

## Netizen: The Population of Cyber Ethnography

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### Editorial

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It has rightly been said, "Where there is culture, there can be Ethnography". Ethnography is understanding life from the native point of view. It observes human interactions in social circumstances. Cultures around the world were created through the direct man to man interaction. They are unique in their own ways and the customs, ideas or beliefs people follow are not exactly similar in different parts of the globe. But they have one thing in common: the followers are physically connected to each other.

The 20th century helped human beings to take a gigantic jump in evolution in regards to connectivity. The digital era is ruled by the web of interaction and the citizen of the network connected with every other citizen over the earth has become the part of the population in the digital world named as Netizen. Netizens do not necessarily need to be physically connected. Rather, internet connectivity is their way of interacting with someone from a faraway place in a lightning speed which is impossible physically. The concept of the Netizen is not a very recent one. The term was coined by Michael Hauben in 1993 describing the contributions of the internet users to the growth and spread of internet as a medium of public communication. In comparison with a

citizen who is restricted within the geographical boundaries, a netizen is a common man in the vast virtual world where exchanging data is free and open access.

Millions of netizens are now active in internet for twenty four hours. The culture has followers aged from 8 to 80 years and from various backgrounds from gangster to minister. Its biggest achievement is getting enriched with the opinions and ideas which are shared and criticized in a common platform in every second. Decisions on investments and marketing are being taken on web based reviews as seen never before. Education and entertainment have reached everyone's palm.

But the growth of the netizen community is also associated with increase in the incidence of internet addiction. The concept of privacy has become cliché. Cyber security is playing the major role in maintaining the safety of a nation. And loneliness has been replaced with virtual friendships although identities are frequently concealed on the virtual social platform or expressed in a way completely different from what they actually are. Anonymity is emerging as the new identity of cyber culture.

