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Popular Culture and the Construction of Social Values in the Digital Era

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Access Online

Abstract

This study looks at how popular culture has changed from being something people just watch to something they actively take part in through networks. Using a mix of research methods the study looks at both the stories people share and the numbers that show how popular something is. The results show that the way platforms work encourages people to express opinions and feel strongly about their beliefs. This makes people more divided in their views and less likely to agree with others. The study also shows that people who create content online have influence on young peoples values than traditional sources like schools or the news. Looking at how media works the paper shows how companies that want to make money work with regular people to change how values are shared. The discussion talks about the problem of people being able to express themselves but also being influenced by things that are made to control them. It also mentions that internet trends come and go quickly and that not everyone has the access to the internet. Finally the study suggests ways to help people understand media better have rules that're clear and design platforms that are fair. The study ends by saying more research is needed on how new technology like intelligence affects how people think and act in digital societies.

Keywords; *Popular Culture, Digital Era, Social Values, Media Effects, Algorithmic Culture, Participatory Culture*

Introduction

The way people interact has changed a lot. People used to watch TV and listen to the radio but now they create and share content online. Digital platforms let anyone make content mix ideas and connect with others over the world. This change means that culture is no longer something that comes from a few companies. It is made, argued about and changed by people through likes, shares and trends that spread quickly. In these places that are run by algorithms popular culture looks different. Algorithms decide what millions of people see, shaping trends and making some voices more important than others. In this system people constantly deal with social values. Online places are where people explore who they are show their

independence and have political talks. Because these places value speed and strong emotions conversations often become very divided turning issues into simple arguments. Even though there is a lot of content online researchers have a problem. There is not good ways to understand how quick digital content like short videos, jokes and trends affect long-term values. Traditional media moved slowly giving people time to think and agree on what's right. Modern digital media is fast making it hard to think deeply. Scholars still struggle to see how this speed changes how people act and what they value over time. Understanding this connection is very important for society how people act online and how they feel mentally. Knowing how algorithms shape values helps people understand why politics are so divided and how community standards change. Studying these ideas helps explain what it means to be an online person in a time with a lot of false information and things that try to influence people. Finally looking at how being connected affects peoples minds gives important ideas about how to stay healthy and happy while being part of the online world.

Objectives of the study

- To check how digital popular culture is a way that people form, support and argue about what they think is right.
- To look at how the way algorithms choose what to show affects whether culture becomes similar or different.
- To study how people who create content online and the relationships they have with followers change what people think is good, successful and right.
- To see how jokes and things that spread online affect political actions, involvement in society and how people care about others.

Literature Review

Research on todays world often starts with old ideas from the Frankfurt School, especially their ideas about how powerful groups control culture. Thinkers like Theodor Adorno and Max Horkheimer said that the way money works turns things into standard products that make people not think for themselves. In todays world researchers use these ideas to talk about companies that make money from peoples attention while pretending to give freedom. Some people believe that the old ideas are too negative. Media expert Henry Jenkins talked about people getting involved in culture and mixing kinds of media. Jenkins said that online places let people make and share content easily where people work together to create and share ideas. Of just getting messages from big companies people use their own ideas and mix them with media from big companies. This back and forth between companies and people is a big debate in modern media research. Building on these ideas recent studies look at how computer programs decide what people see. Scholars who study how these programs work say that they don't just show what people want; they shape what people see deciding which stories become popular and which stay hidden. This shaping affects what people think creating places where people only hear about one side and stay in groups that think the same. The power to decide what is right has moved from editors to computer programs that try to make people stay on the site longer. At the time researchers who look at identity and being seen focus on how people who are not in the majority use online places to tell their own stories. Studies show that these people use ways to get attention and support from others even when big companies try to take over. This power often fights against companies that take advantage of identity issues to make money while losing the

meaning of the issues. Finally more research looks at how the internet moves, called the speed of culture. Scholars study how quick trends, jokes and lived content change how people think and remember. This fast way of using media leaves little time for deep thinking making people tired and less able to focus. By putting all these ideas the latest research shows the big fight between people being in charge and machines making decisions in the online world.

Methodology

Looking into this issue needs a way that uses both looking at words and using numbers. A mix of methods helps by combining reading of text with measuring how much people use something. This way researchers can look at both how much something is seen and what it means. Collecting data means finding things that people are paying attention to during a certain time. Researchers look at hashtags videos that spread quickly big campaigns from people who make content and places where jokes and ideas move between sites. From these computer programs and people take note of how much people engage how people feel when they comment and how the sites send content to people. Looking at this data uses two ways. One way looks at the stories and ideas in the content finding out what people think is right and what they believe. The other way uses numbers to see how far something spreads how often it happens and how people interact. Combining these ways shows how the rules of the system and the stories people tell together make the world today.

Analysis

The way online places work encourages content over calm conversations. The programs that decide what people see make sure people stay on the site by showing things that make people feel emotions and argue. When anger, strong feelings and arguments get attention normal ideas change towards being more divided. People are always given things that support what they already believe creating a place where extreme ideas seem normal and fair discussions have a hard time being heard. On top of this system is the world where people who make content decide what success is. These people on sites make money from being close to their fans and showing perfect lives setting standards for money looks, work and who people think they are. These online people show a made-up reality that makes people want to be rich, beautiful and always working. Fans take these standards as real leading to pressure to meet goals shown by online stars. Under the companies funny things can be a strong way to fight back. Using jokes and funny ideas to challenge power is when regular people use humor, sarcasm and mixes of ideas to fight against the big companies.. Stories online act as ways to say something different. Through spreading these people make fun of leaders change how companies act and show they care proving that people can still have power even in places that are mostly controlled by companies. At the time people are separated into different groups making it harder for them to agree. These small groups make sure people only hear the ideas not listening to others. As groups move into their corners finding agreement across different groups becomes harder. Shared truths break apart into stories making it hard to trust each other and weakening trust in the government.

Discussion

Putting all the results together shows a change in how people learn what is right. In the past families, schools and old groups had control over what people thought was right. Now companies that want to make money work with people to change how values pass on. Sites make money by showing stories so values are not taught through slow lessons but through quick constant exposure to things that spread online. This situation

needs a change in old ideas about media. Older ideas thought that information went from a person to a passive person. The new online world breaks that idea. Because the programs and places that people use decide what is seen information moves in directions, at once. Scholars now need to look at systems where machines act as editors making what millions think is true before people even start thinking about it. A big puzzle explains how this change affects society. On one side digital ways give people chances to speak up in a democracy letting people who were ignored before get heard and come together fast. On the side those same digital ways can also cause problems with fake agreement and people being controlled. Hidden code, ads and planned influence efforts can quietly change what people think making real groups into things that are sold or used for politics without people knowing. It's important to know what this research can't do. Internet trends change fast disappearing or changing in a day which makes it hard to track over time. Tech companies keep changing their ways so things that are true today might not be tomorrow. Also there are differences between cities and rural or less developed areas when it comes to internet access. These gaps make the data not complete so conclusions from places with lots of internet don't show the world.

Results

Numbers show ways that things move online. Content that makes people angry or talks about group identity spreads faster and farther than calm stuff. Algorithms favor these emotion posts making people with similar views stick together. This speed creates groups where people only hear the same ideas over and over. People who used to be in charge like teachers, experts and old news people have lost a lot of power to stars. Studies show that younger people trust online creators more. Because these people seem like friends their opinions matter a lot when followers decide what is right or wrong. This change hurts the groups that used to set what people thought. Measuring how divided people are shows that shared things are disappearing. As suggestions change to fit each person different groups live in their separate worlds. Looking at groups talking online shows less of the same things. Without a set of facts or shared things society breaks into small groups making it harder to understand each other.

Conclusion

Digital popular culture does more than show how people act; it helps create the values of today. Systems and online places shape what people believe change what is normal and change how people see the world. The internet isn't a mirror; it's a tool that pushes ideas forward. Solving these problems needs action in education, laws and how technology is built. Schools need to teach people how to spot tricks and check sources. Lawmakers should make rules that make tech companies responsible, for how they push people to argue more. People who build platforms need to change how they reward people giving credit to real conversations and truth instead of anger and big headlines. Future research should look at tech especially how machines that make art change culture. Scientists should check if computer art and fake people make culture more the same or help ideas. Long-term studies are needed to see how peoples minds change from seeing small trends showing what happens to attention, strength and memory in a world with more machines.

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