

ethnoco

INTRODUCTION THE CUT 2025

In this section, the editors invite a challenging essay that will question and advance theoretical anthropological thought. This piece may also include cutting-edge ethnographic methodologies and propose something new and controversial, within the parameters of academic professional common sense. Different commentators will respond to these provocations with their own thoughts, based on their anthropological experience, and with critical perspectives. The author of the main piece has space for a final response.

In this edition of *The Cut*, we engage in a discussion regarding what we could call the “data-ification” of social life, or the progressive imprint of “data” across our gestures, relations, worldviews. The starting point is Matan Shapiro’s reflection on the boundaries between actual and virtual realms, as well as the possible interfaces that frame them. David Berliner, Jennifer Cearns and Katrien Pye provide their critical reactions based on their own research on virtual worlds and AI.