Influence of an Online Culture

Dillon Park

The visible impact of an internet culture on physical spaces
and communities

The internet has influenced the way people interact

The influence of internet and social media in today's world is undeniably prevalent, and often even seen as crucial to the success of any type of project. The internet has quickly developed into a tool that utilizes its users to build common interests and communities to the point of spilling out into the physical world.

Specifically, the online community has the ability to create something out of nothing, or even the ability to repurpose a space into something completely different from what it was originally intended for.

Various communities that were once small scale to the point of extinction are now able to communicate and interact freely through the power of the internet to form a more cohesive whole. Through the use of forums, Facebook, and other types of social media, communities gradually grow through sheer numbers as well as in comradery as well. The ability to share information to the world instantly has quickly developed into a medium that is easily accessible to users and creates awareness in the community.

Pop-Up Culture

One of the most effective ways that the presence of online communities spill out into the physical world is through the idea of "Pop-Up Culture." For the purposes of this study, Pop-Up Culture can be defined as the product of online communities interacting in a physical space for a common interest.The term Pop-Up is key here, as it refers to something or some type of space being created in an untraditional sense from what the space was originally intended for.

An example of this is the Nelson Atkins Museum's Bloch building in Kansas City, Missouri. The lobby space, that is in nature meant to act as a starting point and entrance to the museum is purposeful in design and function. However, one of the greatest growing movements in the Kansas City community focuses around its dance community, which originally existed in small concentrations that were independent of one another. As social media and online forums became more prevalent, these communities became more aware of one another and were able to create a joint community to host events and spaces to practice or showcase their art. It's clear to see what kind of impact a community can create on existing spaces.
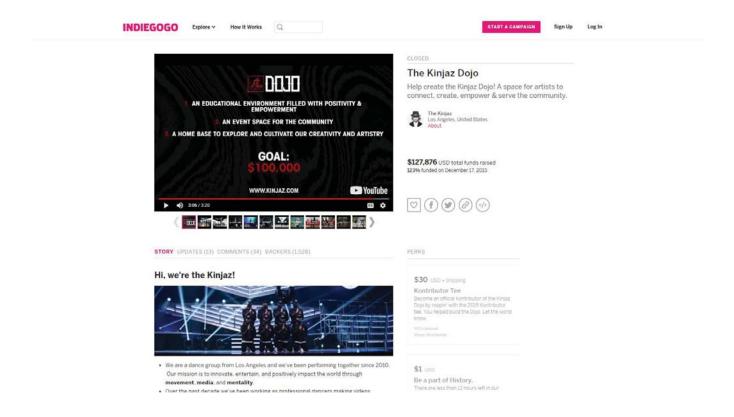
Food Culture

Another example is the ever growing presence of food culture, and in this instance: Pop-Up Restaurants. Aspiring chefs and restaurateurs are able to preview and test dishes using spaces in their local communities that are preexisting. Using social platforms like Instagram, Facebook, YouTube, etc the food culture has been able to create online followings that help support the endeavors of chefs and owners alike.

But what does something that is seen as temporary do for future developments and other community projects?

Pop-Up Culture has the ability to massively and INSTANTLY gain support and following through simple clicks of a button. Businesses are able to thrive in communities as well as learn from their experiences as they do these pop-ups. For example, chefs are able to test what types of dishes appeal to masses or what type of seating arrangement or to-go stations they can have in potential future restaurants. They're able to test what sort of capacity they need to make their futures develop into something greater while giving back to the community as well.

Similarly, communities are able to support artists they follow both digitally and even financially as well. An example of this would be outlets such as GoFundMe or IndieGoGo, where communities can support who they want and build off of that. One example would be a dance team named the "Kinjaz," where the team was able to obtain funding from their online following and presence to renovate a building in California to create a space where they could function within the community. They wanted to create a home base, educational facitily, as well as event space in order to give back to those who helped them achieve their goals.

This may seem repetitive, but the ultimate aspect that the mix between the online and physical world brings out is the power of the community. In the past, spaces were developed to serve businesses, city functions, and more. Today's world is a bit different; communities can make or break a space, and support one another to develop one another.

Works Cited

http://www.socialmediaunicorn.com/social-media-burn-working-social-media-makes-hate-social-media/

http://www.feastmagazine.com/the-feed/kansas_city_news/article_48a9575e-4cf1-11e6-b128-2f72c7a80b53.html

https://www.indiegogo.com/projects/the-kinjaz-dojo-film-dance#/