ODILE DIAS

CYBERCULTURE AND CANCEL CULTURE

Repercussions on image and advertising commupication

YOU'VE BEEN CANCE LED

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1. INTRODUCTION

Although the Internet was created in 1969, it was only in the late 1980s that the dial-up connection began to emerge and in 1989 the United States decided to sell it, making it popular. Until 2022, it has come a long way, not only for technological advances (fiber optic connections, faster computers, mobile phones with internet access, etc.), but also social changes. There has undoubtedly been a social behavioral change and people's thinking influenced by the internet and its implications.

Behavioral changes have become clearly visible through increasing reliance on internet users. Apps, social medias, programs… What came to make people's lives easier also came to put them more and more in internet habits that became increasingly integrated into their daily lives.

In the 1980s, when Pierre Lévy created the concept of cyberculture, the neologism didn't encompass the infinite possibilities that he understands nowadays in this web society.

The individual inserted in cyberspace and living cyberculture then starts to consume information in an unique, fast and sometimes without any critical questioning. At times when the news feed is just a swipe up, news and information goes by in the blink of an eye and usually, there's no time for internal dialogue and critical or questioning thinking.

Besides, it's perceived that the way the person places himself in the world is directly linked to the way he also consumes the information he receives in this digital environment. Hence, digital

communication, within this cyberspace, has been influencing the way of existing, thinking, perceiving the other, understanding ideas and creating individual bonds.

> Cyberculture has three principles: Interconnection, virtual communities and collective intelligence. Interconnection, global or local, is a basic principle of cyberspace, insofar as its dynamics are dialogical. Virtual communities "are built on affinities of interests, of knowledge, on projects, in a mutual process of cooperation and exchange" (LÉVY, 1999, p.127).

Following this growth orientation of cyberspace thought by Pierre Lévy we have the principles of interconnection, the creation of virtual communities and collective intelligence. These three principles are clearly revealed in the present day and are expressed in many ways.

This world, all interconnected through the web, which's Internet, in which there's a transmission and reception of information all the time is the interconnection. It's the reason of cyberspace existence, where communication equipment and machines of all kinds are interconnected and end up creating an environment (cyberspace itself) to then correlate itself to a second type of connection, which in this case is that of ideas. Since these ideas are fixed in web groups, that is, in virtual communities.

Collective intelligence, on the other hand, can be attached to cyberspace, because it exposes a type of shared intelligence that comes from the cooperation of many people in their diversity. "…a universally distributed intelligence. No one knows everything, everyone knows something, all knowledge resides in humanity… (LÉVY, 2007, p. 212).

Thus, collective intelligence would be a way of thinking of the individual and sharing their knowledge with other individuals through cyberspace. Within the internet, users themselves generate content through constant digital interactivity and these interactions enshrine cyberculture.

In this understanding, cyberculture ends up helping in the formation of thoughts and also in behavioral ways, which end up being accepted and naturalized. This large thought formation created within the digital bosom ultimately results in collective intelligence, where many individuals, who identify themselves with common interests, end up forming digital communities or tribes.

When several people are in the same environment and consume the same information instantly, this digital cultural interaction ends up influencing several industries and creating new opportunities. Thus, cyberculture itself creates not only new relationships and ways of understanding the world, but also interferes with it and opens new paths previously not existing in the "real" world or modified and expanded to the digital world, such as the emergence of digital influencers.

Digital influencers are opinion leaders and have a great ability to influence people, such "power" makes companies increasingly choose to invest in this type of communication. In this way, partnerships are created with content producers from the most varied social medias and thus the company gets closer to its customers. It's observed that the way influencers share experiences and opinions about products (new or not) and services turn out to be a factor of added value for brands and beneficial to the credibility of customers.

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