



UNIT 3

DIGITAL CULTURE AND SOCIETY

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INTRODUCTION

This topic discusses how technology promotes cultural change towards the digital world, which ultimately leads to the digital society.

At the end of this lecture you will be able to:

- Explain culture change
- Understand the evolution to digital world (digital culture)
- Understand the impacts of digital culture to the society (digital society)

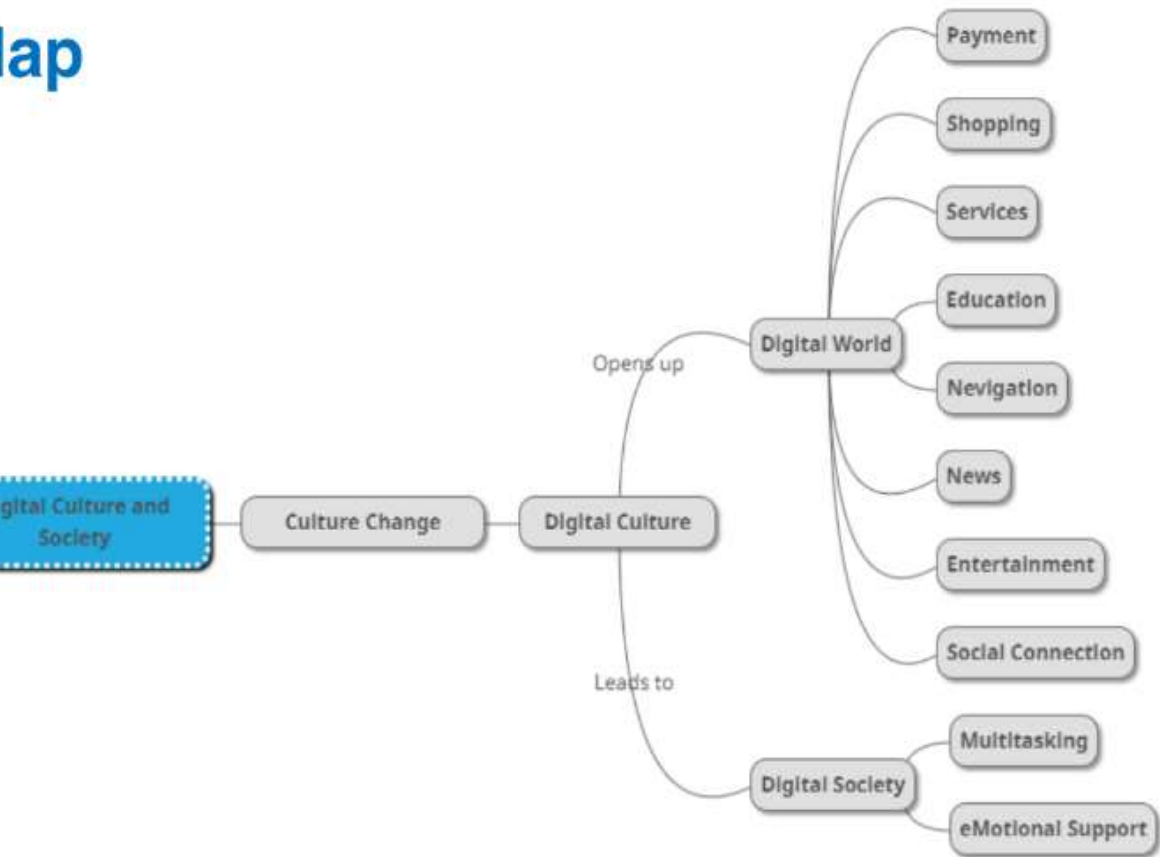


Content

- Culture Change
- Digital Culture
- Digital Society



Map



MIND MAP

CULTURE



- **Culture** is symbolic communication and acceptance by the community.
- Definition: A way of life of a group of people– the behaviors, beliefs, and values that they accept without thinking much about them, and that are passed along by communication and imitation from one generation to the next.

What is culture change?

Culture Change



Cultural change can occur from within through new philosophical ideas or technological advancement.

technology in culture



Technology is changing every aspect of our lives. The benefits provided by new digital approaches are having a huge impact on our societies. Many facets of global communications today are influenced by cultural differences – be it email, Skype, social media or the telephone.

Technology Promotes Culture Change



- Technology today has changed the way people do just about everything – from shopping and researching to getting the news and accessing healthcare
- Radio and television have evolved into streaming services and can be accessed 24 hours a day
- Wearable technology is now available
 - Monitoring steps and activity through a fitness tracker
 - GPS tracker for children and elderly

Impact on Culture

Digital Culture:

- Payment
- Shopping
- Services
- Education
- Navigation
- News
- Entertainment
- Social Connection



Digital Culture



- A digital culture is a concept that describes how technology and the internet are shaping the way that we interact as humans.
- It's the way that we behave, think, and communicate within society.
- A digital culture is the product of the endless persuasive technology around us and the result of disruptive technological innovation.

Digital Culture



- Payment:
 - PayPal, Apple Pay, Google Pay, WeChat Pay, Touch 'n Go eWallet
- Shopping:
 - Online Shopping ranging from clothes to electronics, and food; Lazada, Shopee, eBay
- Services:
 - eMedicine, MyEG, Online Legal Services
- Education:
 - Blended Learning, Online Distance Learning
- Navigation:
 - GPS + Social Media = Waze: Uses crowdsourcing and other integrated social features to provide navigation
- News:
 - Breaking news alert through push notification



Digital Culture

- Entertainment: DIY hacks, for a good laugh, music, and movies are all readily available; YouTube, Netflix, Spotify
- Social Connection: Snapchat, Instagram, Facebook, Twitter, Reddit and other online communities



Group Discussion

- Watch and discuss the content of the video:
- https://www.youtube.com/watch?v=xBQQ1dQ_2Ow



DIGITAL SOCIETY



Digital Society

- Engaging in the digital world has become an integral part of life.
- However, there is a delicate tipping point between the benefits of unlimited content/connection and overuse/dependency.
- Generation Z's perspectives and behaviors are shaped by the technology used– for better and worse.

The Digital Society



- A Digital Society is an interdisciplinary research area and a kind of progressive society that has been formed as a result of adaptation as well as integration of advanced technologies into the society and culture

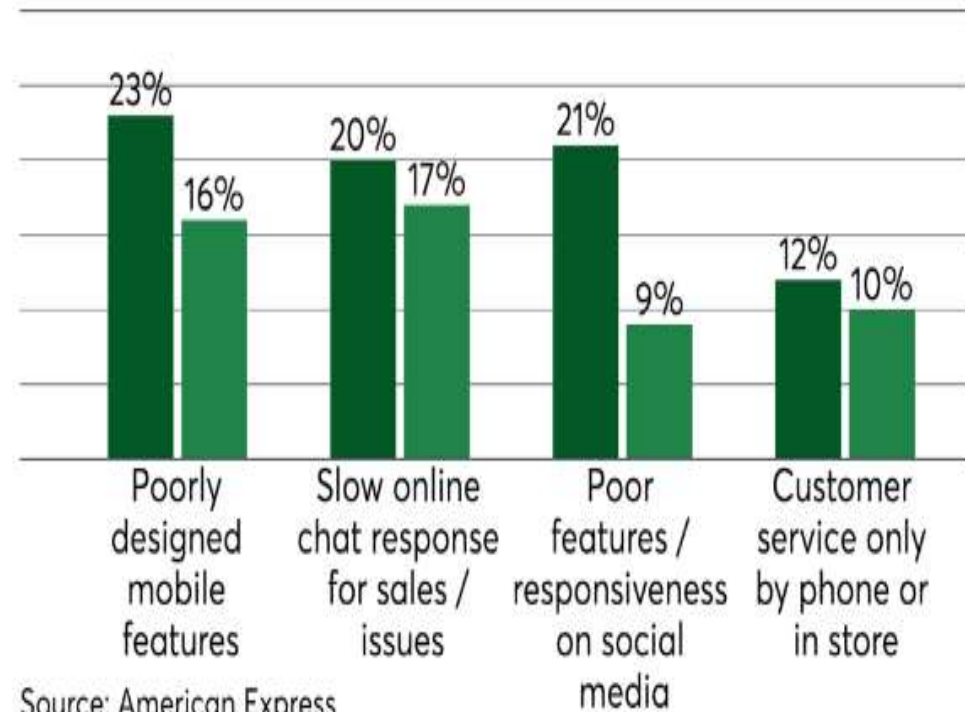
Let's discuss...



Gen Z wants it now

What would stop you using a product or service?

● Gen Z ● Gen Y



Source: American Express

The Digital Society



- Researchers found that “70% percent of younger Millennials and older members of Generation Z have their phone within arm’s reach when they sleep, and more than half check their phones if they happen to wake up sometime during the night.” – A study by Live Person
- Another study found that 18 to 24-year-olds check their phones “86 times a day, which is higher than any other age group... With 89 percent of Generation Z teens utilizing the Internet multiple times a day” – Deloitte (2017).

The Digital Society



- Widespread access and use of digital technology today: Potential for dependency and addiction is a real concern
- Digitally native and digitally dependent
 - Very unlikely Gen Z will disconnect from the online world with ease
 - –Not easily swayed by monetary rewards: 43% under the age of 35 would “give up their smartphone forever if they were paid to do so, but only to the tune of \$5 million” – Live Person

Digital Native

Someone who was born after the widespread adoption of digital technology, like the Internet, computers, and mobile devices, and was exposed to technology at an early age.

- **Digitally native** a person who has grown up in the digital age, (rather than having acquired familiarity with digital systems as an adult, as a digital immigrant).
- **Digital dependency** can be defined as the overuse of the internet or electronics to the point that one's daily life is affected.

Multitasking Across Multiple Devices



- 2/3 of Gen Z are engaged on multiple devices at one time
- Others may argue: Multitasking leads to decreases in the filtering of irrelevant or incorrect information
- More than half of Gen Z do not feel that multitasking negatively impacts the quality of their work

Group Discussion

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- <https://www.youtube.com/watch?v=hEPCTFuuggY>



eMotional Impact and Support



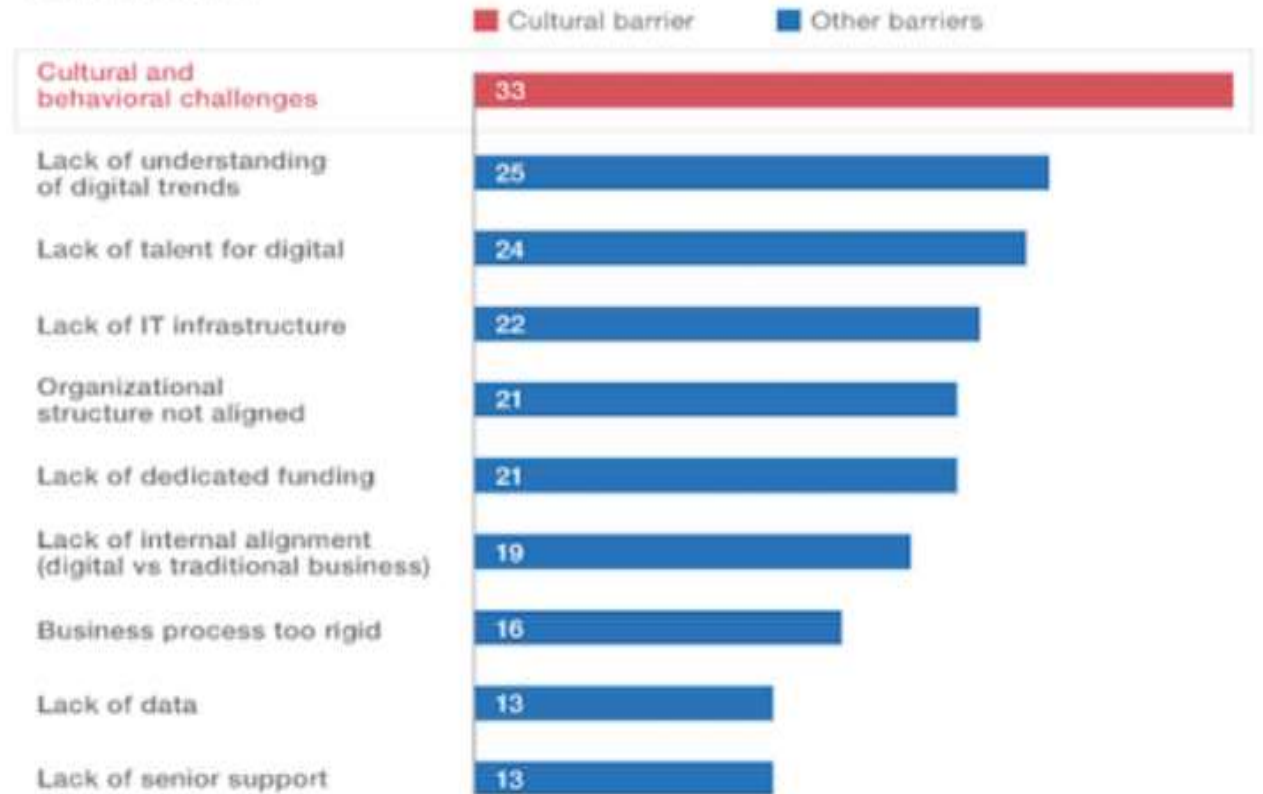
- The identities of many in Gen Z are intertwined with their online lives impacting the emotional health
- The digital technology offers a venue to connect with others for emotional support
- Pew Research Center found nearly 70% of Gen Z “had received support on social media while dealing with a challenge or going through a tough time”
- <http://www.im-in-crisis.org/>
- <https://www.vibrant.org/what-we-do/call-text-chat-online-services/>

Let's discuss...



Culture is the most significant self-reported barrier to digital effectiveness.

Which are the most significant challenges to meeting digital priorities?
% of respondents



McKinsey&Company | Source: 2016 McKinsey Digital survey of 2,135 respondents

Next Lecture

- System Thinking and Organizational Innovation
- Please watch this video:
- <https://www.youtube.com/watch?v=9bYpk75JnZU>

