

Creating our own cultures: Evolution of artificial cultures

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Culture is one of the most important characteristics of humans. Culture has a dual nature for humans: we create it ourselves, and we receive it from outside. Culture is created through interactions of individuals in the social world, but it is also given to people from external agents such as other people and by social systems and structures. Culture is usually understood as a given structure and process. The concept of artificial culture changes culture into something creatable by humans depending on our needs and goals. Artificial culture is purposefully and intentionally created culture; a system of assumptions, values, norms, and artifacts created purposefully to build a context for the actions of a specific group of people. The specified values and norms are the basis for the social structures and systems of the created artificial culture. Social software is the connecting media of the artificial culture and participants form a collective narrative. Shared stories, metaphors, and mental models create a dynamic reality of artificial culture, which in turn affects the behavior and decisions of its participants. Unlike real culture, all elements of artificial culture and all activities taking place in it are observable.

In this presentation, I will discuss the formation of artificial cultures and try to outline the main features of a society with an artificial culture. The main premise is the recognition of the importance of technology in the formation of post-humans and their cultures. The difference from earlier discourse on techno-culture is the idea that post-human artificial cultures are artificial environments created at will and as needed that will replace the present natural cultures.