

Cite this article: S. Kumar, Digital media and the transformation of cultural practices among Indian youth, *RP World. Hist. Cult. Stud.* 4 (2025) 62–69.

Original Research Article

Digital media and the transformation of cultural practices among Indian youth

Dr. Satender Kumar*

Assistant Professor, Department of English, Govt. College, Dubaldhan, Jhajjar, Haryana, India

*Corresponding author, E-mail: satender09702@gmail.com

ARTICLE HISTORY

Received: 9 July 2025

Revised: 14 Sept. 2025

Accepted: 15 Sept 2025

Published online: 16 Sept. 2025

KEYWORDS

Digital media; Indian youth;
Cultural transformation;
Social media; Digital
culture; Identity,
Globalization;
Communication.

ABSTRACT

Digital media has emerged as one of the most influential forces shaping contemporary society, particularly among young people. In India, the rapid expansion of internet connectivity, affordable smartphones, and social networking platforms has significantly transformed cultural practices, communication patterns, identity formation, language use, entertainment preferences, and social interactions. The country's youth, constituting one of the world's largest demographic groups, increasingly rely on digital media for education, entertainment, political engagement, religious participation, and cultural expression. While digital technologies have facilitated greater cultural exchange, creativity, and democratization of information, they have also introduced challenges such as cultural homogenization, misinformation, cyberbullying, excessive consumerism, and declining face-to-face interactions. This paper examines the multifaceted relationship between digital media and changing cultural practices among Indian youth through an interdisciplinary approach integrating sociology, media studies, cultural anthropology, and communication studies. Drawing upon recent scholarly literature and government reports, the paper analyses how digital platforms have transformed traditional cultural institutions while simultaneously creating new forms of digital culture. The study concludes that digital media should be viewed not merely as a technological innovation but as a dynamic cultural ecosystem reshaping values, identities, and everyday practices among Indian youth. Appropriate digital literacy initiatives, culturally sensitive policy interventions, and responsible platform governance are essential to maximize the benefits of digital media while preserving India's rich cultural diversity.

1. Introduction

The twenty-first century has witnessed an unprecedented digital revolution that has fundamentally transformed the ways individuals communicate, acquire knowledge, participate in society, and construct cultural identities. Among the various demographic groups affected by this transformation, young people constitute the most active users and creators of digital content. India, home to one of the world's youngest populations, has experienced an extraordinary expansion in digital infrastructure over the past decade. Affordable smartphones, inexpensive mobile internet services, government initiatives promoting digital inclusion, and increasing access to social networking platforms have collectively enabled millions of young Indians to become active participants in the global digital ecosystem [1].

Digital media extends far beyond traditional forms of mass communication. It encompasses social networking platforms, streaming services, online gaming, podcasts, digital newspapers, educational portals, virtual communities, artificial intelligence-driven applications, and interactive multimedia environments [2]. Unlike conventional media, digital media enables users not only to consume information but also to produce, modify, and distribute content instantly across geographical boundaries.

The cultural implications of this transformation are profound. Cultural practices—including language, festivals,

music, fashion, religious participation, social relationships, artistic expression, and political engagement—are increasingly mediated through digital technologies. Young Indians today celebrate festivals online, attend virtual religious ceremonies, learn traditional arts through YouTube tutorials, participate in online activism, consume global entertainment, and simultaneously create localized digital content that reflects regional identities [3].

Digital media has also facilitated the emergence of influencer culture, participatory media, meme communities, short-video platforms, digital entrepreneurship, and creator economies. These developments have significantly altered conventional cultural institutions by redistributing cultural authority from traditional gatekeepers to ordinary users and content creators [4].

Nevertheless, these developments present several concerns. Continuous exposure to global cultural products may contribute to cultural homogenization and the erosion of indigenous traditions. Digital addiction, cybercrime, online harassment, misinformation, algorithmic bias, and commercialization of culture represent important social challenges that require scholarly attention [5].

The present study critically explores how digital media has transformed cultural practices among Indian youth by



examining both opportunities and challenges within India's rapidly evolving digital landscape.

2. Literature review

Digital media has become one of the central themes in contemporary social science research due to its transformative influence on communication and cultural development. Early theoretical contributions by McLuhan emphasized that technological media reshape societies by altering patterns of human interaction rather than merely transmitting information [6].

Manuel Castells introduced the concept of the "network society," arguing that digital communication networks have become the dominant organizational structure of contemporary social life [7]. According to Castells, digital technologies create interconnected global communities while simultaneously redefining local cultural identities.

Henry Jenkins highlighted participatory culture, where audiences actively create and distribute media content rather than functioning solely as passive consumers [8]. This participatory environment has empowered young people to become creators of music, videos, blogs, podcasts, memes, and educational content.

Indian scholars have extensively documented the rapid expansion of internet usage among youth. The widespread adoption of smartphones following reductions in mobile data costs has significantly increased internet penetration across both urban and rural regions [9]. Consequently, digital platforms have become integral to education, commerce, governance, and entertainment.

Research further indicates that digital media has transformed language practices. Young Indians increasingly employ multilingual communication, blending English with Hindi and regional languages in online interactions. This linguistic hybridity reflects broader processes of cultural globalization while preserving elements of local identity [10].

Scholars have also investigated the relationship between digital media and cultural identity formation. Social networking platforms provide spaces where young people negotiate gender roles, religious affiliations, political beliefs, and professional aspirations. These platforms facilitate self-expression while simultaneously exposing users to diverse cultural perspectives [11].

Another significant area of research concerns digital activism. Online campaigns addressing environmental protection, gender equality, education, public health, and social justice have demonstrated the capacity of digital media to mobilize collective action among youth [12].

Conversely, several researchers emphasize the negative consequences associated with excessive digital media use.

These include reduced interpersonal communication, mental health concerns, misinformation, online radicalization, cyberbullying, privacy violations, and increasing dependence on algorithm-driven information ecosystems [13].

Overall, existing literature demonstrates that digital media represents a powerful cultural force capable of reshaping both traditional practices and emerging forms of digital citizenship. However, further interdisciplinary research remains necessary to understand the unique characteristics of cultural transformation occurring among Indian youth.

3. Objectives of the study

The present study aims to achieve the following objectives:

1. To examine the growth of digital media among Indian youth.
2. To analyse the transformation of cultural practices through digital technologies.
3. To investigate the impact of social media on identity formation and communication.
4. To evaluate both opportunities and challenges associated with digital cultural participation.
5. To suggest policy recommendations for promoting responsible digital citizenship while preserving India's cultural diversity.

4. Research methodology

The study adopts a qualitative and descriptive research methodology based on an extensive review of secondary data. Scholarly journal articles, books, government reports, international publications, policy documents, statistical reports, and credible institutional publications constitute the primary sources of information [14].

An interdisciplinary analytical framework combining sociology, anthropology, media studies, communication theory, and cultural studies has been employed to interpret the evolving relationship between digital technologies and cultural practices.

Secondary data have been critically examined using thematic analysis. Major themes include digital communication, identity construction, language transformation, entertainment culture, online communities, education, political participation, digital entrepreneurship, and cultural preservation.

The study emphasizes analytical interpretation rather than quantitative statistical modelling, making it suitable for understanding broad socio-cultural transformations occurring among Indian youth.

Table 1: Major dimensions of digital media influence on cultural practices among Indian youth.

Dimension	Traditional pattern	Digital transformation
Communication	Face-to-face interaction	Social networking, instant messaging
Festivals	Community participation	Hybrid online-offline celebrations
Language	Regional languages	Multilingual digital communication
Entertainment	Television, cinema	OTT platforms, short videos, streaming
Learning	Classroom-based	Online education and MOOCs
Political participation	Physical meetings	Digital campaigns and online activism
Commerce	Physical markets	Social commerce and digital entrepreneurship
Cultural expression	Local performances	Global digital content creation

5. Expansion of the digital media ecosystem in India

India has experienced one of the fastest digital transformations in the world. The widespread availability of affordable smartphones, low-cost mobile internet services, and improved digital infrastructure has enabled millions of young people to participate actively in the digital economy and information society [15]. Government initiatives promoting digital inclusion, digital governance, online education, and financial technology have further accelerated internet adoption across urban as well as rural areas.

Young people constitute the largest segment of digital media users in India. They use smartphones not only for communication but also for education, entertainment, banking, shopping, healthcare, employment opportunities, and creative expression. The integration of digital technologies into everyday life has gradually blurred the distinction between physical and virtual social spaces. Activities that once required physical presence—such as attending cultural events, purchasing books, participating in community discussions, or learning traditional art forms—can now be accomplished through digital platforms [16].

Digital media has also diversified considerably. Earlier internet use was primarily limited to web browsing and email communication. Today, young Indians engage with a broad ecosystem comprising social networking platforms, video-sharing websites, podcasts, digital newspapers, online gaming, virtual reality experiences, artificial intelligence applications, e-learning portals, livestreaming services, and creator-driven communities. These platforms enable continuous interaction, personalized content consumption, and collaborative participation.

The emergence of India's digital economy has generated new employment opportunities. Thousands of young individuals have become digital entrepreneurs, content creators, influencers, educators, designers, musicians, and independent journalists. Digital platforms have democratized access to audiences, reducing dependence on traditional media institutions and allowing talented individuals from small towns and rural regions to achieve national and international recognition [17].

6. Digital media and the transformation of cultural practices

Culture is dynamic rather than static. It evolves continuously through interactions among individuals, communities, institutions, and technological innovations. Digital media has become one of the most influential catalysts of cultural change among Indian youth.

1. Communication patterns: Perhaps the most visible transformation concerns interpersonal communication. Traditional communication depended primarily on face-to-face conversations, handwritten letters, or telephone calls. Digital platforms have introduced instant messaging, voice notes, video conferencing, live streaming, and interactive social networking. Young people now maintain relationships through continuous online interaction irrespective of geographical distance. Families separated by migration remain connected through video calls, while educational collaborations increasingly occur through digital platforms. Communication has become faster, multimedia-oriented, and highly interactive [18]. However, scholars argue that excessive dependence on virtual communication may reduce opportunities for meaningful face-to-face interaction, potentially affecting emotional intelligence, empathy, and interpersonal relationships.

2. Language and digital expression: Digital media has significantly transformed linguistic practices among Indian youth. Online communication frequently combines English with Hindi and regional languages, creating hybrid linguistic expressions commonly referred to as "Hinglish," "Tanglish," "Benglish," and similar multilingual forms. Emojis, GIFs, memes, hashtags, abbreviations, and visual storytelling have become integral components of contemporary communication. These new forms enrich digital expression while simultaneously altering conventional grammar and writing styles [19]. Digital platforms have also contributed to the revival of regional languages. Many creators now produce educational videos, podcasts, folk music, literature, and cultural documentaries in local languages, thereby reaching wider audiences than was previously possible through traditional media.

3. Festivals and religious practices: Indian festivals have increasingly acquired digital dimensions. During major celebrations such as Diwali, Holi, Eid, Christmas, Navratri, Onam, Pongal, Baisakhi, and Ganesh Chaturthi, social media platforms become vibrant spaces for exchanging greetings, sharing photographs, livestreaming ceremonies, and organizing community events. Religious institutions now broadcast prayers, sermons, devotional music, and festivals online. Young people who are geographically distant from their hometowns can participate virtually in religious ceremonies through livestreams and interactive platforms [20]. Although digital participation cannot entirely replace physical community celebrations, it has strengthened cultural continuity among migrant populations and the Indian diaspora by maintaining emotional and cultural connections.

Table 2: Positive and negative cultural impacts of digital media.

Positive impacts	Negative impacts
Wider access to knowledge	Digital addiction
Preservation of regional culture	Cultural homogenization
Online learning opportunities	Misinformation
Cultural exchange	Privacy concerns
Digital entrepreneurship	Cyberbullying
Creative self-expression	Reduced face-to-face interaction
Global networking	Algorithmic polarization
Democratic participation	Consumerism and commercialization

7. Social media and identity formation

Identity formation represents one of the most significant developmental processes during youth. Digital media has transformed how young individuals construct, negotiate, and express personal, cultural, linguistic, religious, and professional identities.

Social networking platforms allow users to curate personal profiles reflecting their interests, achievements, beliefs, artistic talents, and aspirations. Unlike traditional social environments, digital platforms provide greater flexibility for experimenting with identity through photographs, videos, blogs, and creative storytelling [21].

Young creators increasingly use digital platforms to promote regional traditions, indigenous crafts, folk dances, local cuisines, and community histories. Consequently, digital media functions both as a vehicle of globalization and as a medium for preserving local identities.

Nevertheless, identity construction in digital environments is influenced by algorithms, popularity metrics, and social validation. Continuous comparison with carefully curated online lifestyles may generate unrealistic expectations regarding appearance, success, and social status, contributing to anxiety, stress, and reduced self-esteem.

8. Digital entertainment and popular culture

Entertainment has undergone remarkable transformation through digital technologies. Traditional television and cinema now coexist with streaming platforms, short-video applications, podcasts, music streaming services, esports, and online gaming.

Young Indians increasingly consume personalized entertainment according to their interests rather than following fixed broadcasting schedules. Recommendation algorithms enable users to discover diverse cultural content from different regions and countries [22].

Digital entertainment has also expanded opportunities for independent artists. Musicians, comedians, filmmakers, writers, dancers, and educators can directly reach audiences without relying exclusively on established production companies. Crowdfunding, subscription models, and digital advertising have created sustainable economic opportunities within the creator economy.

Simultaneously, global entertainment trends influence fashion, lifestyle, food habits, music preferences, and consumer behavior. While such exchanges encourage cultural openness, they also raise concerns regarding excessive imitation of global popular culture at the expense of indigenous traditions.

9. Online communities and participatory culture

Digital media has transformed passive audiences into active participants. Young people no longer merely consume cultural products; they create, modify, remix, and redistribute them.

Participatory culture is evident through fan communities, gaming groups, digital art collectives, educational forums, coding communities, book clubs, podcast networks, photography groups, and citizen journalism initiatives [23].

These online communities facilitate collaborative learning, peer mentoring, innovation, and intercultural dialogue. Young

individuals from diverse socio-economic backgrounds can exchange knowledge and develop professional networks irrespective of geographical constraints.

Digital participation has also expanded civic engagement. Online campaigns concerning environmental conservation, gender equality, mental health awareness, disaster relief, education, and public health have demonstrated the capacity of digital platforms to mobilize collective action rapidly and effectively.

The transformation of cultural practices among Indian youth demonstrates that digital media functions not merely as a communication technology but as a comprehensive socio-cultural ecosystem. It influences values, aspirations, relationships, creativity, economic opportunities, and civic participation while simultaneously redefining the meaning of cultural identity in a digitally interconnected society [24].

10. Digital education and the emergence of a knowledge culture

Digital media has fundamentally transformed educational practices among Indian youth. Learning is no longer confined to classrooms, textbooks, and conventional teaching methods. Online educational platforms, virtual classrooms, digital libraries, open educational resources, podcasts, webinars, and video lectures have expanded access to knowledge irrespective of geographical location [25].

The COVID-19 pandemic accelerated the adoption of digital learning technologies, familiarizing millions of students with online education. Although initially adopted as an emergency response, digital learning has now become an integral component of India's educational ecosystem. Students increasingly use digital platforms for competitive examination preparation, language learning, skill development, coding, entrepreneurship, and professional certification.

Digital education has also encouraged self-directed learning. Young people can access lectures delivered by leading scholars, participate in international online courses, collaborate with peers across countries, and explore interdisciplinary knowledge beyond the formal curriculum. Artificial intelligence-assisted learning tools further personalize educational experiences by adapting content to individual learning styles and progress.

Nevertheless, significant inequalities remain. Students from economically weaker sections, remote rural areas, and marginalized communities often experience inadequate internet connectivity, limited digital devices, and insufficient technological literacy. These disparities continue to influence educational outcomes and underscore the importance of inclusive digital policies [26].

11. Influencer culture, digital consumption, and lifestyle transformation

One of the defining features of contemporary digital culture is the rise of influencers and content creators. Influencers shape public opinion, consumer choices, fashion trends, travel preferences, health awareness, political discussions, and cultural practices through digital platforms.

Unlike traditional celebrities, influencers establish closer relationships with audiences through continuous interaction, live sessions, comments, and personalized content. Young

followers frequently perceive influencers as relatable role models, leading to greater trust and engagement [27].

Influencer culture has generated significant economic opportunities. Thousands of Indian youth have become full-time creators producing educational content, technology reviews, cooking demonstrations, financial literacy videos, travel documentaries, comedy, music, and regional cultural content. This creator economy has expanded employment opportunities while encouraging innovation and entrepreneurship.

However, influencer-driven marketing also promotes consumerism. Sponsored content, product endorsements, and algorithmic advertising often blur the distinction between authentic recommendations and commercial promotion. Young audiences may develop unrealistic lifestyle aspirations influenced by curated digital representations of success and luxury [28].

Media literacy and ethical advertising regulations are therefore essential to ensure responsible digital consumption.

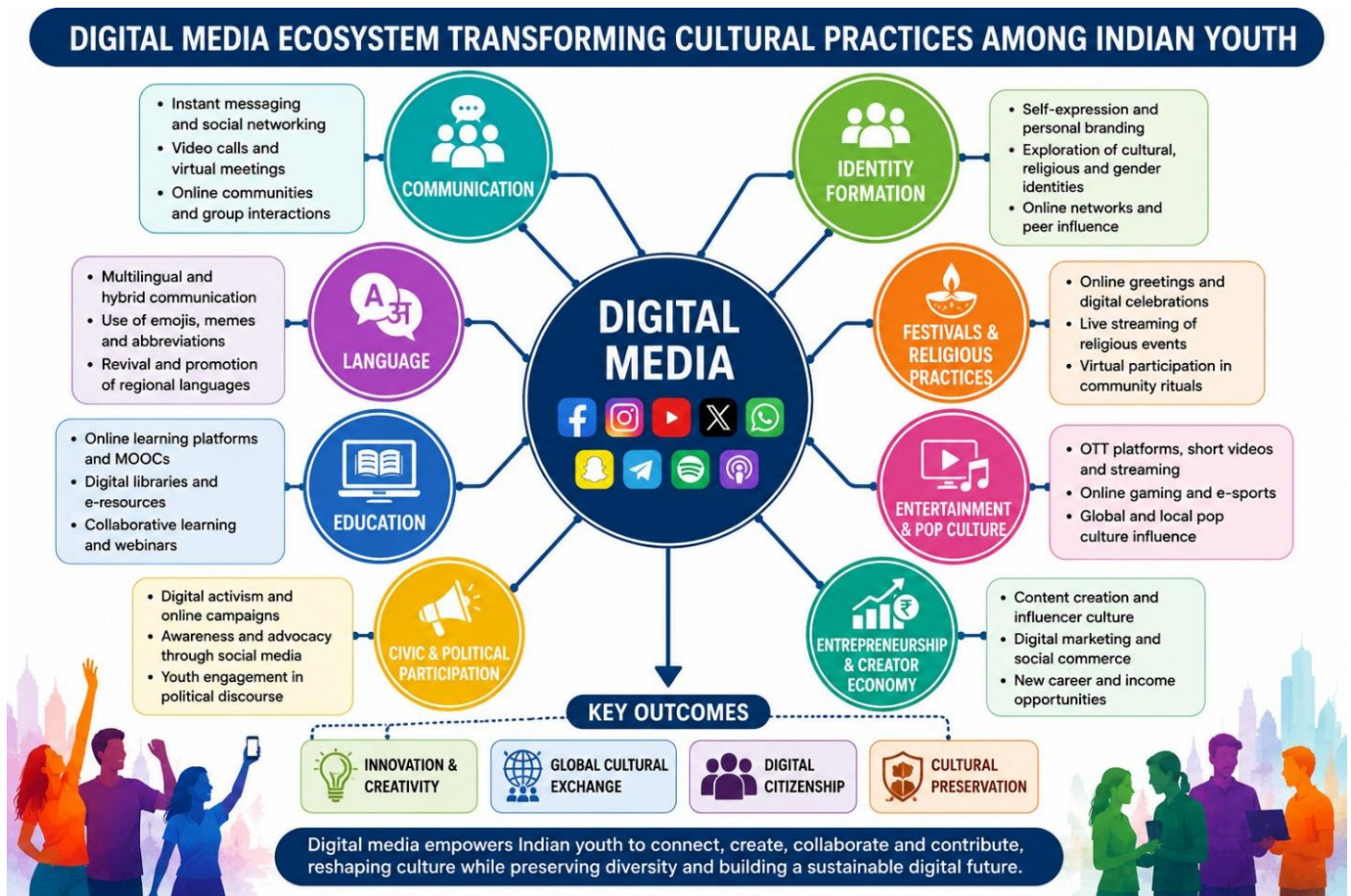


Figure 1: Digital media ecosystem transforming cultural practices among Indian youth.

12. Challenges associated with digital media

Despite its transformative potential, digital media presents several social, cultural, and ethical challenges that require careful attention.

1. Digital divide: Although internet access has expanded rapidly, disparities persist across regions, income groups, genders, and educational backgrounds. Unequal access to digital infrastructure limits participation in online education, employment opportunities, digital governance, and cultural exchange [29]. Bridging this digital divide requires sustained investment in broadband connectivity, affordable devices, digital literacy programmes, and inclusive technological development.

2. Misinformation and fake news: Digital platforms facilitate the rapid dissemination of information. Unfortunately, they also enable the widespread circulation of misinformation, rumours, manipulated images, fabricated videos, and false narratives.

Young users frequently encounter misleading content related to politics, public health, religion, and social issues. Without adequate critical thinking skills, misinformation can influence public opinion, increase social polarization, and undermine democratic discourse [30]. Educational institutions should therefore integrate media literacy programmes that help students verify information sources and critically evaluate digital content.

3 Cyberbullying and online harassment: The anonymity provided by digital platforms may encourage abusive behaviour, cyberbullying, hate speech, trolling, identity theft, and online harassment. Cyberbullying can negatively affect academic performance, emotional well-being, self-confidence, and interpersonal relationships. Strong legal frameworks, platform accountability, digital ethics education, and psychological support services are essential for promoting safer online environments [31].

4. Mental health and digital addiction: Excessive screen time has emerged as an important public health concern. Continuous engagement with social media, online gaming, and

entertainment platforms may contribute to reduced physical activity, sleep disturbances, anxiety, depression, stress, and diminished attention spans. Promoting healthy digital habits, balanced lifestyles, and responsible technology use is therefore increasingly important [32].

13. Policy Implications

The transformation of cultural practices through digital media necessitates coordinated efforts involving governments, educational institutions, technology companies, civil society organizations, families, and young citizens.

Several policy measures deserve priority:

1. **Strengthening Digital Literacy:** Digital literacy should extend beyond technical skills to include critical thinking, ethical communication, cyber safety, privacy awareness, and media verification.

2. **Promoting Indigenous Languages:** Digital platforms should encourage content creation in Indian languages to preserve linguistic diversity and improve accessibility.
3. **Supporting Cultural Preservation:** Museums, archives, libraries, artists, and cultural institutions should digitize traditional knowledge, folklore, performing arts, manuscripts, and regional heritage.
4. **Enhancing Online Safety:** Stronger legal protections against cybercrime, cyberbullying, identity theft, and online exploitation are essential.
5. **Encouraging Responsible Platform Governance:** Social media companies should improve transparency regarding recommendation algorithms, misinformation control, and user privacy.
6. **Reducing the Digital Divide:** Investments in rural broadband infrastructure, affordable internet services, and community digital learning centres can promote equitable digital participation [33].



Figure 2: Framework for responsible digital cultural participation among Indian youth.

15. Conclusion

Digital media has emerged as one of the most influential drivers of cultural transformation among Indian youth. It has revolutionized communication, education, entertainment, identity formation, civic engagement, entrepreneurship, and cultural participation. Unlike earlier communication technologies, digital media enables users to function simultaneously as consumers, creators, collaborators, and innovators.

The study demonstrates that digital media has expanded opportunities for preserving and promoting India's rich cultural heritage while facilitating global cultural interaction. Regional languages, folk traditions, indigenous arts, local cuisines, and traditional knowledge systems have found new audiences through digital platforms. Simultaneously, digital technologies have empowered young entrepreneurs, educators, artists, and social activists to contribute actively to cultural development.

However, these opportunities are accompanied by substantial challenges, including misinformation, cyberbullying, digital addiction, privacy concerns, commercialization of culture, algorithmic influence, and persistent digital inequalities. Addressing these challenges requires a balanced approach that combines technological innovation with ethical governance, inclusive policies, and comprehensive digital literacy.

Ultimately, digital media should not be perceived merely as a technological tool but as a transformative cultural environment that reshapes values, identities, and everyday social practices. By fostering responsible digital citizenship, preserving cultural diversity, and ensuring equitable access to technology, India can harness the potential of digital media to strengthen cultural resilience while preparing its youth for meaningful participation in an increasingly interconnected world.

Acknowledgements

The author acknowledges the contributions of researchers, cultural practitioners, educational institutions, and digital communities whose scholarly work and practical initiatives have advanced understanding of the relationship between social media and cultural heritage.

Author contributions

The author solely conceived the study, reviewed the literature, analyzed the available evidence, interpreted the findings, and prepared the manuscript.

Funding

The author declares that no specific funding was received for the preparation of this manuscript.

Conflict of interest

The author declares that there is no conflict of interest regarding the publication of this paper.

Data availability statement

This study is based on published scholarly literature, publicly available reports, and secondary sources. No primary

datasets were generated or analyzed during the preparation of this manuscript.

References

- [1] M. Castells, *The Rise of the Network Society*, 2nd edn., Blackwell Publishing, Oxford (2010).
- [2] H. Jenkins, *Convergence Culture: Where Old and New Media Collide*, New York University Press, New York (2006).
- [3] M. McLuhan, *Understanding Media: The Extensions of Man*, MIT Press, Cambridge, MA (1994). (Original work published 1964).
- [4] D. Boyd, *It's Complicated: The Social Lives of Networked Teens*, Yale University Press, New Haven (2014).
- [5] S. Turkle, *Alone Together: Why We Expect More from Technology and Less from Each Other*, Basic Books, New York (2011).
- [6] B. Wellman (Ed.), *Networks in the Global Village*, Westview Press, Boulder, CO (1999).
- [7] A. Giddens, *Modernity and Self-Identity: Self and Society in the Late Modern Age*, Polity Press, Cambridge (1991).
- [8] P. Bourdieu, *Distinction: A Social Critique of the Judgement of Taste*, Harvard University Press, Cambridge, MA (1984).
- [9] M. Castells, *Communication Power*, Oxford University Press, Oxford (2009).
- [10] N. Couldry, *Media, Society, World: Social Theory and Digital Media Practice*, Polity Press, Cambridge (2012).
- [11] U. Beck, *Risk Society: Towards a New Modernity*, Sage Publications, London (1992).
- [12] A. Appadurai, *Modernity at Large: Cultural Dimensions of Globalization*, University of Minnesota Press, Minneapolis (1996).
- [13] A.G. Greenfield, *Radical Technologies: The Design of Everyday Life*, Verso, London (2017).
- [14] Ministry of Electronics and Information Technology (MeitY), *India's Digital Economy Report*, Government of India, New Delhi (2023).
- [15] Ministry of Statistics and Programme Implementation (MoSPI), *Youth in India 2022*, Government of India, New Delhi (2022).
- [16] Internet and Mobile Association of India (IAMAI), *Internet in India Report 2023*, IMAI, Mumbai (2023).
- [17] Telecom Regulatory Authority of India (TRAI), *The Indian Telecom Services Performance Indicators*, TRAI, New Delhi (2023).
- [18] UNESCO, *Reimagining Our Futures Together: A New Social Contract for Education*, UNESCO Publishing, Paris (2021).
- [19] UNESCO, *Global Education Monitoring Report 2023: Technology in Education*, UNESCO Publishing, Paris (2023).
- [20] UNICEF, *The State of the World's Children 2021: On My Mind—Promoting, Protecting and Caring for Children's Mental Health*, UNICEF, New York (2021).
- [21] World Bank, *World Development Report 2021: Data for Better Lives*, World Bank, Washington, DC (2021).
- [22] Organisation for Economic Co-operation and Development (OECD), *Digital Economy Outlook 2022*, OECD Publishing, Paris (2022).
- [23] Pew Research Center, *Teens, Social Media and Technology 2023*, Pew Research Center, Washington, DC (2023).
- [24] R. Ling, *The Mobile Connection: The Cell Phone's Impact on Society*, Morgan Kaufmann, Burlington, MA (2004).
- [25] S. Livingstone, *Children and the Internet*, Polity Press, Cambridge (2009).
- [26] D. Buckingham, *Media Education: Literacy, Learning and Contemporary Culture*, Polity Press, Cambridge (2003).

- [27] H. Rheingold, *Smart Mobs: The Next Social Revolution*, Basic Books, Cambridge, MA (2002).
- [28] J. van Dijck, *The Culture of Connectivity: A Critical History of Social Media*, Oxford University Press, New York (2013).
- [29] S. Papacharissi, *A Private Sphere: Democracy in a Digital Age*, Polity Press, Cambridge (2010).
- [30] Z. Bauman, *Liquid Modernity*, Polity Press, Cambridge (2000).
- [31] M. Prensky, Digital natives, digital immigrants, *On the Horizon* **9** (5) (2001) 1–6.
- [32] N. Selwyn, *Education and Technology: Key Issues and Debates*, Bloomsbury Academic, London (2016).
- [33] A. Toffler, *The Third Wave*, Bantam Books, New York (1980).
- [34] United Nations, *The Sustainable Development Goals Report 2023*, United Nations, New York (2023).