural interaction. The feeling of belonging is circumstantial and only related to the dynamics at hand, not to the environment: therefore, life experiences and the social connections that create them are non-existent.

The current digital reality consists of countless locations (worlds, games, platforms...) with a single goal in each location (win, prevail, achieve...), for this reason, the generation of culture is impossible: they are visitable environments, but not habitable. .

Thus, the online reality is not inhabited, it is only visited, making the generation of culture impossible.

General Culture in a community (physical or digital) is the result of a combination of socio-vital experiences, composed of:

material culture, immaterial culture, mass culture, popular culture, elite culture, national culture, global culture, material culture, symbolic culture, political culture, economic culture, social culture, clan culture, adhocratic culture and art, the hierarchical, the market, the processes, the power, the task culture and the organizational culture...

Some of the above will be self-explanatory for the reader and others may not be immediately related, but all of them are part of our interactions and life in society, consciously or unconsciously.

Culture is the set of elements and characteristics of a specific human community. It includes aspects such as customs, traditions, norms and the way a group thinks about itself, communicates and builds a cohesive society.

It is a persistent pattern of cognitive and evaluative beliefs, of social relationships between people who occupy roles in a social system.

All of this regardless of whether the inhabited space is physical or digital.

The society of the digital world is different from that of the physical world

“Man is not himself when he speaks in his own person. Give him a mask and he will tell you the truth”

(Oscar Wilde)

As we have said, current digital environments offer the most basic level of social interaction, based on unstructured universal communication, without control and without its own social culture.

Among other things, this causes the social difficulties of the physical world to manifest on the networks, such as polarization and problems related to gender, race, ideology... all while trying to present themselves as safe spaces for full social interaction.

Although the same people inhabit both worlds (physical and digital), they cannot transfer the culture they possess from physical reality to the Internet, or rather, they could only do so in a merely informative way, since it would not be universal for all users: it would then go from common culture to individual habit or custom - Clan culture, at most, if several users share it.

To make the emergence of new societies possible in digital reality, structures different from those of the physical world are required, which allow the generation of our own cultures.

On the other hand, life experiences do not consist of shopping online, chatting online, playing or enjoying content from "creators" online... but rather sharing quality social experiences: participating in a shared history, a complex and complete, of modes and events and happenings and social and institutional movements, around a concrete and localized digital community, of inhabiting the digital space and not simply passing through it like someone walking through a shopping center...

To build digital societies equivalent to those of the physical world, it is necessary to have a new structure that favors the creation of new digital cultures.

These new societies would give people the possibility of enjoying new worlds, new aspects of life in society that were hitherto unattainable, of expanding their life experiences - something increasingly difficult in physical life; to get rid of social pressure and explore their social possibilities and skills in a way they would never have been able to before.

But for now no one has found a way to generate digital societies with their own culture, cohesive and persistent.

For now...

AWE presents:

A.L.I.V.E. (Alternative Life Interactive Virtual Experience)

“Social order results from a system, a structure that transforms individuals into social actors whose practices in turn engender the order that produced them.”

(Durkheim and Parsons)

At AWE we have been researching and developing innovative systems for 25 years that qualitatively and quantitatively improve social interactions.

As our research progressed, we decided to focus our work on digital sociology, with the goal of creating a new and improved living space, new online communities in which users could obtain the same social experiences as in the physical world, or even better. .

After a long journey of R&D&I, based on the work and research of some of the most brilliant sociologists in history, we have designed the system of social systems that can guarantee that objective: the ALIVE System.

ALIVE is an innovative social engineering structure, which adapts and evolves together with the digital community that comprises it, whether thousands or millions of users.

With solid social algorithms, it is an innovative design of interactive social reality, which through fictional narrative, structures a complete global dynamic, allowing its users/inhabitants to generate their own culture, their own narrative, have shared experiences and experience genuine life experiences within of their social environment.

Its application in an online environment projects a persistent, attractive and sustainable social ecosystem, which has the capacity to unite complex societies in a matter of days, making it possible to naturalize the permanence of people in true digital societies.

ALIVE maintains a "balance in motion" by managing the dynamics that produce order and are guarantors of social integration, while growing with the community, immensely increasing the active time of users on the network...

...and therefore, this exponentially increases the commercial value for the industry of any environment based on our system.