

Local Identity and Social Perception

A social-cognitive perspective on identity construction

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Abstract - Speech

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In the “Information Society”, identity took on a greater meaning. Apart from individual identity, the concept of an “multiple extended identity” is becoming an interesting aspect of our ego.

The ego is an identity of our own construction, an identity which is false, (Is our ego an illusion ?) if considered as static. If we take all the beliefs of what we are – beliefs about our personality, talents, and abilities – we have the structure of our ego. The mental construct of our “self” is artificial. And while this description might make the ego seem like a static thing, it is not. Rather, it is an active, dynamic and evolving part of our personalities.

“One biological entity with no registration, but with thousands of identities”.

Over the past two decades the ways in which we look at cultural heritage have evolved dramatically from monument and museum collection to encompassing a complex matrix of identity through meanings, values, associations and related concepts. As a result of this conceptual evolution, cultural heritage has gone from being understood as property, an object, to being assessed as an evolving identification process; passing through several intermediary and frequently simultaneous understandings such as places, performances and circumstances.

Like 'heritage' and 'identity', 'culture' is a term that causes much confusion and suffers from its misuse. Traditionally it has been used to refer to the ways of life of a specific group of people or communities, including various ways of behaving, belief systems, values, customs, dress, personal decoration, social relationships, religion, symbols and codes.

The United Nations Educational, Scientific and Cultural Organization (UNESCO) described culture as follows:

"... culture should be regarded as the set of distinctive spiritual, material, intellectual and emotional features of society or a social group, and that it encompasses, in addition to art and literature, lifestyles, ways of living together, value systems, traditions and beliefs."

In this age of turbulence, it is extremely important to understand the meaning of local identity and social cognition.

The feeling of loss of identity is as real as the actual loss of identity. Once one begins to search for an adequate definition of local cultural identity, one quickly realises that there are so many to choose from it and is virtually impossible to decide which one is best. On the other side, the era of globalization (the 2 era of globalization) triggered a new kind of cultural conflict from people moving from less developed regions to economically advanced countries in search of a better life and newer opportunities.

This human flow is in the middle of overwhelming forces called “Cultural Governance” , “Cultural Dominance” and “Cultural Imprinting”.

But the real question is whether these short-run forces will change the long-run dynamics of the “Social Cultural Impact”.

We are living a turbulent age, where each nation is discovering the added value of the instant recognition of a powerful identity, finally recognising that “Identity is Power”.

Cultural awareness becomes central when we have to interact with people from other cultures.

High Tech and Identity Crisis

The solution to this “identity crisis” is the creation of a global, permanent, incorruptible identity that requires no physical proof and that can be presented on-demand. The revolutionary new distributed ledger (or: “blockchain”) technology can serve as the vehicle of such a digital identity. Because data on a blockchain is inherently incorruptible, a digital identity on the blockchain can assure safety and security (...until it lasts...).