

By Arnold Brown

# Relationships, Community, and Identity in the New Virtual Society

As we spend more of our social lives online, the definitions of relationships and families are shifting. A business futurist offers an overview of these trends and what they imply for organizations in the coming years.

The future of business conferences? A virtual boardroom meeting in Second Life. Professional associations will hold more and more events and meetings in virtual spaces as well.

ILLUSTRATIONS: LINDEN LAB



Two avatars share a moment together in the virtual world Second Life. Could this represent the future dating experience (at least the positive side of it) as our social lives move increasingly online?

In India, where for centuries marriages have been arranged by families, online dating services such as BharatMatrimony.com are profoundly changing embedded traditions.

MyGamma, a Singapore-based mobile phone social networking site, has millions of users throughout Asia and Africa, giving social networking capability to people across continents—no personal computer necessary.

In China, individuals have been participating in *wang hun* (online role-play marriages). These gaming sites are causing actual married couples to get divorced on the grounds that this constitutes adultery—even though no face-to-face meetings ever took place.

And Web sites such as GeneTree.com and Ancestry.com, which offer inexpensive cheek-swab DNA tests, link up people throughout the world who have similar DNA, thus combining genealogy, medical technology, and social networking.

Clearly the Internet has radically reshaped our social lives over the span of just a couple of decades, luring us into a virtual metaworld where traditional interactions—living, loving, belonging, and separating, as well as finding customers and keeping them—require new protocols.

## RELATIONSHIPS TAKE ON A DIGITAL DIMENSION

The future of falling in love may be online. Dating sites, once considered a gimmicky way to meet and connect with new people, have grown immensely in popularity, thanks in part to the convergence of information technologies and digital entertainment. Facili-

tating and managing relationships online is projected to become close to a billion-dollar industry in the United States in 2011.

In the new Virtual Society, we will see an increasing transition from basic matchmaking sites to sites that enable people to actually go out on online “dates” without ever leaving their desks. While face-to-face dating will never entirely disappear, the process—and even relationships themselves—will happen more and more in virtual space.

Especially for young people, relationships made in virtual space can be just as powerful and meaningful as those formed in the real world. Additionally, as more people gain access to broadband technologies, an increasing number are seeking social connectivity this way. There are already at least 500 million mobile broadband users globally. The speed and flexibility with which people communicate and socialize online will likely only continue to increase.

Technology doesn’t just bring people together, though. As Douglas Rushkoff points out in *Program or Be Programmed* (OR Books, 2010), cyberspace creates a temporal and spatial separation from which it becomes seemingly easier to accomplish unpleasant interpersonal tasks. Hence, the *techno brush-off*: breaking up with a significant other via e-mail or text message.

This will increasingly be a dominant fixture of the global youth culture. Young people everywhere link up through IM, Twitter, blogs, smartphones, and social networking sites that are proliferating at an accelerating rate. This is a critical point for businesses to understand. The emerging generation is part of what is, in essence, a vast new cross-border empire. It is marked by an instant awareness of what’s new, what’s hot, what’s desirable—and what’s not. This is the group that pollster John Zogby, in his book *The Way We’ll Be* (Random House, 2008), calls the First Globals. His research shows that their expectations of products and services will be vastly different and that they will force businesses to redefine their offerings.

Young people will not, as their elders did, simply adapt to the tech-

nology. The new youth cyberculture will continue to find ways to adapt the technology to their needs and desires. For example, Ning, created in 2005 by Netscape co-founder Marc Andreessen, enables people to create their own individual social network—not join a preexisting world but actually build their own. A Web site called paper.li creates a personalized newspaper for you everyday based on whom you follow on Twitter and whether or not they said anything particularly important in the last 24 hours (as measured by retweets). Your friend’s brilliant blog post about last night’s St. Patrick’s Day party could appear directly next to Tim O’Reilly or Bruce Sterling’s most recent missive on China’s Internet policy. It’s hard to imagine a local newspaper providing that sort of personalized content.

But online relationships are not exclusively reserved for young people. As the elderly become more comfortable with the Internet, they will increasingly turn to alternative spaces, such as virtual worlds, to find company or meet people with similar interests. By 2008, more than 20 million social networkers in the United States were over the age of 50, according to a study by Deloitte. There have been a slew of media reports playing up the fact that many seniors are joining Facebook and Twitter, as well as becoming an increasingly significant part of the growing commercial activity in virtual worlds.

### COMMERCIALIZING COMMUNITIES

More and more people regard the virtual world as a place where they can establish and maintain safer, less demanding relationships on their own time. Ease, flexibility, and relative anonymity will continue to be three key components of dating online. Monetization will happen quickly, as virtual restaurants, movie theaters, concerts, and even wedding chapels are established.

In addition to using virtual worlds as test markets for real-life products and services, as is done now, businesses will offer a much wider variety of virtual products and services. Having these options would give a

substantive feel to online relationships. The more real and satisfying these relationships can be made to seem, the more they will attract and hold people, and the more money they will generate.

Commercialized virtual venues such as upscale bars and coffeehouses could even be looked to as testing grounds to develop the social skills necessary to form meaningful human relationships. Businesses could use game applications like Mall World or Café World on Facebook as platforms to advertise various specials that occur in virtual space, ranging from coupons for those aforementioned simulations of bars and coffeehouses to discounts for two to “live” streaming concert events. Advertising boards could promote online activities and events such as speed dating in a virtual nightclub setting. All this will dramatically change the nature of relationships.

As social researchers have pointed out, the Internet is programming us as well, starting at an early age. For example, there are combination social networking and gaming sites for children such as Disney’s Club Penguin. Children are developing social skills within these virtual worlds. What this will mean in terms of how they will start, maintain, and end “real” friendships and relationships in the future is anyone’s guess.

But the Internet can also strengthen family ties because it provides a continuously connected presence. In Norway, for example, one study showed that college students were in touch with their parents on average 10 times a week. Young people use mobile devices to Skype, text, upload photos and videos to Facebook, and more, with increasing frequency. Cyberspace enables families and friends to converse, in effect, as if they were in the same room. This is part of the reason that the Millennial generation reported feeling closer to their parents than did their older siblings during adolescence, according to the Pew Internet and American Life Survey.

So what does all this tell us? For one thing, the temporal and spatial “here-and-now” limitations that formerly characterized social interac-

tions such as dating and family get-togethers have broken down. The composition of, and behavior in, relationships and households in the future will therefore change seriously. These trends are powerfully affecting how companies and organizations will design, sell, and market a wide range of products and services to consumers, with a growing emphasis on individualization and personalization. For instance, if relationships and families are more virtual, we should see an increase in the construction of new kinds of single-person housing units or dual sleeping quarters.

Family formation will need to be flexible and adaptive. The nuclear family was a response to the Industrial Age, in large measure replacing the extended family that characterized the Agricultural Era. It spurred vast economic shifts and led to new multibillion-dollar industries, from autos to washing machines to personal telephones. We are already seeing indications that the family is morphing into other forms as the Virtual Age approaches. Employers and governments will see their social, human resources, financial services, and benefits programs challenged, as the new economy takes great advantage of these multiple, newly unfolding personal relationships. For instance, should a "virtual spouse" be able to claim the Social Security benefits of a partner? The easy answer is, of course not. But what if it's the virtual spouse who is charged with monitoring the health of an aged parent remotely? What if he or she does the household bill-paying, or even contributes half of the household income? In other words, what if the virtual spouse performs many if not all of the tasks associated with a traditional spouse? And should the same polygamy laws applied to regular marriages also apply to virtual marriages? Should such marriages be subject to the same taxation laws?

With the advent of an electronic era, many social scientists and other "experts" decried what they saw as a loss of social capital—the so-called "Bowling Alone" theory—because people were supposedly decreasing their participation in such things as

## THE REALITY OF VIRTUAL FEELINGS

Advances in brain research and multisensory perception could play an important role in the development of virtual relationships. Neural devices already allow people to control electronic equipment such as wheelchairs, televisions, and video games via brain-computer interfaces. One day soon, avatars may also be controllable this way.

Virtual reality may become so advanced that it could trick the brain into thinking the invented images it is responding to are real—and human emotions would follow accordingly. Avatars will cause people to feel love, hate, jealousy, etc. And as haptic technologies improve, our abilities to respond physically to our virtual partners will also improve: Sexual pleasure may be routinely available without any inter-human stimulation at all.

If it becomes possible to connect virtual reality programs directly to the brain, thoughts and emotions may also be digitized, rendered binary and reduced to 0s and 1s. Feelings of satisfaction and pleasure (two key components in any relationship) could be created between avatars without any "real" stimulus at all. But would they be real or mimetic?

Once humans begin to perceive virtual social interactions as actually having occurred, it will greatly impact individuals, relationships, communities, and society as a whole.

—Arnold Brown

bowling leagues. The big mistake that the fearful always make is to equate change with destruction. The social turmoil of the 1970s was heralded by such observers as "the destruction of the family." But the family did not die; it just changed—and it is still changing.

Similarly, social capital is not going away; it is too intrinsic to human nature, although aspects of it may well be changing, and it is important that you view these changes objectively if you want to understand what they are and what they mean to you.

Social ties are being created, strengthened, and—yes—weakened in an almost unbelievable variety of ways. This has to entail, as well, the remaking and establishing of both a deeper and a shallower social capital. Someone with more than 3,000 Facebook friends probably has more than 2,000 shallow friendships, but there's a tremendous amount of variety in that number; some of these friendships are viable clients, others may be service providers, others may be long-term friend prospects, or secret crushes, or members of a social circle to which the person with 3,000 friendships wants access; some of them will be annoying people encountered only once at a party, be-

grudgingly given the status of "friend" to avoid seeming rude. All of these friendships have their own unique value. But Facebook sees little difference among them outside of how they are designated in privacy settings (some people can see more private posts than others). Outside institutions don't recognize any distinction among these virtual friendships, if they recognize such friendships at all.

Sociologist Richard Ling has labeled the new communication phenomenon *micro-coordination*—as people are constantly planning, coordinating, and changing plans because their cyberconnections are always on. University of Southern California sociologist Manuel Castells says that adolescents today build and rebuild social networks via constant messaging. This is helped by the fact that they have what he calls "a safe autonomous pattern," in that their parents are only a speed dial away.

Sociologists describe two kinds of social ties: strong ties of family members and those with shared values, beliefs, and identities; and weak ties to acquaintances and other people with shallower connections. Accord-

*continued on page 34*

ing to some researchers, the Internet and, in particular, mobile devices are enabling the strong community ties to be reinforced, often at the expense of the weak ties. At a time when technology is being lauded for encouraging diversity and facilitating cross-cultural communication, there is, consequently, a strong and growing countertrend: digital tribalism. Aside from strengthening ties to family and close friends, people are using the technology to find others with whom they share important affinities, ranging from genomes to beliefs to lifestyle choices. This digital form of tribalism is an unexpectedly strong trend, as observed by social critics such as Christine Rosen.

Information—including product and service information—spreads electronically with speed and power. Effectively getting a positive message on a tribal network could well be tomorrow's best marketing strategy. Although the tribal identity can be deep and solid, brand connections may not necessarily be so. Maintaining the connection will require constant monitoring of the electronic tribal village and quickness to reposition or reinforce when required.

Bridal showers, for instance, can be attended by distant guests through Skype, and e-registries allow gift givers to view what others have bought. There is much room for innovation here, in terms of bringing people together who would not otherwise be in the same place for business meetings, financial planning, meal sharing, celebrations, and more. Associations might capitalize on online events for far-flung and numerous businesses, professionals, and friends and families of members. Employers might do the same for their employees' personal networks, perhaps offering discounts, education, job postings, and new products to all "friends of friends."

Expat workers and members of the armed forces might be more easily enabled to stay in touch with their families if their employers organized better around online communications and communities. This

## "All this could lead to growing confusion about identity. We will go from 'Who am I?' to 'Who, when, and where am I?'"

would ease the burden on relocated personnel, improve morale, attract more people, increase productivity, and spin the sale of products and service to these populations. This could also be true for alumni networks and other diaspora groups.

### THE IDENTITY INDUSTRY

Social scientists make the distinction between a found identity and a made identity. The found identity is one created by your circumstances—who your parents were, your ethnic background, your religion, your sex, where you went to school, your profession, and all the other external factors that people use to categorize and describe you. The made identity, on the other hand, is the one you create for yourself. It is how you wish to see yourself and how you want others to see you.

In the past, people who wanted to escape what they saw as the trap of their found identity did such things as change their name or appearance. They moved somewhere else. Now, and increasingly in the future, technology will let you make and remake your identity at will—virtually. This extraordinary, even revolutionary, development will profoundly affect fundamental societal values such as trust and reliability.

In addition to engaging directly online with other individuals, you can also interact with them through avatars, the images that represent you (or an idealized version of yourself) in virtual worlds. Each virtual world requires a separate avatar, so in effect you can be as many different people as there are virtual worlds. In the future, you will be able to create avatars that will literally take on lives of their own. They will, once created, be able to "think" on their own, without further input

from you. They may be able to perform intensive research tasks for you, start and even manage online companies, maintain your social relationships by reading your Facebook updates and blog posts and analyzing them for significant news so you don't have to.

Increasingly, over time, distinctions between real and virtual identity will become less sharply defined, particularly for people who spend substantial amounts of time in the virtual world—or some enhanced combination of the real and the virtual. A company called Total Immersion combines 3-D and augmented reality technology on the Internet, inserting people and physical objects into live video feeds. According to the company's Web site, "this digital processing mixes real and virtual worlds together, in real time."

All this could lead to growing confusion about identity. We will go from "Who am I?" to "Who, when, and where am I?" What in the twentieth century was seen as a problem that needed treatment—multiple personalities—will increasingly be seen in the twenty-first century as a coping mechanism, greatly affecting the evolving economy, as multiple personas split their expenditures in multiple ways.

Companies that provide such services will be a great growth industry as we move further into the "Who are you, really?" era. □



#### About the Author

Arnold Brown is the chairman of Weiner, Edrich, Brown, Inc., and the co-author (with Edie Weiner) of *FutureThink: How to Think Clearly in a Time of Change* (Pearson Prentice Hall, 2006).

E-mail [arnold@weineredrichbrown.com](mailto:arnold@weineredrichbrown.com).

Web site [www.weineredrichbrown.com](http://www.weineredrichbrown.com).

Reproduced with permission of the copyright owner. Further reproduction prohibited without permission.