

It traditional
sequential filing,
being information
"scattered" across

[Technology](#), [Development](#)



It can be said that community and culture are correlated words defining processes of belonging and sharing knowledge and understanding. Major relevant theories are from: Durkheim: community - belonging to a group, sharing an identity through norms and values. Habermas: public sphere - a communicative space for an open public conversation, foundation for democratic governance.

(Samms, 2017, Weblearn) Where a social organisation exists, popular appreciation and sharing of beliefs and attitudes also exist. However the Internet phenomenon and its cybernetic interactions' enabling structures have revolutionized the concepts of community and culture transposing their values' meanings from localised onto a globalised, boundless and timeless virtual plane. In his body of work, Marshal Poe (2010) analyses Harold Innis' Theory of Media Genesis and Effects' and his identified five species of culture throughout humanity, the Homo Loquens, Lector, Scriptor, Videns and Somnians.

A network of connected computers that decode transfer of data using software like the WWW, running on Web 2.0 cyber structure replaces the virtual reality that Harold Innis foresaw as the Homo Somnians Era in the era of the Internet. Surfers can access and share cultural dimensions beyond time in reflection of a global community living in different time zones and therefore beyond space in the pursuit of enculturation, either on a professional level as the trigger is a business activity, or on an amateur plane, when the search is driven by self-growth, personal development and personal aptitudes. However the flat hierarchy to

information access and sharing of the 'virtual container' web, where storage and filing of collective assets cannot follow traditional sequential filing, being information "scattered" across a network of servers (e. g. people's home computers), ultimately blurred, thus changed the boundaries between the concept of professional's versus amateur's supply and demand.