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TOMASZ WAWRZYŃSKI

Kozminski University Warsaw, Poland

ARTIFICIAL INTELLIGENCE AND CYBERCULTURE

Artificial intelligence and cyberculture adopt our values. The world of cyberspace has developed new standards of cooperation and communication. A huge number of Internet users use many services on the Internet. This has led to a revision of many deadlines, such as cooperation, organization of leisure time, the resolution of official matters. Millions of people around the world belong to various supranational social organizations and platforms. Artificial intelligence collects all the information about us and our actions on the Internet. Cyberculture arose spontaneously, ignoring nationality or religion, ignoring the geography of the world, and ignoring a person's physical boundaries or financial status, linguistic differences, or cultural affiliation in the modern sense. All components of culture have been ignored by her, and the conditions in the era of virtual reality are very favorable for its development. It is even becoming a mind on a global scale: Internet users often physically stay in a certain place, but their mind is already fixed in cyberspace. Often virtual reality seems to promise us more than it can give. Direct communication in cyberspace gives us a sense of "here and there", a sense of intimacy, but that intimacy is not filled with the physical and emotional presence of a real person. The changes that are taking place in cyberspace with the help of artificial intelligence, which works on the basis of data that each user enters into the network, are actively discussed. Cyberculture is also the subject of much research and is a much deeper concept than just a combination of culture and technology. Although there is still no institutional framework and codified appropriate terminology to confirm this new phenomenon. The birth of a new culture is extremely interesting. The main purpose of the publication is to draw attention to a very interesting process of development of a new culture - cyberculture, which arose from a combination of artificial intelligence and analytical computer science. The paper analyses interaction and interconnection of cyberculture and modern information technologies and science.

Keywords: Cyberculture; Cloud computing; artificial intelligence; online privacy; cyberspace.

Introduction

Virtual space has created a place for a new organization, where the old rules do not apply anymore and the old order stops functioning and doesn't work.

The virtual world has space and perfect conditions for rapid development. New virtual communities that were born spontaneously "do not recognize" boundaries, neither those existing for centuries, nor those set politically in nowadays. The virtual world community don't have and don't need nationality or territorial affiliation.

It should be noted that everyday business mostly moved to cyberspace. Virtual banking is the norm as well as shopping or booking tourist trips, various and all kinds of travel. In current situation, platforms for conference meetings, networking or online learning require and need new solutions and innovations, but above all they have now become indispensable and irreplaceable. It turns out that not only business and science but also telecast messages of religious prayers as well as meditation classes or even sport matches events have grown in popularity and now we have been forced to use it all

online. We learn to be still together, but at a distance. The current situation has forced millions of people around the world to use internet and work online. The whole world is now functioning thanks to internet and multimedia communications in virtual reality.

Comfort of life in which we lived so far and surrounded, did not serve creativity and did not give incentives and did not allow us to make important and necessary changes and decisions.

We are now witnessing how "tech online human" was born and a new "tech-online society" without borders, nationality, religion and political regulations, but with a great field of coverage. All you need is just a tablet or smartphone and internet access to participate and be a co-creator a new order, new culture and new virtual world.

It accumulates very quickly with a lot of new data. For all this data, places and centers for their processing and storage are created. New technologies have also been born, such as cloud computing and artificial intelligence, which are already changing the world around us.

Goal of the paper is to analyse a concept of cyber culture (Figure 1) in context of artificial intelligence (SI), cloud computing (OB) and network user activities (XYZ).

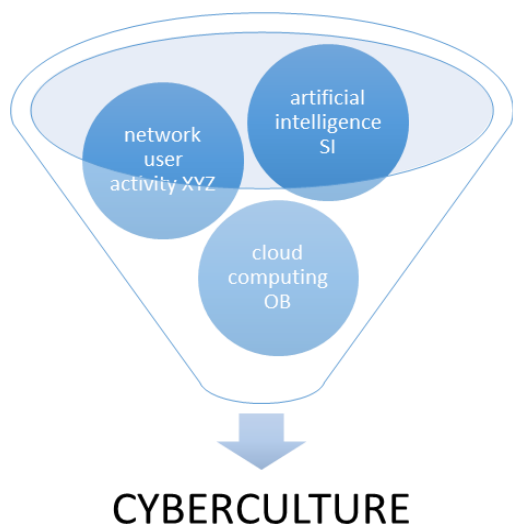


Fig. 1. Components of cyberculture.
Own elaboration

1. Artificial Intelligence

Artificial Intelligence (SI) is defined as "IT science department that studies the rules that human mental behavior and creates computer programs or systems that simulate human thinking" [1].

According to its dictionary definition, artificial intelligence is therefore to facilitate creating and development of computers capable of performing activities that are usually the domain of people, especially those requiring the use of human intelligence. These are applications and algorithms that are used to perform complex tasks.

Artificial intelligence "feeds" on the database. Only data analytics, along with other areas, allows you to use its full potential and all possibilities. Algorithms search, collect, sort, separate, filter and capture information from many different sources. Then they process it for the needs of the company, to support its functioning and supply chain management, accounting and direct customer service. Artificial intelligence can support all departments in the company: administration, accounting, human resources, legal, marketing, sales, orders, customer service, complaints, IT and logistics.

Artificial intelligence can very quickly become a significant pillar of innovation by understanding and analyzing the magnitude of available data. Thanks to the automation of processes and tasks in the enterprise, there is an increase in its efficiency and productivity.

Artificial intelligence is of big value for almost every industry, every department and every company. It can be used both general and specialist. An example of this is the use of demographic and transactional data to forecast customer expenses or to prepare personalized product recommendations.

In order to use the goods provided by artificial intelligence, nowadays many companies invest in data analytics. A new interdisciplinary field "data science" was born that uses various scientific methods, including methods to extract values from the collected data. Data is combined with areas such as statistics or IT, and then converted and translated into knowledge, e.g. business.

The science of "data science" itself becomes a set of data that we can analyze and study, uses scientific methods, processes, algorithms and systems to extract knowledge and observations" [2].

Systems are created in the network to secure our virtual operations and our data that are stored in this space. New services and technologies are being created which already changing the world around us, and we are only at the beginning of development artificial intelligence. Using it will become daily life for all of us in a short time and will significantly increase business competitiveness.

2. Cloud Computing

The development of new technologies in the virtual world definitely goes hand in hand with the emergence of new names. At the beginning of using network, simple servers and mailboxes were used, but then we were not interested in the technical side, where and how the data is stored, transmitted or where documents are created. Currently, cloud computing is the most important and the fastest growing sector in IT industry.

"The cloud is a server room that you can't touch, but you can manage the services and you have access to them only through the network" [3].

As users, we do not know exactly where the servers are located, nor do we pay cost for their maintenance, nor can we view them. Cloud computing replaces our data centers. We may use the computing power provided by the service provider and use memory to store data. We have constant access to our data, to software and or to computing power whenever we want and wherever we want. All charges and fees using this model are calculated only for computing power used at specific time of using the service.

Summarizing, cloud computing and data processing occur when all the conditions described below are met [4]:

- the pool of computing resources is available to every user;
- the resource pool is virtualized to make the best use of IT devices;
- the user's pool of resources is flexibly scaled depending on user's needs;
- the process of creating new virtual machines as well as removing old machines is fully automated;
- fees are charged only for used resources.

On the market we currently have: private- public- and hybrid - cloud for clients. Cloud computing can be adapted and expanded with the appropriate infrastructure in accordance with customer needs, as well as the IT platform can be made available to the customer in accordance with his preferences.

Now in nowadays, cloud computing is able to provide much greater safety, security and availability of data, safety and reliability are the basis for companies providing services in this sector.

3. Cyberculture

The culture of real virtuality, new model of our interpersonal social relationships, as well as normal communication, moves mostly to virtual space. We are witnessing how new culture is emerging – cyberculture.

For this reason, new concepts have also been born, for example, the information society or multimedia society, which uses new and the latest technological advances and how to apply them in everyday life.

"We are looking for knowledge, various methods and models that will allow us to move more confidently in the world of constant choice of goals, methods and means of action at various scales at different levels of the organization. But this is happening in a turbulent environment, in a world where everything is increasingly depends on everything" [5].

Therefore, even a small activity on the network can affect the overall multimedia society, the whole new reality and whole new virtual society. It should be noted, that virtual space increases our physical space. While we notice to that cyberspace expands our field of activity and range. These coexisting areas can complement each other. Cyberspace completes our reality, but it can happen also other way around.

"With the development of satellite and cable technologies, as well with development of the Internet and www networks, the number of people constantly using access to global communication has increased to an unprecedented level. (...) It has been noticed that when considering about the issue of globalization, more attention should be paid to global media, not only because globalization is associated with global communication technologies and media corporations, that seek to expand their operations and activities on a global scale, but also because global media are the main carriers of symbolic and informatics content, through which people organize their time and relationships with other people distant far away from them" [6].

The cyberspace information space does not have to be in opposition to the previously used forms of communication, but is its "natural" extension in the virtual world. Where there is a total connection without the closeness of people face to face. Cyberspace goes hand in

hand with cyberculture, thanks to which new projects and concepts are created in both the virtual and physical world. However, one should not think that cyberspace, despite the lack of rooting, competes with real space, they both complement each other perfectly.

Multimedia (from Latin *multum* + *medium*) are "digital media presenting the user different forms of information (e.g. text, sound, computer animation, graphics, film), thanks to which they provide the recipient specific content or entertainment. They create visual, sound or mixed art, often using traditional techniques" [7].

Because the computer as a multimedia tool allows us to merge all different content, e.g. photos, images, sounds, multidimensional models into one independent message related to various fields and to transfers them to us to recipients in a way that increases our interest.

To have easy and quick access to information, communication, shopping offers, offices, education, culture or art accompany and help us in everyday life with many types of multimedia devices. They even become necessary for normal functioning and life.

In the world of virtual reality, space is created for everyone and for every topic. Art, museum exhibitions, science, cinematography, technologies, government offices, various types of organizations and associations, virtual tourism, banking, goods exchange transactions and charity actions are also moving into this cyber world. As a result, different usually distant fields are connected, which do not lose their originality, naturalness and identity.

There are many different definitions of cyberculture. One of them defines it as "multi-faceted complex that grows out of the social experience of living in a world dominated by information and communication technologies.

Cyberculture is a process through which the information society speaks. There can be distinguished in it an internalized, consciousness layer of newly emerging principles and values, as well as a set of concepts and concepts that make up a jointly developing postbiological awareness, a layer of activities (primarily communication), which constitute an objectified expression of the previously indicated sphere, a layer of products of this activities (...) and a layer of institutions supporting and regulating the functioning of the whole or constituting its extension or expression" [8].

You can also define cyberculture simply as a computer trend, that has become an integral part of life and reality. We must note that new technologies can be very helpful but can also be a destabilizing factor for the foundations of real culture and society (Figure 2).

Critically it should be emphasized and noted that we must be very careful that IT technologies are not only used for business and tracking consumer behavior, and are not changed only into intelligent, new distribution channels of

goods to the customer and that users do not become dependent on the cyber world, which would result loss of contact with the real world, which will be a serious misfortune and threat in which virtually serves as an instrument of reality.

Considering the above and focusing on the fact that one cyberspace has created in virtual reality, not knowing national, religious or cultural affiliations, the question may be asked: will a new "global culture" be created? One culture for everyone where only the algorithms match e.g. sales techniques depending on the preferences of customers living in a given latitude?

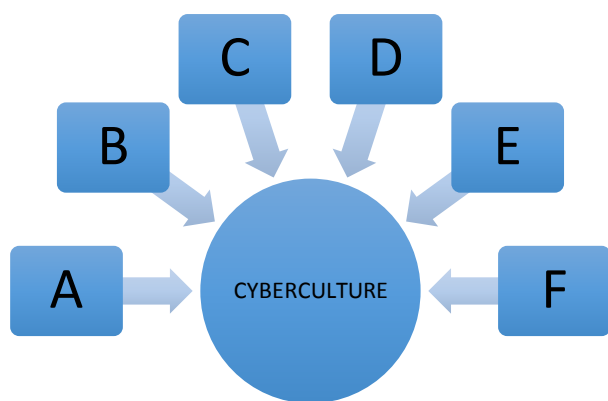


Fig. 2. Cyberculture containing different examples of culture (A, B, C, D, E, F). Own elaboration

Whether we agree or not, our future belongs to artificial intelligence, thanks to which a new culture develops.

The current view of reality will change. A new scientific paradigm in the area of learning about cultures, will create a new matrix to organize new areas of our new reality.

Perhaps there will be reduction in human effectiveness, but in return human should receive unconditional security in the virtual world. But what does this really mean?

Artificial intelligence must learn rules. But only whose values should it have and accept? It has already been mentioned, artificial intelligence "feeds on" data, and the most data have large companies such as Google, Facebook, Amazon and these countries: China, Russia or the US. Could this mean that cyberculture will be dominated by several big global players? Will it be dominated by several of the world's largest economies, by several nations with the largest databases and the largest computing centers? Will "data science" be politically affiliated?

It is believed that artificial intelligence will revolutionize any type and any area of business. Its full use will relieve employees from performing simple duties for work of greater value.

It is worth considering the issues of artificial intelligence, and exactly whether we are even aware of the upcoming changes that are effects of its use. Artificial intelligence is not only associated with robots, that we see more often in our environment. Its use is also observed in personalized shopping offers, warning against being ill and some disease (even before its first symptoms) or in other activities suggested to us, which were not important at all, and which may prove to be interesting and necessary for us. Or maybe it will already be deliberate planned manipulation? Will we be able to distinguish the needs of our "Me", from the effect of intentional marketing activities of big corporations, and also worse from actions of state authorities, which will for example "program" our political choices?

The potential, that lies under the name of "artificial intelligence" is not yet known to us. It will certainly affect business changes and allow its rapid development. It will also significantly change our everyday life. The better it is able to deal with understanding us and our needs, the faster and easier it can happen, that human will serve her, no other way around. All this can have a huge impact on culture and cyberculture, which is related to artificial intelligence, and maybe even over time controlled by it.

By studying this specific phenomenon of incredibly fast-growing developing artificial intelligence, as well as the accompanying cyberculture, while conducting direct observations in a methodical and objective way, free from prejudices, we are able to see the new face of the popular culture, based on multimedia, on network connections and computer connections with a new communication system in which virtual space and the space of the real world interpenetrate each other.

Artificial intelligence and a new culture in cyberspace will develop very fast, whether we want it or not. To survive and thrive in this world, we must constantly be ready to learn. We also need to show big mental flexibility of our mind and have huge reserves of balance.

The future, most likely will force us to give up what is well known in favor of what is new and unknown. Critical thinking, communication, cooperation, creativity and ability to cope with changes, as well as technical skills will be very important areas that we should develop in a special way.

Now millions of people around the world suddenly and unexpectedly stuck in their homes. We have become isolated and subjected to forced and collective quarantine. Or maybe is it a global experiment in which we all participate? But the question is, who controls this?

And when we break the barrier of fear, also get used to the current situation and become more "connected" to cyber reality, artificial intelligence will redirect us to the next stage of this experiment. Human man is tired and exhausted from the current situation, where for most only

cyberspace is the world in which he currently moving. Where the whole world has become "virtually mobile" and is at our disposal, while even geographically distant galleries or home exhibitions invite us to virtual tours, which are so inaccessible and unreal, for many in the physical world.

Perhaps the entire economy will be redirected to other, new tracks, much stronger place in cyberspace, the shock and fear caused by the current situation will only improve this process. You must believe that we will start using internet responsibly, and maybe it will happen that every information posted in the virtual world will have a kind of signature, the identifier of who created it, will talk about who entered these data into the network with distinction whether it was still a human or an algorithm or another creation of cyberspace. A new order in the world will be born. Perhaps we should already work on a new version of search engines such as Google, which will be able to sort messages. Maybe not useful and not real information "cyber-waste" should be "thrown into the cyber-garbage" or to the "cyber-destroyer".

New business strategies will be created, but also new quality and social responsibility should be born, where a new "green order" will be born and consumption will become not only conscious but also valuable.

You will probably need to create and write new value codes, and many things need to be redefined for virtual reality. The new culture class requires new definitions. For now, we people have the chance to do it.

Conclusion

In conclusion, cyberculture is a completely new dimension of culture, created by the new media, contemporary communication convention and pop culture. However, it should be remembered that it is still in a state of development. But its development has significantly accelerated, takes on a faster blunt and takes on a new meaning. These changes will cover all areas of our life and will affect all of us.

What is important and worth emphasizing is that each generation will need a new answer, new interpretation, because what we know and what we do not know is constantly changing.

Because around us so much things is happening at the same time. The world is rushing very fast, and unlike us artificial intelligence is not tired, does not need rest, not show feelings or get sick. We should use her goodness consciously and responsibly, because as long as our interests will be converging with those of artificial intelligence we are safe, but if our interests do not match, we will be in a losing position.

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ШТУЧНИЙ ІНТЕЛЕКТ ТА КІБЕРКУЛЬТУРА

Tomasz Wawrzyński

Штучний інтелект та кіберкультура переймають наші цінності. Світ кіберпростору розробив нові стандарти співпраці та комунікації. Величезна кількість користувачів Інтернету користується багатьма послугами в Інтернеті. Це призвело до перегляду багатьох термінів, наприклад, співпраці, організації вільного часу, вирішення офіційних справ. Користувачі діляться навіть особистою інформацією в Інтернеті. Мільйони людей у всьому світі належать до різних наднаціональних соціальних організацій та платформ, а штучний інтелект збирає всю інформацію про нас та наші дії в Інтернеті. Кіберкультура виникла стихійно, не звертаючи уваги на національність чи релігію, ігноруючи географію світу та, не звертаючи уваги на фізичні кордони чи

фінансовий стан людини, мовні відмінності чи культурну приналежність у сучасному розумінні. Усі складові культури, були проігноровані нею, а умови в епоху віртуальної реальності дуже сприятливі для її розвитку. Народилися нові структури, де безіменні голоси всіх користувачів набули важливого значення і їх "почули". Віртуальні спільноти діють транснаціонально, розвиваючи при цьому ідею колективної свідомості. Настав час, коли хмарний інтелект, в значенні колективного інтелекту «здорового розуму», набуває все більшого значення. Стає він навіть розумом у глобальному масштабі: користувачі Інтернету часто фізично залишаються в певному місці, але їх розум вже закріплений у кіберпросторі. Часто віртуальна реальність, здається, обіцяє нам більше, ніж може дати. Безпосереднє спілкування у віртуальному просторі дає нам відчуття «тут і поруч», відчуття близькості, але та близькість не наповнена фізичною і емоційною присутністю реальної людини, що робить кіберкультуру неповноцінною з першого погляду. Ті зміни, які відбуваються в кіберпросторі за допомогою штучного інтелекту, що працює на основі даних, котрі кожен користувач вводить у мережу, активно обговорюються у фаховій літературі. Кіберкультура є також предметом багатьох досліджень і є значно глибшим поняттям ніж просто поєднання культури і технологій. Хоча досі не існує інституціональної бази та кодифікованої відповідної термінології для підтвердження цього нового явища – кіберкультури, тема народження нової культури є надзвичайно цікавою. Основною метою публікації є привернення уваги до дуже цікавого процесу розвитку нової культури – кіберкультури, яка виникла з поєднання штучного інтелекту і аналітичної інформатики. Стаття аналізує зв'язки і взаємовплив кіберкультури і сучасних інформаційних технологій і наук.

Ключові слова: кіберкультура; хмарні обчислення; штучний інтелект; безпека мережі; кіберпростір.

ИСКУССТВЕННЫЙ ИНТЕЛЛЕКТ И КИБЕРКУЛЬТУРА

Tomasz Wawrzynski

Искусственный интеллект и киберкультура перенимают наши ценности. Мир киберпространства разработал новые стандарты сотрудничества и коммуникации. Огромное количество пользователей Интернета пользуется многими услугами в Интернете. Это привело к пересмотру многих терминов, например, сотрудничества, организации свободного времени, решения официальных дел. Пользователи делятся даже личной информации в Интернете. Миллионы людей во всем мире относятся к различным наднациональным социальным организациям и платформам, а искусственный интеллект собирает всю информацию о нас и наших действиях в Интернете. Киберкультура возникла стихийно, не обращая внимания на национальность или религию, игнорируя географию мира и, не обращая внимания на физические границы или финансовое состояние человека, языковые различия или культурную принадлежность в современном понимании. Все составляющие культуры, были проигнорированы ею, а условия в эпоху виртуальной реальности очень благоприятные для ее развития. Родились новые структуры, где безымянные голоса всех пользователей приобрели важное значение и их "услышали". Виртуальные сообщества действуют транснационально, развивая при этом идею коллективного сознания. Пришло время, когда облачный интеллект, в смысле коллективного интеллекта "здорового смысла", приобретает все большее значение. Становится он даже умом в глобальном масштабе: пользователи Интернета часто физически остаются в определенном месте, но их разум уже закреплён в киберпространстве. Часто виртуальная реальность, кажется, обещает нам больше, чем может дать. Непосредственное общение в виртуальном пространстве дает нам ощущение «здесь и рядом», ощущение близости, но это близость не наполнена физическим и эмоциональным присутствием реального человека, что делает киберкультуру неполноценной с первого взгляда. Те изменения, которые происходят в киберпространстве с помощью искусственного интеллекта, работающие на основе данных, которые каждый пользователь вводит в сеть, активно обсуждаются в профессиональной литературе. Киберкультура есть также предметом многих исследований и является значительно глубоким понятием чем просто сочетание культуры и технологий. Хотя до сих пор не существует институциональной базы и кодифицированной соответствующей терминологии для подтверждения этого нового явления – киберкультуры, тема рождения новой культуры является чрезвычайно интересной. Основной целью публикации является привлечение внимания к очень интересному процессу развития новой культуры – киберкультуры, которая возникла из сочетания искусственного интеллекта и аналитической информатики. Статья анализирует связи и взаимовлияние киберкультуры и современных информационных технологий и наук.

Ключевые слова: киберкультура; облачные вычисления; искусственный интеллект; безопасность сети; киберпространство.

Tomasz Wawrzynski – PhD student at Kozminski University in Warsaw; Executive MBA, Intercultural Management and business consultant, Business Coach, Poland, e-mail: TMWAW2HH@interia.pl.