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The Effects Of The Internet & Internet Culture On Real Life Culture

Samarth Appanna

Bachelor's of Business Administration

[1]Name of Department of 1st Author,

St. Joseph's University

Abstract: The aim of this research paper is to explore the effects of the internet and internet culture on real life culture. It delves into how digital media and online communities have transformed how people interact, consume, and produce cultural artifacts, and the emergence of hybrid cultural forms. The research also considers the possible negative consequences associated with the increasing impact of internet culture on traditional cultural practices, and findings highlight the transformative potential of digital technologies in shaping cultural expression and production. The goal of this study is to look at how the Internet affects both modern and traditional culture through the experiences of regular people.

***Index Terms* - Component, formatting, style, styling, insert.**

I. INTRODUCTION

Numerous technological advancements made by humans have had a significant impact on culture over time with the Internet being one of, if not the most significant of our lifetimes. The Internet has revolutionized the way people communicate, interact, and access information. As a result, it has transformed culture in ways that were once unimaginable. The rapid growth of the Internet has led to changes in the way people think, behave, and interact with one another. The prevalence of the Internet in everyday life has led to it developing its own culture. The study of culture is complex and multifaceted, with many different elements that contribute to its formation and evolution. This includes everything from traditions, customs, and rituals to the arts, literature, and popular entertainment. While real life culture has been shaped by historical events and social movements, the advent of the Internet has introduced new and complex factors that have altered the landscape of cultural expression and production.

The set of beliefs, behaviors, and values that have emerged from online communities and platforms is known as internet culture. It has led to a new form of cultural expression, characterized by the rapid spread and wide reach of viral memes, online fads, social media, and digital entertainment. This research paper aims to investigate the impact of the Internet on traditional cultural practices and the emergence of new cultural identities and communities. Additionally, the paper will explore how the Internet has shaped public opinion and discourse.

Literature Review

Traditional Culture

The notion of culture is an intricate concept in academia nowadays. It is defined and put into practice in many, often conflicting ways, and there are significant discrepancies within academic fields concerning the essential nature of human social existence and the appropriate approach to examining it. In the view of anthropologists, culture generally denotes symbolic frameworks of concepts, principles, and collective perceptions that offer significance and comprehension to the universe for a particular group of individuals.

Etymology

The English word culture is derived from the Latin term cultura, which encompasses both the literal sense of crop cultivation and the metaphorical sense of self-improvement. In 18th-century England, the term was frequently used to describe the refinement of one's character through the improvement of judgment, taste, and intelligence. This refinement was believed to be expressed and maintained through certain activities, as described by Williams in 1983. This connotation is still prevalent today, as the term culture is often used to describe a specific segment of society, such as theater and art, while excluding others. The concept of culture in anthropology made its way into the English language through an indirect path, originating from the German philosophical term kultur. Kultur was initially linked to the idea of cultivation but soon diverged from the French concept of civilisation, as the philosophical traditions of the two countries clashed. Civilisation was associated with the French Enlightenment, which believed that society evolved from a primitive state of ignorance and barbarism toward universal ideals in science, secularism, and rational thought. The term Kultur has come to represent the national character of a people, embodying local and personal notions such as religion and tradition. In 1871, anthropologist Edward Tylor integrated elements of both concepts and defined culture as "that complex whole that includes knowledge, belief, art, law, morals, custom, and any other skills and practices acquired by man as a member of society." (Kroeber & Kluckhohn 81). This definition is generally considered the first formal anthropological interpretation of culture, as it introduced the notion of culture as a shared, taught, and comprehensive framework that encompasses virtually every aspect of human social life.

What Culture Means for Different People

Edward Tylor's definition, while innovative, failed to capture an essential aspect of the original German concept, which would later become a crucial component of the anthropological understanding of culture. Tylor believed that societies evolved toward superior forms given enough time and favorable conditions, with 19th-century England representing the pinnacle of human civilization and all other societies deemed fundamentally inferior and less evolved, particularly those outside Western Europe and North America. This perspective, known as cultural evolutionism, erred by assuming that culturally specific concepts and perceptions were universally applicable and uniquely valid.

Later, Baos challenged Tylor's linear progression view, contending that societies move in various ways in response to fluid historical conditions, using a historical and comparative methodology. As a result of this relativistic aspect, the concept of culture has been criticized for its role in undermining efforts to establish objective and universally binding principles for moral human action. This implies that normative assertions must be based on commonly held beliefs about the world to be meaningful. The fact that conceptions of moral truth are inevitably local and specific does not imply that they are irrational, invalid, or untenable, just as differing views on the nature and importance of reality.

Culture and Individual Identity

Edward Sapir, a student of Boas, contested the notion of perceiving culture as a tangible entity rather than an abstract concept, which leaves little room for individuals to exercise their free will. In his 1924 essay, Sapir described a "genuine" culture as a healthy and balanced spiritual organism. Sapir believed that culture and individuals are interdependent, as culture cannot exist without individuals as "nuclei," and individuals cannot create culture from nothing. Nevertheless, Sapir cautioned that only anthropologists could identify the terms "culture" and "individual," as individuals could not detect such a distinction cognitively.

One aspect of culture that highlights differences and similarities among individuals and groups is identity. A study conducted by M. J. Tang and E. T. Chan in Malaysia, a diverse country with various ethnic and linguistic groups from Asia and around the world, shows that while the Chinese population speak Mandarin and wear red clothing during Chinese New Year, Malays speak Bahasa Malaysia and wear traditional "songkok" for males and "tudung" for females, while Indians speak Tamil and wear a "sari" during their festivals. Different groups exhibit distinct languages, clothing, and identities, even though they belong to the same country.

Festivals and celebrations also demonstrate the connection between culture and identity. In Malaysia, for instance, Chinese New Year is celebrated by the Chinese, Hari Raya by the Malays and Muslims, and Thaipusam and Deepavali by the Indians. These cultural celebrations are observed by various ethnic groups with their own identities. A unique phenomenon in Malaysia is that other ethnic groups also celebrate these festivals. To summarize, it is crucial for individuals to develop and represent their identity through culture and

aspects of cultural identity. Various ethnic groups practice these cultural celebrations, each with their own distinct identity. A unique phenomenon in Malaysia is that these festivals are not only observed by the ethnic groups they are associated with but also by other ethnic groups in the country. It is important to underscore that culture and its various aspects play a significant role in the development and representation of an individual's identity. (493)

Differentiating Culture from the Individual

Edward Tylor's definition of culture is often referred to as the "everything-is-culture" definition because it encompasses knowledge, belief, values, customs, conduct, and other capabilities. In the early 20th century, Franz Boas and his pupils introduced cultural relativism to the concept, giving it a more scientific appearance. They considered the belief in sorcery, the accompanying ritual dance, and even the artifacts created for the rite as examples of culture. However, Kroeber and Kluckhohn in 1952, argued that conduct should be excluded from the definition of culture, as it overlooked the other psychological, social, biological, and material components that also influence behavior. According to them, culture was an abstracted pattern or design that gave behavior meaning. Despite this, culture remains a vital component of every area of social-scientific investigation, as it provides the beliefs and ideas that give behavior meaning. Even behaviors that may appear to be solely economic or political in nature are incomprehensible without an understanding of the specific cultural forms that make the contexts in which they occur reasonable and meaningful (Sewell 155).

The Pervasiveness of Contemporary Culture in Meaning & Symbols

The concept of contemporary culture focuses not only on behavior and artifacts, but also on what that behavior means and what those artifacts symbolize. Schneider defines culture as a set of "definitions, premises, postulates, presumptions, propositions, and perceptions about the nature of the universe and man's place in it," elaborating that while "norms tell the actor how to play the scene, culture tells the actor how the scene is set and what it all means." (203).

The significance placed on meaning in the modern concept of culture—not only for the anthropologist trying to understand society, but for the individual who lives it. In 1973, Geertz stated that humans are "unfinished animals," set apart not just by our ability to learn, but by the remarkable amount that must be learnt in order to be able to function at the most basic level. While our biology might grant us with basic capabilities, we must be socialized and integrated into pre-existing social systems in order to use them. For instance, we cannot, simply speak; we must learn to speak a language. Since the gap between what our "hardware" dictates and what we need to know in order to function as a member of society can only be filled with particular cultural forms, without culture, humans would not revert to some form of basic primary hunter-gatherers, but would instead be "monstrosities" unable to accomplish the simplest of tasks (49).

Coming to symbols, language is the most common form in which cultural meanings are expressed, as well as one of the most highly developed symbolic systems. While attempting to sort the world into sensible categories, language is nearly impossible to distinguish from culture, and it's not surprising that the idiosyncrasies of its forms can have a powerful impact on how its speakers perceive reality.

Symbolic systems can become so intrinsic to a community's understanding of the world that they become hard to spot. For example, kinship systems, for a very long time seemed to be deeply rooted in biology, even to anthropologists. But in 1968, David Schneider argued that there is nothing about shared ancestry or genetic relatedness that necessarily leads to a recognition of the rights, duties, and responsibilities associated with cultural systems of kinship. Numerous kin classifications completely ignore this criterion, in fact. Schneider concluded that biological relatedness is a symbol just like any other, arbitrarily designated to denote shared identity and mutual responsibility among social groups.

Culture & Social Life

The study of social life faces challenges with the contemporary emphasis on meanings and symbols in the concept of culture. Social anthropology defines society as a complex structure of social relationships and patterns of behaviors and ideologies called institutions. Although culture and society are concepts that some view as closely related and even complementary, earlier anthropologists argued that the culture concept treated abstract ideas as concrete and was too wide-ranging to be useful in social life study. However, social anthropologists later acknowledged that cultural beliefs and values associated with social relationships must be considered for successful study. However, according to Geertz, despite any previous misconceptions or uses of the term, culture remains an essential factor for anthropologists to analyze human social life, as most theorists

agree that shared cultural knowledge is necessary for people to function in a way that is recognizably human. (38).

Culture Change

The term "culture change" implies a familiar sense of the word "change," but the term "culture" requires further elaboration. In its classical definition, anthropologist Edward B. Tylor defined culture as a "complex whole," encompassing "knowledge, belief, art, morals, law, custom, and any other capabilities and habits acquired by man as a member of society" (1). Tylor's use of the word "art" here should be understood to mean all the artifacts typically produced and utilized by a society. Thus, this definition is quite extensive, encompassing not only the customary objects people use in their lives and the customary ways they interact with each other, but also the shared ideas among them.

For some anthropologists, culture is not only something that individuals acquire but a specific kind of acquisition, namely, mental. They believe that culture is strictly a mental phenomenon. However, defining culture as solely mental can lead to a simplistic and inaccurate view of cultural change. In the past, cultural change was often seen as primarily occurring through diffusion, such as through immigration, and in today's world, the introduction of new technologies such as the internet.

Social Networks in Traditional Culture

Throughout history, sociological perspectives have emphasized the importance of social relationships. In his 1955 work, Simmel noted that society emerges from individuals and their associations, suggesting that the nature of social connections plays a key role in human behavior. To better understand the shift from agrarian to industrial societies, Simmel explored two ideal forms of social networks: concentric circles in premodern society and intersecting circles in modern society. He analyzed the impact of these structures on individuals, including their role in shaping personality and belief systems. In premodern society, social networks offered a sense of security and solidarity that reduced psychological tension for most people. Modern society added to this “cosmopolitan” networks which characterized by intersecting circles. The transition to modern society allowed people to increasingly participate in a greater number of networks with more numerous ties. As per this perspective, social network connections are considered the key agents in human adaptations and the essential constituents of environmental influence.

The Internet

The Internet is a massive interconnected network of technical systems consisting of various information and communication technologies. Additionally, it serves as a social and economic assembly that enables diverse forms of communication, creativity, and cultural exchange on an unprecedented scale. To be more precise, the Internet is a foundational base that has unique social, cultural, and economic characteristics promoting innovation based on openness and standardization. Although it is necessary, it is not enough to account for the social and cultural implications commonly attributed to it. Recognizing the distinctive features of the Internet is crucial in distinguishing its potential impact on society from that of other forms of information technology and computers in general.

The Beginnings of the Internet & Culture

The Internet was the result of a continuous process of military, academic, corporate, and amateur user innovations that started in the late 1960s. Diverse users with various goals and interests have experimented, refined and innovated the Internet over time. In 1983, the Internet was officially named and launched, and by 1993 it had become a subcultural phenomenon associated with an arcane form of interaction that appealed to amateur computer enthusiasts, university students and faculty, and "hackers." During this period, many users discovered the Internet through university courses or friends, and a range of user-initiated innovations, from games to programming and scripting languages, and even precursors of the World Wide Web, emerged.

From 1993 to 2000, the “dot-com” era spurred the Internet’s transformation from a clandestine research curiosity into an almost ubiquitous and indispensable technology that had far-reaching consequences. The growth in commercial investment in infrastructure and "web presence" was explosive. Fresh means of interaction and communication, such as email, Internet messaging, and mailing lists, became widespread. Uniform Resource Locators (URLs) like www.britannica.com were now a popular and highly appreciated

feature of advertisements and corporate identity. Additionally, artists, scientists, citizens, and other individuals rose to the challenge of utilizing and grasping the potential of the new medium.

Societal Implications of the Internet

The unique development process and the nature of protocols have enabled the Internet to easily spread globally and connect different equipment in various settings, as long as there are enthusiastic and technically competent users. The only significant obstacle to its expansion is the availability of reliable pre-existing infrastructure, such as telecommunications and energy. Prior to 1993, the expansion of the internet was not controlled at the national or state level but by individuals and organizations that saw local benefits in extending access to the global network. By establishing computers dedicated to routing traffic and connections, research departments could connect to the network without requiring permission from centralized state authorities. It wasn't until the late 1990s that Internet governance became a concern for governments and citizens worldwide. With each expansion of the Internet, issues such as privacy, security, and organizational/national authority have become increasingly critical. The culture of innovation, "hacking," and communal sharing of software, protocols, and tools has been adopted and promoted by applications developed on the Internet. The unique nature of the Internet has different implications and potential impact on society than computers and "information technology" in general. One of the most widely discussed and experienced implications is the effect on the culture industries, particularly music and film. The intersection of technology and intellectual property is responsible for the controversy surrounding the issue, as with previous media such as video and audio cassette recorders. The Internet's "openness" allows for low-cost and broad distribution of cultural materials, from digital music and film to online books.

The impact of the Internet on the distribution and consumption of music and movies has led to an ongoing debate about the concept of "sharing" and whether or not it constitutes a criminal act. This debate has been polarized, with some advocating for a "war on piracy" and others advocating for "consumer freedom." As a result, there is a tension between the entertainment industry, the artists and musicians, and the consumers of music and film. With the advent of the Internet, many artists now have the opportunity to distribute their work more easily and directly, potentially increasing their chances of making a profit, while consumers enjoy cheaper and more immediate access to cultural materials. The entertainment industry, however, argues that it provides higher quality services, generates more funding and capital, and contributes to the growth of the economy. In light of these conflicting viewpoints, it remains difficult to determine where to draw the line between legitimate sharing, which could also function as a form of marketing, and illegitimate sharing, which the industry refers to as "piracy."

Digital Divide

One of the most important issues related to the Internet is the question of social equality and access. The concept of the "digital divide" has been used to describe the disparities in individual access to the Internet or in computer skills between wealthy and poor individuals or between developed and developing countries. A considerable amount of research has been conducted to better understand the inequality of access to the Internet, but estimates of differential access and the rate of spread have varied significantly depending on the research methodology used. However, one thing that is clear is that the rate of growth in Internet usage has been consistently over 100 percent in almost all regions of the world at times, with some areas experiencing annual growth rates of 500 percent or more. Despite this fantastic rate of growth, there are still few certainties regarding differential access to the Internet.

The concept of a digital divide has implications that go beyond just unequal access to technology. It also affects the quality of information available to individuals and their ability to use it to improve their lives. This issue has local and global consequences. On a local level, it can impact access to markets, government services, democratic processes, education, and employment opportunities. On a global level, the divide in access to information can impact people's understanding of issues such as religious intolerance, global warming, environmental issues, and geopolitics. Political situations can also impact the digital divide, as demonstrated by the Chinese government's efforts to censor access to politically charged information. This can have an impact on cross-border investment and trade.

Cultural Implications of the Internet

The impact of information technologies on society has been profound, leading us from the industrial age to the networked era. Today, global information networks are critical infrastructure, and they have transformed the way we relate to one another. From business and education to government, healthcare, and personal relationships, the Internet has fundamentally altered the fabric of our society, and it continues to be a primary catalyst for social evolution.

The transformation of social communication is a significant aspect of the impact of information technology on society. While analog tools still have their place in some areas, the advancements in new technologies continue to accelerate and revolutionize the way we communicate, especially among younger generations. The Internet has removed conventional barriers to communication, allowing for a vast array of communicative possibilities beyond the constraints of space and time. Social media applications, in particular, have triggered discussions about the emergence of a "new communication democracy." Today, the development of the Internet is predominantly influenced by instant and mobile communications, which has resulted in a fresh revolution with the rise of the mobile Internet. The widespread availability of comprehensive Internet connectivity through smartphones and tablets has led to an increasingly mobile reality, where we are not tied to any specific device, and all our information is stored in the cloud. With the rise of mobile devices, people are no longer confined to sitting in front of a computer screen for extended periods of time, as they can now remain connected to the internet virtually anywhere and at any time. This constant connectivity has brought about numerous benefits, including expanded educational opportunities and greater dissemination of cultural practices.

The Internet & Education

The transformative power of the Internet on education is evident in its unlimited potential for learning. The future of education lies in a networked world, where people can leverage the Internet to create, share and learn, in innovative ways that inspire and engage learners at any time and from any device. By empowering students and educators through connectivity, we can promote economic growth and enhance the well-being of society globally. The Internet provides an endless reservoir of information, and students can now work interactively, irrespective of physical or temporal boundaries. Libraries, encyclopedias, art galleries, news archives, and other knowledge sources are now accessible from anywhere in the world. The Internet is no longer just an information source or a platform for publishing results, but a tool for collaboration, enabling people and groups to work together on related research topics and share knowledge, transcending geographical and cultural boundaries.

The Internet Era and Personal Relationships

The Internet has changed how we connect and communicate with our loved ones, transforming the dynamics of personal relationships. With the always-online, immediate availability of digital devices, everyone is just a click away from one another. With the help of laptops, smartphones, and tablets, people can easily maintain personal relationships regardless of distance or time zone. However, despite its benefits, online communication cannot fully replace face-to-face communication, as it lacks the ability to convey non-verbal cues and body language. This limitation has led some people to feel that their personal relationships are negatively impacted, both online and offline. Despite this, the Internet remains a powerful tool that has changed the way we interact and connect with those we care about.

Consumer Trends & Social Media

The Internet has transformed the way people buy content, news, and leisure products, providing vast opportunities for e-commerce, which has grown to become a major channel for distributing goods and services. In this digital landscape, the power dynamic has shifted in favor of the consumer, and traditional methods of distribution and marketing have been upended. Consumers now have access to an abundance of information, including product comparisons, rankings, user reviews, and recommendations from bloggers with large followings. As a result, consumer behavior, retail trade, and the economy have all been impacted. With the growing influence of social media and influencers, especially among younger consumers, online content and influencer endorsements have increasingly become decisive factors in consumer purchasing decisions.

Real World Changes through the Internet

Social media and online networks have sparked a new era of social and political activism, particularly among young people who are using the Internet to voice their political opinions and engage in public affairs. A well-informed citizenry is more likely to participate in the political process, and the Internet has become an essential tool for staying informed and engaged. In recent election campaigns, the Internet has played a pivotal role in mobilizing support for social, welfare, ideological, and political causes, leading to increased citizen participation and even influencing government decision-making. The power of the Internet to amplify voices and bring together like-minded individuals has revolutionized the way we approach social and political issues, and it will continue to play a vital role in shaping the future of democracy.

II. METHODOLOGY

The methodology is employed with the intent to investigate the effects of the internet, internet culture, and social media on the daily lives of individuals. The study will employ a mixed-methods approach that includes autoethnography and surveys distributed among 41 participants.

This methodology was chosen as it provides a thorough and varied examination of the internet's influence on individuals' daily lives.

Autoethnography

Autoethnography is a research methodology that involves the researcher reflecting on their own experiences and using those experiences to gain insights into the experiences of others. In this study, I will use autoethnography to explore their own experiences with the internet, internet culture, and social media. This will provide a foundation for understanding the experiences of others and will help to contextualize the findings of the surveys.

Google Form Surveys

Google Form Surveys will be distributed among 20 participants to gain a broader understanding of the impact of the internet on people's daily lives. The participants will be selected using convenience sampling, which is a non-probability sampling technique that involves selecting participants based on their availability and willingness to participate. The surveys will be distributed via email or social media platforms.

The survey questions will be designed to explore the participants' internet usage habits, their thoughts on internet culture and social media, and the impact of the internet on their mental health, decision making, and relationships. The data from the surveys will be collected & analyzed.

III. FINDINGS

The findings will be presented in a narrative form, and the data will be visualized in the form of bar graphs & pie charts.

Results

Autoethnographic

Throughout human history new technologies of communication have had a significant impact on culture, and there is no doubt that the internet and social media have not had that impact already. They are very powerful tools that can influence and shape human behavior in a cultural context. The culture of everyday life has become entwined with the Internet, and the growing popularity of the virtual plays a role in how ordinary people conduct their everyday affairs. The intermeshing of the virtual with the “real” is part of the reality of contemporary culture. This is most evident in the lives of young people like myself. The “digital bedroom” symbolizes a livelihood that is mediated through the social media, mobile phones and the Internet. Friendship interaction and peer to peer relations are increasingly conducted online or through text messaging, and these interactions come with cultural consequences. For youngsters, online slang and communication have influenced language to the point of incorporating these words into every day, regular conversations. In my

personal experiences, the true value of the internet & social media lies in the fact that communication, however large or complicated, is near instantaneous. Social media let you share experiences and information; they get people and ideas in touch instantly, without frontiers.

However, this frontier has brought with it new problems with regards to our communication. The anonymity of the internet has led to an unprecedented increase in cyberbullying, hate speech, and online harassment. People feel emboldened to say things online that they would never say in person, leading to a toxic online culture that can spill over into real life and create a dangerous precedent. The internet has also had a significant impact on our social lives. With the rise of social media, people now have the ability to curate their online identities, presenting themselves in the way they want to be seen. This has led to a rise in social comparison, as people like myself compare our lives highlight reels of others. It has also led to a culture of FOMO (fear of missing out), where people feel pressure to participate in everything and be constantly connected.

With streaming services like Netflix and YouTube arriving, people now have access to an endless supply of content at their fingertips. This has led to a culture of binge-watching, where people consume entire seasons of shows in one sitting. It has also led to a fragmentation of culture, as people can now choose to consume media that is tailored specifically to their interests, rather than a shared cultural experience.

The internet has also impacted the way we think and process information. It has provided us with instant access to information, but it has also led to a culture of information overload and rampant misinformation, especially with people that tend to be particularly gullible, like older people and younger individuals that are easily influenced. With so much information available, it can be challenging to determine what is true and what is false. It has also led to a rise in echo chambers, where people only consume information that confirms their existing beliefs, leading to a polarization of society. While solutions to all these problems might be out of reach for you & I, as someone who has grown up in the digital age, I think it is for us crucial to acknowledge and understand the effects that the internet has had on our culture & everyday lives when we engage with it.

Google Form Surveys

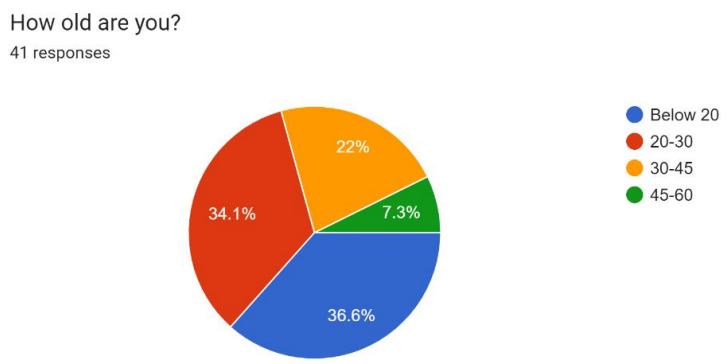
Google Form were distributed among 40~ participants to gain a broader understanding of the impact of the internet on people's daily lives. The participants were selected using convenience sampling, which is a non-probability sampling technique that involves selecting participants based on their availability and willingness to participate. The surveys were distributed via email and social media platforms.

The survey questions were designed to explore the participants' internet usage habits, their thoughts on internet culture and social media, and the impact of the internet on their mental health, decision making, and relationships.

Age

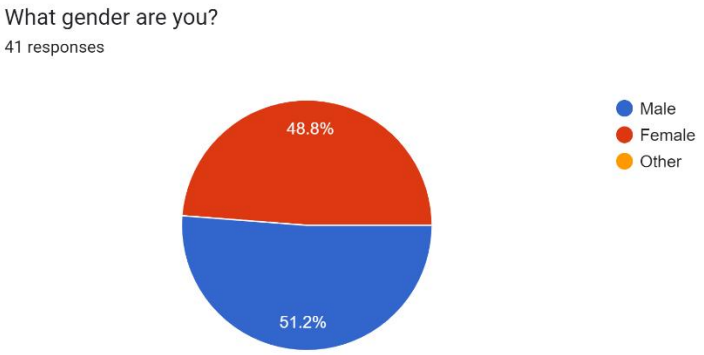
Age is an important factor in studying the effects of the internet & social media on everyday life and culture. Among the 40 people that took the survey, a majority (36.6%) are 20 years of age or below, with 20–30-year-olds taking the second spot at 34.1%.

30–45-year-olds and 45–60-year-olds share a smaller portion of the pie, coming in at 22% and 7.3% respectively.

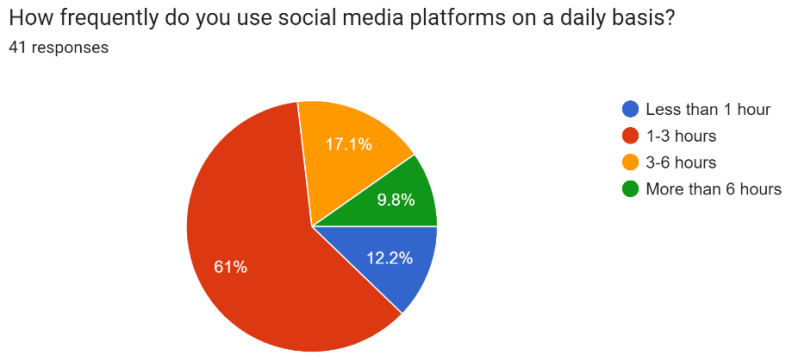


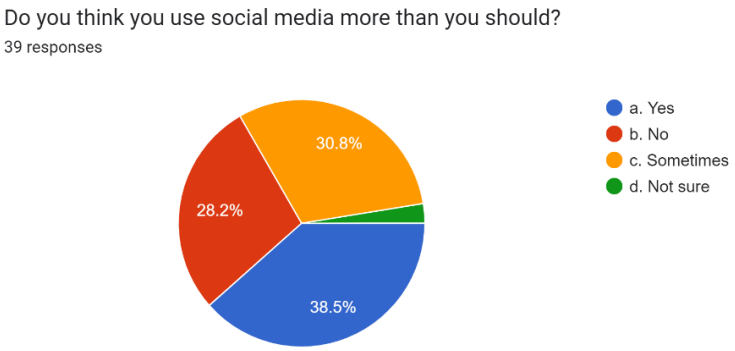
Gender

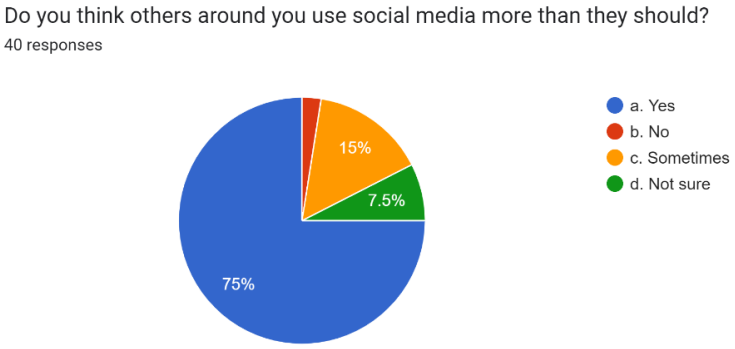
Another important factor is that of the gender of the survey takers, and the results show an almost equal distribution between males (51.2%) and females (48.8%).



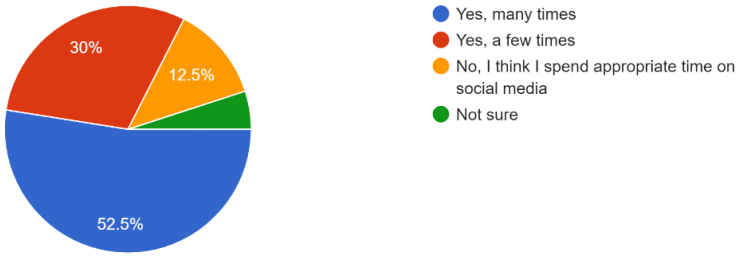
Social Media Usage







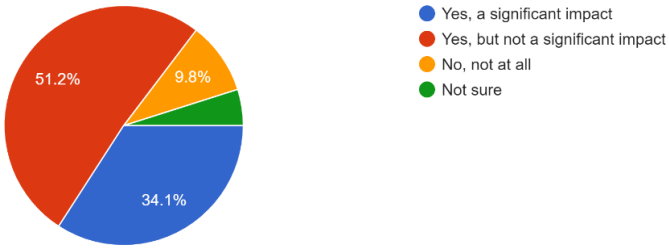
Have you made efforts to cut back on the time you spend on the internet?
40 responses



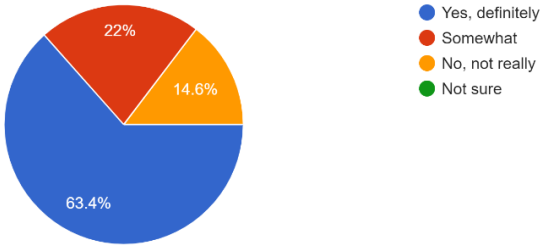
The Consequences of Internet Culture

The Impact of Online Interactions on Real-Life Interactions & Relations

Do you feel that your online interactions have an impact on your real-life interactions?
41 responses

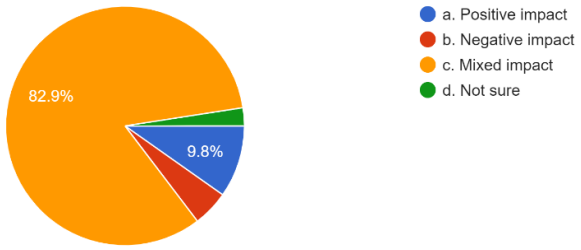


Do you think internet culture has led to a decrease in face-to-face interactions?
41 responses



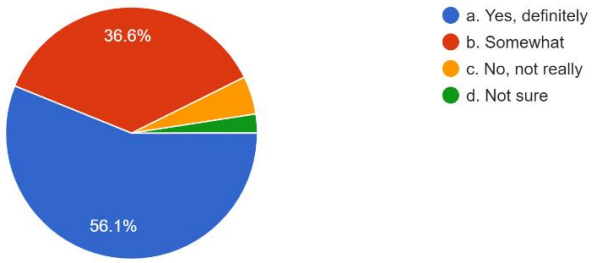
How has internet culture impacted your ability to form and maintain relationships?
41 responses

Do you think internet culture has had a positive or negative impact on the way people communicate?
41 responses

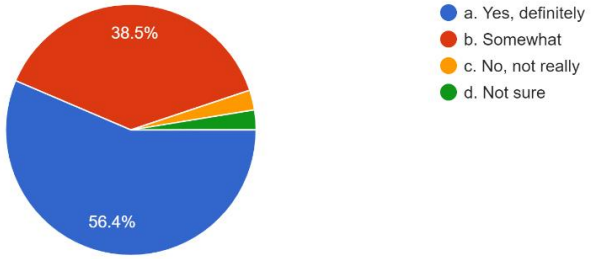


Ill-effects of Internet Culture

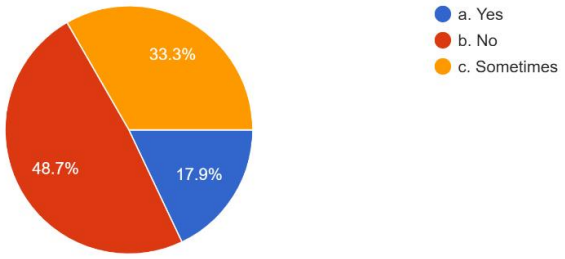
Do you think internet culture has led to the spread of misinformation?
41 responses



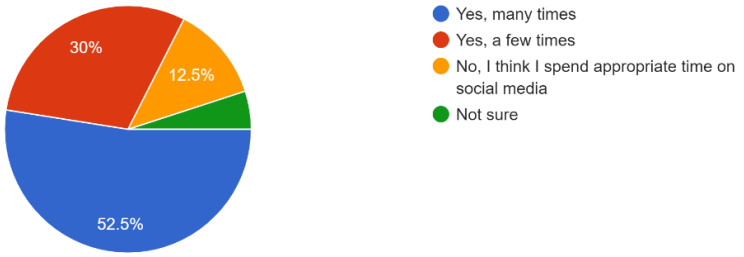
Do you think internet culture has led to an increase in cyberbullying?
39 responses



Have you ever felt pressure to conform to social media trends or norms?
39 responses

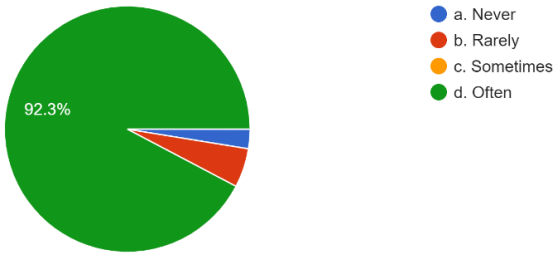


Have you made efforts to cut back on the time you spend on the internet?
40 responses

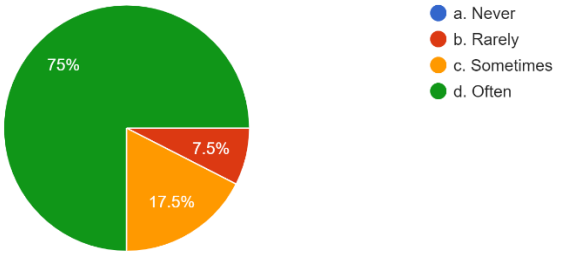


Social Media in Everyday Life

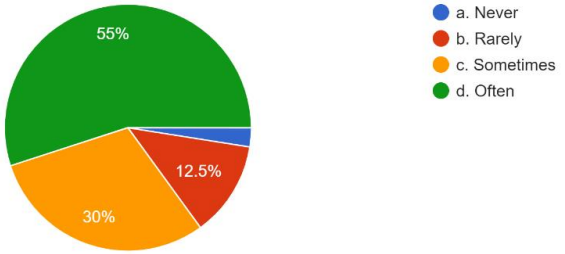
How often do you see people using social media in public places?
39 responses



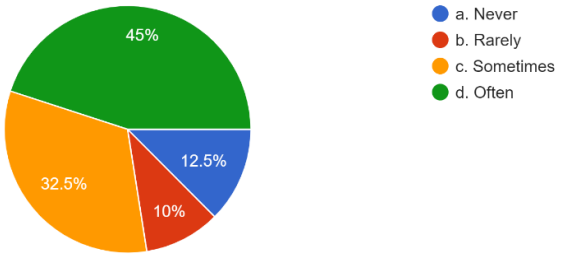
How often do you see people taking photos or videos to post on social media in public places?
40 responses



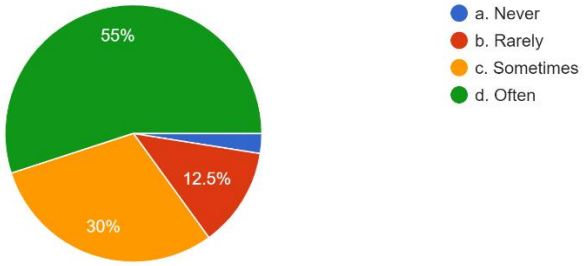
How often do you see people sharing personal details or experiences on social media?
40 responses



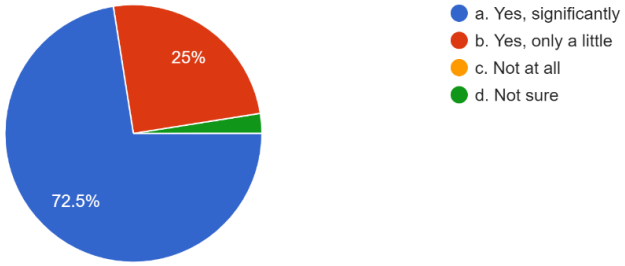
How often do you encounter online slang or memes in your daily life?
40 responses



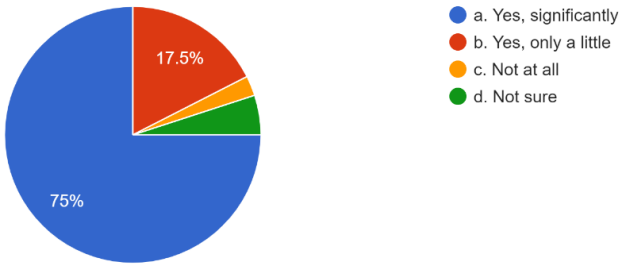
How often do you see people sharing personal details or experiences on social media?
40 responses



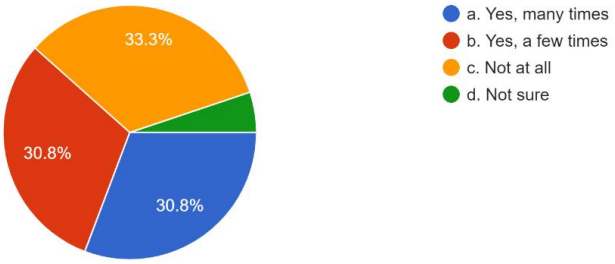
Do you think that social media has affected the way people share personal information?
40 responses



Do you think that social media has influenced the way people present themselves in public?
40 responses

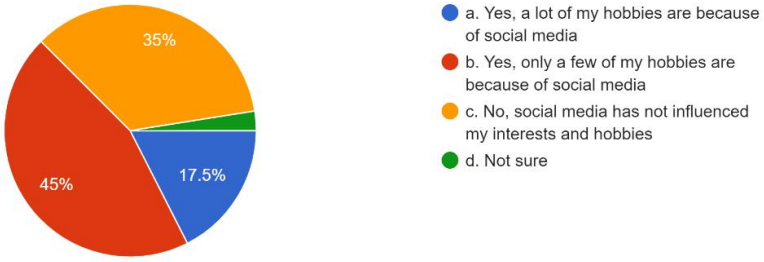


Have you ever felt pressure to present a certain image of yourself on social media?
39 responses

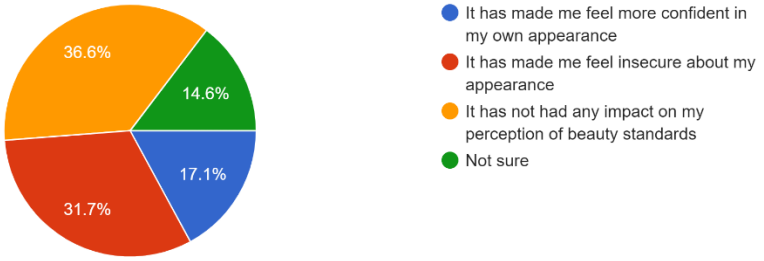


Social Media Influencing Individual Choices

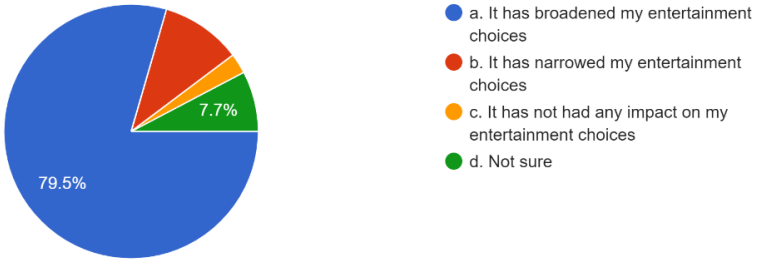
Do you think that social media has influenced your interests and hobbies?
40 responses



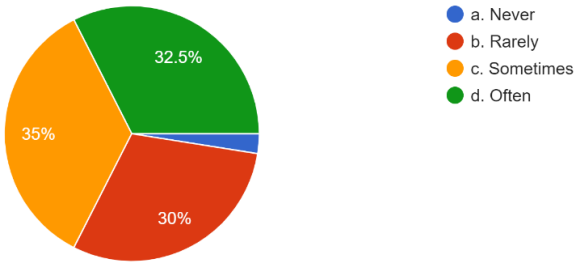
How has social media impacted your perception of beauty standards?
41 responses



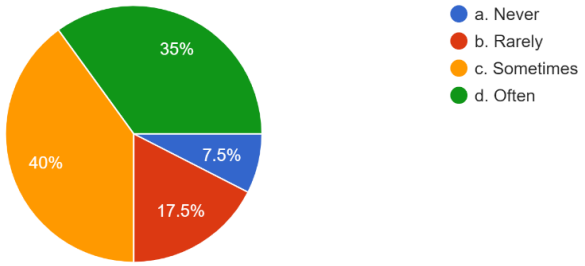
How has internet culture impacted your entertainment choices?
39 responses



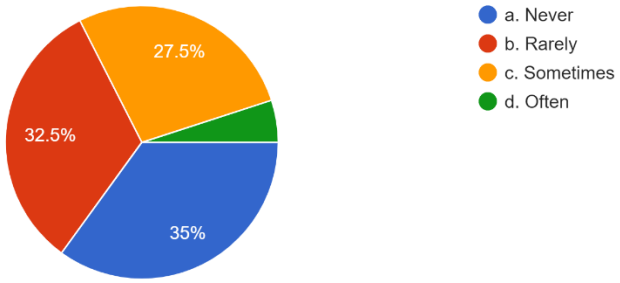
How often do you read news articles or watch videos that have been shared on social media?
40 responses



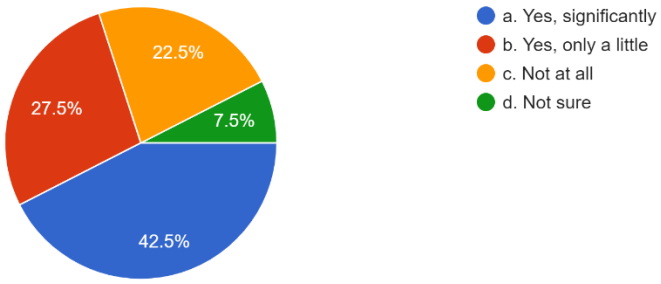
How often do you see advertisements on social media that target your interests?
40 responses

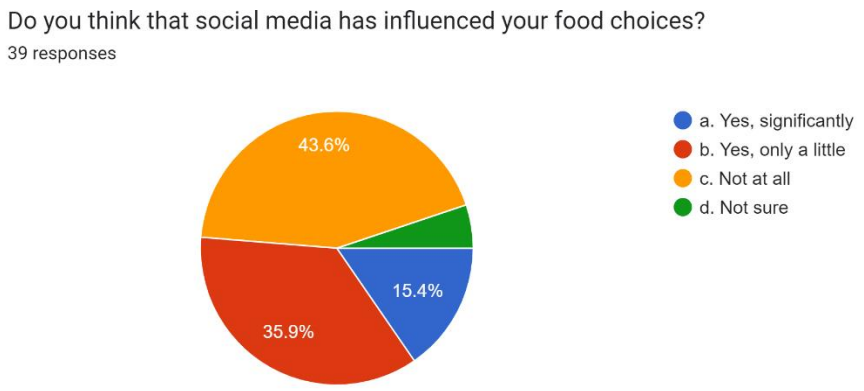


Have you ever purchased a product or service based on an influencer's recommendation on social media?
40 responses

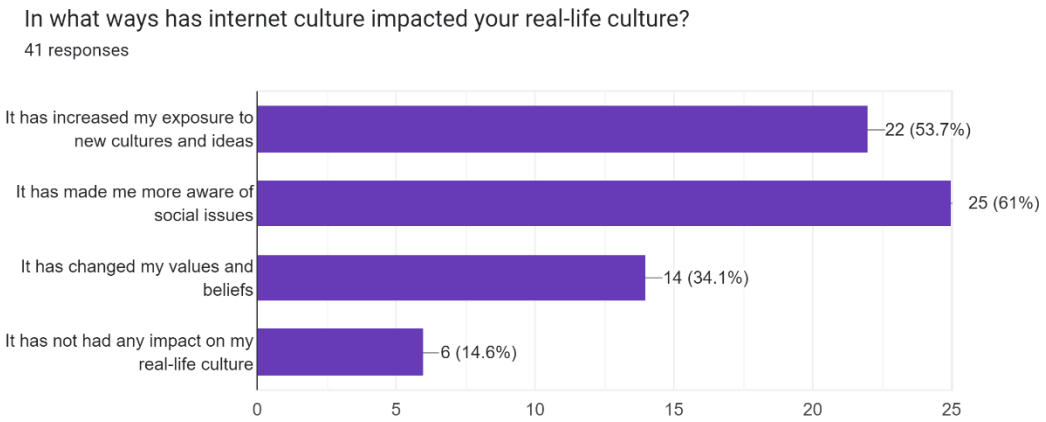


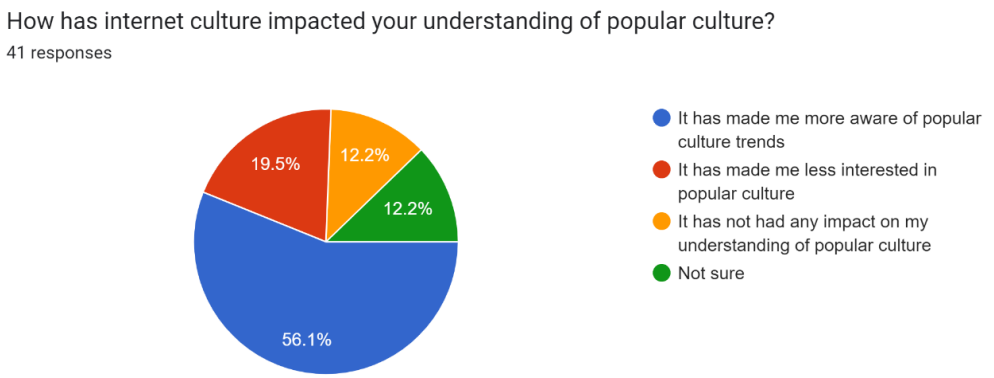
Do you think that social media has influenced your fashion choices?
40 responses





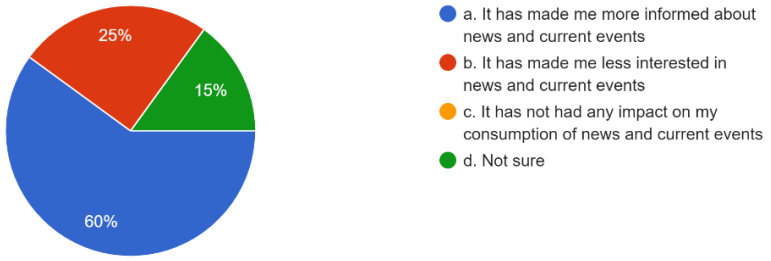
Internet Culture and Popular Culture



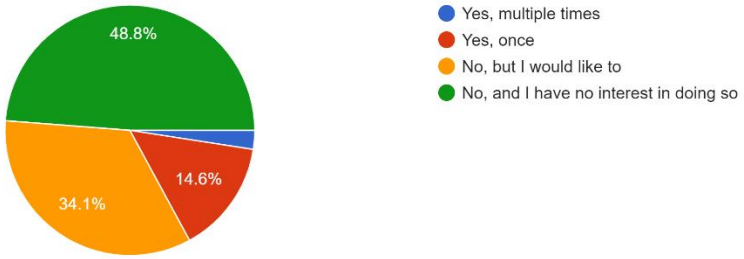


Culture Change through Social Media

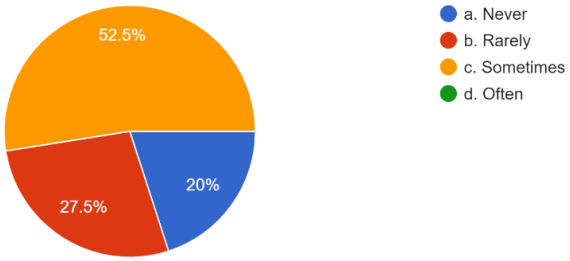
How has internet culture impacted your consumption of news and current events?
40 responses



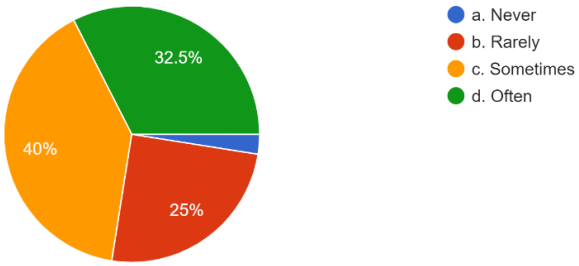
Have you ever participated in an online activism campaign?
41 responses



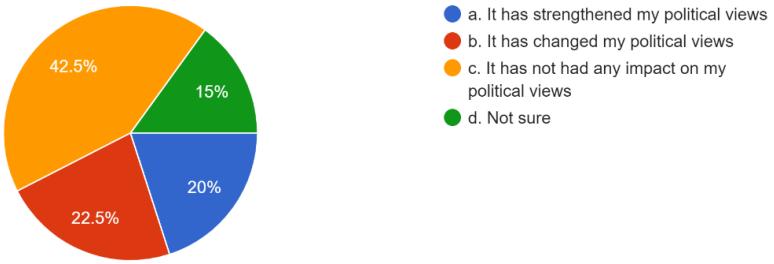
Have you ever changed your opinions or beliefs based on discussions or debates you've had on social media?
40 responses



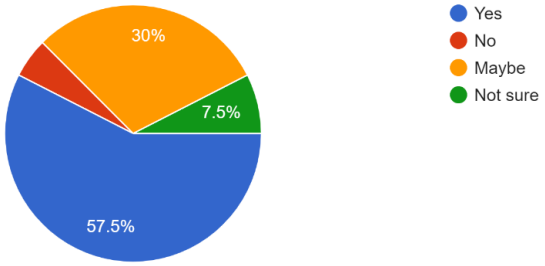
How often do you see people engaging in political discussions on social media?
40 responses



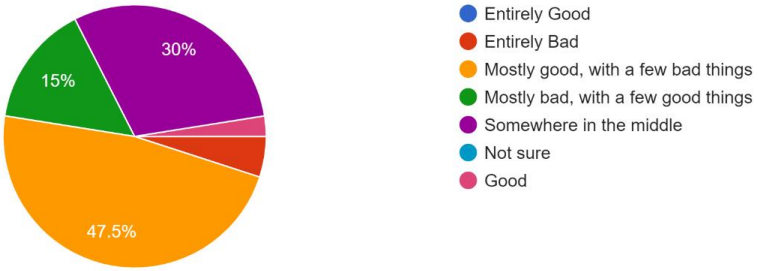
How has internet culture impacted your political views?
40 responses



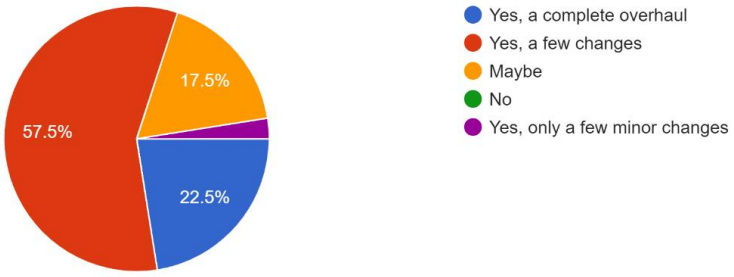
Do think social media has the power to make real world changes?
40 responses



Do you think social media is bad or good for society as a whole?
40 responses



Do you think social media should be reformed/changed in any way?
40 responses



The internet and internet culture have undoubtedly had a significant impact on real-life culture. As our lives become increasingly digitized, it is crucial to understand the effects that the internet has had on our daily lives, including our social interactions, decision making, and mental health. This research paper aimed to explore the effects of the internet and internet culture on real-life culture from an autoethnographic point of view.

Through this research paper, I have presented my personal experiences with the internet and internet culture, and through the use of autoethnography, highlighting both the positive and negative effects that they have had on my life. However, personal experiences cannot be generalized to the broader population. Therefore, I conducted a survey among 40~ participants to gain a more comprehensive understanding of the impact of the internet on people's daily lives.

The survey aimed to explore the participants' internet usage habits, their thoughts on internet culture and social media, and the impact of the internet on their mental health, decision making, and relationships. The participants were selected using convenience sampling, which is a non-probability sampling technique that involves selecting participants based on their availability and willingness to participate. The surveys were distributed via email or social media platforms.

Findings:

The findings of the survey suggest that the internet has become an integral part of people's daily lives, with 61% of the participants reporting that they use the internet for 1-3 hours daily. This has numerous societal and cultural implications, as we will highlight next. Social media platforms such as Facebook, Instagram, and Twitter are generally the most commonly used internet applications, with a combined 68% respondents admitting to using social media more than they should. This tells us that a majority of people know that they're on social media for an extended period of time. This might affect one's productivity levels, and there is a general consensus among the participants that they could be doing something better with this time. However, 52% have made attempts more than once to cut back on internet time, suggesting that their overuse is being acknowledged and worked on.

The survey also revealed that the internet has had both positive and negative effects on people's mental health. While 56% participants reported that the internet has helped them connect with others and has provided a source of entertainment, they also reported that it has led to social comparison and feelings of inadequacy. The negative effects of social media were highlighted, with many participants reporting that it has led to a rise in "FOMO," where they feel the pressure to participate in everything and present themselves in the best possible light. Results from the survey indicate that 31% of participants feel more insecure about their bodies due to this. This can have consequences for anyone on the internet, but can be disastrous for people suffering with body dysmorphia and eating disorders as people go to harmful lengths to look like the people they see online.

Over the years, it can feel like social media has become deeply rooted in modern society. This is supported by 92% of respondents that reported seeing people using social media in public places, while a combined 51% said that they have felt pressure to conform to social media trends or norms. The impact of the internet on decision making was also explored in the survey, with many participants reporting that they often use the internet to gather information before making decisions. We observe that 75% of participants have seen advertisements on social media that target their interests, with a combined 70% admitting that social media has had some impact on their fashion choices, but this doesn't carry over to food choices, as 43% said that social media had no impact on this. It is interesting to note that participants seemed to agree that their bodily insecurities have spiked because of social media, but do not accredit their food choices to the same.

A combined 95% have said that the use of social media has affected the way people consume news and information. However, the survey also revealed that the internet can be a source of misinformation, with some participants reporting that they have been misled by false information online. (60% - The internet has made me more informed about news and current events; 56% - The internet has led to a definite increase in the spread of misinformation). Misinformation spreads on social media through the rapid sharing and amplification of false or misleading content. As social media algorithms tend to prioritize content that is sensational or controversial, the spread of misinformation can pose a serious risk by shaping public opinion, undermining trust in institutions, and even inciting violence. To prevent the spread of misinformation, it is necessary for individuals to critically evaluate sources and for social media platforms to take responsibility for combating it.

As the Internet enables unparalleled anonymity, there has been an increase in cyberbullying, hate speech, and online harassment, which can spill over into real life. Due to the platform's ease of access and lack of supervision, bullies can target their victims continuously, leading to severe psychological distress such as anxiety and depression. Cyberbullying has become a significant concern, requiring stronger measures to prevent and manage its negative effects. Over half the participants agreed, with 56% saying that internet culture has led to an increase in cyberbullying.

The survey also explored the impact of the internet on relationships. The findings suggest that the internet has both positive and negative effects on relationships. An overwhelming 83% of participants said that the internet had had a mixed impact on interpersonal communications. While the internet has made it easier to

connect with others and maintain long-distance relationships, it has also led to a decrease in face-to-face communication and can lead to miscommunication and misunderstandings (63% of respondents said that internet culture led to a definite decrease in face-to-face interactions, while 22% said that it has somewhat had this effect). Moreover, social media can contribute to a sense of loneliness and isolation when used excessively, a phenomenon that is on the rise, especially in younger generations.

Coming to society as a whole, the internet can be a powerful catalyst for real life cultural & societal change, this is evident in the study as 53% report that the internet increased their exposure to new cultures and ideas, 61% saying "It has made me more aware of social issues" and 34% saying that the internet had altered their values and beliefs. A combined 79% said that they have changed their opinions or beliefs based on discussions or debates on social media to some degree, while 72% said that they see people engaging in political discussions on social media.

The internet can provide a platform for individuals from diverse backgrounds to share their stories and experiences, allowing us to learn about different cultures and perspectives. Additionally, social media can help raise awareness about social issues, such as discrimination and inequality, and mobilize people to take action. However, social media can also alter political values and beliefs, particularly when individuals are exposed to echo chambers and biased information. This can contribute to political polarization and the spread of misinformation, which can have serious consequences for democracy and social cohesion.

A combined 87% of respondents felt that social media had the power to make real world changes, while 57% said that the current landscape of social media needed a few changes, and 22% felt that a complete overhaul was necessary. Interestingly, when asked if they thought social media was bad or good for society as a whole, none said that it was entirely good. 47% felt that it was mostly good, with a few bad things. 15% said the opposite, mostly bad, with a few good things, while 30% said that it was somewhere in the middle.

This research paper aimed to provide a comprehensive understanding of the impact of the internet and internet culture on real-life culture. While the findings suggest that the internet has had negative effects, it is important to note that the internet has also brought numerous benefits. As our lives become increasingly digitized, it is crucial to find a balance between the benefits and drawbacks of the internet and strive to make the internet better, as 79% of people agree.

IV. CONCLUSION

After combining findings with personal interviews, the following conclusion was arrived at- The internet and internet culture have undoubtedly had a significant impact on real-life culture. As our lives become increasingly digitized, it is crucial to understand the effects that the internet has had on our daily lives, including our social interactions, decision making, and mental health. This research paper aimed to explore the effects of the internet and internet culture on real-life culture from an autoethnographic point of view.

Through this research paper, I have presented my personal experiences with the internet and internet culture, and using autoethnography supported by personal interviews, highlighted both the positive and negative effects that they have had on my life. However, personal experiences cannot be generalized to the broader population. Therefore, I conducted a survey among 40~ participants to gain a more comprehensive understanding of the impact of the internet on people's daily lives.

The survey aimed to explore the participants' internet usage habits, their thoughts on internet culture and social media, and the impact of the internet on their mental health, decision making, and relationships.

V. REFERENCES

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For this study secondary data has been collected. From the website of KSE the monthly stock prices for the sample firms are obtained from Jan 2010 to Dec 2014. And from the website of SBP the data for the macroeconomic variables are collected for the period of five years. The time series monthly data is collected on stock prices for sample firmsand relative macroeconomic variables for the period of 5 years. The data collection period is ranging from January 2010 to Dec 2014. Monthly prices of KSE -100 Index is taken from yahoo finance.