

### **THE CULTURE OF THE WEB SOCIETY Summary**

The Web society consists of autonomous individuals. Their behavior is extremely individualistic, even if they take part in collective actions. There is not clear boundary between private and public. The sacral space disappears. There is a flat hierarchy. The Web is more masculine with clear role even if it is easy to switch between them. Generally there is weak uncertainty avoidance and very short term orientation.

*Translated by Aleksander Wassilew*