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Computation and Culture

Now more than ever, technology is being used to spread globalization. More people across the world are now receiving access to communication technology, such as the Internet, and can reap its benefits. In the country of India, there has been a “falling cost and rising availability of smartphones and high-speed connectivity” resulting in “560 million internet subscribers” in recent years (Kaka, Madgavkar, 2019). Making India grow faster digitally in different sectors such as in commerce, unlike other countries with more established economies. India is just one country that aids proof that giving more people access to advanced technology can create significant change for a country.

E-trade is still one factor in which India will need to improve in terms of its growing access to technology. Only about “5 percent of trade in India is done online” but regular commerce has seen significant positive outputs (Kaka, Madgavkar, 2019). Now ordinary Indians, including those in more secluded areas, can order food delivery, shop with online retailers, and create digital bank accounts.

Access to technology has also impacted Indian culture. Through globalization, Indians now have a better understanding of how societies outside of their country provide entertainment, communicate, and view different social issues. Western philosophy has even begun to show through Bollywood films, having “Indian moviegoers re-evaluate their traditional Indian cultural ideology” (Mahima, 2022). This can be seen as a positive impact because now people who originally may not have received an opportunity due to beliefs within the culture may now do so due to western influence. An example would be more opportunities for Indian women to grow their own tech-driven businesses with mobile devices. The Hand in Hand Partnership (HIHP) organization helps women in India with opportunities such as these, while also providing technical support (Wetmore, 2017). In the long run, positively contributing to India’s economy.

For the country of India, the growth of technology has shown many benefits and a significant change in how the country operates. The average person is more exposed to different ideologies, advanced communication, opportunities within the workplace and businesses are finding new sources of revenue. Giving people access to advanced technology can seek a change within a country while also influencing its pre-existing culture.

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