

# Social Media And Cultural Transformation

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## Abstract.

Social media are web based communication tool that enable people to interact with each other by both sharing and consuming information. Though a lot of people uses the term social media and social networking interchangeably, they are not the same. Social networking is really a subcategory of social media.

Compared to classical media, radically new strategies of information distribution have emerged. The internet gave birth to the phenomenon that we may call " new media culture" which strongly affected the cultural practices of modern societies. New media culture is a term that might help us to describe the kind of changes that happened in cultural and social mechanism after the expansion of digital technologies. Social media, from its introduction, has shown without doubt that it has the incredible ability to facilitate and of course imp edge change. The main objectives of our paper is to study the impact of social media on cultural transformation.

Keywords-Information,Mechanism,Digital,Transformation,Culture.

## 1.Introduction:

Social media are web-based communication tools that also let users share and consume information with one another. In today's globalising culture, social media has become an increasingly prominent part of our daily lives. It offers a setting where people from all over the world may engage, communicate, and share knowledge without being separated by physical distance.

The internet connects people worldwide and gave rise to a phenomenon that we might refer to as "new media culture," which has had a significant impact on the cultural practises of contemporary societies. While cultures throughout the world value the distinctive traditions, beliefs, and norms that make them unique. A phrase like "new media culture" could be used to characterise the kinds of adjustments made to social and cultural structures following the development of digital technology. "The compression of time and space, due to the confluence of new media and globalisation, has condensed the world into a much smaller interaction field," claim Chen and Zhang (2010). (p-14). The "global village" has become more intercultural thanks to social media. Social media can also enable people who are adjusting to varied cultural experiences in new communities to become more interculturally adapted. People utilise social media during intercultural adaptation to maintain their ties to their home countries and to become more tolerant of the new cultures of the host nations. This essay aims to investigate how social media could affect cultural change in this more globalised society.

## 2. Review of Literature

In order to study the possible relationship both social media and cultural transformation we should first reviews the previous research relating to the two concepts.

**2.1. Adelman (1988)** mentioned that it is widely accepted that the social outlook of human assistance is necessary in the process of cross cultural adaptation in terms of social support from people from home country and host country with new culture. Those kind of support come from the various ways; however, social networking technologies or social media are the most effective way for sojourners in communication and learning new culture.

As Steger (2009) mentioned, "Due to the thrust of new media, the global trend creates new social networks and activities, redefines political, cultural, economic, geographical and other boundaries of human society, expands and stretches social relations, intensifies and accelerates social exchanges and involves both the micro structures of personhood and macro structures of community".

Social media is becoming part of our society, changing social norms and culture (Al-Sharq Hashim @ Kutbi 2015). According to Hari (2014 : 34) social media platforms like Blogs, Facebook and Twitter were issued in organizing expanding awareness among the general public and perhaps more importantly stimulating and facilitating discussions on issues that goes beyond fuel subsidy removal to include broader issues of corruption and accountability in the governance of the country. The protest succeeded in making govt. reverse the policy. While Shabir, Hameed Safdar and Gilani (2014) suggests that youth social lifestyle are impacted by social media, the impacts can be negative sometimes. Undoubtedly, the usage of social media has affected social and human feelings. These feelings can result to pain, hurt, mental and emotional breakdown (Willims, 2012), crisis in marriage and many more. With the improvement in technology, research has proven that social media plays a huge role in the economic growth, uniting friends and allow making of new friends. While its consequences includes, terrorist attack, cyber bullying, poaching for sexual exploitation and time wasting (Makinde, Odimegwu, Abdulmlik Babalola & Fawole, 2016).

According to Piechota mentioned by Seyfi & Guven (2016) social media plays a significant sector in building new forms of multicultural interactions apart from being regarded as an important tool in the sharing of messages.

### **Theoretical Background:**

According to Edward Burnett Tylor, culture is a multifaceted concept that encompasses all of the skills and routines that a person develops as a member of a community, including knowledge, belief, art, morals, law, and tradition. (Tylor 1871). The term "cultural shift" refers to the transition in culture on a larger scale. A significant amount of cultural change can be linked to changes in the external environment. The social environment changes more frequently than the physical environment in the modern world. In the end, all cultural change is the result of discoveries and inventions, which may come from within or without a culture. Using and embracing new discoveries and inventions causes changes in the dominant civilizations. By use of a system of inherited concepts articulated in symbolic forms, Clifford (1975) described culture as a historically transmitted pattern of meanings embodied in symbols, a system by which men communicate, reproduce, and improve their knowledge of and attitudes towards life.

### **4. Objectives**

The specific objectives of the study are –

- i. To examine the effect of social media on the socio-cultural life and its transformation
- ii. To study the role of social media in changing the mindset and lifestyle of common man

### **5. Methodology**

For analyzing the impact of social media on the socio-cultural changes descriptive method have been used Again the study is based only on the secondary data collected from books, journals, Internet etc.

### **6. Discussion**

Through out human history new technologies of communication have had a significant impact on culture. Inevitably in the early stages of their introduction the impact and effect of such innovations were poorly understood. Today social media opens the door for opportunities to create both positive and negative influences on the world.

#### **Negative influences on culture**

There are various parameters that influences the mindset of the common man especially with respect to the alterations in our culture and tradition. Let us discuss these factors.

#### **Quality of the contents**

The "quality of the content" offered by these social media-related websites. The website's content is of a very high calibre, with an effective layout and presentation that summarises all the pertinent information, from the primary text to the most recent studies or developments on the subject. On the other hand, the material content is unrestricted and uncensored. They are displayed without restraint, which undoubtedly affects

juvenile mentality and causes them to act aggressively. In light of the current law and order crisis in our nation, this is greatly appreciated.

### **Easy accessibility**

Anybody and everyone can access the stuff that is displayed. Due to their increased commercial focus, certain websites embellish some news stories, which is not only against the ethics of news reporting but also could be detrimental to the victims' reputations and futures given the extreme trauma they have already experienced. Such unfair exposure is used to draw in a large number of readers. The content's ease of access and the small pieces of personal data could be misused in any way by anyone. Present-day "cybercrimes" are what India is dealing with in this regard.

### **Conformability**

The age restrictions placed on social media are so nebulous that any child may find a method to access the filthy online contents, which are far worse than the pornographic information. How can we expect our society to be growing in the right direction when there is a complete lack of security and safety of the stuff displayed? Children feel as though their thoughts are being corrupted by these deplorable materials; as the foundation for future India, they are undoubtedly harming our culture and reputation worldwide.

### **Individualization of family life**

The development of a phenomena usually referred to as the bedroom culture has been linked to the confinement of children indoors. The family-centred television watching that takes place in the living room is the antithesis of bedroom culture. Children have a big say in how the new media home environment is built, and media consumption is becoming more and more privatised. Young people are highly motivated to establish a separate, autonomous place where they can explore and develop their personalities. Since young people try to create a world that is different from their parents', the growth of bedroom culture fosters the privatisation of media use. Also, they make an effort to tailor their media to match their interests. Very often, this project is worked on alone from the rest of the family. The initial impact of the internet on popular culture may be seen in this amplification and intensification of social tendencies.

### **Self-image issues**

The idea that advertisements in publications and motion pictures alter young people's and even adults' body images has been around for a while. Psychologists have identified a tonne of evidence in 2016 showing how social media affects body image issues across a wide range of cultures. Social networking platforms give users the means to compare themselves to others and win other people's approval for their appearance. Using photo editing software, all selfie addicts can now change the aspects of their bodies that they do not like. Most undergraduate girls who use Facebook at least five times each day are probably going to connect their self-worth with their appearance. This does not imply that social media is the primary cause of the issue; rather, it merely serves as a vehicle for it, which magnifies the issue. Also, it encourages others to behave in the same way.

### **Positive influences on culture**

Social media had a great impact on our culture as well because it allowed for the exhibition of so many unpleasant aspects. Recent upheavals in social protest and resistance have been significantly influenced by the social media, a potent tool. Numerous observers have come to the conclusion that social media has the ability to encourage public participation, engagement, and the process of democratising public life in a networked environment.

By allowing users to communicate with one another and share fresh ideas and viewpoints, social media has increased creativity and social awareness for our society. The ability to interact with anyone, wherever in the world, is just a few clicks away, bringing the world closer together. The family can communicate with their children who are away at work, and grandparents can regularly see and interact with their grandchildren as they develop. In contrast to outdated publications and periodicals, the information on social media may be easily altered from a business and work perspective. This simple editing and re-display of the most recent updates has aided in raising public awareness and fostering economic progress. International company marketing has also developed thanks to social media. The majority of purchases are made online. Due to its flexibility and unlimited availability, social media makes it simpler to learn about breaking news.

The way the internet has affected young people's life is where it has had the biggest impact. Their digital bedroom represents a childhood that was heavily mediated by the internet, mobile devices, and social media. Online or text-based friendship interactions and peer-to-peer relationships are becoming more common.

These connections have had significant cultural repercussions. The development of language has been influenced by texting and online communications. They have created new rituals and symbols and had a significant influence on people's sense of self, particularly the young. People's position and identities are frequently shaped and reinforced by mediated exchanges.

According to a study by Joshua Ebre Chukwuere, using social media has a significant impact on users' social lives. The study focused on university-aged female students in South Africa. Female students highly agreed with 52.1% of them that social media encourages better and more positive cultural norms and values. These standards and values are what reshape societal well-being, fostering a wholesome and improved society as a whole. This study was supported by research findings from Al-Sharq et al. (2015) that showed how social media has changed cultural norms and brought about social norms.

The study also showed that 81.1% of participants strongly agreed that social media encourages quality 21st-century teaching and learning. Chen et al. (2016) supported the findings and stated that, when used properly, social media can have a significant positive impact on education by encouraging student collaboration. According to the study, 65.2% of participants made strong inferences that social media negatively impacted their social interactions and life styles, and 72.4% of students suggested that social media encouraged female students to publish immoral and unethical films, pictures, and images.

The study's conclusions demonstrate how the use of social media affects individual behaviour, which in turn can change social behaviour, opinions about the world, social positions, interests, thoughts, and beliefs as well as cultural norms, behavioural orientations, associations, and associations with others. These constructions are all elements of a social life style.

### Conclusion

Social media's emergence in popular culture has had an impact on the status quo. Social media has unquestionably demonstrated from its inception that it has the amazing capacity to facilitate and, of course, impede change. Social media has two faces, much like a coin. It has both good and bad features, and we must decide for ourselves what is best for us. The effective use of social media as a tool for communication has a part to play in change management. Since effective change management is crucial for our constantly changing world, change management professionals should utilise it and use it as a tool.

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