Cross-Cultural Communication Through Social Media

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Abstract

Culture is often determined by the written and unwritten rules and laws that govern interaction among people. People who belong to the same culture might be recognized by the traits they have. They could be related by location, race, ethnicity, or religion. Our speech and actions are influenced by culture. The increasing popularity of social media impacted cultures worldwide. It has been said that media content uploaded on platforms cause cultural invasion of traditional norms. Currently, we can see how the local culture is gradually fading away and being replaced by a cross-cultural phenomenon. This study unwraps the impact of cross-cultural communication on youth. Foreign influences are challenging and changing the core of Indian culture through social media platforms.

This study investigates the positive and negative impacts of cross-cultural communication through social media. This study employs a quantitative approach since it deals with data and statistics collected from social media users using a survey method. The study used a random sample of 200 participants. Each population component has an equal chance of being included in the sample because each possible sample combination has the same chance of being chosen; there is no interdependence between the choices.

Keywords

Cross-culture communication, Social Media, Culture, Human Behavior, Communication

Introduction

Due to its unmatched benefits, the Internet is quickly replacing traditional communication methods. A new method of disseminating information is the Internet. Space and time constraints have been solved through the development of online information transmission methods. Culture is an approach to thinking and behaving that involves learning and adopting a set of

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attitudes, values, norms, and beliefs from other group members. Unwritten and written rules and laws that determine how people interact with one another can shape culture. People who belong to a culture might be recognized by the traits they have. They could be related by location, race, ethnicity, or religion. Our speech and actions are influenced by culture. Sometimes people move to distant countries to start new lives. They do not, however, forget their roots, race, morals, and, most significantly, culture. We build groups with like-minded people to share our passions with others. Adapting to these differences takes time, but it's also important to promote knowledge in order to boost comfort and meet the needs of a new culture. We must learn to adapt to diverse cultures or groups because they all have their own set of ideas, conventions, customs, and rules. We are spreading local things from other areas and accommodating them in our lives with the help of digital media, whether it is tradition, language, clothing, or food. To grow and expand their market, different brands must also recognize these changes and distinctions. These businesses must adapt to other cultures and their preferences, conventions, and desires, among other things.

Pym (2004) states that, "cross-cultural communication involves more effort to simplify complexity, more costs for the transaction, less trust between the communicators, and fewer success criteria that make the discourse riskier. To communicate successfully between cultures would require a special kind of risk management." In the late 1950s, Edward Hall described cross-cultural communication as "Communication between people of various cultures" (Chaney & Martin, 2007).

The evolution of cultural marketing, information globalization, and economic globalization are the foundations for cross-cultural contact on the Internet. Cross-cultural communication is the flow, sharing, penetration, and transfer of diverse cultural components across international boundaries. It includes interpersonal communication as well as information distribution. The way people communicate today has changed significantly as a result of the widespread use of social media to share ideas, personal and professional experiences, stories, and stories about one's life. As a result, the cultural exchanges, collisions, conflicts, and integration of various nationalities, races, and countries on these platforms have become evident, and the number of related research articles written by scholars from various fields has increased. Experts frequently divide diverse cultures in traditional cross-cultural research based on their borders, such as countries, races, languages, and so forth. However, as the process of digitalization has progressed, new cultural relationships have emerged both within and outside of geopolitical boundaries. As a result, cross-cultural communication in the digital age necessitates new

theories and understandings. Various businesses have experienced growth as a result of the introduction of new items to meet the requirements of people all around the world. There are many products and services that are well-known and widely disseminated over the world, but they are also tailored to the needs of consumers in specific markets. "Glocalization" refers to the process of businesses addressing local demands.

These brands' advertising and marketing have been adjusted to make them more approachable to people all around the world, in addition to their products. Brands and conglomerates nowadays employ digital media for marketing, which includes TV, radio, internet, SMS, email, apps, blogs, podcasts, and so on. However, social media is the most essential tool of digital media. Mobile applications such as Facebook, Instagram, Tumblr, and Twitter have revolutionized the field of digital marketing. Print media and other forms of digital media existed previously, but none were as effective as social media. You can reach the entire world with the help of social media, as there are very few areas left nowadays where people are not on social media. Everyone is on social networking sites these days, from baby boomers to Generation Z.

There are seven components of cross-cultural communication: communicators, communicants, messages, media, effects, feedback, atmosphere, and disturbances. Better understanding and communication between people of different cultures will become increasingly important as our society evolves into a global community. Cross-cultural communication through social media refers to the exchange of information and ideas between individuals from different cultural backgrounds through social media platforms. Social media has brought people from all over the world closer together and has made it easier for individuals to connect with others who have different cultural experiences, values, and beliefs. However, cross-cultural communication through social media can also be challenging due to differences in language, norms, and expectations. Misunderstandings and conflicts can arise, and cultural insensitivity can lead to offense. To mitigate these issues, it's important for individuals to be aware of and respect cultural differences, and to approach cross-cultural communication with an open mind and a willingness to learn. Despite these challenges, social media has the potential to promote cross-cultural understanding and collaboration and to break down cultural barriers. By connecting individuals from different parts of the world, social media can foster intercultural communication, increase cultural awareness and appreciation, and contribute to global understanding and peace. Social media has shown to be an excellent tool for learning about new cultures and marketing to them especially. With the help of the internet,

we became global, but now, with the help of social media, we are also becoming glocal.

Glocalization began a few decades ago when corporations tried to extend their operations by entering foreign markets. Initially, international firms found it difficult to comply with a country's commercial rules and regulations. English-speaking corporations thought that simply understanding English as a trade language would enable them to do business in foreign markets. They quickly realized, however, that in order to enter the market, they needed to learn the local language. As a result, firms began translating product information and websites into local languages. However, the business revolution did not end with the adoption of the local language. Foreign firms must adapt to localization in order to develop their consumer base in foreign regions. As a result, the term "glocalization" became popular. Glocalization is a blend of "globalization" and "localization". It refers to a product or service that is made and sold worldwide but is also adapted to suit the local user or consumer.

With almost everything on it, social media has become the first choice of people who want to get entertained, learn some facts, or be aware of their surroundings. With a large user base, social media platforms like Instagram, Twitter, and Facebook bring together individuals from various cultural backgrounds. Communication between cultures has gotten easier and more regular since the social media user base is increasing day by day. Others argue that social media influences and affect culture and human behavior, and that it is a powerful and effective instrument for doing so.

A person's feelings, beliefs, or actions can influence others. In this study, we are focusing on the social media aspect with the "cross-cultural communication" aspect. In this research, we are attempting to explain how social media has affected cross-cultural communication because social media is now the only thing that can be used as a "tool" or a "bridge" that connects different cultures.

Objectives

- To investigate how cross-cultural interaction affects young minds,

- To investigate whether foreign cultures are influencing local culture through social media,

- To examine the effects of this cross-cultural communication on the youth, both positive and negative

Literature Review

Wang BaozhThomas D (January 1994) states that people from different languages and cultures need cross-cultural communication skills when they interact. He says that this need is increasing because of more tourism, international business, overseas students, and recognition of indigenous minority cultures. He gives some examples of how communication differs in Australia and New Zealand. He also describes two ways to train cross-cultural communication skills: Brislin's cultural assimilator and McCaffery's "learning how to learn" approach.

Di Yuna, Liu Xiaokun, Li Jianing, and Han Lu (2022), the significance of "virtual social network platforms" in the area of cross-cultural communication has grown over the last few years as a result of the global appeal of numerous social media platforms. The heat map shows more connections for the keywords "culture" and "social media," and it also shows a lot of links for the keywords "cultural psychology" and "neuroscience," which shows the trend of integration in scholarly study. While social attributes have changed with the improvement of new media and virtual networks, more exploration is expected to incorporate the disciplines of culture, brain research, and neuroscience. In the digital age, research on cross-cultural communication must not only meet pressing practical needs to provide scientific strategies for resolving cultural differences and conflicts but also encourage the development of more robust theoretical frameworks and methods.

Wu Zengli (September 2021) Cross-cultural communication lays the foundation for sustainable development education. The paper proposes a recommendation algorithm based on cross-cultural communication comparison models to enhance the cross-cultural awareness of college students in China. Methods: The algorithm uses the high-weight keywords in the recommended items as the attribute features of the items, and then recommends the items with the nearest vectors (the highest score of the vector calculation with user features) to the users. Results: The paper uses TF-IDF method to extract and compute the high-weight keywords in cross-cultural communication mode as user features, and uses these keywords as user feature vectors to build the cross-cultural awareness model of college students. Then, it uses the APRIORI ALL algorithm to train and test the model. Conclusion: The test results show that the error is less than 5%. The experiment results show that the algorithm is effective. The cross-cultural awareness model can improve the cross-cultural communication skills of college students and provide a reference for English cross-cultural teaching in the basic education stage.

According to a study by Salma Guengou Yehya Kabbali (2022), as our society develops into a global community, better communication and understanding among people of various cultures will become especially important. In Translation Studies, it is accepted that translation is a project that crosses cultures and languages and brings people of different values, points of view, and ideologies together. This suggests that translation can serve as a venue for both communication and comprehension as well as conflict and misunderstanding. Shamsi and Ali (2022) identify eight categories of cultural differences in communication—when to talk, what to say, how to pace and pause, how to listen, how to use intonation, what is normal and what is not in a language, how indirect to be, and how to achieve cohesion and coherence—in their study. According to Tannen (1983), "cross-cultural communication presents a double bind, the need to be connected to others and the need not to be imposed upon others, and individuals must compromise these needs in a certain cultural situation in order to communicate." The topic of cross-cultural communication is multifaceted and incorporates elements from anthropology, linguistics, philosophy, and psychology, among others."Cross-cultural communication is a multifaceted field that draws from anthropology, linguistics, philosophy, and psychology, among others. When people from different cultures interact with one another over the phone or in person, they use cross-cultural communication. Communication can include verbal or nonverbal language, gestures, and the language of manners and customs according to Hurn & Tomalin (2013). Cultural aspects play a significant role in unseen obstacles. Firms should concentrate on removing imperceptible hurdles to cross-cultural contact as a result of ongoing globalization. It's crucial to remove these obstacles in order to improve the workplace environment. The biggest obstacle to communicating in a multicultural environment is a misunderstanding. Roles and Norms Norms are culturally established guidelines for determining what behavior is acceptable and appropriate. Individuals have different values and beliefs. Value judgments about people based on stereotypes Ethnocentrism Considering our group's behavior as the standard against all other groups and our own culture. The development of a new corporate culture should be the primary focus of businesses. a culture that everyone accepts, where people respect and understand each other's values and beliefs. The highest levels of management ought to make a commitment to creating an atmosphere within the organization free of disagreements and conflicts. A win-win scenario for the multi-cultural workforce is achieved by enhancing employees' cross-cultural competency through cross-cultural knowledge training and upholding the mutual benefit policy. Learning a lot about other cultures will help you become culturally competent and break down cross-cultural obstacles (R. Delecta

Jenifer, Dr. G. P. Raman, 2015). Yorgos Zotos, Christina Boutsouki, Leonidas Hatzithomas, and Nikolaos Chatzithomas conducted a study where they stated that social media has become increasingly popular on a global scale, and the speed and scope of their development and influence have sparked intense research interest in both understanding the science behind social media and examining the opportunities and uses they can serve for different business activities like marketing. The importance of these technologies in the growth of these corporate settings might be highlighted by similar research on the adoption of social media in other nations. Despite the fact that the findings of previous research indicate that cultural differences appear to play a significant role in the adoption of these tools, cross-cultural studies on the use of social media are currently very sparse. Advertising theory and practice have entered a new era thanks to the development of social media tools. However, very little research has been done on the various ways that social media are utilized in different nations to project a positive corporate image. The current study's objective is to improve our comprehension of the use of social media for external communication. People now have a lot more options for clothing, food, housing, and transportation thanks to new media. People have the opportunity to go beyond traditional media thanks to the variety and hypertext, interactivity and immediateness, exchange and virtuality, and diversity of new media. Conversations in person and written correspondence are no longer the only forms of interpersonal communication. WeChat, Weibo, online games, and forums are among the new tools for interpersonal communication. The youth groups in society are significantly affected by shifts in the social environment. In academic circles, there is constant debate about how to fully, accurately, and thoroughly comprehend the impact of new media on interpersonal communication. This paper offers important theoretical and practical recommendations for creating a new path for network cross-cultural communication through research on all media.

According to Era Ruixian Li (2022)'s research on the new path of stranger interaction platforms and network cross-cultural communication in the all-media era, it is also crucial to encourage the growth of the existing network cross-cultural communication. This study examines individual-level and network-level factors that may influence the information-sharing behavior of multicultural individuals via social media, drawing on social cognitive and social network theories. Twenty years ago, the development of social media platforms revolutionized information sharing. People's habits of sharing information and exchanging ideas are also being influenced by this massive stream of information sharing, which is unabatedly affecting their lives. By examining the factors that influence the information-sharing behavior of

multicultural individuals via a social media platform, this study contributes to the IS literature and attempts to investigate the information-sharing behavior of multicultural individuals. (Xi Wei Wang, Muhammad Riaz, Sajjad Haider, Sherani, Mengqing Yang, and Khalid Mehmood Alam, 2021).

Arnaboldi M, Diaz M (May 2021), The public sector has adopted a user-oriented approach, which has grown through the open and democratic channel of social media. Previous studies have examined the potential and the visible results of this digital technology, but there is hardly any research on the complexity behind its implementation. This paper uses a case study involving three Italian museums to explore how social media strategy is shaped and enacted through their day-to-day business and activity. Museums are an ideal field for this kind of research because of the central role played by cultural participation and social media's critical function in pursuing new audiences. The study reveals a deep change to practice, touching praxes and practitioner skills, and modifying strategies planned around the user's approach, in the duality between authoritative and democratic voices. The findings disclose an emergent heterogeneity that is mapped along social media practices and the various associations linked to the praxes, opening the way for future studies concerned with the link between a user's (traditional) physical experience on social media and the level of democracy in user engagement. Suchacek J (November 2021) Globalization became the buzzword of our era. Interestingly, it is stated only seldom that globalization involves numerous local impacts. Indeed, particular manifestations of global processes can be contemplated in concrete localities and the polarity between the global and the local is not accurate. The main objective of this article is to discuss the socioeconomic nexuses between global processes and localities. Taking into account contemporary socioeconomic developments, we are increasingly entitled to talk about the process of glocalization that involves both global and local aspects. Global and local represent two sides of the same coin and the nature of contemporary spatiotemporal processes may be better understood by recognizing and analyzing socioeconomic aspects of glocalization.

Hypothesis

H1 - Cross-cultural communication through social media positively impacts intercultural understanding and relationships in youth.

H2 - Cross-cultural communication through social media is becoming increasingly effective

H3- Cross-cultural communication through social media can lead to the development of intercultural competence and improved communication skills.

Research Design

Because the research focuses on numbers and statistics gathered from social media users through the use of the questionnaire, the design of this study employs a quantitative approach. Quantitative research focuses on numbers and statistics, whereas qualitative research focuses on words and their meanings. Both are necessary to acquire a variety of knowledge. There is a counterargument that viewing too much content online will cause people to lose their culture. They will gradually change without their knowledge as a result of their online actions and activities. Sampling: Convenience Sampling is used in this study.

Analysis

We received responses from 200 samples. The sample size was Gen Z (Born 1997-2012 (11-26 years old). Here, in the collected data 34% of the sample is 20 years old whereas 20.7% of the sample is 21 years old. The majority sample is youth. There were 55.3% females and 44.7% males in this study.

86.7% of the samples are students whereas 8% are master's graduates and 20% are school students. 71.3% of data is collected from bachelor students whereas others are from professional occupations. As the majority of samples use and have Instagram accounts.

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
	B	Std. Error	Beta			Lower Bound	Upper Bound
1 (Constant)	1.621	.043		21.395	.000	1.919	2.180
Cross culture communication	.017	.028	.014	.902	.031	-.034	.092

As the significance level is found to be 0.000 which is less than the p-value of 0.05, thus it indicates that there is a significant association between cross-culture communication and social media.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.018[a]	0.48	.000	

R square denotes the coefficient of determination which defines the percentage of variation in the dependent variable due to the independent variable considered in the study. It was observed r square (0.48) which means that 48% of the variations in cross-cultural communication due to the use of social media have been explained

Findings

- People get easily influenced by other countries' local culture
- A positive linear relationship between the influence of cross-culture communication and Social media
- People sometimes follow foreign trends due to peer pressure
- Social media influences them to do certain things which are part of foreign culture
- Cross-cultural communication has a positive-neutral impact
- South Korea is the first Asian country that people think sets trends and affects Indian minds and behavior

Limitations

- As the topic was something new so it took a lot of work to find the right persons to distribute the google form.
- The study considers a smaller time for this data.

Results

This research paper explored the hypothesis that cross-cultural communication through social media positively impacts intercultural understanding and relationships. The study investigated the experiences of individuals from different cultural backgrounds who use social media to communicate with each other, and assess how this communication affects their attitudes toward other cultures and their ability to form meaningful relationships with people from different backgrounds. As social media platforms continue to gain

popularity, people from different cultural backgrounds have the opportunity to communicate with each other more frequently and easily.

With the rise of social media platforms, people from all around the world are connected and have access to various forms of communication. As a result, individuals are able to communicate and interact with others from different cultures and backgrounds, which can lead to enhanced cross-cultural understanding and cooperation. Social media platforms also offer tools and resources for language translation and cultural understanding, such as machine translation and cultural sensitivity training, making it easier for individuals to communicate effectively across language and cultural barriers.

Intercultural competence is the skill of communicating and interacting effectively with people from different cultures. Cross-cultural communication through social media facilitates the development of intercultural competence by providing individuals with opportunities to engage in cross-cultural interactions and learn about different cultures. Furthermore, the hypothesis posits that such interactions may lead to improved communication skills as individuals learn to adapt their communication style to different cultural contexts.

Conclusion

In today's globalized world, cross-cultural communication via social media has grown in significance. Social media sites like Facebook, Twitter, Instagram, and LinkedIn give people and organizations from many cultures a chance to interact and communicate with one another. Social media has the power to reduce communication barriers and advance intercultural understanding. It enables people to communicate across cultural divides, learn about other people's cultures and ways of life, and in some ways bring people together. Yet using social media for cross-cultural communication also has its difficulties. Misunderstandings and disputes can result from cultural variations in communication techniques, attitudes, and social conventions. Language limitations and disparities in wit, irony, and sarcasm can also bring on confusion and misconceptions. To overcome these challenges, it is important to be aware of and respectful of cultural differences. This involves understanding and adapting to differences in communication styles, avoiding assumptions and stereotypes, and seeking clarification when there is confusion or misunderstanding.

The goal of this study was to determine the impact of social media on cross-cultural communication and the world's change from global to glocal. I

discovered that a person's ideas, ideologies, rituals, and habits are extremely important to them, and that social media is assisting in their dissemination over the globe. Digital technology has made it incredibly simple to learn about and explore the entire universe via a screen. As a result, new worlds and people have become more aware of one another.

Cross-cultural communication has pros and cons, just like a coin has two sides. For example, people are being more open-minded, and socializing itself is a great thing, like knowing about and learning from new people from different cultural backgrounds. Also, social media platforms help in gaining knowledge about many things, like how Krishna's consciousness has been spreading across the world (e.g., Iskcon). But on the other side, Indian cultures and morals are being devalued in the name of modern trends. The majority of the youth are losing basic moral values and are getting affected negatively in many ways, like getting more inclined towards activities like smoking or vaping. The pros and cons depend on the individual and how they consume it.

Where sometimes peer pressure or an act of coolness forces people to do or act like certain things to be accepted in society. In India, villages are untouched by this foreign cultural amalgamation. In an urban area, cultural communication is quite prevalent due to the presence of digital infrastructure and the higher density of consumers directly or indirectly in contact with foreign products. Social media is a way for everyone to understand different parts of the world, but in the name of learning different cultures, not respecting our beautiful Indian culture is not good. When we ask samples which country attracts them the most only 28.7% said India.

Other cultures teach us more, increase our knowledge, and lead us to know that some traditions with different rituals have the same beliefs as ours. Cross-cultural communication is beneficial if you value it in your own culture as well. Developed nations like the USA and the UK affect our nation's young minds. Also, people tend to migrate there.

The effects of cross-cultural communication bring and affect Indian culture certainly has a negative impact. Its essence of cultural purity is lost, but at the same time, it is not completely bad because, with time, as the dynamics of social change, cross-cultural effects become the essence of modernity in India, to which I hereby refer the mentality of the Indian population, which needs to change and is expected to improve only thanks to the influence of foreign culture.

In conclusion, we as a generation, while modernizing and improving, would take along the values and belief systems of our own culture and spread them across the world too. What a great system the Indian belief system is. Communication between different cultures informs a person about the diversity that exists all over the world, and it even broadens their perspective of thinking when two people from different cultures or communities converse. Cross-cultural communication through social media has the potential to promote understanding and cooperation between individuals and organizations from different cultures. However, it also requires awareness of and respect for cultural differences in communication styles, values, and norms.

To summarize, the concept of glocalization is well-liked, with the restriction that it does not destroy other countries' cultures in the process of spreading their culture.

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