

CULTURAL TRENDS OF DIGITAL SOCIETY

ILYA LEVIN

School of Education
Tel Aviv University



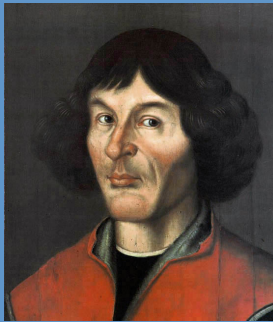
OUTLINE



- Introduction
- Revolutions in Mankind Consciousness
- The forth revolution - moving to Digital Society
- Hyper-connectivity
- Space of Culture
- Digital Culture
 - Social Media
 - Data Intensive Science
 - Online Personality
- Eve of Digital Enlihgtenment?
- Conclusions

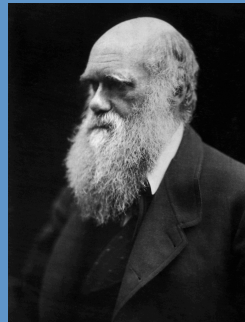


Four Revolutions of Mankind Consciousness (Luciano Floridi)



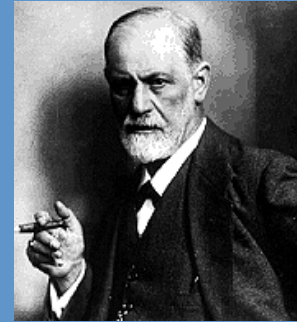
The first
revolution

Copernicus



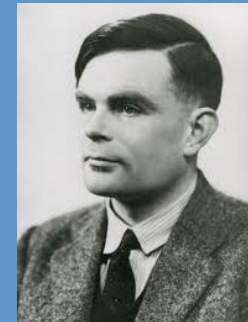
The second
revolution

Darwin



The third
revolution

Freud

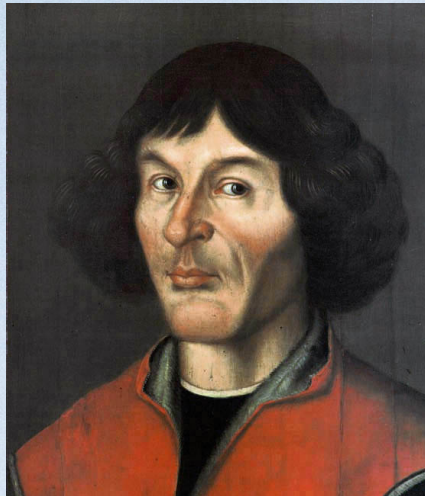


The forth
revolution

Turing



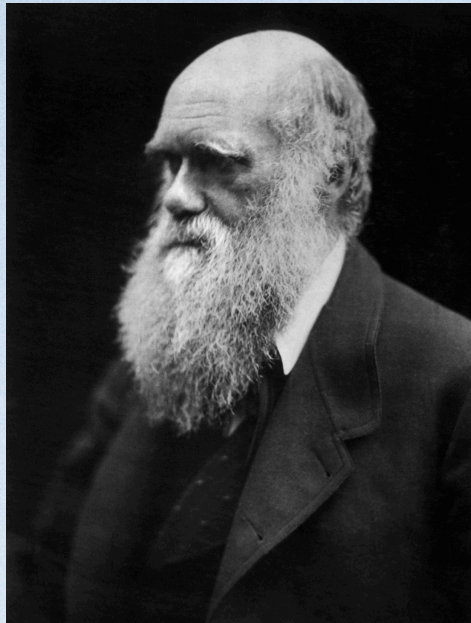
Copernicus Revolution



We are not immobile, at
the center of the universe



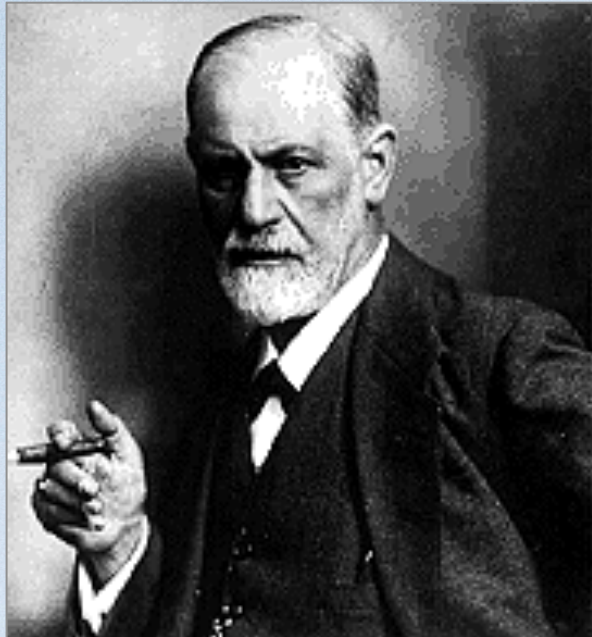
Darwin Revolution



We are not unnaturally
detached and diverse from the
rest of the animal world



Freud Revolution



We are not Cartesian subjects
entirely transparent to ourselves



Turing Revolution



We are not disconnected agents but informational organisms, sharing with biological and engineered agents in informational environment (info-sphere)





DIGITAL AGENDA FOR EUROPE
A Europe 2020 Initiative



MOVING TO DIGITAL SOCIETY



DIGITAL SOCIETY IS THE HYPER-CONNECTEDED SOCIETY



Reasoning– Sustainability – Hyper-connectivity



XVIII century

XX century

XXI century

Enlightenment

Modernity

Post-modernity

Reasoning

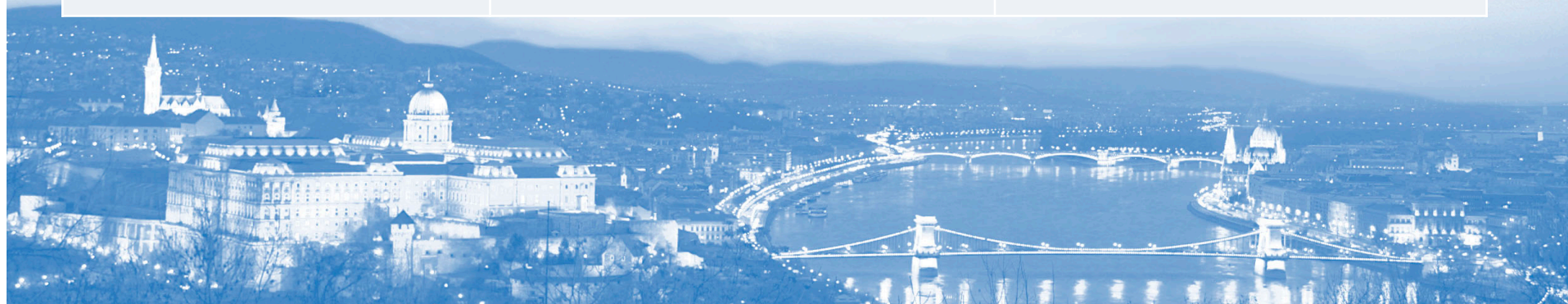
Sustainability

Hyper-connectivity

The **sky** is the limit

The **earth** is the limit

The **self** is the limit



GLOBAL SYMPTOMS OF COMING DIGITAL SOCIETY



DIGITAL SOCIETY. GLOBAL SYMPTOMS



Reality/Virtuality

Blurring the distinction between reality and virtuality



Human/Artefact/
Nature

Blurring the distinctions among people, nature, and artifacts



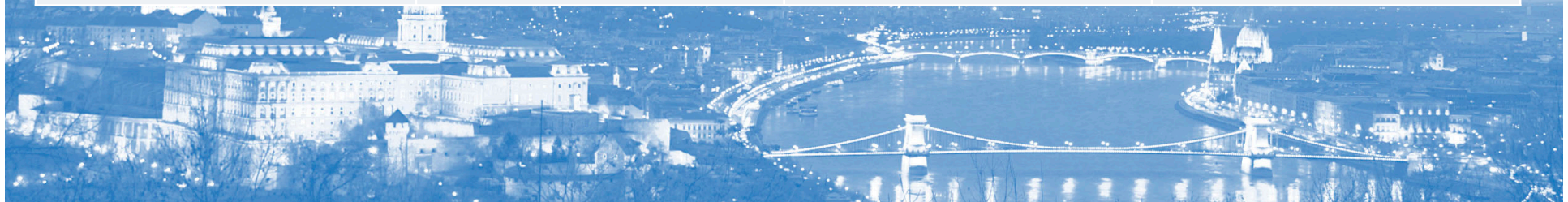
Scarcity/Abundance

Reversal from scarcity of information to abundance of information



Entities/Interactions

Reversal from an entity's primacy over interactions to interactions' primacy over entities.



REALITY VS. VIRTUALITY

- Modern Society was strongly real – reification
- The Digital Society:
 - Reality virtualized (de-reification)
 - Virtual becomes real (robots, Internet of Things, augmented reality)



FROM SCARCITY TO ABUNDANCE

- Modern Society – SCARCITY
- Digital Society – ABUNDANCE



FROM ENTITIES TO INTERACTIONS

- Modern Society - ENTITIES
- Digital Society - INTERACTIONS



FROM ENTITIES TO INTERACTIONS



Entities as roundabouts of
relations and processes
(Floridi)



FROM HISTORY TO HYPER-HISTORY

- History is the Age of the State

Westphalia world. The State as the Information Agent.
Education, taxes, police records, legislation, press,
intelligence...

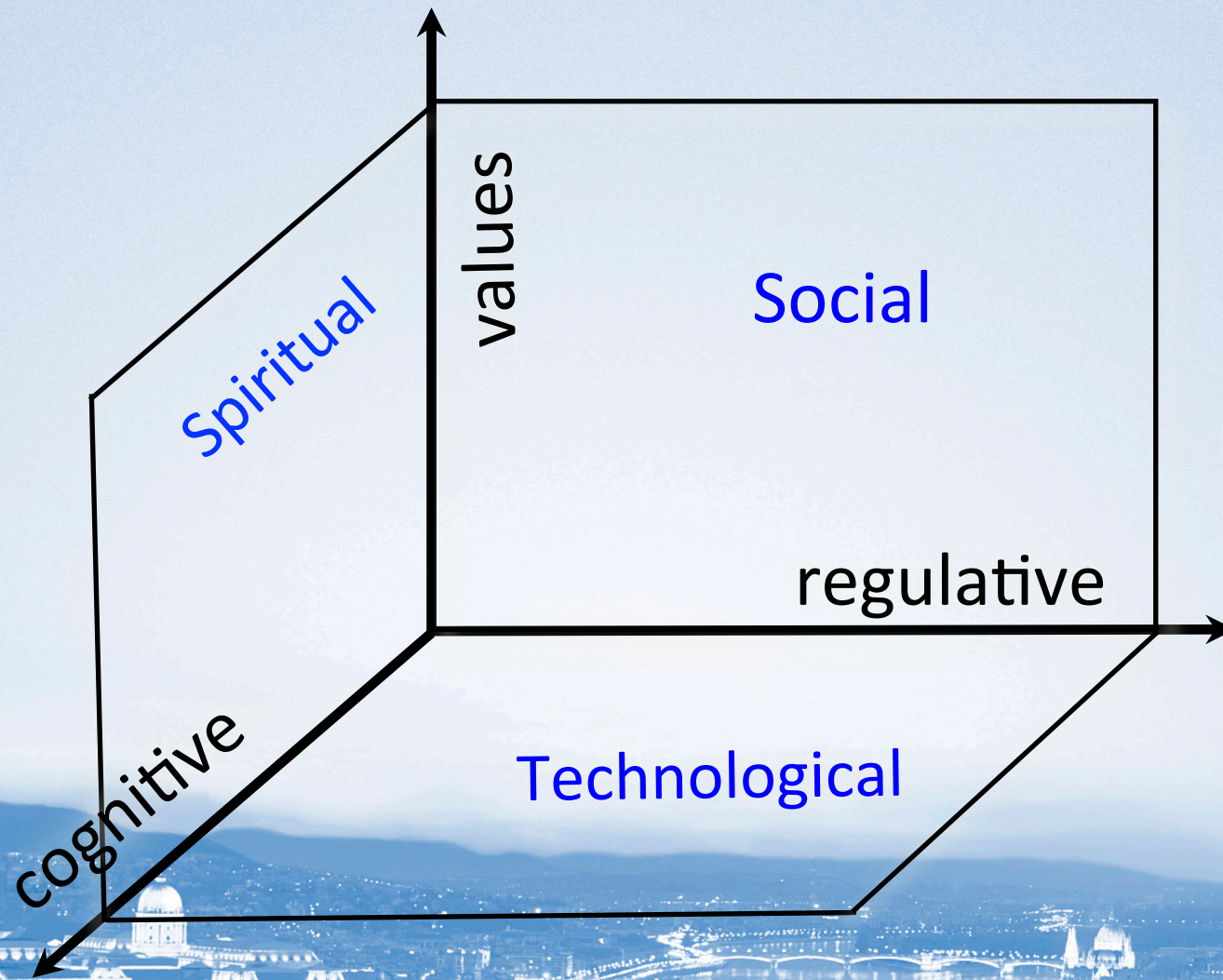
- Hyper-history is the Age of Multi-agent Systems

the State is no longer the Information Agent





SPACE OF CULTURE



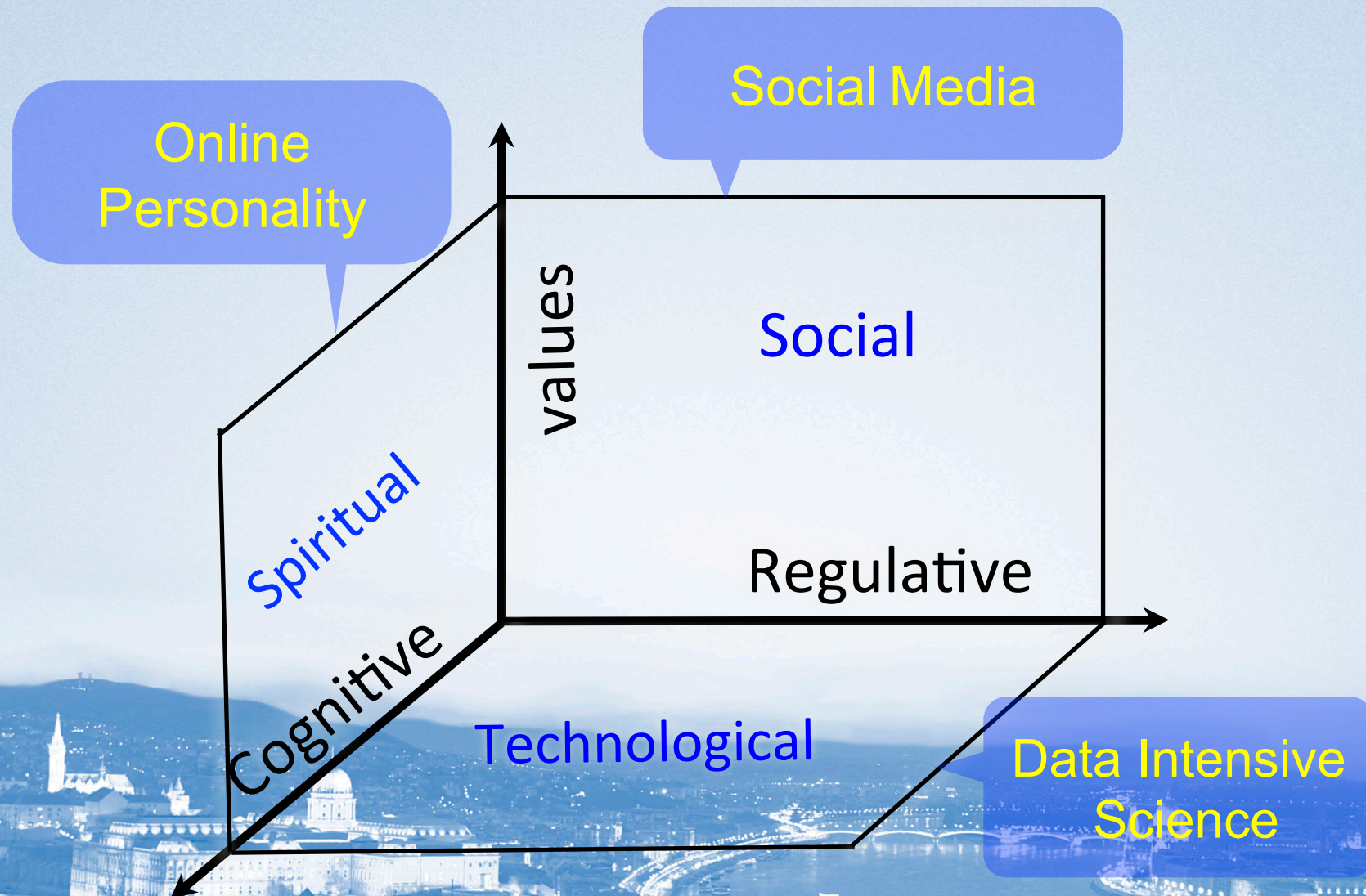
DIGITAL CULTURE



DIGITAL SOCIETY

- SOCIOLOGY - SOCIETY TRANSFORMATIONS
- HISTORY - THE END OF MODERNITY
- ETHICS - DISTRIBUTED RESPONSIBILITY
- POLITICS - RETHINKING GOVERNMENT STRUCTURES
- LEGALITY - FEARS AND RISKS IN HYPER-CONNECTED ERA
- ANTHROPOLOGY - TO BE HUMAN IN A HYPER-CONNECTED ERA

DIGITAL CULTURE



WHAT IS THIS?

	Neutral	Value-laden
Social Media	Use of Web applications supporting creation of user-generated content	New way of forming social consciousness
Data-Intensive Science	Data growing faster than technology	Fourth paradigm of science
Online Personality	Ability of websites to distinguish one individual from another	Personality formed in cyberspace

SOCIAL CULTURE OF DIGITAL SOCIETY

SOCIAL MEDIA



SOCIAL MEDIA



- Crowd based thinking
- Cult of amateur
- Self-organization of the net
- Neutrality of the net
- Privacy, Trust, Security awareness
- Manuel Castells, Yuhai Benkler, Clay Shirky, Andrew Keen, Nicholas Carr



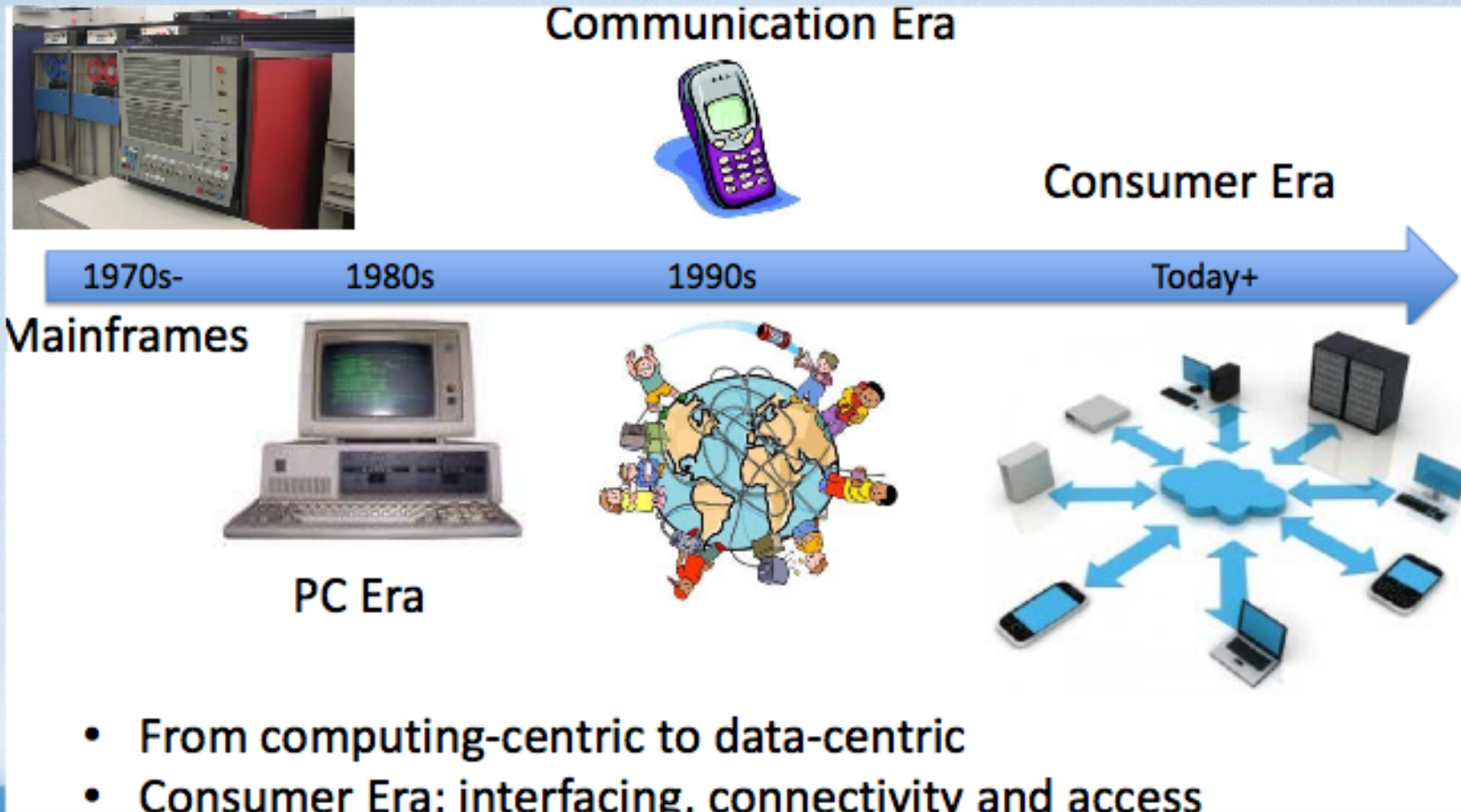
TECHNOLOGICAL CULTURE OF DIGITAL SOCIETY



DATA INTENSIVE SCIENCE



EVOLUTION OF COMPUTING



SCIENCE PARADIGMS

I. Empirical Science

II. Theoretical Science

III. Computer based Science

IV. Data Intensive Science

THE FOURTH PARADIGM: Data-Intensive Scientific Discovery

Knowledge is no longer the force

The speed, at which any given scientific discipline advances depends on how well its researchers **collaborate** with one another and with technologists in areas of e-Science such as: databases, visualization and cloud computing.



SPIRITUAL CULTURE OF DIGITAL SOCIETY

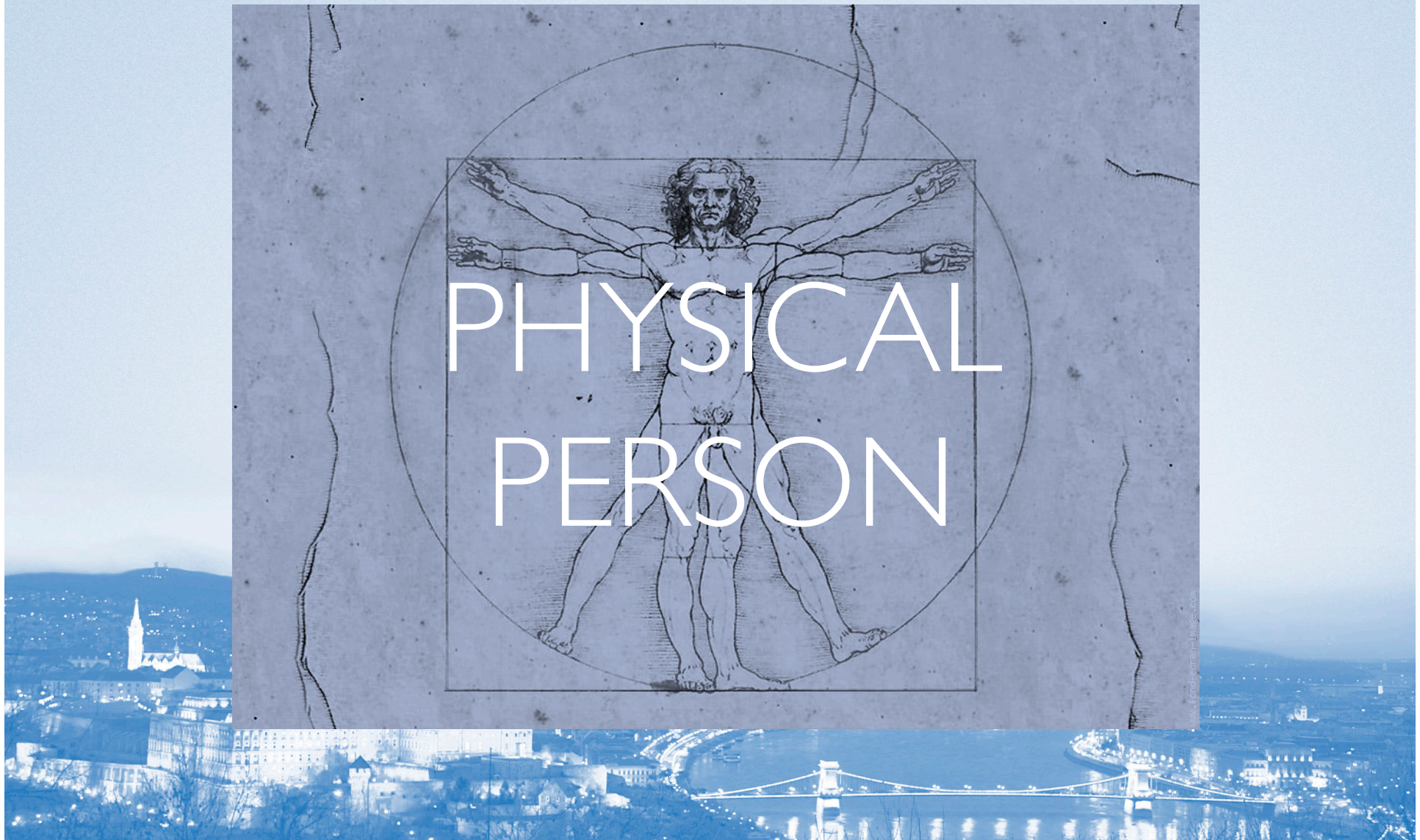
ONLINE PERSONALITY



We have had over 1,000,000 years to create social norms and architectures for how we deal with the Physical Person



PHYSICAL
PERSON



We have had over 10,000 years to construct the Legal Person and how it relates to the Physical Person

A large, golden statue of Lady Justice, the personification of justice. She is depicted as a woman wearing a crown, holding a sword in her right hand and a pair of scales in her left hand. The statue is set against a dark blue sky. The words "LEGAL PERSON" are overlaid in large, white, sans-serif capital letters across the center of the statue.

LEGAL
PERSON



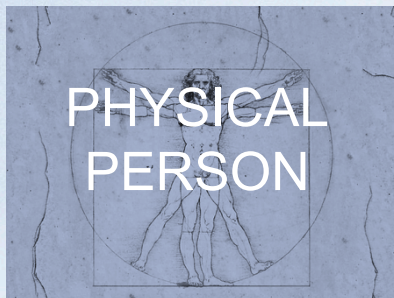
We have had just a few decades to bring into being the
Digital Person



THE BASIC QUESTION:

WHAT IT MEANS TO BE A “PERSON” IN THE
HYPER-CONNECTED WORLD?

HOW TO CONNECT THREE TYPES OF “PERSON”:



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Home video-history

ILYA LEVIN



527

1

Tweet

+1 2

2

Like

DIGITAL “ME”

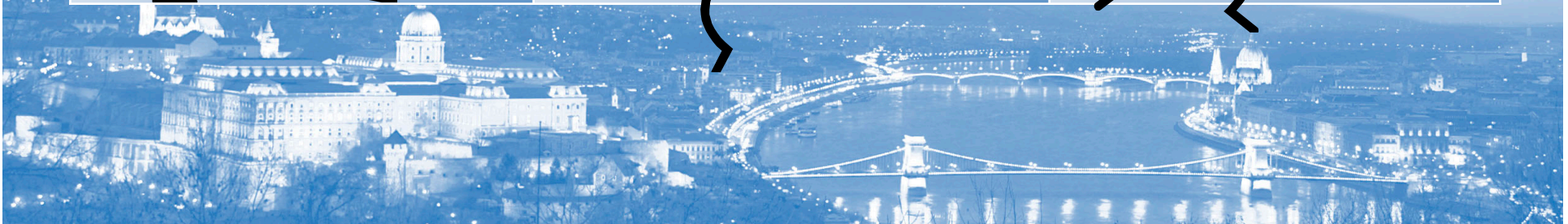
Digital Self
My Personal Data
is Me



Digital Property
My Personal Data
is Mine



Digital Speech
My Personal Data
is by Me



MONETIZATION OF PERSONAL DATA

The benefits can be quantified:

In 2010, the value of services minus a discount for foregone privacy, was estimated at over €100 billion



“PERSONAL DATA IS THE NEW
OIL OF THE INTERNET AND
THE NEW CURRENCY
OF THE DIGITAL WORLD.”

— Meglena Kuneva
Former European Consumer Commissioner



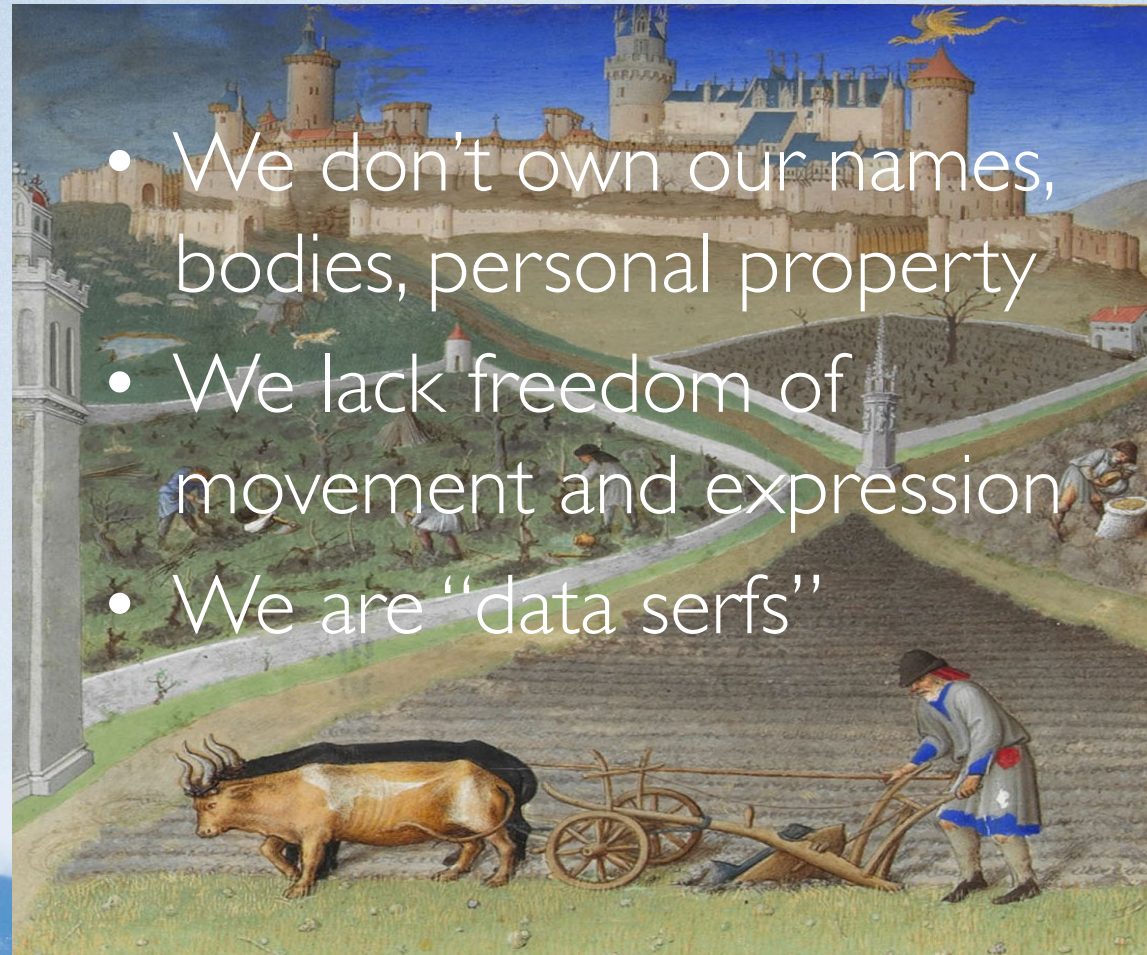
WE LIVE IN DIGITAL PANOPTICON



Interior View of Cell House, new Illinois State Penitentiary at Stateville, near Joliet, Ill.—23



WE LIVE IN DIGITAL FEUDALISM



EVE OF DIGITAL ENLIGHTENMENT?



CONTRADICTIONS:

HISTORICAL ENLIGHTENMENT IS ROOTED IN:

- Information infrastructure of the printed word
- Enforceable rights, individualism and the power of reason
- Privacy, protecting the autonomy of individuals and governing their relationships with institutions, communities and society

DIGITAL TECHNOLOGIES are:

- 1) In tension with the above concepts,
- 2) consistent with the idea of rationalistic mastery over our environment



DIGITAL ENLIGHTENMENT QUESTION

- How to reclaim the patience, the prudence, and the practical wisdom as the base of Rule of Law, in the era of hyper-connectivity?
- Was ist Aufklärung in the Digital Age?



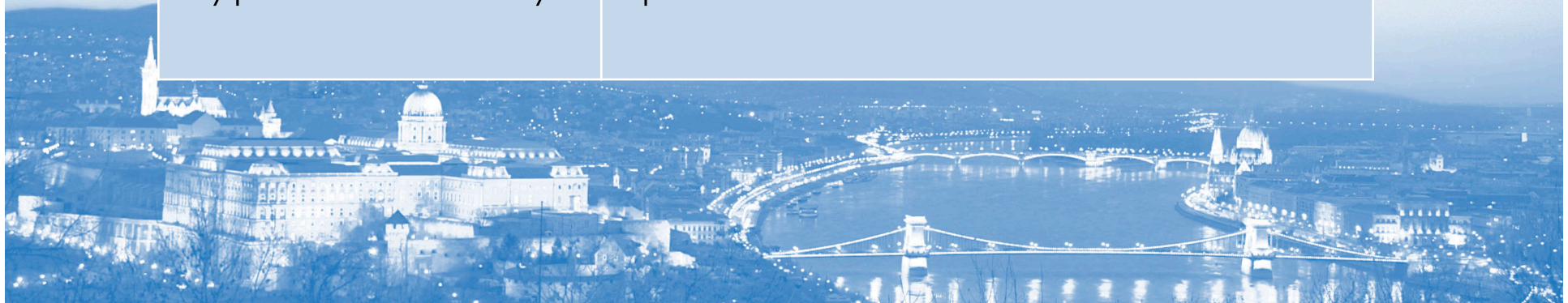
Enlightenment?



WHERE WE ARE MOVING?



Era	Dominating culture
Prehistory	Mythology
Antiquity	Mythology => Art => Philosophy
Middle Ages	Religion
Renaissance	Art
Enlightenment	Philosophy
Modernity	Science and Technology
Hyper-connectivity	Spiritual Culture?



CONCLUSIONS

- Society moves from modernity to digital era
- Changes in society has to be considered as connected with three types of culture - spiritual, social and technological
- In Digital Culture, there are three contemporary phenomena: Social Media, Data Intensive Science and Personal Identity Online
- Social consciousness is formed in Social web
- Sciences become data-intensive changing drastically the concept of education
- Digital Person forms Personal Identity in Cyberspace
- Spiritual Culture is going to dominate in Digital Society