

Social Media Youth and Culture Influence

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Abstract

Social media has become an important part of modern life & plays a powerful role in shaping culture. This study investigates the influence of social media platforms such as Instagram, Twitter & YouTube on Indian & Western cultures. Using hashtag & sentiment analysis, the research examines public opinions & emotional responses to cultural content shared online. The study aims to understand how social media shapes youth lifestyles, cultural perceptions & cross-cultural interactions. Findings highlight both positive impacts like cultural awareness & exchange & negative effects, such as misinformation & stereotyping, providing insights into managing social media's cultural influence effectively.

Introduction

In the digital age, social media platforms such as Instagram, YouTube, and Twitter (now X) have become more than just communication tools; they serve as powerful spaces for cultural exchange, identity formation, and lifestyle transformation. With millions of daily active users, these platforms influence how individuals perceive themselves and others, how communities evolve, and how traditions are preserved or reshaped. Social media is no longer limited to entertainment or networking; it has become a central medium through which cultural norms, values, and behaviours are transmitted and challenged.

The influence of social media on culture is a two-way process. On one hand, Indian culture with its traditions, festivals, and linguistic diversity finds wide visibility through hashtags, reels, and short videos. On the other hand, Western culture spreads rapidly among Indian youth through global trends, digital advertisements, lifestyle vlogs, and celebrity endorsements. This cultural exchange leads to hybrid identities where young people simultaneously celebrate local traditions while adopting global fashion, food, and communication styles.

The importance of this study lies in its attempt to measure and analyze the impact of social media on cultural dynamics and youth lifestyles. Platforms like Instagram and YouTube create spaces for showcasing creativity, influencing fashion, music, language, and even political opinions. Twitter, through hashtags, drives social awareness and mass participation in debates, thereby shaping collective consciousness. However, this influence is not always positive. Excessive consumption of Western trends sometimes leads to cultural dilution, identity conflicts, and reduced attachment to native traditions. Similarly, the spread of misinformation and stereotypes on social platforms can distort cultural understanding.

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By using hashtag analysis and sentiment analysis powered by Artificial Intelligence (AI), researchers can uncover deeper insights into how youth engage with cultural content online. For example, analyzing hashtags related to Indian festivals (#Diwali, #Holi) alongside global trends (#Halloween, #Christmas) can reveal patterns of cultural adaptation, acceptance, or rejection. Similarly, sentiment analysis helps to identify whether online discussions reflect pride, criticism, or neutrality toward cultural practices.

The significance of this research extends to multiple domains. For sociologists and cultural scholars, it provides empirical evidence of cultural transformation in the digital era. For policy makers and educators, it highlights the need for digital literacy and cultural preservation strategies. For youth and content creators, it offers awareness of how their choices contribute to shaping broader cultural narratives. In essence, the study not only evaluates the positive opportunities offered by social media—such as inclusivity, cultural awareness, and global connectivity—but also addresses the challenges of identity loss, cultural homogenization, and over-dependence on virtual validation.

Thus, this research is a step toward understanding the delicate balance between tradition and modernity in the age of digital globalization. It acknowledges the role of social media as both a cultural bridge and a cultural disruptor, making it an important area for academic and social inquiry.

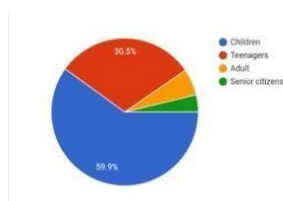
Objectives of the Study

The primary objectives of this study are as follows:

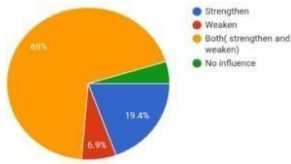
1. To examine how social media influences cultural values, traditions, and identity.
2. To analyze both the positive and negative impacts of social media on culture.
3. To understand the role of social media in shaping youth identity.
4. To evaluate how social media affects the mental health of young people.
5. To suggest responsible use of social media for promoting cultural respect and inclusivity.
6. To explore the role of youth, influencers, and online communities in shaping cultural practices.
7. To examine the role of social media in peer relationships.

Data Analysis:

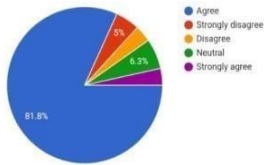
1. Which generation is most influenced by social media culture.



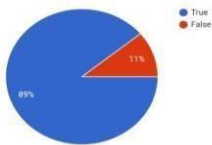
2. In opinion, your does social media overall strengthen or weaken cultural identity?



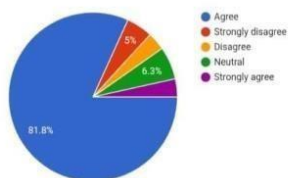
3. I have learned new cultural practices (food festival, language, clothing, etc) through social media



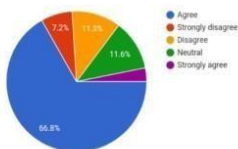
4. Social media influencer plays a major role in shaping culture values.



5. I feel that global social media trends (fashion, music, lifestyle) are replacing my local traditions



6. I believe social media has a stronger influences on my identity than family, school or community



Hypothesis

H1: My education level influences how interpret cultural content on social media.

	O _i	E _i	O _i -E _i	(O _i -E _i) ²	(O _i -E _i) ² /E
Agree	215	63.80	151.20	22,861	358.3
Strongly disagree	19	63.80	-44.80	2,007	31.45
Disagree	28	63.80	-35.80	1,281	20.07
Neutral	49	63.80	-14.80	219.0	3.43
Strongly agree	8	63.80	-55.80	3,113	48.79
Total	319	-	-	-	462.04

$$\Sigma(O_i - E_i)^2 / E = 462.04$$

$$\text{Degree of freedom} = 5 - 1 = 4$$

$$\text{Calculated } \chi^2 = 462.04$$

$$\text{Tabulated } \chi^2 = 9.49$$

Since $462.04 > 9.49$, Hypothesis Rejected.

H2: Social media influencer plays a major role in shaping cultural values.

	O _i	E _i	O _i -E _i	(O _i -E _i) ²	(O _i -E _i) ² /E
True	284	159.5	124.5	15,500	97.17
False	35	159.5	-124.5	15,509	97.17
Total	319	-	-	-	194.34

$$\Sigma(O_i - E_i)^2 / E = 194.34$$

$$\text{Degree of freedom} = 2 - 1 = 1$$

$$\text{Calculated } \chi^2 = 194.34$$

$$\text{Tabulated } \chi^2 = 3.841$$

Since $194.34 > 3.841$, Hypothesis Rejected.

Conclusion

Social media has become a powerful force shaping youth culture in today's world it influences how young people communicate, express themselves from identities and engage with society while it provides opportunities for creativity, awareness and connection, it also brings challenges such as peer pressure misinformation and mental health concern, the impact of social media on youth culture is therefore a balance of positive and negative outcomes, depending on how it is used. Encouraging responsible use, digital literacy and mindful engagement can ensure that social media continues to enrich rather than harm the lives of young people. In generation lot of people misuse of social media that effect on his mental health. The influence of social media on youth culture is therefore a way forward lines in using social media mindfully, ensuring that its impact strengthens rather than weakens the values and potential of the younger generation.

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