Social Media and Cultural Trends

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Abstract:
In the digital age, social media has completely changed the way we connect, communicate, and express ourselves. Social media are web-based platforms for communication that let users share and receive information with one another. Modern society's cultural practices have been profoundly impacted by the "new social media culture" that emerged from the Internet and represented a radical shift in the tactics of traditional media. The phrase "new social media culture" can be used to characterize the kinds of modifications made to social and cultural structures as a result of the widespread use of digital technology. Social media, since its introduction, has shown without a doubt that it has the incredible ability to facilitate even small changes. A social media platform Facebook, created a revolutionary form of communication in 2004 by Zuckerberg Mark. It evolved from an interactive platform to one that included news, politics, and memes. After the establishment of Instagram, Snapchat, Twitter, TikTok, and other platforms, certain age groups gravitated towards them at the expense of others. Like Facebook, Twitter has developed into a forum for politics and culture during the past ten years. Most social media users are young people. Given that posting is simple and has a character limit on Twitter, memes and other aspects of youth culture usually appear first. Our paper's primary goal is to investigate how social media affects cultural shifts. This paper explores social media's tremendous cultural effects, looking at how it shapes society, amplifies the voices of marginalized groups, and shapes cultural norms and values. It examines the advantages and disadvantages that result from the fusion of culture and social media, illuminating the platforms' revolutionary potential in the digital sphere.

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

Introduction:
Social media refers to online communication platforms that facilitate information sharing and consumption among users. In the modern, international society, social media plays a significant role in our everyday activities. Cultural and conventional societal attitudes have been profoundly impacted by social media. It has impacted and influenced cultures, causing cultural values such as attitudes, morals, fashion, and way of life to invade other cultures. Social media platforms like Facebook, Instagram, and Twitter are examples of technological advancements that have significantly altered society by altering how people communicate and learn. The distinctive structure of social media promotes involvement, democratization, and creativity, which has an impact on communication models in both communal and individualistic contexts. Additionally,
community activists can influence social change by using social media to effectively challenge preconceptions and unfavourable cultural presumptions. It offers a platform for global connections, communication, and knowledge sharing without requiring physical proximity between individuals. In addition to fostering global connections, the Internet has given rise to a phenomenon known as "new" media culture, which has had a profound effect on modern cultures' cultural norms. While various customs, beliefs, and conventions that distinguish civilizations globally are valued. The term "new media culture" can be used to describe the kinds of modifications made to social and cultural structures after the advent of digital technology. "The world has become compressed into very short conversations due to the convergence of globalization and new media, which has caused time and space to be compressed. The main thing that sets culture apart from nature, among many other things, is that it is a human creation. From the beginning of time, humans found nature, dynamically adapted to it, and honed their talents, which allowed them to amass resources in addition to conserving the resources needed for survival. People who are only getting used to new cultural experiences might also improve their international adaptability by using social media. During intercultural adaptation, people utilize social media to stay connected to their home countries and broaden their tolerance for the new cultures they encounter in the host country. Nature is the setting in which individuals first learned to communicate and interact with one another; these interactions eventually led to the development of a social environment. People had to come up with inventive solutions to deal with the unanticipated problems that arose in every connection they had with the outside world. At a certain point in their evolution, creativity emerged as the key element that allowed for the creation of new channels for communication, which in turn enabled people to find new resources. This period might be seen as the time when individuals started looking for potential avenues for progress and learnt how to make plans.

There is discussion and presentation of several signs of the digital society, including the blending of reality and virtually and the change from entity primacy to interaction primacy. These days, these indications help to characterize the distinct culture of the digital age and enable the anticipation of its primary trends. It is shown that the symptoms fall within the spiritual, social, and technological domains, which are three distinct cultural domains. The situation is similar today, except the network has taken the role of nature. The current state of cyberspace is commonly referred to as "a digital era". It is crucial to remember that the unpredictable nature of cyberspace is a key aspect now under investigation. Cyberspace, as opposed to other contemporary technologies, is relevant to everyone since it is our new reality that is, everyone lives there or will live there soon. In such a new environment, it is inevitable that a new, networked consciousness will emerge. A well-recognized representation of human culture is the so-called "three-dimensional space of culture," which is comprised of three tree axes: values, regulations, and knowledge. The three plains that these axes are constructed between represent the spiritual, social, and technological facets of human society. The greatest impact on social culture comes from social media. Social media is a platform that facilitates the production and sharing of unique content amongst individual users and different network groupings. The shift to hyper-history is implemented in some way via social media. Thus, we think that the dominant current in the social culture of
the digital age is driven by social media. The spiritual culture of the digital age is responsive to the individual's personality, sense of self, and view of their relationship with society. In a society where the line between virtual and real objects is blurred, spiritual culture will undoubtedly withstand significant transformations. As the discussed shift to a digital society is characterized by an abundance of data and easy access to knowledge, the technological culture of a digital society is undoubtedly most responsive to these factors. The concept of encyclopaedic knowledge has been associated with scientific inquiry and the educational system since the Enlightenment. The volume of data altered the status of technological culture inside the cultural space in addition to bringing forth a new scientific and technical reality. Keep in mind that these trends describe the paths a digital society is taking rather than the culture of a digital society in and of itself. It is impossible to pinpoint the precise definition of digital culture in the present or to predict its future forms.

The study explores how social media platforms are now used as venues for identity building and cultural expression. It talks about how people and groups utilize social media to interact with like-minded people throughout the world, celebrate their cultural heritage, and exhibit artistic accomplishments. It also looks at how social media might promote intercultural dialogue and understanding. This paper aims to investigate the ways in which social media can impact cultural shifts in an increasingly interconnected world. The growing Digital society, which is regarded as a new form of culture, is the subject of the study.

Review of Literature:

The first step in examining the possible connection between social media and cultural change is reviewing other studies on the subject.

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

Social media platforms like Facebook, Twitter, and blogs, according to Hari (2014: 34), have been instrumental in raising public awareness and, perhaps more crucially, in igniting and facilitating conversations on topics that extend beyond the elimination of fuel subsidies and encompass more general concerns about accountability and corruption in national governance. Social media is becoming part of our society, changing social norms and culture (Al-Sharq Hashim @ Kutbi 2015).

According to Makinde, Odimegwu, Abdulmlik Babalola, and Fawole (2016), some of the effects of it include terrorist attacks, cyberbullying, poaching for sexual exploitation, and time wastage. Research has demonstrated that social media has a significant role in economic growth, bringing friends together and facilitating the formation of new ones, thanks to advancements in technology. The new culture, the social perspective of human help is essential to the process of cross-cultural adaptation. The best means of connection and cultural learning for travellers is through social media and networking platforms. Social media has an impact on teenage social lifestyles, sometimes in a bad way.
All the abilities that a person acquires as a part of a community, such as knowledge, belief, art, morals, law, and tradition, are included in the complex idea of culture. The larger-scale shift in culture is referred to as "cultural trends". Changes in the external environment can be connected to a large degree of cultural change. In the modern world, the social environment shifts more frequently than the physical environment. All cultural change ultimately stems from discoveries and inventions, which might originate from outside or within a civilization. Digital culture is just a modern manifestation of old human culture rather than a wholly original idea. Simultaneously, that novel type of culture harbours an until unseen essence and phenomena that await their study.

**Objectives:**
The research aims to investigate the impact of social media on the socio-cultural landscape and how it is changing. Researching how social media is altering the way of thinking and living of the common person.

**Methodology:**
To examine how social media is influencing socio-cultural trends, descriptive methods have been employed. Once more, the research is solely predicated on secondary material gathered from books, journals, research papers and the Internet, etc.

**Discussion:**
Throughout human history, emerging communication technologies have had a profound effect on culture. It was inevitable that early on in their introduction, little was known about the impact and influence of such inventions. Social media today provides avenues for influencing the world in both positive and harmful ways. The difficulties posed by false information and fake news on social media are discussed in the article. It investigates how societal discourse and cultural views are impacted by internet rumours, false narratives, and the dissemination of erroneous information. It talks about the value of fact-checking, critical thinking, and media literacy in thwarting the harmful effects of disinformation. The impact of social media platforms on cultural norms and values is examined in this article. It looks at how popular culture, celebrities, and influencers shape people's expectations and actions. It talks about how social media affects ideals of beauty, body image, and the commercialization of culture. It also talks about how important it is to spread responsible, uplifting, and inclusive information. It looks at how new technologies like augmented reality, virtual communities, and immersive storytelling could affect how people engage and experience different cultures. To guarantee a good cultural impact, it highlights the necessity of ethical content development, digital citizenship, and responsible social media use. We have examined cultural trends within the rapidly evolving Digital Society. These trends, which stand for an individual's online personality, networked society, and availability of data, correlate to the three facets of culture: social, technological, and spiritual.

**Positive impact on culture:**
Social media platforms have made content creation more accessible to everybody by providing a voice and a platform for people from underrepresented groups to share their experiences, stories, and cultural expressions. It talks about how grassroots movements, viral trends, and user-generated material can challenge established
gatekeepers and promote cultural diversity. In relation to culture, social media had a big influence on our culture as well since it allowed for the exposure of a lot of bad parts of life. Social media is a powerful weapon that has greatly influenced recent upheavals in social protest and resistance. Several analysts have concluded that social media can promote public engagement, involvement, and the process of democratizing public life in a networked setting. Social media has improved creativity and heightened social awareness in our society by enabling users to interact with one another and exchange novel concepts and points of view. Social media platforms have given voice and community representation to underrepresented groups. It talks on the effectiveness of community development, online activism, and group efforts in addressing structural injustices and advancing social justice. It looks at how online support groups, viral campaigns, and hashtags can promote inclusivity and highlight underrepresented viewpoints. With only a few clicks, one may engage with anyone, anywhere in the world, expanding global connectivity. While their children are away at work, the family can stay in touch with them and watch them grow up with their relatives. From a commercial and job standpoint, the material on social media may be easily changed, unlike out-of-date publications and magazines. The most recent revisions have been edited and re-displayed with the intention of increasing public awareness and promoting economic success. Social media has also helped with the development of international custom marketing. Learning about breaking news is made easier by social media because of its infinite availability and adaptability. The greatest impact of the internet has been seen in how it has impacted the lives of young people. Their digital bedroom is a representation of a childhood where social media, mobile gadgets, and the internet played a big role. Peer-to-peer connections and friendship exchanges via SMS or the internet are becoming more widespread.

The importance of social media in promoting activism and highlighting social causes is discussed in this section. It talks on how social media has helped movements like #BlackLivesMatter, #MeToo, and #ClimateStrike become more popular, mobilizing people all around the world and drawing attention to significant social issues. It looks at the effectiveness of internet petitions, viral campaigns, and hashtags in bringing about social change. There have been major cultural effects from these links. Internet communication and texting have impacted language development. They have greatly impacted people's sense of self, especially the younger generation, and have established new rituals and symbols. Exchanges that are mediated commonly shape and reinforce people's identities and positions. These connections have had a significant impact on culture. Language development has been altered by texting and internet communication. They have created new rituals and symbols and have had a significant impact on the feeling of self of the younger generation. People's identities and positions are frequently shaped and reinforced by mediated exchanges. The study also demonstrated that experts were in complete agreement that social media promotes effective teaching and learning in the twenty-first century. Social media's ability to foster student collaboration can have a big positive effect on education. Students stated that social media encouraged female students to upload immoral and unethical films, pictures, and images. The study found that social media severely influenced their social interactions and lifestyles. The findings of the study show how social media use influences individual
behaviour, which in turn influences social behaviour, worldviews, social positions, interests, ideas, and beliefs in addition to cultural norms, behavioural orientations, associations, and relationships with other people. Each of these structures is a component of a social lifestyle.

**Negative impact on culture:**

The intricacies of cultural appropriation on social media are explored in this section. It looks at the ways that cultural norms, symbols, and practices might be misinterpreted, misrepresented, or used unfairly online. It talks about how important it is to be sensitive to cultural differences, engage in polite dialogue, and recognize the relevance and provenance of cultural aspects. The average person's perspective is influenced by several factors, particularly when it comes to changes in our culture and traditions. Let us talk about these elements. The material content on social media website's content is unfiltered and unfettered. They are shown without inhibition, which surely influences a juvenile's mentality and makes them behave aggressively. Everyone has access to the content that is on exhibit. Given the severe pain that the victims have already endured, some websites inflate news reports, which is unethical in the context of news reporting and may be harmful to the victims' reputations and futures. A lot of readers are drawn in by this unjust exposure. The little amounts of personal data and the content's accessibility make it possible for anyone to misuse it. In this sense, India is coping with modern "cybercrimes". Social media age limitations are so vague; any child may figure out how to access the filthy internet contents which are considerably worse than pornographic material. When there is a total lack of security and safety regarding the items on show, how can we expect our society to be evolving in the proper direction? As India's future Children believe that these repulsive things are poisoning their brains, and they are undoubtedly harming our culture and reputation worldwide. The confinement of children indoors has been associated with the emergence of a phenomenon commonly known as the bedroom culture. The living room's family-focused television watching is the opposite of the culture found in bedrooms. The rise of bedroom culture contributes to the commercialization of media consumption. Young people have a strong desire to explore and grow into their personalities. This amplification and deepening of social trends may be considered the initial effect of the internet on popular culture.

It has long been believed that adult consumers' perceptions of their bodies are influenced by the advertisements they see in magazines and movies. Tons of data demonstrating how body image problems are impacted by social media in many different cultural contexts. Users of social networking sites can judge themselves against others and gain acceptance for their appearance from others. All selfie enthusiasts can now alter the parts of their bodies they dislike with picture editing software. Most college females who use Facebook at least twice a day are likely to associate their attractiveness with their sense of value. This is not to say that social media is the main source of the problem; rather, it only means that social media is a means to an end, which makes the problem more noticeable. It also inspires others to act in a similar manner.

**Conclusion:**

Culture is dynamic. The rise of social media in popular culture has affected the status quo. Since its debut, social media has undeniably shown that it has the incredible ability to both facilitate and, of course, impede
change. Like a coin, social media has two sides. It contains both positive and negative aspects, and we must choose what is best for us. Change management benefits from social media use when done well as a communication tool. Change management professionals should make use of and employ effective change management as a technique because it is essential for our ever-changing world. Technology has had a significant impact on culture throughout history, and this is especially true in the present. Recent media and technological advancements, particularly as they relate to social media platforms like Facebook, Instagram, LinkedIn, Snapchat, and X, have a significant impact on and define modern culture. Globalization opens wider and quicker pathways for this cultural shift, even though use and impact differ globally. Through an awareness of the cultural implications of social media and the adoption of responsible behaviours, people, communities, and organizations can leverage these platforms' transformative potential to advance cultural diversity, give voice to underrepresented groups, and encourage constructive social change.

References:

**Website Support:**
https://www.researchgate.net/publication/262414154_CULTURAL_TRENDS_IN_A_DIGITAL_SOCIETY