

## Digital Craftsmanship as a Tool for the Preservation and Disruption of Indigenous Knowledge in the Era of the Metaverse

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### ABSTRACT

This study explores the critical intersection between Indigenous artisanal knowledge and immersive digital technologies, analyzing the tensions between cultural preservation and technological disruption. The objective was to critically analyze, from a bibliographic documentary perspective, how digitization and the metaverse reconfigure the transmission, valuation, and ownership of Indigenous artisanal knowledge, identifying both their potential and epistemic risks. A critical-interpretive bibliographic documentary methodology was used. A systematic tracking and thematic content analysis of recent academic sources (books, articles, reports) was carried out, contrasting multidisciplinary perspectives to triangulate theories and build a solid argument. The results reveal a field of tension between optimistic positions, which see digitization as a tool for liberation and counternarrative (Anderson and Kowalski, 2021), and critical ones, which warn of epistemicide by decontextualization (Toledo, 2022) and a new data colonialism due to the extractivist architecture of the platforms (Couldry and Mejias, 2019). The discussion underscores that the beneficial potential of these technologies is conditional and depends on communities exercising sovereignty over digital processes. It is concluded that digitization is an act of cultural translation, not a neutral one, that demands new ethical and legal frameworks. The future of this knowledge lies not in its static conservation, but in a dynamic preservation led by the communities themselves, guaranteeing their self-determination in the digital realm to prevent technological disruption from becoming a new form of colonial subjugation.

**Keywords:** Crafts, digital, tool, preservation, disruption, knowledge, indigenous, metaverse

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