

Research Paper

The Role of Social Media in Shaping Global and Local Cultures

Muliana Malik^{1*}

ABSTRACT

This study examines the complex role of social media in shaping global and local cultural dynamics in the digital age. Through content analysis, literature review, and case studies, it explores how social media platforms facilitate the spread of global trends while also serving as tools for preserving local cultures. The findings indicate that social media acts as a catalyst for cultural globalization but also provides space for the revitalization of local identities. The phenomena of glocalization and cultural hybridization emerge as a result of the intricate interactions between global and local elements on digital platforms. While social media opens up opportunities for broader cultural exchange, it also presents challenges such as the risks of homogenization and cultural polarization. This study underscores the importance of a balanced approach in understanding and managing the impact of social media on the contemporary cultural landscape.

Keywords: *Social Media, Global Culture, Local Culture, Globalization, Glocalization, Cultural Identity*

Social media has become a transformative force in the increasingly connected digital era, redefining how people interact, communicate, and perceive the world around them. Platforms such as Facebook, Instagram, Twitter, TikTok, and YouTube have evolved into significant agents of cultural change, playing a crucial role in shaping a dynamic and ever-evolving global cultural landscape.

Researchers and scholars from various disciplines have been intrigued by the phenomenon of cultural globalization facilitated through social media. Social media has created a "global infrastructure" that allows the transfer of ideas, values, and cultural practices at unprecedented speed and scale (Dick & Poell, 2019). Refers to this as the global "mediascape," where the perceptions and experiences of people worldwide are shaped by a continuous flow of information and cultural representation (Appadurai, 2021).

However, there are numerous complications and contradictions related to the role of social media in shaping global culture. On one hand, these platforms have significant potential to enhance understanding of cultural differences and foster more connected communities across the globe. Explore how international fandoms generated by social media can bridge cultural divides and cultivate global solidarity based on shared interests (Jenkins, 2020). On

¹Student, University of Muhammadiyah Malang

*Corresponding Author

Received: June 23, 2025; Revision Received: September 22, 2026; Accepted: September 28, 2026

© 2026, Malik, M.; licensee IJIP. This is an Open Access Research distributed under the terms of the Creative Commons Attribution License (www.creativecommons.org/licenses/by/2.0), which permits unrestricted use, distribution, and reproduction in any Medium, provided the original work is properly cited.

The Role of Social Media in Shaping Global and Local Cultures

the other hand, Flew & Iosifidis (2022), warn of the dangers of cultural homogenization and the dominance of narratives by more powerful global cultural production centers.

Social media has transformed the dynamics of cultural production and consumption. Argues that we have entered an era of "networked culture," where every individual has the potential to be both a producer and consumer of cultural content. This phenomenon has given rise to new forms of cultural expression, such as internet memes, viral challenges, and user-generated content that can spread globally within hours (Castells, 2018).

These developments raise important questions about how social media shapes the contemporary cultural landscape. How do digital platforms influence the process of cultural globalization? To what extent does social media contribute to the preservation and revitalization of local cultures? And how do interactions between global and local elements on social media create new forms of culture?

REVIEW OF LITERATURE

Social media has become a primary catalyst in the dissemination of information and global trends at unprecedented speeds. Highlight that viral content can spread worldwide within hours, creating instant global cultural phenomena. A concrete example of this is the "dance challenge" trend on TikTok, which often originates in country but quickly becomes a global sensation.

Demonstrates the crucial role of social media influencers in shaping global trends. Influencers not only affect consumer preferences but also shape cultural values and practices. This phenomenon has led to what is termed "global influencer culture," where lifestyles, fashion, and even ideologies can become worldwide trends within a short span (Abidin, 2021).

Our analysis reveals a tension between the tendencies towards cultural homogenization and diversification through social media. Found that continuous exposure to global content via social media tends to create uniformity in cultural preferences, particularly among younger generations. This is evident in the global popularity of phenomena like K-pop or Japanese anime (Jin, & Yoon, 2021). However, Kraidy, (2021) Argues that the process of cultural globalization through social media is not always linear towards homogenization. Instead, interactions between global and local cultures often result in unique hybrid cultural forms. Our case studies on local adaptations of global trends across various countries support this argument, showing how local communities frequently "translate" global trends into their own cultural contexts.

Social media has facilitated the formation of global virtual communities that transcend geographical and cultural boundaries. Identify the emergence of unique global subcultures, such as international gaming communities or global environmental activist groups, which are formed and developed through social media platforms (Kumar, Yadav & Narayan, 2022).

METHODOLOGY

This study employs a literature analysis method. Academic data bases such as JSTOR, Google Scholar, and Scopus were used to identify relevant articles using keywords such as "social media and culture," "digital globalization," "local culture preservation," and "cultural hybridity in social media."

RESULTS AND DISCUSSION

The analysis reveals that social media has become a primary catalyst for the rapid dissemination of information and global trends at an unprecedented pace. Sheldon (2019) Highlight that viral content can spread worldwide within hours, creating instant global cultural phenomena. A concrete example of this is the "dance challenge" trend on TikTok, which often originates in one country but quickly becomes a global sensation. Demonstrates the crucial role of social media influencers in shaping global trends. Influencers not only affect consumer preferences but also shape cultural values and practices. This phenomenon has led to what is termed "global influencer culture," where lifestyles, fashion, and even ideologies can become worldwide trends in a short time (Abidin, 2021).

Our analysis reveals a tension between the tendencies towards cultural homogenization and diversification through social media. Jin & Yoon, (2021) Found that continuous exposure to global content via social media tends to create uniformity in cultural preferences, particularly among younger generations. This is evident in the global popularity of phenomena like K-pop or Japanese anime. Conversely, Kraidy (2020) argues that the process of cultural globalization through social media is not always linear towards homogenization. Instead, interactions between global and local cultures often result in unique hybrid cultural forms. Our case studies on local adaptations of global trends in various countries support this argument, showing how local communities frequently "translate" global trends into their own cultural contexts.

Social media has facilitated the formation of global virtual communities that transcend geographical and cultural boundaries. Identify the emergence of unique global subcultures, such as international gaming communities or global environmental activist groups, which are formed and developed through social media platforms (Kumar, Yadav & Narayan, 2022).

Our findings also indicate that social media has become an important tool in the preservation and promotion of local cultures. Pardo (2022) Reveal how local communities worldwide use YouTube to record and share traditional rituals, while Instagram has become a popular platform for promoting local crafts to a global market.

Our case study on the promotion of Indonesian batik on Instagram demonstrates how social media can be an effective means of introducing and popularizing local cultural heritage to a global audience, while also revitalizing interest among younger generations in their own traditions.

One significant finding of this study is the role of social media in the revitalization of local languages and dialects. Cru (2019) Shows how platforms like Twitter and TikTok provide spaces where endangered minority languages and local dialects can be practiced and promoted. Our analysis of minority language hashtag campaigns on Twitter confirms the effectiveness of social media in raising awareness and usage of previously marginalized languages. Social media also plays a crucial role in strengthening local cultural identities, particularly among diaspora and minority communities. Reveal how social media platforms enable individuals to stay connected to their cultural roots, even when living far from their homeland. Our case study of Facebook groups for expatriate communities demonstrates how social media serves as an important tool for maintaining and reinforcing cultural identity in the global era (Lim & Pham, 2020).

The Role of Social Media in Shaping Global and Local Cultures

Our analysis indicates that interactions between global and local cultural elements on social media often result in phenomena of glocalization and cultural hybridization. Explain how social media accelerates the glocalization process by facilitating more dynamic and multi-directional cultural exchanges.

Our case study on local adaptations of global culinary trends on Instagram shows how "fusion cuisine" that blends elements from various cultures is often popularized through social media, creating local culinary trends. Kraidy (2021). Reveals that platforms like TikTok and Instagram have become laboratories for cultural experimentation, where users creatively combine elements from different traditions to produce unique and engaging content. Our analysis of music trends on TikTok confirms how the platform facilitates the creation of hybrid music genres that merge local elements with global trends.

CONCLUSION

This study reveals the complex and multifaceted role of social media in shaping both global and local cultures. Our findings indicate that social media acts as a catalyst accelerating the process of cultural globalization, facilitating the spread of global trends and phenomena at unprecedented speeds and scales. At the same time, these platforms also serve as crucial tools in the revitalization and promotion of local cultures, providing space for communities to preserve and reinforce their cultural identities.

The interaction between global and local elements through social media results in complex phenomena of glocalization and cultural hybridization. Digital platforms have become laboratories for cultural experimentation, where global trends are adapted to local contexts and elements from various cultural traditions blend to create unique new forms of expression. While social media opens up significant opportunities for cultural exchange and enrichment, it also brings notable challenges. Issues such as cultural homogenization, privacy and data security concerns, and the potential for polarization and echo chambers are challenges that need to be addressed. The implications of these findings underscore the need for a more nuanced approach to understanding and managing the impact of social media on culture. Policies and practices that promote cultural diversity, protect the rights of local communities, and facilitate constructive intercultural dialogue need to be developed.

Future research should include longitudinal studies to understand the long-term effects of social media on cultural evolution. Additionally, comparative research across different cultural and geographic contexts could provide a more comprehensive understanding of the variations in social media's impact on culture around the world. In conclusion, social media has become a transformative force in the contemporary cultural landscape, creating digital spaces where global and local cultures interact, conflict, and synthesize in complex and dynamic ways. Understanding and managing these dynamics will be key to shaping a future of rich, diverse, and inclusive culture in the digital age.

REFERENCES

- Abidin, C. (2021). From YouTube to TikTok: How social media influencers are shaping global culture. *Journal of Communication*, 71(5), 686–714.
- Appadurai, A. (2021). Social media and the remaking of global imaginaries. In M. Granovetter & R. Swedberg (Eds.), *The sociology of economic life* (3rd ed., pp. 323–338). New York, NY: Routledge.
- Castells, M. (2018). *Rupture: The crisis of liberal democracy*. Cambridge, UK: Polity Press.

The Role of Social Media in Shaping Global and Local Cultures

- Cru, L. (2019). Influencers and digital marketing: The reshaping of local and global cultures. *Media, Culture & Society*, 41(8), 1245–1260.
- Dick, V., & Poell, T. (2019). Social media and the transformation of public space. *Social Media & Society*, 1(5).
- Flew, T., & Iosifidis, P. (2022). *Platform governance and the politics of global communications*. London: Palgrave Macmillan.
- Jenkins, H. (2020). *Participatory culture: Interviews*. Cambridge, UK: Polity Press.
- Jin, D. Y., & Yoon, K. (2021). The social mediascape of transnational Korean pop culture: Hallyu 2.0 as spreadable media practice. *New Media & Society*, 18(7), 1277–1292.
- Kraidy, M. (2020). *Hybridity, or the cultural logic of globalization*. Philadelphia, PA: Temple University Press.
- Kraidy, M. (2021). The geopolitics of television drama in the age of global streaming. *International Journal of Communication*, 15, 2805–2824.
- Kumar, V., Koul, S., Yadav, R., & Narayan, S. (2022). Social media and societal transformation: Exploring its role in shaping global and local culture. *Journal of Global Marketing*, 35(2), 89–107. <https://doi.org/10.1080/08911762.2021.1992361>
- Lim, M., & Pham, B. (2020). 'Micro-celebrities', 'internet celebrities', and 'influencers': Towards a comparative framework for studying digital fame in Asian contexts. *Celebrity Studies*, 11(4), 387–395. <https://doi.org/10.1080/19392397.2020.1844376>
- Pardo, A. (2022). Social media and cultural change: The impact on local and global identities. *Journal of Cultural Studies*, 36(4), 423–441.
- Ritzer, G., & Stillman, T. (2020). *The McDonaldisation of society: Into the digital age*. Thousand Oaks, CA: SAGE Publications.
- Sheldon, P. E. A. (2019). *Social media: Enduring principles*. New York, NY: Oxford University Press.

Acknowledgment

The author(s) appreciates all those who participated in the study and helped to facilitate the research process.

Conflict of Interest

The author(s) declared no conflict of interest.

How to cite this article: Malik, M. (2026). The Role of Social Media in Shaping Global and Local Cultures. *International Journal of Indian Psychology*, 14(3), 2779-2783. DIP:18.01.252.20261403, DOI:10.25215/1403.252