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# Anthropology and the future: New technologies and the reinvention of culture

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## Abstract

Computer, information and biological technologies are bringing about a fundamental transformation in the structure and meaning of modern society and culture. Not only is this transformation clearly susceptible to anthropological inquiry but it constitutes perhaps a privileged arena for advancing anthropology's project of understanding human societies from the vantage points of biology, language, history and culture. This article reviews the types of cultural analyses that are being conducted today in the social nature, impact, and use of new technologies and suggests additional contexts and steps toward the articulation of an "anthropology of cyberculture"™.



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— Professor Escobar may be contacted at the Department of Anthropology, University of Massachusetts, Amherst, MA 01003, USA (Tel: +1 413 545 0111; fax: + 1 413 545 2326). The author thanks David Hess for useful information on aspects of this article. It has been enriched by continuing conversations on technology with Alejandro Piscetelli. Some aspects of this paper are treated at greater length in “Welcome to Cyberia: Notes on the Anthropology of Cyberculture”™, *Current Anthropology* 35(3), pages 211–231, 1994.

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