Mariam Abdul Sattar

Response to Presentation (Group 1)  
MEDST 255

April 23, 2019

**Cognitive Surplus: Gin TV and the Cognitive Surplus by Clay Shirky**

**One of the questions asked by the group was: Can our culture be preserved through social media?**  
  
In my opinion, cultural preservation is now more accessible and prevalent due to the rise of social media. With platforms like Facebook, YouTube, Instagram and others, we are able to connect and be expose to people all over the world. The way social media helps preserve culture is through:  
  
**1. Open Internet and Power to Reach Anyone:**

The rise and power of the open Internet provides us with the tools to reach anyone at any time and anywhere in the world. We have the ability to express our ideas or thoughts via email, blog or podcasts. We are having conversations in unparalleled ways with unparalleled access to the people and forces that can help create change. We are also increasingly choosing the information we choose to expose ourselves to, and that’s a very good thing. By engaging in conversations with different cultures and diversity, we are able to inform others about our culture as well learn about new ones.

**2. Exposure to Diversity:**  
  
With the rise of influencers and live streaming, we now have an opportunity to be constantly connected with people of all races and religions. We are able to view every detail of their lives including their family traditions, culture and religious practices. We celebrate with them and mourn with them at different occasions. We talk about issues and conundrums and joys. We are not more comfortable with being exposed and sharing every detail of our life. This opens up diverse perspectives and initiates conversations. It allows people to ask questions and learn more.

**3. We are more Authentic:**  
  
The social media space is now heavily focused on authenticity and talks about real issues. Much attention is given to real information and true expressions. People express their cultures or traditions on social media with confidence, as this is who they are. This expression helps retain ones culture without the pressure of assimilating or giving into other cultures.

**4. Anyone can Contribute:**The freedom and ease of creating user generated content is one of the reasons for rise in popularity of culture preservation. For example, there are hundreds of cooking shows that are tailored to each religion or country. Likewise, there are millions of video tutorials on Youtube if you want to learn about any culture or tradition. The Internet is a sea of information whereby anyone can contribute and post about their culture. This makes it easier than ever for people to retain their culture.