

Digital Culture and Individuals: (Analysis of the Influence of Digital Culture on Individuals)

Ruli Aprilia^{1,a)}

¹⁾ KDI (Korea Development Institute) School of Public Policy and Management, South Korea

^{a)} author correspondenc: ruliaprilias24@kdis.ac.kr

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<p>Article History: Received August 25th 2022 Revised March 29th 2023 Accepted March 30th 2023</p>	<p>ABSTRACT</p> <p>The public sphere in the internet age is shaped by changes in traditional information consumption practices. With the rise of social media and other online platforms, the ways in which people access and consume information have shifted significantly. One major change is the increased role of user participation in shaping the public sphere. The online users are forced to act and participate. Currently media users are active and looking for information. The World Wide Web is a giant external memory, capable of storing a lot of information. Data can be by all. Even if the use of books for five centuries made linear thinking the primary means of reasoning, now it is gradually replaced by multitask, nonlinear, more thinking faster, more fluid and shallower at the same time. Internet users who relying on this external memory has better data analysis capacity, but does not have more synthesis capacity. External memory in the world wide web becomes "Source of amnesia" citizens: they know the information, but they forget sources (and consequently they do not question the credibility of sources). This forms the practice of consuming and producing people's information in virtual public spaces. The purpose of this paper is to find out how educated young adults consume and generate information in virtual space.</p> <p>Keywords: <i>digital culture; individuals; internet; media</i></p> <p>ABSTRAK</p> <p>Ruang publik di era internet dibentuk oleh perubahan dalam praktik konsumsi informasi tradisional. Dengan munculnya media sosial dan platform online lainnya, cara orang mengakses dan mengonsumsi informasi telah bergeser secara signifikan. Salah satu perubahan besar adalah meningkatnya peran partisipasi pengguna dalam membentuk ruang publik. Para pengguna online dipaksa untuk bertindak dan berpartisipasi. Saat ini pengguna media yang aktif dan mencari informasi. World Wide Web adalah memori eksternal raksasa, yang mampu menyimpan banyak informasi. Data dapat oleh semua. Bahkan jika penggunaan buku-buku selama lima abad menjadikan pemikiran linier sebagai cara utama penalaran, Sekarang secara bertahap digantikan oleh multitask, nonlinier, lebih banyak pemikiran lebih cepat, lebih cair dan lebih dangkal pada saat bersamaan. Pengguna internet yang mengandalkan memori eksternal ini memiliki kapasitas analisis data yang lebih baik, tetapi tidak memiliki kapasitas sintesis lebih. Memori eksternal dalam world wide web sekana menjadi "sumber amnesia" warga: mereka tahu informasinya, tetapi mereka lupa sumber (dan akibatnya mereka tidak mempertanyakan kredibilitas sumber). Hal ini membentuk praktik konsumsi dan produksi informasi masyarakat di ruang publik virtual. Tujuan dari tulisan ini adalah untuk mengetahui bagaimana kaum muda terdidik dewasa mengonsumsi dan menghasilkan informasi di ruang virtual</p> <p>Kata Kunci: <i>budaya digital; individu; internet; media</i></p>
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INTRODUCTION

Social connectivity is the key to a strong community because it helps people from different backgrounds communicate with each other more easily. It strengthens the ties between people's cultures, which can help overcome any cultural barriers and make communication easier. (Edirisinghe et al., 2011). Internet has undoubtedly transformed the way we communicate, interact, and participate in public discourse. The internet has created an avenue for individuals from all walks of life to engage in discussions and exchange information and ideas on a global scale, regardless of physical location or social status. The vast amount of information available on the internet has empowered individuals to become informed and active citizens, as they can access news, research, and various perspectives on social, political, and economic issues. According to Sparks (Sparks, 1998) to be considered a true public space, it must meet two criteria: first, it must provide guaranteed access to everyone; And secondly, it should give citizens the right to speech unlimitedly, that is, it should be a free space. Before discussing the dynamics of public space in the internet age, it is very important to clarify how traditional consumption practices are changing in the digital age. In an online environment, users must be active to participate. Providing feedback and constantly producing information are behaviors that characterize active, information-seeking media users.

Guy Debord's (Debord et al., 2012) "The Society of the Spectacle" is a seminal text in critical theory, and in it, he argues that modern society is dominated by what he calls the "spectacle." According to Debord, the spectacle is a social relationship mediated by images, in which people are alienated from their own lived experiences and from each other. Debord emphasizes that the main characteristic of the spectacle is not the content of the scene, but the relationship that traditional media formed between audience members. In other words, the spectacle is not about what is being shown, but about how it is being shown and consumed. He argues that the traditional media, such as television and cinema, create a passive audience that is conditioned to consume images without critically engaging with them. Debord believes that this passive consumption of images leads to a society that is disconnected from reality and unable to critically evaluate the world around them. He argues that the spectacle creates a false sense of reality that serves the interests of those in power, while obscuring the true nature of social relations and perpetuating exploitation and alienation. Debord's concept of the spectacle emphasizes the importance of critically engaging with media and challenging the dominant representations that shape our understanding of the world. The modern world is full of images and representations that make us think we live in a way that is more real than it really is. These images and representations are controlled by those in power, and they help to keep things the same by hiding the real problems that still exist in our society.

Internet has transformed the way we consume and produce media content. Unlike traditional mass media, the internet is an interactive medium that offers audience members the possibility to communicate and participate actively in the creation and dissemination of content. This dynamic has resulted in a shift from passive to active consumption of media content, which is characterized by users who seek out information and engage with it actively. However, it's important to note that the content on the internet is not autonomous of mass media content, its frames, and concerns. While the internet has allowed for more diverse voices and perspectives to be heard, it is still subject to the dominant representations that shape our

understanding of the world. Internet content is often shaped by the same commercial and political interests that drive traditional mass media, and it can be influenced by algorithmic bias and filter bubbles that limit the range of information and perspectives that users are exposed to. While the internet has offered the possibility for greater participation and interaction in the creation and consumption of media content, it is important to remain critical of the dominant frames and concerns that shape it.

Holmes (Holmes, 2005) suggests that much of the content on the internet is highly dependent on content produced in other areas of the media sphere. In other words, online content often elaborates upon or references content from traditional mass media, such as television, newspapers, and radio. Holmes argues that this characteristic of online content makes it interesting only insofar as it builds upon content produced in other areas of the media sphere. Therefore, the internet is acting as a medium of second-order elaboration of mass-media content. This means that online content is not necessarily original or independent but rather is dependent on content produced in other media. However, it's important to note that this does not mean that all online content is unoriginal or uncreative. There are many examples of online content that are innovative and unique, and the internet has given rise to new forms of content creation and distribution that were not possible before. Holmes' observation highlights the complex relationship between online and offline media and how the internet has changed the way we produce and consume media content. While the internet has enabled greater access to information and new forms of communication, it also reflects the dominant frames and concerns of traditional mass media.

In fact, researches show that mass-media materials and content colonize the web and the demand for news/internet services at the time of intensively reported world events rises rapidly. He and Zhu (He & Zhu, 2002) constructed a typology of online news delivery from commercial sources. Their typology consists of four types of online news delivery: (1) Repurposed Content: This type of online news delivery involves the simple repurposing of content that has been created for other media. This content is often presented without modification, and there is little or no interaction with the audience. (2) Repackaged Content: This type of online news delivery involves the repackaging of existing content from other media sources. The content is often edited or restructured to fit the online format and may be supplemented with additional multimedia elements, such as photos and videos. (3) Interactive Content: This type of online news delivery involves the creation of content that is specifically designed for online audiences. This content is often interactive, allowing for audience participation and feedback. (4) Personalized Content: This type of online news delivery involves the use of algorithms and user data to personalize the content delivered to individual users. This allows for a customized news experience that is tailored to each user's interests and preferences. He and Zhu's typology highlights the different ways in which commercial sources deliver news online and the ways in which the internet has enabled new forms of news delivery that are tailored to individual users and allow for greater interaction and participation.

Statement on Poster (Poster, 1995) suggests that he argues that the rise of the Internet and Virtual Reality has the potential to fundamentally change people's communication habits and personal identity. In fact, he suggests that this transformation is so significant that it justifies the designation of a "second media age" – a new era that represents a radical split in the form of media.

According to the theory of the second media age, the traditional mass media of the 20th century (e.g. newspapers, radio, television) are characterized by the logic of massification and one-way communication, in which information is disseminated from a centralized source to a passive audience. However, with the advent of new digital media technologies such as the internet, social media, and virtual reality, there has been a shift towards the logic of individualization and interactivity, where individuals have greater control over the creation, distribution, and consumption of media content. This shift has led to the emergence of new forms of communication and the formation of identities that are more decentralized, interactive, and personalized. For example, social media platforms allow individuals to create and curate their own online personas and connect with others based on shared interests and values. Virtual reality technology enables immersive and interactive experiences that blur the line between physical and digital space. Second media age theory highlights the transformative potential of new media technologies and their impact on the way we communicate, shape identities, and interact with the world around us. The audience is not divided into consumers and producers, but individuals are equally together. Communication is nothing more one-to-many, but inherently many-to-many."

In the new era, people are arguing to develop themselves online through interaction with each other, not in relation to monolithic media. The second media era is marked by identity formation through social interaction, as emphasized by Poster (Poster, 1995) "on the one hand, the uniqueness of the Internet as an experience for audiences comes from the individualized nature of the online environment and, on the other, this individuation leads to the formation of a horizontal web of sense-making.

Citizens of the world

In 1997, Katz (Katz, 1997) anticipated a new social class configuration, cyber citizen: "young, educated, wealthy. They exist in institutions and information industries - universities, computer and telecommunications companies, Wall Street and financial clothing, media. [...] Digital citizen society. They are not representative of the population as a whole: they are richer, better educated ...". This new category of citizens was formed from politically active, conscious and civically engaged people, believing in participation and interactivity. The development of technology over the past few years has allowed other socio-demographic categories to access the internet and use it for informational or other purposes. The unrestricted use of www to collect or disseminate information makes individuals more active in the digital public sphere.

Digitally shaped brain

The findings of neuroscience imagery studies that suggest heavy users of Google have increased activity in the prefrontal cortex, which indicates that the brain is able to adapt to this new medium. This suggests that our brains are capable of rewiring themselves in response to our experiences with technology. De Kerckhove (Kerckhove, 1997) is also mentioned in the statement, who argues that the cybernetic brain frame enabled by the computer and the internet allows individuals to externalize their mental awareness. In contrast, television has transformed people into image consumers, whereas the computer and cyberspace have transformed them into

information producers. This suggests that the computer and the internet have fundamentally changed the way we engage with information and our environment. The potential for technology to shape and transform our cognitive processes and how we interact with the world around us. The idea that our brains are capable of adapting to new technologies is an important one, as it suggests that we may be able to harness these changes to improve our cognitive abilities and enhance our understanding of the world. Participants' ability to act as both spectators and producers discourse, to participate fully as a subject of speaking and listening in debated, it is very important to understand space as a public space.

The ideas presented by Popova (Popova, 2012) regarding the impact of digital proliferation on how individuals retrieve information and how this affects their perception and understanding of the world. Popova argues that the web is well-designed to help people find more of what they already know they are looking for, but poorly designed to help us discover what we don't already know will interest us and potentially change our understanding of the world. This statement suggests that the internet is capable of reinforcing existing beliefs and biases rather than challenging them. People tend to search for information that confirms what they already believe, rather than seeking out information that challenges their beliefs or introduces them to new perspectives. This phenomenon is known as confirmation bias. The statement highlights the potential limitations of relying on the internet as a source of information. While the internet can be a valuable tool for finding information, it is important to be aware of the potential for bias and to actively seek out diverse perspectives and new ideas.

The use of books for five centuries made linear thinking the primary way of reasoning BUT was gradually replaced by multitasking, nonlinear thinking, which was faster, more fluid and shallower at the same time. The use of books for five centuries made linear thinking the primary way of reasoning but was gradually replaced by multitask, nonlinear thinking, which was faster, more fluid and shallower at the same time. Internet users who rely on this external memory have better data analysis capacity, but increasingly lack synthesis capacity. Internet users who rely on the World Wide Web – a giant external memory – have better data analysis capacity, but do not have more synthesis capacity. Thus, even if the internet still provides information that relies on traditional media content, these new media challenge individuals to find new ways of information consumption and information production. We therefore consider that there are good reasons to investigate how educated young adult cybercitizens consume and generate information in virtual spaces

METHODS

The design of this research is a Literature Review or literature review. Literature research or literature review (literature review, literature research) is research that examines or critically reviews the knowledge, ideas, or findings contained in the body of academic-oriented literature, and formulates theoretical and methodological contributions to certain topics (Cant & Cooper, 2010). The method in this paper is a literature review. Literature review is a method used to evaluate, analyze, and integrate literature relevant to the research topic or problem to be solved. This method involves searching, selecting, and reviewing written sources such as

books, scientific journals, papers, and other documents related to the research topic. The main purpose of the literature review method is to obtain a comprehensive and detailed understanding of the research topic to be solved. This method can also help identify weaknesses or deficiencies in previous research, find gaps in the literature that can be further explored, and develop theoretical frameworks that can be used in research.

Some steps that need to be taken in conducting a literature review method are: (1) Identify the research topic you want to solve; (2) Search for literature sources relevant to the research topic using online databases, library catalogs, or internet search engines; (3) Selection and selection of the most relevant and useful literature sources for the research topic; (4) Evaluation and analysis of selected literature sources to obtain information that can be used in research; (5) Organizing and compiling selected literature sources to form a theoretical framework and important concepts in research; (6) Writing a literature review report summarizing the findings and important concepts that have been identified. The method of literature review may be undertaken as part of independent research or as an early stage in larger empirical research.

RESULT AND DISCUSSION

Media Consumption

Media influences information retrieval patterns on information processing patterns. Each subgroup develops a different information collection strategy, adapted to the media. The "internet subgroup" uses informational shortcuts, typing newspaper names into Google's research engine instead of typing URLs provided by researchers. They skim and scan more websites before they start actually gathering information and they write resumes that try to offer a little bit of the whole information available (some of them make lists of ideas). The "newspaper subgroup" follows a linear reasoning model: they look for articles and start reading them from beginning to end; They don't pass on to the next newspaper until they run out of information on campaign issues and they write narrative resumes for every newspaper they read. This suggests that the media used by individuals can influence their information retrieval strategies. Individuals who are familiar with internet usage tend to use information shortcuts and scan websites more to get the information needed. While individuals who are familiar with reading newspapers tend to follow a linear reasoning model and read articles thoroughly before moving on to the next article. This suggests that media selection plays an important role in how individuals process and obtain information.

The more time the individual spends on the internet (over 8h), the more his/her consumption preferences lean towards social networking and entertainment. All Facebook account owners use it every day. That there is a correlation between the amount of time a person spends on the internet and their consumption preferences. In particular, individuals who spend more than 8 hours on the internet tend to prefer social networking and entertainment content. In addition, the statement suggests that Facebook use is a common behavior among internet users, with those with Facebook accounts using it on a daily basis. Media consumption in the digital age has seen a significant shift from traditional media to new media platforms. With the advent of the internet and the proliferation of digital devices such as smartphones and tablets, people now have access to an

unprecedented amount of content and can consume it in a variety of ways. Traditional media such as television, newspapers, and magazines still play an important role in media consumption, but their relevance has declined in recent years as more and more people turn to online sources for their news and entertainment. Social media platforms such as Facebook, Twitter, and Instagram have become major sources of news and information, with many people relying on their social networks to stay informed about current events. Streaming services like Netflix, Hulu, and Amazon Prime have also revolutionized media consumption by providing on-demand access to movies, TV shows, and other video content. It has allowed people to consume media at their own pace and on their own schedule, without the limitations of traditional broadcast schedules. In addition to streaming services, podcasts and audiobooks have also grown in popularity in recent years, providing a convenient way for people to consume content on the go. Media consumption in the digital age is characterized by a variety of options and platforms, allowing people to tailor their media consumption to their individual preferences and lifestyles. However, it also presents challenges in terms of reliability and quality of information, as well as potential overload and digital addiction.

Differences in Media Consumption Between the Young Generation and Previous Generations

The younger generation and the previous generation have significant differences in media consumption. Previous generations tended to rely more on traditional media such as television, radio, and newspapers to get news and information. They usually spend time in front of the television for a few hours every day and read the newspaper every morning. Meanwhile, the younger generation relies more on digital media such as the internet, social media, and mobile applications to get news and information. They tend to prefer to access content through mobile devices such as smartphones and tablets, and spend less time in front of television and other traditional media. The younger generation also tends to be more actively involved in creating digital content, such as videos, blogs, and podcasts, and prefers to follow and interact with content created by other users on social media. These differences in media consumption also affect the way younger generations interact with the world around them and shape their behavior patterns. For example, younger generations tend to be more open to different views and perspectives, and better able to adapt to technological and cultural changes.

Younger generations are used to using technology to access and enjoy a variety of media. They prefer to do this through smartphones, tablets, and other devices, rather than through traditional media such as newspapers, magazines, and television. Smartphones, tablets, and other devices provide a convenient and accessible way for people to consume media content on the go, and they offer a level of customization and interactivity that traditional media often cannot match. This shift in media consumption habits has been driven by a number of factors, including the widespread availability of high-speed internet and mobile data networks, the proliferation of social media platforms and other online communities, and the development of sophisticated mobile apps and streaming services. Older generations may be more used to watching television and listening to radio broadcasts, which are both traditional forms of media. Younger

generations also prefer on-demand content, such as streaming services, which they can access whenever they want. Older generations may be more used to scheduled programs, which are typically found on television. Younger generations also tend to be more active on social media platforms, such as Instagram, TikTok, and Snapchat. Older generations may prefer more traditional forms of socialization, such as face-to-face interactions and phone calls. Gaming has become a popular form of media for younger generations, while the older generation may not have grown up with video games or may not see them as a form of entertainment. The difference in media consumption is largely due to technology and how it has evolved in recent years.

Internet Users

The internet is a way to find out information quickly, and people use it to look for information in different ways. Some people use news portals, online newspapers, and the Google search engine to find information. Credibility of a site depends on how well it is written, including correct spelling and grammar, logical text construction, clear structure, and helpful layout. People tend to think of themselves as active and reasonable consumers, and they are selective about what they read on the internet. However, they believe that digital natives, such as children and teenagers, are more affected by the internet than older people. For example, they may miss out on important social relationships and be less creative. Facebook is not used as a way to find information as much as it is used as a way to connect with friends. People who see information that is posted by media institutions or recommended by friends on Facebook tend to believe it is more reliable.

Citizens in the digital age

The Internet is a resource that provides free access to a lot of information. People can create flash mobs, but not all participants understand what the purpose of the event is. Some people in the flash mob may have trouble imagining a world without the Internet. A person might mention the "golden age" when they were a child and access to the Internet was more widespread. The internet has had a big impact on our lives in the digital age. It's helped us get a lot of information, but it also means we don't always understand everything. Sometimes people in online discussions or social movements can be very passionate about their ideas, but other people may not understand what's happening. Plus, we're used to the internet so much that it's hard to imagine life without it. This contrast is shown in a different way in the past, when people didn't have so much access to the internet. The statement reflects how people in the digital age use the internet and digital technologies for different purposes. They use the internet to access information, socialize, research, and enjoy entertainment. They are selective about the information they consume and see the internet as an opportunity to meet their needs.

The internet can be a good thing, or a bad thing. Kids are aware of the potential risks and negative effects of the internet, such as privacy concerns, time-consuming activities, unfiltered or unchecked information, and potential harm to

children. However, they also see themselves as active and rational consumers who can protect themselves from the negative influence of the internet. They believe they have an advantage over the younger generation who have been immersed in the digital world from an early age.

In the digital age, people are generally better at using technology and making decisions about their online behavior. They can use technology to find information, stay connected, and make choices that are safe and beneficial.

The Impact of Digital Media Use on the Digital Generation

The use of digital media in the digital generation has complex impacts, both positive and negative. Some of the positive impacts of the use of digital media on the digital generation include: (1) Wider and faster access to information. With internet access, the digital generation can easily and quickly find the information they need, both for academic and entertainment purposes; (2) Ease of communication: The digital generation can easily communicate with friends, family, and others around the world through social media and instant messaging apps; (3) Creativity and innovation: The digital generation can leverage digital technology to produce creative and innovative works such as videos, music, photos, and apps. However, the use of digital media in the digital generation also has negative impacts, such as (1) Dependence: Excessive use of digital media can lead to dependence and interfere with daily life such as education, work, and social relationships; (2) Mental health: Excessive use of digital media can affect mental health, such as anxiety, depression, and stress; (3) Online safety: The digital generation can experience threats such as cyberbullying, online fraud, and other cybercrimes. Lack of face-to-face social interaction: The use of digital media can reduce the amount of time spent on face-to-face social interaction, which can affect social abilities and interpersonal skills. Therefore, it is important for the digital generation to understand the positive and negative impacts of using digital media and using technology wisely.

CONCLUSION

It's interesting to note that the person conducting the study believes that they have control over their own digital behavior, which suggests a sense of agency and responsibility in their use of digital technology. One way that young adults use the internet is for a lot of different purposes, but they don't usually see it as a problem unless they think they're abusing it. This is mainly because they didn't have access to internet technology when they were younger, and that gives them an advantage over the younger generations who are using it from the beginning. The "digital natives" (young adults who grew up with digital technology) are often seen as having a better understanding and control over digital technology, while the "digital immigrants" (older adults who are learning how to use internet technology) may struggle to keep up. Young adults use both traditional and new media in different ways, and this allows for both linear and nonlinear reasoning to coexist in different intellectual activities. For example, students spend a lot of time on computers, doing things like searching for information, doing academic research, networking with friends, and watching TV. Students are able to develop effective information-seeking and evaluation strategies, and they're also able to decide what's worth their attention and what's not.

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