

DIGITAL MEDIA AND CULTURAL IDENTITY: EXPLORING INTERSECTIONS, IMPACTS, AND CHALLENGES

DOI: <https://doi.org/10.57233/gujos.v4i3.17>

BALA, Alheri Vanessa
Air Force Institute of Technology (AFIT),
Kaduna.
alheribalavanessa@gmail.com;

Abstract

Over time, digital media has evolved from its inception in the 19th century which ushered in the start of a new industrial era to the advanced innovative technological digital media tools that we have today. Digital media has grown tremendously, infiltrating different industries, societies, and public/private spaces. As such, it has become an integral part of our society and has a significant impact on cultural identity. Through a review of existing literature, this paper delved into the various ways that digital media has been utilized to explore cultural identity. The study contributes to the ongoing discourse on digital media and cultural identity. Guided by the Uses and Gratification theory (1974), the paper analyses the impacts of digital media on cultural identity and also the intersections between digital media and cultural identity. The paper further shed light on the challenges of digital media on cultural identity such as disparities in digital access and literacy, subscriptions, and cyber security threats. The findings from the study highlight the need for full adoption of the various opportunities digital media provides in the expression of cultural identities, empowerment, and visibility. The paper recommends more free training and sensitizations on the different digital media tools, to promote respectful engagement, digital literacy, and inclusivity for users by policymakers and stakeholders.

Keywords: Cultural identity; Digital art; Digital media; Globalization; Online communities; Social media.

Introduction

In an increasingly interconnected world, digital media has become a critical domain for the expression and transformation of cultural identities. In today's world, digital media such as social media, digital art, Artificial Intelligence (AI), online communities, and more, catalyzes cultural identity formation. Digital media defines how individuals convey their identities and its impact on traditional cultural practices and values (Bala, 2023).

Digital media has evolved and propelled by technological advancements, as society developed through different stages, from the agricultural, industrial, and informatics ages. Technology seems to be advancing from text, images, and audio to videos and interactive content, such that soft wares like digital photos, digital video, video games, web pages and websites, social media, digital art, online communities, digital audio (MP3), electronic papers, and electronic books are a few examples of digital media used in today's world (Stasberger, 2023).

According to Chassiakos and Stager (2020), digital media undoubtedly, is more than simply a tool for communication - it is a potent tool for influencing civilizations as it has fundamentally transformed the process of communication, information, and experience of culture. Its impact cuts across every corner of society, influencing behaviors, shaping cultural narratives, and disrupting traditional industries. Additionally, digital media has a significant role in the cultural practices of people and the process of acculturation in different societies (Stasberger, 2023).

Schumann et al. (2020) stated that acculturation is the situation when groups of individuals, having different cultures come into continuous first-hand contact with a new culture, with subsequent changes in the original cultural patterns of either or both groups. Through the process of acculturation, people begin to change their actions and perspectives. Examples include; eating foods common to a particular culture, taking part in celebrations and holidays that are common to a certain culture, dressing according to a specific new culture, using the slang of a culture etc.

In terms of cultural diffusion, digital media has also improved cultural identity. Diffusion of culture is the movement of cultural trends from one place to another. Diffusion is the process by which ideas, habits, and beliefs are spread from one person to another and even globally. Every aspect of life, including entertainment, food, religion, health, and well-being, has been impacted by cultural diffusion. Many digital media tools, such as the internet and e-books for mass and social media, have enabled the expression and sharing of these cultures, providing multiple opportunities for the adoption of these cultural values and concepts by other cultures.

These create new cultural identities by blending or merging with the adopted culture, depending on the situation. A typical example is in the entertainment industry, particularly music/dance; viral videos like the Harlem Shake meme/videos, hip hop culture, Afro beats, Afro-pop, and Amapiano which seem to be on a high level of cultural diffusion (Schumann et al., 2020).

Stasberger (2023), posited that digital media has evolved to be a powerful and transformative force in the modern world, reshaping communication, culture, and society. Enabled by technological advancements, digital media transcends geographical boundaries, offering real-time connectivity and interactivity. Therefore, the connectivity of digital media and cultural identity is highly significant, because digital media is not only a channel for communication but also a powerful tool for positively affecting society and enhancing cultural identity, which is an important aspect of modern society.

The predominant form of cultural content disseminated on digital media includes a wide variety of materials; for example, the digital era reshaped communication when the internet evolved from a specialized pastime to a fixture in many homes globally. Nowadays, many individuals carry at least one digital media device in their bag, pocket, or purse. They use digital communication when working, traveling, and as a hobby. Therefore, users can distribute personal interests, cultural products, and experiences that elicit intense emotional responses such as happiness, contentment, or sadness, thereby increasing their potential for wide circulation (Lee et al., 2017).

It is against this backdrop that this paper explores the intricate relationship between digital media and cultural identity by examining its impacts and challenges.

Conceptual Clarification

Sikarwar (2016), defined digital media as digitized content that can be transmitted over the internet or computer networks. Digital media is the content that is converted from analog format to digital format. Chassiakos and Stager (2020), also explained that digital media are used for communication, education, entertainment, and projecting cultural identity in society. TV shows and movies streaming online, radio programs disseminated via podcasts, and books whose printed pages have been adapted for access by e-readers, are among the types of digital media that have evolved in recent decades. Sikarwar (2016), identified video games, online streaming, AI, social media, augmented and virtual reality (AR and VR) as some examples of digital media. Other examples of digital media are blog posts, podcasts, and tweets, these are tools utilized for their potential for projecting cultural identity and enhancing digital literacy and inclusivity (McNulty 2022).

One big emerging trend in digital media is Artificial Intelligence (AI) which refers to algorithms applications that can enhance the analysis and interpretation of cultural data. A good understanding of the role of artificial intelligence (AI) is vital to cultural identity. Artificial intelligence provides a study of computation that allows AI technology to perceive, reason, and act in our human capacity to accomplish definite tasks. It can be integrated and deployed in several disciplines as well as the culture of any society (Bala, 2023).

Digital media tools possess great potential in cultural representation. These tools are significantly effective and have influenced individuals over time in different aspects of life, ranging from education, entertainment, religion, dressing, health as well as general lifestyle. For instance, the practice of yoga meant to promote a healthy lifestyle, which originated in India, is done in a different way than in the regions where this activity originated. The practice of yoga is associated with different forms of exercises involving poses and a more recent trend known as “Buti yoga” which involves intense exercise that incorporates plyometric, yoga, and tribal dancing with loud music and dramatic motions. However, these movements are only one dimension of the practice of ancient forms of yoga which is nevertheless, disseminated globally by digital media. Thus, digital media is a highly powerful platform that shapes worldviews, ways of thinking, and value systems in society. (Jenkins et al., 2015; Castells, 2010)

Cultural Identity

According to Payne (2020), cultural identity is derived from the term “culture” which is the totality of the way people live in society. Cultural identity is a social construct; it refers to values, beliefs, norms, expressive symbols, practices, and artifacts upheld to develop the social relationships experienced throughout life. Cultural identity is that aspect of culture that makes individuals conscious of themselves and defines their unique personality in comparison to others. Cultural identity is relational between individuals, groups, and society, through cultural identity, people can form or refrain from social connections. Culture in this context refers to a set of attitudes, values, beliefs, and behaviors that are shared by a group of people but differs from generation to generation (Matsumoto, 1996). According to Pappas & Mckelvie (2022), culture is the characteristics and knowledge of a particular group of people, encompassing language, religion, cuisine, social habits, music, and arts. Thus, culture can be seen as the growth of a group identity fostered by social patterns unique to the group.

Furthermore, Radwan (2022) averred that cultural identity refers to the identical compound of reminiscences, impressions, ideologies, images, idioms, inventions, and ambitions that maintain a human set’s civilizational identity within the framework of what it knows of

developments due to its internal dynamism and its ability to communicate or give and take. There is no doubt that the diversity of cultures influences how individuals comprehend themselves and others. Furthermore, cultural norms and customs frequently have a considerable impact on how individuals relate with one another, as people's ability to satisfy their desires for love and belonging can be significantly impacted by these cultural variances. To illustrate this, individuality and agency may be valued in certain cultures, whereas, collectivism and shared existence could take precedence in others in expressing individual identities (Zhukova and Schrenk, 2016). As such individual character which includes specific experiences, socializing abilities, aptitudes, convictions, views, and information is formed through cultural identity. This is because cultural identity is the precipice where individuals build their personality, value system, self-esteem, and life ethics (Dzhurinskii, 2014).

Digital media and cultural identity are both residues of society. They form a platform through which individuals develop social relationships, and build and strengthen culture and experiences in life, and it has revolutionized the communication and identity of individuals, providing unprecedented podiums for individuals and communities to express their unique cultural identities (Radwan, 2022).

Theoretical Framework

The Uses and Gratification theory propounded by Blumler and Katz in 1974 was premised on the assumption that media users play an active role in the communication process and are goal-oriented in their media use. The theory posits that there is a large populace of media users who use digital media for different reasons and their reasons for using the media vary. According to the theory, digital media consumers have free will to decide how they will use the media and how it will affect them, especially in terms of cultural identity.

The Uses and Gratification theory is the optimist's view of digital media, as it suggests that users select media alternatives only as a means to a goal and that media consumers may pick the impact that media have on them, particularly in shaping their cultural identities. There are several types of digital media tools today each with the potential of influencing the users uniquely. These media tools possess great potential in cultural representation and are significantly effective in influencing individuals over time in different aspects of life.

The theory suggests that media users seek out the digital media source that best fulfills their needs, which may vary, ranging from satisfaction, to pleasure, belongingness, education, cultural expression identity, etc. The theory assumes that a user has alternate choices to satisfy certain needs. These needs include the need for diversion, the need for personal relationships, the

need for personal identity, and the need for surveillance. The Uses and gratifications theory takes a more humanistic approach to looking at digital media use. It states that audiences are active users of digital media content and that they use the media to fulfill their needs.

Methodology

The research method utilized in this study was secondary research which relied on the compilation of existing data sourced from review of various works of literature like books, journals, websites, etc.

Discussion

Intersections between Digital Media and Cultural Identity

Radwan (2022), stated that there is a positive relationship between digital media and cultural identity. From the study, three crucial ideas of how digital media intercepts cultural identity could be inferred. This includes communication, acculturation, and society. Communication is an intersection of digital media and cultural identity. Communication refers to the sharing or transmitting of knowledge by writing, speech, or other means, and the importance of communication through networking websites affects cultural identity, this is because culture is showcased through communication. For instance, in today's world, non-digital communication media has evolved from newspapers, magazines, books, and other printed materials which formed the first types of nontraditional media.

Medium of communication is not only limited to these nontraditional media but to other more advanced tools such as the internet and electronic media like e-Books, websites, and social media platforms (Facebook, Twitter, Instagram, etc.) that enhance communication and the dissemination of culture. This depicts how digital media can be used to develop, construct, and keep up connections through communication. The contacts and discussions on digital media platforms create a sense of connection, which is crucial for interacting with persons both locally and globally. Communication with digital media creates connection and this connection creates social ties, which are imperative for eliminating self-improvement obstacles and building up a feeling of community (Radwan, 2022). According to Stebner et al., (2017), digital media allows individuals to feel like a part of a community and culture, despite the lack of a physical location. Communication via digital media enhances community membership, which is frequently assigned through identity conceptualizations, vacillating between online and offline community structures to construct a sense of social and cultural identity (Dey et al., 2017).

Furthermore, digital media intercepts cultural identity through acculturation; acculturation is another crucial component of cultural identity, and digital media has an impact

on this procedure. To connect with contacts, digital media through websites and social media platforms provides a forum for dialog and interaction locally and internationally. For instance, Websites such as Twitch allow people to stream their daily lives, and people can pay to subscribe to individual channels to watch what interests them. Twitch streamers include video gamers, musicians, social influencers, and even those who just stream their daily activities. Users from all different walks of life expose subscribers to different cultures and lifestyles. Through this connection, individuals learn, imbibe, and become a part of different cultures. Moreover, acculturation operation includes being conscious of stereotypes. Whether respondents are convinced to avoid stereotypes or even forced through social media to admit patterns and prejudices and also, form their awareness about different sources (Kim et al., 2011).

According to Chen and Zhang (2010), forming relationships and interactions through digital media creates space for the occurrence of cultural processes such as the process of acculturation, cultural assimilation, and cultural integration into new different cultures and in turn forming a community as well as a cultural identity in the society. This provides the opportunity for broad and branching progress despite the distances, resulting in a new culture that differs from the culture of the traditional society that is based on customs and traditions (Zemmouri, 2011). Individuals from collectivist cultures search for personal support and belongingness, and when engaging with digital media connections can be forged with people from similar or different backgrounds and interests (Mascheroni, 2013).

Additionally, Radwan (2022), asserted that digital media intercepts cultural identity as it is a strong pillar for building society, this task is achieved through communication, and it is a key component that affects individuals' feeling of belonging to the community and society while dealing with cultural elements and components. With the spread of different digital platforms, people from different cultural backgrounds locally and internationally can connect, and remain updated, conscious, and knowledgeable about present occasions. This creates a sense of belonging to the new fond community. Society has seen rapid transformation due to the impact of the convergence of digital media and globalization, which directly influences the construction and development of cultural identity (Chen and Zhang, 2010).

Impact of Digital Media on Cultural Identity

Zemmouri (2011) asserted that digital media portrays a mirror through which cultural identity can be seen in a society, this is showcased in modern technological development which has produced new virtual areas of interaction, resulting from technological developments in social networks that have transformed reality into circles of daily developments. The profound

impact of digital media on cultural identity cannot be overemphasized. Below are some impacts of digital media on cultural identity:

- i. **Social Media:** one important digital media tool is social media. Social media platforms such as Facebook, Instagram, Twitter, etc., play pivotal roles in shaping and disseminating cultural identities. They provide spaces for individuals to showcase cultural practices, celebrate heritage, and connect with like-minded individuals globally. Social media platforms have revolutionized how individuals and communities express and negotiate their cultural identities. These platforms have been instrumental in facilitating cultural expression, solidarity, and activism (Marwick & Boyd, 2011; Hjorth & Richardson, 2023).
- ii. **Online Communities:** Online communities refer to a collection of individuals that share similar goals bound by the World Wide Web. These communities are centered on specific cultural identities, they facilitate collective memory preservation and intergenerational knowledge transmission. Digital media platforms enable these diasporic communities to maintain cultural ties across geographic boundaries, fostering resilience and adaptation in the face of globalization. Online communities play a crucial role in fostering collective identities and preserving cultural heritage across geographical boundaries, digital media platforms facilitate the formation of diasporic communities, enabling members to maintain cultural ties, share knowledge, and engage in cultural practices. Online community initiatives promote cultural resilience and adaptation in response to globalization and digital connectivity (Dijck et al., 2018; Bennett & Segerberg, 2012).
- iii. **Digital Art and Cultural Expression:** The emergence of digital art platforms, including digital storytelling, digital photography, digital music, etc., has transformed how cultural narratives are shared and interpreted. Advancements in digital technologies have expanded the horizons of cultural expression through mediums such as digital storytelling, virtual reality (VR), and augmented reality (AR) augmented reality technologies can be used to enhance cultural experiences and promote cultural heritage conservation and interactive art installations. Digital art projects, exhibitions, and virtual museums demonstrate the innovative ways in which digital media can amplify marginalized voices and promote cross-cultural understanding (Poell et al., 2022; Tufekci, 2022).
- iv. **Social Media and Cultural Activism:** additionally, the impact of digital media on cultural identity is expressed through Digital media platforms which are instrumental in facilitating cultural activism and advocacy. Digital platforms through social media campaigns and movements have been pivotal in promoting cultural diversity and social justice which has a great impact on cultural identity empowerment, it has helped to raise awareness about issues

such as police brutality, gender-based violence, and corruption, contributing to a more informed and engaged public discourse (Kraidy, 2023).

- v. **Digital Art and Political Expression:** Digital media has played a pivotal role in cultural identity through the instrumentation of social media tools and digital art in political expression and cultural activism. Examples of activism that have gained limelight through social media platforms are; #OccupyNigeria (2012), #EndSARS (2020), and #Obidient (2023). Digital media platforms have been used as tools to critique social norms, challenge power structures, advocate for human rights, shape public discourse, and in turn cultural change, etc (Garrett, 2024).

Challenges

While digital media offers opportunities for the expression of cultural identity, cultural empowerment, and visibility, it also presents significant challenges and ethical dilemmas. The following are some challenges digital media and cultural identity:

- i. **Digital Divides and Access to Cultural Participation:** The disparities in digital access and literacy have affected marginalized communities' ability to participate in and benefit from digital media platforms, some digital media platforms require deep technical understanding as well as internet access, and this can be a potential limitation.
- ii. **Subscriptions:** Some digital media tools demand a subscription (provide examples), which makes it expensive to handle big volumes of data, this is one of the fundamental downsides of digital media (Castells, 2010). For instance, Aulock (2024) asserted that online digital media platforms, such as Amazon, Barnes & Noble, Spotify, StarMaker, Netflix, Facebook, YouTube, etc, are popular digital media platforms today. These platforms are subscription or paid membership-based. Amazon has approximately 200 million members, while the total number of subscriptions to online video platforms worldwide is 1.3 billion increasing by 14 % between 2020 and 2021. Platforms like Facebook have **3.06 billion** monthly active users, which forms 37 percent of the world's population and is the world's most popular and widely used social media platform. While Youtube with **2.7 billion** users, is the second most popular social network (Howarth, 2024).
- iii. **Ethical Frameworks for Digital Cultural Representation:** Digital media plays a very important role in society; the problem lies in the ethical frameworks and guidelines for digital cultural representation and addressing issues such as informed consent, intellectual property rights, ethical responsibilities of digital platforms, etc. The users of digital media must be properly informed about the ethical guidelines to fully maximize digital media for the

expression of cultural identity. If the ethical guidelines for cultural representation in digital media, emphasizing consent and authenticity are not properly addressed, it will pose a problem (UNESCO, 2021).

- iv. **Cybersecurity and Data Protection:** Cybersecurity threats and data protection challenges in digital cultural spaces are a serious setback in using digital media for expressions of cultural identity. The implications of data breaches and cyber-attacks on cultural heritage preservation and privacy are a big challenge as users can be victims (Smith, 2023).

Conclusion

Digital media continues to reshape how cultural identities are perceived, expressed, and preserved in the globalized digital age. While offering unprecedented opportunities for cultural exchange and empowerment, digital media also brings forth complex challenges that require thoughtful consideration and proactive measures. By understanding and addressing these dynamics, stakeholders can foster a more inclusive and sustainable digital cultural landscape that respects and celebrates cultural diversity.

Recommendations

The study makes the following recommendations to guide policy formulation and implementation:

- i. The paper recommends the formation and adoption strategies by policymakers (owners of the platforms) for promoting inclusive digital participation. This approach should include the provision of equitable participation for users to promote cultural diversity.
- ii. Policymakers and stakeholders should provide more free training on the different digital media tools, with focus on their impact on cultural identity, and the ethical guidelines of cultural content. This emphasis will promote respectful engagement in digital spaces, and mitigate the risks of cultural exploitation and misrepresentation.
- iii. There should be sensitization on digital literacy and inclusivity for users by policymakers to ensure equitable participation in the digital cultural landscape. Digital literacy programs and educational initiatives can be introduced to foster critical engagement with digital media and promote cultural competence.
- iv. There should be formulation of strategies for integrating digital literacy into formal and informal education settings by the government, emphasizing the role of educators and government in preparing future generations for active participation in digital cultural spaces.

References

- Aulock, I.V. (2024). Subscription business case studies: 25 examples with growth tactics
<https://penfriend.ai/blog/subscription-business-case-studies>
- Bala, A. V. (2023). *Enhancing Research Productivity with the Utilization of AI Technology*. KASU Press.
- Bennett, W. L., & Segerberg, A. (2012). The logic of connective action: Digital media and the personalization of contentious politics. *Information, Communication & Society*, 15(5), 739-768.
- Castells, M. (2010). *The rise of the network society: The information age: Economy, Society, and Culture Volume I*. Wiley-Blackwell.
- Chassiasko, Y. R., & Stager, M. (2020). *Current trends in digital media: How and why teens use technology*. <https://doi.org/10.1016/B978-0-12-817319-0.00002-5> pg 25-26 Academic Press.
- Chen, G. M., & Zhang, K. (2010). New media and cultural identity in the global society. *Handbook of Research on Discourse Behavior and Digital Communication: Language Structures and Social Interaction*. 1. 795-809. 10.4018/978-1-61520-773-2.ch051.
- Couldry, N., & Hepp, A. (2017). *The mediated construction of reality*. Polity Press.
- Dey, B. L., Balmer, J. M. T., Pandit, A., & Saren, M. (2017). Selfie-appropriation by young British South Asian adults. *Information Technology & People*, 31(2), 482-506. <https://doi.org/10.1108/ITP-08-2016-0178> 15.
- Dijck, J. V., Poell, T., & De Waal, M. (2018). *The platform society: Public values in a connective world*. Oxford University Press.
- Dzhurinskii, A. N. (2014). Comparative education. Internationalization of higher education in modern world, *Pedagogika*, 3, 83–92.
- Garrett, R. K. (2024). Digital art and political expression: Insights from contemporary practices. *Journal of Digital Creativity*, 8(2), 125-140. <https://doi.org/10.1080/14626268.2024.1998432>
- Gates, B. (1998). Informatics after the Internet—the way to the future” (trans: AA-S Radwan). *The World of Knowledge, Kuwait*, p. 231
- Gillespie, T. (2018). *Custodians of the internet: Platforms, content moderation, and the hidden decisions that shape social media*. Yale University Press.
- Hjorth, L., & Richardson, I. (Eds.). (2023). *Digital media, culture, and identity: Research and practice*. Routledge.
- Howarth, J. (2024). *Top 35 social media platforms*. <https://explodingtopics.com/blog/top-social-media-platforms>
- Jenkins, H., Ito, M., & Boyd, D. (2015). *Participatory culture in a networked era: A conversation on youth, learning, commerce, and politics*. Polity Press.

- Kim, Y., Sohn, D., & Choi, S. M. (2011). Cultural difference in motivations for using social network sites: A comparative study of American and Korean college students. *Computers in Human Behavior*, 27, 365-372. <https://doi.org/10.1016/j.chb.2010.08.015>
- Kraidy, M. M. (2023). *Cultural activism in the digital age: Perspectives and challenges*. Palgrav Macmillan.
- Lee, E., Hyunjeong, K., and Hyung, A. (2017). "Word-of-mouth of cultural products through institutional social networks." *Sustainability* 9(6): 917. doi:10.3390/su9060917.
- McNulty, T. (2022). "Content's forms." *New Literary History* 54(1): 795–851. DOI:10.1353/nlh.2022.a898330.
- Marwick, A., & Boyd, D. (2011). I tweet honestly, I tweet passionately: Twitter users, context collapse, and the imagined audience. *New Media & Society*, 13(1), 114-133. <https://doi.org/10.1177/1461444810365313>
- Mascheroni, G. (2013). Performing citizenship online: Identity, subactivism, and participation. *Observatorio (OBS) Journal*, 7(3), 93-119.
- Matsumoto, D. (1996). *Culture and psychology*. Brooks/Cole Publishing Company; Pacific Grove, CA. [[Google Scholar](#)]
- Miller, V. (2021). Digital storytelling and identity narratives: A critical perspective. *Digital Culture & Society*, 7(1), 45-59. <https://doi.org/10.14361/dcs-2021-0105>
- Pappas, S., & Mckelvie, C. (2022), *What is culture*. Live Science. <https://www.livescience.com/21478-what-is-culture-definition-of-culture.html>
- Payne, W. S. (2020). *Cultural Identity*. University of Arkansas Press. [https://socialsci.libretexts.org/Bookshelves/Social_Work_and_Human_Services/Human_Behavior_and_the_Social_Environment_II_\(Payne\)/01%3A_Traditional_Paradigms_and_Dominant_Perspectives_on_Individuals/05%3A_Cultural_Identity](https://socialsci.libretexts.org/Bookshelves/Social_Work_and_Human_Services/Human_Behavior_and_the_Social_Environment_II_(Payne)/01%3A_Traditional_Paradigms_and_Dominant_Perspectives_on_Individuals/05%3A_Cultural_Identity)
- Poell, T., Nieborg, D. B., & Van Dijck, J. (2022). Platformization. In G. F. Davis & D. Hjorth (Eds.), *The Oxford Handbook of creative industries* (pp. 214-233). Oxford University Press.
- Radwan, M. (2022). "Effect of social media usage on the cultural identity of rural people: A case study of Bamha village, Egypt." *Humanities and Social Sciences Communications* 9(1): 248. doi:10.1057/s41599-022-01268-4. [46]Rétvári, Márton Rétvári, Lajos Kovács, and Andrea Kárpáti.
- Schumann, M., Bug, M., Kajikhina, K., Koschollek, C., Bartig, S., Lampert, T., & Santos-Hövenner, C. (2020). The concept of acculturation in epidemiological research among migrant populations: A systematic review. *SSM - population health*, 10, 100539. <https://doi.org/10.1016/j.ssmph.2020.100539>
- Smith, M. A. (2023). Cybersecurity threats and digital cultural heritage preservation: Challenges and strategies. *Heritage & Society*, 16(2), 135-150. <https://doi.org/10.1080/2159032X.2023.1998431>
- Stasberger, G. D. (2023) Digital media: Shaping communication, culture, and society in the digital age. *Global Media Journal*, 21(64). <https://www.globalmediajournal.com/open->

[access/digital-media-shaping-communication-culture-and-society-in-the-digital-age.php?aid=93433#8](https://doi.org/10.4148/1051-0834.1001)

- Stebner, S., Baker, L. M., Peterson, H. H., & Boyer, C. R. (2017). Marketing with more: An in-depth look at relationship marketing with new media in the green industry. *Journal of Applied Communications*, 101(2). <https://doi.org/10.4148/1051-0834.1001>
- Tufekci, Z. (2022). *Twitter and tear gas: The power and fragility of networked protest*. Yale University Press.
- UNESCO. (2021). *Ethical principles for artificial intelligence: Recommendations*. UNESCO. <https://unesdoc.unesco.org/ark:/48223/pf0000377430>
- Van Dijck, J., Poell, T., & De Waal, M. (2018). *The platform society: Public values in a connective world*. Oxford University Press.
- Zemmouri, Z., B. K. (2011). The emotional relationship between the sexes using electronic means between the virtual community and the real community. *J Humanit Soc Sci* 2(6):189–230.
- Zhukova, T. A. & Schrenk, M. (2016). *Young Scientist* 5.6 (109).