

# Network Generation

---

## ›Architects‹ or ›Herostratuses‹?

### Abstract

This paper is based on the report presented at the International interdisciplinary scientific conference ›Architecture and Social Media in the Network Society‹ (October 28–29, 2013, Technical University Berlin). Being an expert in the sphere of social communication and high-hume network technologies, the author concentrates on ›network generation‹. Its representatives (N-Geners) are the most active agents of the Network Society, its constructors and architects. However, they are not only gifted as ›architects‹, but also have a ›Herostratus complex‹.

The objective of the paper is to analyze the socio-psychological profile of the ›network‹ generation and to reveal the reasons of its ambivalence (controversial) nature. Even though the content does not directly concern the theory and practice of architecture (the term ›architects‹ is used only metaphorically), the author believes that the conclusions will be interesting and useful for those who represent the sphere of architecture. This hope is based on the opinion, that the issues of constructing the environment, its infrastructure and esthetics must be interconnected with the issues of understanding the socio-psychological characteristics of those, whom the environment is constructed for.

### Keywords

Network generation  
N-Geners  
Millennial Generation  
Digital natives  
Digital immigrants