Social Media Influence on Popular Culture

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CHAPTER FORTY-NINE

SOCIAL MEDIA INFLUENCE ON POPULAR CULTURE

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Abstract

Social media has become an integral part of our daily lives in that it shapes our perceptions, understandings, meaning constructions, and overall vision of reality or the world. The goal of this research is to discover something more about the role of social media in refining and defining popular culture by evaluating the following research objectives: determine whether social media has a significant impact on popular culture, investigate how social media usage affects the refinement and definition of popular culture, and determine whether popular culture has an impact on social media usage. While the study is based on selective process and social influence theories,

it uses a qualitative research method to gather primary data for better insight. According to the findings of the study, social media algorithms will continue to significantly impact popular culture, refining and defining it in both positive and negative ways for the foreseeable future. For in-depth interviews, 30 participants purposefully drawn from targeted age groups were selected. It is suggested that social media platforms should be regulated, data mining taxed, and extensive research into the influence of popular culture on social media algorithms should be conducted.

Introduction

When asked what is culture? One of the most popular answers is: Culture is a people's way of life. Culture is the notion, heritage, and social interaction of a particular group of people or community.

The fact that the culture we experience as "local" (or even, in this case, "traditional") is becoming increasingly difficult to deny the fact that it is inextricably linked to vast global dynamics. (Darling-Wolf, 2015) This collective awareness of growing global interconnectedness has been identified by globalization theorists (Brain V.Street, Stephen May 2017) as a defining element of our contemporary condition. Over the years, as people began to migrate from one location to settle in other locations, get married, and have children, it became apparent that these new groups would fall apart without a well-defined code of conduct. It became imperative to develop a code of conduct that would help bind these large or small groups together, enabling them to cohabit peacefully. Thus, cultures and traditions began to be formed and perpetuated.

Culture is a set of written or unwritten codes of conduct that must be adhered to become part of a group or a community. Therefore, anybody that claims to belong to a group or community must conduct themselves according to the codes of conduct that bind them. These codes of conduct, rules, beliefs, and social behavior have consolidated over time to form culture, hence the above definition, that culture is the notion, heritage, and social interaction of a particular group of people or community. Culture can also be explained as a code of conduct which a particular group of people is bound to uphold and used as a medium of interaction. Culture is not some set of codes of conduct that is fixed; culture changes, it evolves and is constantly being updated. They argue that when individuals simultaneously envisage "the global" and negotiate their location through

their involvement with flows of cultural items, images, and information increasingly removed from their place of origin, globalization gives the imagination a new function in social life (Darling-Wolf, 2015). In other words, "the global" is a space that is imagined rather than immediately experienced. (Darling-Wolf, 2015).

Culture is a learned or socially formed behavior. It is a "complicated notion that refers to the similar values, beliefs, social practices, conventions, and assumptions that bind a group of people together," according to (Roger D. Wimmer, Joseph R. Dominick, 2013). Whether face-to-face or online, communication can be defined as the exchange of meaning regardless of the medium. The way we communicate influences our understanding of reality and the world around us in various ways. As a result, communication has become the bedrock of culture and the primary forum for debating any civilization. Communication has become a means of survival and transmission of culture. It is a tool that continues to refine and redefine the culture of a people. Communication is the act and art of developing meaning through significantly mutually understood signs, symbols, and semiotic conversations; these interactions can either be positive or negative; they can either work together or work at variance. For a peaceful coexistence of members of the same group, then culture must be effectively communicated and understood.

Popular culture and communication are inseparable pairs. Communication is a means of transmitting culture among people; as a result, it has had a significant influence on shaping and reshaping popular culture. Whether in spoken, written or digitalized form, pop culture reaches far beyond the language. For Straubhaar, LaRose, and Davenport, "Aside from language, other aspects of culture are important in defining audiences" (2013). "Jokes, slangs, historical references, political references, celebrity gossip, and remarks about current people and events are often culture – and even nation-specific" (Joseph Straubhaar, Robert LaRose, Lucinda Davenport, 2013).

Everything that does not evolve or update dies or phases out. Over the years, mass media has continued to play its part in refining and redefining the culture accepted at a particular time. The advent of the internet has completely revolutionized communication. Communication has evolved to a whole new dimension. This advancement of the internet and communication has dramatically played its role in refining and redefining popular culture. The internet is unarguably refining and defining popular culture in many ways and bringing it closer to the people making it more easily and quickly accessible.

In the theoretical framework of this paper, I have utilized the Selective Process theory and the Social Influence theory in conceptualizing the relationship symbiotic or parasitic that exists between social media and popular culture. It is no longer a question of whether the internet influences popular culture. The question to be asked is: how does the internet play a part in popular cultural evolution? It is the answer to this question that births the existence of this research paper. For this paper, the researcher evaluates how social media, an aspect of the internet, refines and redefines popular culture.

This paper seeks to answer what role social media (both the back end technological development) and the back end (the social network interface) interactions play in the virtual transmission of popular cultural output, how do the contents of social media influence popular culture, and finally, how does popular culture influence the content of social media?

Research Objectives

R1. To ascertain whether social media has a significant impact on popular culture.

R2. To investigate how social media usage affects the refinement and definition of popular culture.

R3. To determine whether popular culture has an impact on social media.

Research Questions

RQ1. What role do social media interactions play in the virtual transmission of popular culture?

RQ2. How does social media content influence popular culture?

RQ3. How does popular culture influence the content of social media?

Theoretical Framework

There are two ideas underpinning this investigation: The Selective Process Theory and the Social Influence Theory. Theories of the selection process can help explain and answer questions about how social media interactions and contents influence popular culture and how popular culture influences social media.

Selective exposure is a psychological concept that is frequently used in research on media and communication. Historically, it referred to people's proclivity to prefer information reinforcing their culture while avoiding information that contradicts it. Throughout the years, texts have defined selective exposure as "congeniality bias" or "confirmation bias."

According to the historical usage of the term, individuals tend to incorporate specific aspects of exposed information into their mindset. Their perspectives, beliefs, attitudes, and decisions all influence their choices. Individuals possess the capacity to mentally dissect the information they are exposed to and selectively ignore negative evidence. This theory is based on the cognitive dissonance theory (Cherry, 2022), which states that "when individuals are confronted with opposing ideas, specific mental defense mechanisms are activated to bring new ideas and pre-existing beliefs into harmony, resulting in cognitive equilibrium". Understanding selective exposure theory requires a working knowledge of cognitive equilibrium, which is the state of balance between an individual's mental representation of the world and his or her environment. According to Jean Piaget, when there is a mismatch, people find it "inherently dissatisfying."

Selective exposure is predicated on the premise that an individual will seek information about an issue even after taking a position. A person's position on an issue will be influenced by various factors that are reinforced during the decision-making process. According to Magdalena, selective exposure occurs when people's media choices are influenced by their beliefs (Wojcieszak, 2021). A person's pre-existing beliefs influence how they process information in a complex environment through selective processes. What people are interested in, what they think about, and remember all influence their ability to learn about culture, politics, and other topics.

Selective exposure, attention, perception, and retention are components of the selective processes theory. Understanding how the selective processes theory affects the refining and defining of popular culture through social media is essential because the theory provides insights into why the tech world purposefully structures the available social media platforms in specific ways, as well as how social media users are conditioned to choose to devote their time and attention to specific social media sites and contents. Also, how do these interactions with social media affect popular culture?

The theories of the selective process aid in explaining and answering questions about how social media interactions and contents influence popular culture and how popular culture influences social media.

The second theory adopted by this research paper is the Social Influence theory.

Applying these two theories to how social media influences popular culture and how popular culture influences social media is relevant to this research because social influence shapes individuals' attitudes, beliefs, and actions. This paper will investigate how social media influences

popular culture and vice versa. We investigate the roles and contributions of social media platform creators, user interactions on the platform, and content that refines and defines culture.

Literature Review
Predictions of Popular Culture

People were urged to develop methods to improve Netflix's recommendation algorithm as part of a competition (Bear, 2013). Artificial intelligence and data mining were utilized to determine how people would rate a film. The winner of $1 million was the person who enhanced their previous system by 10% (Bear, 2013). The idea was to be able to forecast what people would like and recommend movies more precisely. Prediction systems for movies and television shows and algorithms that forecast how people will react to cultural preferences are crucial. A significant amount of data increases the software's ability to forecast what individuals will do next and offer more accurate recommendations: popular culture and new media measure people's daily interactions with people from other cultures.

The Netflix competition demonstrates how people utilize social media to alter their lifestyles. Algorithms shape today's popular culture. The team that worked on 107 algorithms for Netflix won the challenge. They worked on the project for 2000 hours (Bear, 2013). The corporation is attempting to improve its capacity to forecast what individuals would like and, as a result, personalize their profiles, as indicated by this competition. This exemplifies how today's algorithms shape and 'enhance' popular culture. We do not know how many algorithms are used to organize and sort culture since we do not know how many there are. The goal of this research paper is to show how social media algorithms impact popular culture.

Algorithms influence how users use social media platforms like Facebook and Twitter and what they view. Any computer process that accepts a value and returns a value is known as an algorithm. According to Baase and Van Gelder, a computer program may be constructed to provide the correct answer to any input. It began with a discussion of algorithmic issues. Then it moved on to non-algorithmic challenges. The fundamental purpose of a social scientist may be to figure out what causes an outcome to be true. In other words, the algorithm's output may be consistent over time since it can have an effect rather than being neutral. Math-based software and code can be used to address difficulties.

The majority of people, on average, categorize their data first. When someone says they have an algorithm, they mean a step-by-step method for making the correct thing out of the right thing. Consider how essential social media algorithms have become in generating, spreading, and consuming culture. PageRank is a term used by Google to describe what we see when we conduct a search on the site. 'Algorithms make decisions,' yet the humanities and social sciences have paid little attention. For example, Mackenzie studies algorithms and their functions from a social perspective. "Your assumptions of things being where they should be are based on history and societal conventions," he says to begin. The order in which things should be done (MacKenzie, 2018) Mackenzie's algorithmic study is concerned with how to organize information. Algorithms can also place items in a logical, natural order. The algorithms could be a continuation of how people have previously organized things using software and its outputs. He claims that the ramifications are enormous. It likes one order above the others, he argues. As a result, algorithms make being oneself harder. It looks at how algorithms can influence possibilities while limiting people's social talents. Algorithms impact daily life as a result of these hidden structural forces.

Invisible Structure Force that Refines and Defines Popular Culture: Algorithms

This is referred to as "algorithmic power" by Scott Lash because it is so powerful (Bear, 2013). According to Galloway (2011, 95), "Images are no longer as powerful as networks, computers, algorithms, information, and data. These are the things that currently have the most clout." It is an "un-representable" force, he says. Computer scientists believe algorithms to be "rules," according to Lash, as quoted by Ampuja, these rules are very different from the rules that human scientists have been working with for a long time (Ampuja, 2012). In a world where media and coding are everywhere, yelling at algorithmic, generative rules is not a good idea (Ampuja, 2012). This is a post-hegemonic authority, according to Lash, that does not impose itself on the governed. They are not as long as the rules that govern the establishment and maintenance of order. Social and cultural life is no longer the most significant thing in the world after the third generating rule. Algorithms are important because they shape the social world and define Lash's limitations and boundaries. We can observe how algorithms can invisibly generate and maintain rules and orders. According to Gane, Thrift agrees that algorithms are not well-known or visible (Nicolas, 2012). Knowledge of the social environment is required to comprehend how algorithms affect our

daily lives. A lot has been written about what occurs when social processes use more and more algorithms.

The Use of Embedded Software to Refine and Define Popular Culture

Because algorithms "increasingly pattern and coordinate everyday life," many individuals are unconcerned about them (MacKenzie, 2018)). People that agree with Mackenzie claim that it is all about how acts become normalized and enlivened (MacKenzie, 2018). Algorithms produce compressed patterns and order, which are known as agents. No algorithm is completely isolated from the others in a world where software is increasingly intertwined. People live in a world where software organizing and arrangement are a part of their daily lives. Algorithms use embedded software to shape and order daily life, giving them much power. According to Mackenzie, there are three primary areas to investigate to fully comprehend how algorithms work and how humans might impact them. These are crucial to discuss to grasp the consequences and concepts raised in previous algorithmic writings. Mackenzie talks about how to abstract algorithms into sequences. Algorithms are used by things that are not alive. Mackenzie considers "algorithmic time" to be necessary. "Creating a composite time and space in which existing order and sequences are both kept and modified," he says of the algorithms (MacKenzie, 2018). Examine how the algorithm makes use of the computer power given to it, and then repeat the process. The tempo is then established. People nowadays live in a time when computers are employed to complete jobs. Mackenzie then moves on to algorithmic framings, which he defines as "optimizations in the code flow that individual programmers apply in well-known algorithms." According to Parikka, bugs have been utilized as models for software and algorithms to create the "ideal machine" (Parikka, 2010). I believe that algorithmic socialization is becoming the norm, in which algorithms interact, forecast, and conform to humans socially to make them predictable on social networks. Instead of difficult-to-read code, think of algorithms as routines and processes. Algorithms make it easier for "software to be used in everyday life" (MacKenzie, 2018).

The software is developed on top of this base. There are two stages to popular culture and new media. According to Kitchin and Dodge, developers frequently impose a conceptual framework on the world without recognizing it. This allows code and algorithms to work on it. With these tools, you may incorporate software into your daily life, making it a part of wider social and historical frameworks created by elements like nature, biography, and moral frames (2011).

An algorithm, Mackenzie, is not a formal technique. It is connected to bioinformatics' greater potential as a source of scientific knowledge and funding. The new media biotechnology economy moves in a diagonal direction between knowledge and property value, which causes algorithms to move. In this scenario, algorithms are not impartial problem-solving instruments. The final set of implications concerns the impact that algorithms can have. You should think of social processes and how they interact as "algorithms" to understand how culture is created. Algorithms are appearing in an increasing number of software-rich situations.

Algorithms as Decision-Makers

We can only speculate on how robust these processes are and what impacts they may have, so we cannot be sure. The surveillant is adept at seeing and analyzing motions on images, maps, and screens (Crandall, 2010). On the other hand, human agency is difficult to centralize because tracking procedures have changed so much. Algorithms and automated systems are becoming increasingly vital to them, and they can be found in everything from phones, to buildings and automobiles (2010). The human agent's expert opinion is not used in this narrative of how the tracking and monitoring were carried out. So, instead of people making decisions, algorithms are utilized to make them. This expert appears to be a member of a decision-making committee. According to the man, the role of humans in risk assessments is a little more nuanced. There is much evidence that border guards make security decisions using "algorithms" (Amoore, 2011). In real-time, mobile algorithms observe that connections between different forms of information are used to display a risk map, color-coded flags, or a score (Amoore, 2011). He claims that he can predict what individuals will do or say in the future based on the data he possesses. It is critical to understand where data derivatives originate from and how they fit into these systems to comprehend why these decisions were made. It is important to highlight that algorithm and data resources, not individuals, make these judgments. These data resources can be "fragmented" and used for purposes for which they were not intended (Amoore, 2011). Nobody has any idea who we are or what our data says about us. The ability of algorithms to process and sort data determines the level of risk. Data and the techniques to look at it already exist in these infrastructures. We do not have to accept that this algorithmic agency is correct, but it is worth noting that it exists and impacts human decision-making. It is undeniable that algorithms "dehumanize" both individuals who are evaluated and those who make decisions. These systems make human-related decisions: They follow a set of rules that cannot be changed or tampered with.

On the other hand, Crandall believes that people influence how algorithms are developed and how they make judgments. Because they mix diverse sorts of agency, these processes, according to Crandall, mark the beginning of a new era. (Ivanov, 2011) Algorithms are designed with implementation in mind, and excellent programming considers how well the fundamental methods perform. The design of the algorithm is based on the individual who created it in this manner. They have a good idea of what the algorithm will do and how well it will perform. When making decisions, it is critical to have this background information.

We are our Avatars

These algorithms analyze a large amount of data to determine what individuals like and dislike. Algorithms are thought to be particularly powerful since they may be used to classify and categorize things and individuals (Cheney-Lippold, 2011). According to Jaron, the personal data mined from users of social media platforms have been used to build avatars. These avatars are built with accurate information, i.e., these avatars carry our data. The data have been mined from us due to our usage of software, the internet and etcetera. These avatars should be confidential but are sold to advertisers to use as they deem fit. He states that companies like Google and Facebook are one of the richest companies of our times. They just have a few employees and giant machines that rake in personal data that reinforces these avatars and empowers them to make more accurate predictions for each user. These are designed to keep the users glued to the screen because our attention is what is being sold to advertisers in Lanier's words "it is the gradual, slight, imperceptible change in your own behavior and perception that is the product being sold on social media" (Jaron, 2018). Attentions are the only products being sold on social media. That is what is available for them to make money from; by changing what we do, how we think, and whom we are inevitably changes popular culture.

However, we must still go to the "very heart" of these systems. There is also a need to build a sub-discipline of software studies known as algorithm studies, which explains how algorithms are producers of knowledge about the world, as well as how they produce information that is subsequently used to change the world in a recursive manner (Rob Kitchin, Martin Dodge, 2011). Kitchin and Dodge define popular culture as "code/space" because it relies on software and algorithms to function (2011). When examining the culture, this must be taken into account. The importance of agency, visibility, and prediction has been discussed in this article. When learning

about culture, the most crucial thing to know is that algorithms do not only anticipate what individuals will do next but by altering cultural relationships and molding our cultural landscapes, algorithms have the power and aptitude to make us like things. They are both descriptive and prescriptive, according to KDM Mcconnaughay and FA Bazzaz (2016)). As a result, some people believe that the entire ontology of taste-making may alter. These ideas and interactions will always be followed because they shape our cultural landscapes and the things we encounter. A close examination of the MP3 format reveals what Sterne (2013) refers to as "algorithmic culture", which explains why we adopted the format. If this is the case, it is critical that we begin to understand how algorithms are tied to culture — some of our assumptions about how culture functions and influences social connections may need to be revised.

Methodology of Study

The information for this study was gathered using a qualitative research methodology. The data was gathered from a carefully chosen group of people who are believed to be technologically savvy and familiar with social media platforms. Personal information was provided for this study by 30 people ranging in age from 18 to 45 years and older. An in-depth interview method was used in conjunction with a questionnaire to collect samples. Individual phone interviews were conducted with each respondent in order to obtain the best possible answer for this research paper. Respondents were given questionnaires, and one-on-one phone interviews were conducted with every one of them.

Data Analysis and Findings

Q1: Time Spent on Social Media

From the answer of the respondents, 77.3% indicated that they spend an average of five hours or more on social media platforms. This is much time that can be used to influence their way of life, thereby influencing popular culture.

Q2: Social Media Platforms Presence

A majority of our respondents indicated that they were registered on several social media platforms such as Twitter, Facebook, Instagram, LinkedIn, Snapchat, WhatsApp, TikTok, and Telegram.

Q3: Unplugging from Social Media

The 30 respondents in an in-depth interview were again asked if they could stay off their phones for at least one week. Shockingly the responses were quite impressive. Because of the addictive nature of social media, the expectation was that a lot more people would not be able to stay off of their phones for even a day. But 50% of the respondent claimed that they could stay off of their phones for up to a week. 36.4% said they could not, 9.1% said that they could definitely stay off their phones for a week, and the rest were unsure. This response indicates that a lot more people have not totally lost control of the addictively manipulative social media.

Q4: Social Media and Popular Culture

81.8% of our respondents indicated that social media affects their ideas, customs, and their overall social behavior while 9.1% of the respondent emphatically stated that social media, beyond any shadow of a doubt, affected popular culture. Nobody responded negatively in addition as some of the respondents were unsure of the effects on pop culture on social media. Other respondents were of the opinion that social media does not change culture; rather, social media refines and defines popular culture.

Q5: Ways Social Media Affects Popular Culture

The respondents had a couple of interesting replies to give:

"The world has become smaller because social media now enables shared experiences. All aspects of culture are being influenced daily leading to modification." (R-12)

"Social media is a social society consisting of people with different beliefs of what life and situations are all about, and as such, one may tend to believe and accept what he/she sees on social media, not considering that social media is not totally real. We tend to believe what we see on social media as part of our lives, especially when what we see conforms to

the situation we are in; it then feels like a confirmation, and as such, we assume them to be a reality" (R-16)

"It affects what we see as stereotypes and dilutes things that we would on a normal day refute. It gives us information fast..." (R-4)

"Sharpens our social culture" (R-2)

Q6: Social Media Algorithms

It consists of rules and data that assist people in deciding what they want to see on social media. Social media sites use different algorithms for each person who uses social media. This means that no two people will see the same social media news feed because each person's algorithms are unique. According to a few of our respondents:

"A set of codes or instructions that run at the back end of each platform, making it behave in certain ways if and when certain criteria are met." (R-18)

"These are predictive analytic codes that deliver content to you based on your biological profile, geolocation, and the habits you have online." (R-20)

Q7: How Social Media Algorithms Affect Individual Choices

After explaining what social media algorithm is, our respondent went on to explain how social media algorithms play their role in refining and defining pop culture. Respondents R8 and R18 said:

"Algorithm's record, track, analyses and predict user preferences. Thus, they can also be used to control users to do certain processes on the platform. For instance, on Instagram, you get more views for a reel post than for a picture post. So, users who want more posts would make reels rather than post pictures. Furthermore, if your reel is more educational than entertaining, you get fewer views. The more entertaining your reel/post is, the more views you are likely to get. Even on YouTube." (R-9)

"It presents your contents based on assessments of your activities. These assessments are mostly assumptions so contents that do not agree to one choice can be presented, there's creating a conflict." (R18)

Our respondent's view agrees with Jaron, who explains that each time you get on any social media platform, your activities are recorded in detail, used to make more accurate predictions for you the next time you come online. (Lanier, 2018).

Q8: Popular Culture and Social Media Algorithmic Interactions

Most of the respondents believe that there is no doubt an interaction between popular culture and the social media algorithm. According to several respondents, the popular option help is that social media algorithms work hand in hand to bring about change in users' behavioral patterns and, eventually, the prevalent culture.

"It interacts with popular culture because it guides the opinion of individuals" (R-13)

"They work hand in hand. An algorithm is a promotional tool or tactic, feeding consumers with what is trending at the time." (R-14)

Discussion of Findings

An investigation of the influence of social media on popular culture is the focus of this paper. The first research goal is to see if social media affects popular culture. According to our in-depth interview, social media has a significant influence on popular culture. The finding shows that 81.8 percent of the 30 people who took part in the in-depth interview said 'yes' when asked if social media impacted popular culture, 9.1 percent said 'definitely yes', and the rest were unsure. Ninety-two percent of respondents agreed that social media spreads popular culture, while less than ten percent were unsure. Given this finding, it is clear that social media directly influences popular culture. (Safia, Chai, Frimpong, & Akram, 2019)

The second goal of this study is to ascertain how social media usage affects the refinement and definition of popular culture. Those who responded stated that

R6 one of the ways cultures are refined and defined by social media is "by recycling the loudest opinions, who may not necessarily be the majority of opinions.

R7 also stated that "whatever the elite want to sell as culture is what is transmitted via social media. Whatever trends on social media is determined by a selected few. And the gregarious nature of mankind to follow what trends is what will emphatically become popular."

R30 said that "popular culture is constantly defined and refined by social media algorithms"
And then:

R16 explained that "social media algorithms are predictive analytic codes that deliver content to you based on your biological profile, geolocation, and online habits" in other words, social media delivers content to you based on the digital avatar that has been created for each social media user from the personal information of the user, provided each time they go online.

The third objective of this work is to determine whether popular culture influences social media. Most of the respondents' responses indicated that popular culture definitely affects social media in many ways, one of which is what trends on the social media platforms. It is important to note that social media platforms do not generate content on their own. They thrive and function with whatever content they are imputed with. Social media algorithms, as stated by R19, are "A set of codes or instructions that run at the back end of each platform, making it behave in certain ways if and when certain criteria are met."
As stated by R7,

"Whatever the elite want to sell as a culture is what transmitted via social media. Whatever trends on social media is determined by influencers. And the gregarious nature of humankind to follow what trends is what will emphatically become popular.

Respondent19 further collaborated the fact that social media algorithms do not produce content.

R19 asserts that: "It just presents you with contents based on assessments of your activities. These assessments are mostly assumptions, so content that does not agree with one's choice can be presented, thus creating a conflict.

Popular culture is the prevalent way of life at a particular time. The posts and contents such as music, entertainment, lifestyle, etcetera that go up at certain times are prevalent at that particular time. Social media algorithms study the input and basically drive the popular culture with the most tracking, which most times are the topics being peddled by social media influencers.

R15, Makes the point clearer: "they promote ideas that influencers push out. This may be based on who their sponsors are and not necessarily what's true or good".

The use of social media algorithms is one of the most visible effects of social media on popular culture. Although the role of mass media in socialization cannot be denied, this study shows that the refining and defining of popular culture has continued through social media as values and experiences are passed down to others through posts, comments, likes and shares, as well as other forms of communication on social media sites.

Based on the theoretical frameworks that underpin this research, the selective process theory and the social influence theory, both theories help to explain how social media has a significant impact on popular culture and how popular culture influences social media platforms. They understand that people prefer messages and media that are consistent with their current beliefs, values, and ideas to messages and media that are inconsistent with their current beliefs, values, and ideas. Social media platforms use algorithms to ensure that the contents that users see first are the ones that seem most relevant to their way of life and the ones that social influencers/elite would want to present to users in order to elicit a specific response, rather than the most recent. As a result, users are more likely to engage in social interactions with the first piece of content, they see. For example, when you scroll through your Instagram feed, the posts you see and the stories from your friends that appear first on your dashboard are all based on algorithms.

The job of an algorithm is to ensure that users receive accurate information. Because each social media platform has so much content, algorithms are used to help people find what they are looking for more quickly. Algorithms are used to discover content that people find more "interesting" than irrelevant or low-quality posts.

When it comes to the algorithms that deliver content, social media platforms will occasionally make it clear which content they believe is worthy of being promoted on their site. It's also important to remember that social media platforms are businesses, and marketing helps them make money. This can occur when a brand or piece of content that public pages wish to promote is paid for by social media in order for the algorithms to display it to more people.

Algorithms are frequently developed with the goal of increasing awareness or interest in a particular subject in the digital society. As a result, some users may notice an increase in posts about nutrition and diet, foreign cinema, politics, or a particular way of life in their feeds, which conditions their thought and way of life by refining and defining their set of ideas, customs, and social behaviors at specific times.

The algorithm of social media platform uses sensitive data such as the user's geographical location, the friends and acquaintances with whom they interact the most, the pages and hashtags that they frequently search for, and so on. (Golino, 2021)

Algorithms shape social media users' opinions and interests and, consequently, what is popular at any given time. Algorithmic design influences the spread of culture while also refining and defining culture at specific points in time. So, based on the empirical evidence presented above from a diverse group of respondents, we concluded that social media has a significant impact on popular culture.

Modern communication technologies have had a significant impact on cultural norms and practices. Social media has been heralded as a powerful tool for influencing cultural norms and human behavior. Some people believe that social media is to blame for these influences. Borderless social media may have allowed it to cross-cultural boundaries. Facebook was the social media platform that brought people together from all over the world, regardless of their cultural backgrounds. Uploading media content may result in a cultural invasion. There are numerous social media platforms, for example, with influencers advocating for various values and practices. Local cultures began to fade as a result and are now refined and defined by a universal phenomenon. Fashion and lifestyle are two examples of refined and defined cultural values.

Recommendations

- Governments, businesses, international organizations, and individuals must consider online security by enforcing more laws that strengthen and protect attribution management and digital privacy augmentation.

- The fabric of a healthy society is dependent on our ability to move away from the gruesome social media model and develop a model that is effective for both humanity and technological advancement.

- In order to escape the tassels and hassles of social media and all that it involves, like the algorithms, etc., social media users should intermittently disconnect themselves from the platforms for a set period of time and then reconnect after the set time.

- More research on the influence of social media algorithms on popular culture should be carried out.

- Tech companies should form an industry coalition and take proactive steps to self-regulate now in order to maintain sanity first amongst the various social media networks, then amongst individuals, and by extension, the world. While it is critical to take into account the unique characteristics of the digital environment, tax regulations should apply equally to online and offline operators.

Conclusion

To summarize, social media serves as an ideological tool in the hands of world powers, and it serves to legitimize the ruling authority. The social media-shaped narrative tries to persuade, in fact, manipulate people to view events and situations in accordance with the narratives of world powers. Today, social media is in a position to dictate and repeat people's daily lives all over the world. The core narrative of this reproduction is to persuade the public to accept the consuming philosophy. "Yesterday, it was the people who determined the public will," writes Irfan Erdoan (folk poets, folk stories, folk mournings). Today, popular culture is defined by social media, which employs advertising as a trade-oriented commercial force. In other words, the people's idea of the popular has been taken away from them (Ozgen, 2019)." Social media has impacted many actors in social life to such an extent that, regardless of their political and historical circumstances, it has made them to become addicted to their own reality.

The use of social media has had a significant negative impact on popular culture; however, asserting or insinuating that social media has had no positive impact on popular culture is a fundamental fallacy. It is a situation in which two sides of the same coin exist. While social media has harmed our way of life, it has also had a positive impact, playing an important role in refining and defining culture. One of the challenges is that the negative impact of social media has become more visible than the positive impact due to its unregulated and unguided methodology.

This report offers some research directions for future studies. This study aims to look into the connection between popular culture and social media. Through some fundamental studies, the activities of social media (particularly in the area of social media algorithms) in the sphere of popular culture and its harmonizing functions within the system can be investigated in greater depth.

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