Culture and Technology: An Inevitable Correlation

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ABSTRACT

Technology shapes distinctive cultures and differentiates one from another. It also permits humans to intermix and comprises the elements of tradition such as travel, food, government, education and art. Technology is impeded in human life and culture too. In various parts of the world, it has been used for connecting and refreshing people. But the impact of technology in culture and the cultural defeat by means of technologies in today's world is unknown. Employing the impact, diffusion, the changes occurred as the technology underwent a developmental process that really needs to arrive and be analysed. Technology makes people walk in new phases of life along with cultural values. Society and culture set the priorities for the development of science and technology. Technology and society or generation and tradition refers to co-dependence, co-affect and co-manufacturing. This unbreakable connection existed from the beginning of mankind and it has always been a matter of topic whether technology is boon or bane for society. The impact of technology on culture, tradition and social values is undoubtedly huge and classified as how it results in this society today and how it influences human activities.

Keywords: technology, culture, impact, variation, society.

Introduction

Culture refers to the intellectual and moral characteristics standard of a particular society or era. This includes, for example, art, literature, music, and philosophy. It can also refer to the way people behave towards each other, including their values and morals. Culture is often seen as something that distinguishes humans from other animals, and also thought to be one of the things which make humans unique as species. Culture is the collective term to identify the ideas, customs and social behaviour of a particular people or society. Culture is a vast area and a particular culture can be observed among a particular group of people which was created by a group of people, over a long period of time. While traditions are the ideas and beliefs that are passed down from one generation to another generation as a part of a culture. Many cultures have common rituals and ceremonies that are passed down from generation to generation. These rituals and ceremonies help this world to keep the culture alive and pass it on to the next generations.

Objectives

The research aims

- To find the relationship between culture and technology

- To find significance of culture and technology in relation with modern generation
- To explore the rise and fall of culture and technology in relation to one another

Methodology

Theoretical research is a logical exploration of a system of beliefs and assumptions. This kind of research includes theorizing or defining how a cyber system and its environment behave by exploring or playing out the implications of how it is defined. The paper entitled "Culture and Technology: An Inevitable Correlation" is done based on the theoretical research method. The research is made through numerous observations which includes articles, web documents and facts.

Culture and Technology

There has always been a connection between culture and technology. Technology has always influenced human culture just as culture has sparked advancements in technology. There is a complex relationship between both culture and technology. There are no real starting or ending points in this case. They both interconnect to influence each other as they develop and change overtime. In the 19th, 20th and 21st centuries, technology and culture both significantly influenced one another. Owing to the evolution of culture over the decades, technology has also developed in many ways. Technology is an imperative term which is incorporated in all aspects of culture including travel, food, government, education and art.

Technology shapes different cultures and differentiates one from another. It allows people to intermingle. Through the development of computers and teleconferencing, a specialized learner can access knowledge through a conference halfway across the world without leaving a person's home. Technology does allow for every opportunity to be afforded, but creates more opportunity than in the past. These technological advancements allow the opportunity previously separated by socioeconomic status to be taken away. Established traditions and customary ways of life are dislocated by the invasion of foreign influences and images from the new global cultural industries which traditional communities find particularly seductive, impossible to reject, but difficult to contain.

Current Technology

Worldwide communications nowadays are stimulated through cultural variations, like email, mobile phones, etc. In this generation, people started using technologies as their day-to-day life's routine, and it ended up becoming one's culture. Technology started ruling the world and it is more common and an easiest way to connect with people. During Covid-19, people who are not aware of technology have also ended up using technology to spend their time.

Academics and universities commenced technologies as a main source to reach students. Technology plays a major role in connecting people without delay. Technology also additionally given the modern gadgets in current decades, like smartwatches, tablets, and voice assistant gadgets. Those gadgets enable people to switch cash immediately and make purchases for the whole lot from clothes, meals, delivery, groceries, furniture and more.

Technology has modified traditional modes of entertainment, how people meet each other and consume all types of media. It also makes advancements in safety when it comes to home security and medical devices in a more user-friendly manner. Technology is not only increasing the human lifespan but also the way we live (Barbara's Bray). Initiated with the use of the printing press, allowed the masses to receive news, read books and attend school. Communities developed within large cities to protect and sustain the different cultures. Every nation and its community have their own identical coherence, culture, tradition and social norms and values. After seeing successful technology like Alexa, Google Assistant, Cortana and self-driven cars, Artificial Intelligence (AI) has generated plenty of noise from the users. Artificial Intelligence is one of the new traits which highlighting and triumphing inside the IT enterprise for the last five years. Introducing the world's first artificial womb facility, powered entirely by renewable energy. It is known as Ectolife which allows a barren couple to conceive a baby and become the true biological parents of their own offspring. It is considered as the best invention for women who have complications in their uterus due to cancer or any other surgeries.

Premature births and C-sections will soon be a thing of the past. It allows the baby to develop in an infection free environment, the facility features seventy-five highly equipped labs and each state of the art lab can accommodate up to four hundred growth pods or artificial wombs. A single building can incubate up to thirty thousand lab grown babies per year. This current invention can be considered as the best creation of all. AI provides a computer program the ability to think and learn on its own. It is a stimulation of human intelligence into machines to do things that we would normally rely on humans. Chat GPT, Google Bard, Microsoft Bing, and such AI programs strive for the whole educational system with extraordinary solutions.

Earlier and Current Generation in Culture and Technology

In the past, writing letters, sending faxes, or using wired telephones were the best way to communicate remotely with someone. In order to connect with someone today, there are many more efficient options available. Modern technologies are the outcomes of the advancement of traditional technologies. As the time passes, the new innovations replace the older ones based on the existing concept of knowledge and ideas. For instance, if one compares

the television before ten to fifteen years and now, they can find vast differences between them. The televisions at that time used to be very heavy with black and white screens and antennas were required in order to operate them. But now, the TVs are found in many shapes and sizes with various specifications. In the market, customers can find the traditional televisions with improved and additional features. One can spend their time on social media, chatting, video calling, mailing someone or else through audio call. These new methods can help people to keep in touch with loved ones, especially when people live in remote areas and to monitor aged relatives who live alone.

Social media is a great way to keep in touch, in general, allowing one to see what their loved ones are doing through the photos and updates of their posts. Wired phones replaced with smartphones. Hand written letters dispatched through postal carriers changed through emails which might be added in seconds. Film cameras also updated into digital and Map books used to find out a way to attain vacation spots which were modified into Google's map. In meetings, senior employees prefer notepads and pens while the younger workers bring their smartphones and gadgets to take notes. Devices and gadgets which are used today were radically different in the past. Some of the first gadgets and devices were simple, so big and controversial, only few people had access to the gadgets. In this century, technology becomes simple and everyone attempts to access it.

The current generation learners can collaborate on institution tasks using technology - based tools such as wikis and google docs. The walls of the classrooms are no longer a barrier for the learners for communicating and working collaboratively. It also changes the role of the teachers and the learners. Culture is segregated when people start using technology in their daily life, the way their culture is brought up changes to technology which also influences the world. The relationship among technology and culture is cyclical. Logically, a culture develops technology based on the needs or desires of the people. Technology spreads and it is absorbed into the lives of the people and it affects their culture and way of life.

Impact of Technology in Culture

Technology is changing every aspect of human lives. The benefits provided by new digital approaches are having a huge impact on this society. However, one of the greatest business challenges is not about the devices, software or solutions, it is about how people manage the process of cultural change. In agriculture, the introduction of machines for sowing and harvesting greatly reduces the need for manual labour. There was less need for large families to work on farms. In the criminal justice system, the ability to examine innocence through DNA testing has saved the lives of people on death row. The amount of inequality to

access the technology also increases. There are two forms of divisions which give unequal access to technology. In that, the higher income people have greater access to technology than lower income people. It is known as 'digital divide' and then it creates the second division called 'knowledge gap'. Few colleges have the best technical labs with the latest gadgets that increase the possibilities of gaining good proficiency. On the other hand, with less technological resources, they will not gain any growth which is not enough for their job market. Technology also has a great impact on a global scale.

In one way, technology impacts global cultures through media globalization. It is known as the main way to influence people through media technology. People are able to get information immediately because of mobile phones and the internet. One of the biggest advantages of these technological advancements is that it led to increasing the sense of globalization and bringing together people across boundaries. Now with technology, people can connect all over the world and know their culture.

Advantages

Every nation and its community had its own identical coherence, culture, tradition and social norms and values. Living standard of people has particularly risen up and has become sophisticated due to technology. Nowadays education has been gradually conquering modern technology. Moderately it is acceptable but it differs from place to place. On the other hand, it has abundantly increased the usage of preservatives from the marketplace rather than natural products. Most people refer to this for time preservation, packed and canned foods are most common among this generation. The previous generation used to obtain advice and ideas only from their elders in cooking and marital life. But now websites, search engines and other online platforms such as YouTube, Google, etc. provide and promote self-learning in a self-paced manner. Science and technology can be beneficial to all communities as long as they are used by people with a well-balanced mind. Though IVF and surrogacy it is welcomed and well received throughout the world, there is a cultural stigma that prevails not only in third world countries but also in second and first world countries laying emphasis on the authenticity of child's development, the incapability of the parent as a failure and controversies that revolve around the procedure itself. Without culture, technology cannot be retained, therefore they are interdependent.

Disadvantages

To a certain extent, the modern world would definitely change the purity of traditional culture. It has also had a great impact on society by replacing spirituality. Because of technological development, it results in gradual curtailment of adoption rates and the need and

hope of people is exploited. Though AI implores people with new visions and new angles, it dims culture-based creativity, especially in the areas of conforming to old conventions of the society. Many people have become jobless because of the intervention of the society.

Findings

- Culture can improve the development and acceptance of advancements in science and technology.

- It mostly happens when there is a fear of the new battle or replacing a cultural heritage.

- Culture and society both set the priorities for the development of science and technology.

- Culture affects the time and energy and financial resources which are dedicated to research and development, and its priorities in particular projects.

- It affects how much personal sacrifice people are willing to endure the pursuit of science and technology development.

- It determines the reward from society for their achievements which are financially and otherwise.

- Society is a shared understanding whose personality is its culture, and whose knowledge is its science, which it uses to create the technology it needs to achieve its aims.

- People try to carry both culture and technology as the equivalent manner to balance them in this world.

Conclusion

Implementation of technology influences the values of society by changing expectations and realities. Over emphasizing technology which has created lack of trust among people. Technology can also be blamed for unemployment, cultural lag, changes in social institutions. Development of technology is to be from our tradition, culture and heritage. There is a saying, "technology stems from humanity". Our tradition connects us throughout history. Cultural practice is necessary and unavoidable for sustaining this society. The development of technology is a series of processes which evolve through time. Tradition, culture and heritage are soil fertilizing a better society, a better world, with advanced technology. Because culture and values are not static. They evolve constantly with time and contextual changes. Technology is also included as a part of this modern culture. There cannot be any loss because of modern technology, merely a change in it. Whether the change is a loss or an improvement, it depends on the person analysing it, not the change in itself. In this evolving world, culture and technology plays a major part and it became the source of living. The culture and technology are coexisting and interrelated to each other.

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