

Understanding global cultural changes in the lens of intercultural interactions and technological advancements: A systematic literature review

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Abstract: This literature review delves into the impact of intercultural interactions and technological advancements on global cultural changes. The study analyzes literature from 2010 to the present to explore how the Internet has accelerated globalization and influenced intercultural communication. The research aims to understand how these factors shape the ever-evolving global cultural dynamics. This study utilized a qualitative approach; this review examined 20 papers using 3 inclusion and exclusion criteria, ultimately selecting 11 as samples. The literature review findings showed that: 1.) People adopt new practices from different cultures, leading to a cultural shift. 2.) While the internet helps maintain unique cultural identities. These findings inspire future research to develop a theoretical framework for understanding the intricate dynamics of global cultural changes.

Keywords: Cultural changes, Intercultural interactions, Technological advancements, Systematic literature review

1. Introduction

We all view ourselves as individuals with unique thoughts, interests, routines, and peculiarities. While it is true that each of us is distinctive, most of us also have much in common with most people in our society regarding sentiments, beliefs, and habits. These concepts and ways of being are included in our definition of culture. Realizing that other people feel, think, and behave differently from ourselves is the first step in discovering how different our society is from others. This idea covers many concerns in life, including a great deal of what we take for granted. The customs and practices that comprised what we saw as Culture, yet life as a whole, included more than just what individuals act and how they typically feel and think. Moreover, it is a collection of ingrained habits and concepts, such as attitudes, values, ideals, and beliefs, indicative of a specific society or other social collective (Yadav, n.d: 16).

Regarding cultural change, some of the most detrimental shifts have developed gradually over decades or generations due to pressures rooted in modernism, industrialization, and colonization. This is especially true when looking at these changes through the lens of sustainability. This is evident in the farming sector in New Zealand, where the relatively recent normalization of high input and intensive agriculture are mostly to blame for the notable reductions in water quality. Globally, it is seen in how individualized fossil fuel-powered transportation, a significant contributing element to the climate crisis, has become the primary mode of transportation as demands for more considerable, more potent cars have increased. However, there are also instances of slow cultural change that have had advantageous effects on sustainability (Stephenson, 2023: 126). For instance, many Indigenous civilizations evolved cultural knowledge, beliefs, and practices to guarantee the abundance and health of the natural systems they relied on. In some cases, these cultural systems originated via environmental learning, e.g., realizing the destructive effects of unsustainable resource usage and making appropriate adjustments, incorporating new behaviors and knowledge into

changing cultural arrangements. It is essential to learn the mechanisms underlying and impediments to broader cultural change since, while beneficial, these examples fade compared to the scale of cultural revolutions necessary to address local and global sustainability challenges.

Thus, this research analysis involved a concentration on cultural change processes. Since humans have replaced or modified customs throughout history, not every person is eternal, and no specific cultural pattern is unchangeable. Anthropology aims to comprehend the mechanisms underlying this kind of change. Ultimately, cultures can shift quickly or gradually. Although there has always been interaction between many groups, contact between distant cultures has increased throughout the last 600 years due to exploration, colonization, trade, and, more recently, international business. With globalization, the world has become increasingly interconnected. We address the future of cultural diversity as we wrap up this chapter. According to all accounts, this is one of the main issues stressing our society and professional lives today. People discuss it in publications, the media, and during our little breaks. Also, there will likely be hierarchical adjustments due to business establishments, closures, sales of divisions, consolidations, acquisitions, and authoritative transformation initiatives. In addition to causing change, globalization and the internationalization of economic sectors have also added to the requirements that associations must meet.

Locally and globally, the new information technologies have profoundly impacted Western society's transformation. The internet, which has developed at an unparalleled rate, has aided and reinforced the current globalization process. This analysis, which examines the various cultural changes brought about by information technology, demonstrates the indissolubility of the links that bind technology, society, and the individual. Technology is the entire system of interactions between people, tools, and knowledge domains. It is not just the machine itself (Combi, 2016: 5). The mainstream media has been predicting a future where cultural distinctions will become less pronounced or disappear for years. Current developments confirm the decades-long opposing assertion made by anthropologists through their fieldwork and ethnography conducted worldwide. As an illustration, consider the ever-increasing desire among certain nations, like Scotland in Great Britain and Spain among the Catalans, to have their unique cultural and linguistic characteristics recognized. One final general remark is that new technologies alter relationships, place, time, and communication styles, all of which coexist with the other culturally ingrained fields of knowledge.

Although our culture is shaped by the society in which we live, most individuals lead dynamic lives. Over time, their opinions, views, and perceptions have influenced what they see and consider daily. Also, People occasionally choose not to alter their culture simply because they do not want to. This analysis will concentrate on the degree and rate at which intercultural communication and technological improvements have affected people's cultures. Various circumstances have changed Many cultural aspects in the Philippines and other countries.

1.1. Cultural changes

Cultural changes refer to alterations in the ideas, norms, and behavior of a particular group of people over time, typically spanning decades or centuries (Varnum & Grossmann, 2017). To equip students with the necessary digital skills for today's workforce, educators must adapt to new technological advancements and integrate technology into their teaching methods (Genelza, 2022). Factors such as the invention of new technologies, product innovation, and exposure to social media can all contribute to cultural change. Additionally, the definition of culture and how it changes can vary depending on one's perspective and application to everyday life (Meyerson & Martin, 1987).

1.2. Intercultural interactions

Intercultural interaction refers to the behavior of individual members of a specific group when engaged in verbal and nonverbal interaction with other groups (Spencer-Oatey & Franklin, 2019). Our ability to communicate effectively can break cultural boundaries. It helps build relationships by encouraging two-way dialogue. It also strengthens bonds between people from different backgrounds and promotes mutual understanding.

Furthermore, culture varies depending on the origin of an individual. Each place had a different way of living, which makes them unique. These remarkable characteristics become their identity in society. Effective cross-cultural communication calls for persistence and awareness of one another's differences. This includes one's ability to communicate and cultural conventions, habits, and ways of thinking.

1.3. Technological advancements

The process of making technologies or applied sciences more exact, accurate, efficient, consequential, or capable is known as technological advancement. Over history, significant changes have been brought about by scientific and technological breakthroughs, some of which have been better than others. Many technological developments have made it possible to build previously impossible things. This progress makes it possible to have more memory, compute more quickly, and use smaller, less expensive devices.

Similarly, it is now feasible to envision services for gadgets considered unattainable ten years ago because of the quick development of color touch screens, tiny digital cameras, and many more (Chapman et al., 2015). Moreover, accomplishing the performance requirements of new power-generating systems will necessitate concurrent improvements in materials science and technology, which will help technology evolve to fulfill the world's growing demand for clean and inexpensive energy (Huang & Goodenough, 2009). Hardware producers and others implementing the technology in applications have frequently kept close tabs on significant advances for competitive purposes. Even for those who have made an effort to be pragmatic, it can still be challenging to isolate cause and effect because of the vast number of process factors and the complexity of their interconnections. Most hardware technological advancements can be attributed to the development of better-supporting technologies, such as adhesives, piezoelectric materials, and electronic devices (Fuchs, 2015).

1.4. Statement of the problem

This study involves exploring and understanding the dynamic changes in world cultures from the perspectives of both technology advancements and cross-cultural contacts. Specifically, this review was employed with the question:

1. How do intercultural interactions and technological advancements impact and shape the changing global environment of cultural dynamics?

2. Methodology

This literature review aims to provide a thorough and nuanced analysis of the dynamic relationship between cultural changes, intercultural interactions, and technological advancements. A qualitative approach was employed through systematic literature review analysis. This type of review involves gathering, selecting, and synthesizing all available evidence using repeatable methods (Lame, 2019). In this review, the existing material surveyed was carefully selected based on inclusion and exclusion criteria: 1. The literature and studies must have been published from 2010 to the present; 2. Literature and studies are focused on cultural changes; 3. Literature and studies are conducted among people who use technology or have experienced intercultural interactions. After reviewing twenty (20) initial related literature sources, eleven (11) associated studies met the criteria.

3. Results and Discussion

Author /s	Title of the Study	Findings	Recommendation
Aster, et. al. (2023)	Sawsawan: explicating the culinary heritage significance of Philippine condiments using bibliometrics (1972–2018)	Sawsawan, a condiment used in Filipino cuisine, has been found to hold significant cultural importance based on 56 references, indicating its timelessness in Filipino food heritage.	The socio-cultural aspects of Philippine condiments, promoting sustainable practices in condiment production, understanding the nutritional value and health benefits of traditional spices, and integrating conventional herbs into contemporary cuisine. It would help in preserving and promoting the country's culinary heritage.
Muhammad, et. al. (2022)	A Cross-cultural Comparison of Ethnocentrism and the Intercultural Willingness to Communicate Between Two Collectivistic Cultures	Chinese students were more open to intercultural communication than Pakistani pupils, who exhibited more ethnocentrism. Males in both nations had more significant ethnocentrism and lesser intercultural desire than females.	Encourage successful cross-cultural communication and mutual understanding while emphasizing the significance of cultural sensitivity and awareness. Moreover, recognize and overcome ethnocentric tendencies to facilitate successful intercultural encounters.

Stevenson et al. (2022)	The Socio-cultural Impacts of Globalization through the Perspective of Cordilleran Educators	The drawback of globalization is the potential for cultural loss and a weakening of cultural identity. Globalization also negatively affects community socializing, which has significantly decreased in Cordilleran culture. The decline of social connection compromises the bond between the younger and elder generations.	People ought to be more conscious of one another's cultures. They must find a delicate balance between progress and cultural heritage to fully benefit from globalization without losing people's customs and traditions.
Renu (2021)	Technological Advancement in the Era of COVID-19	The widespread implementation of technological advancements in several industries, such as healthcare, education, and remote work, has been hastened by the COVID-19 pandemic. These advancements have been instrumental in lessening the effects of the pandemic, increasing productivity, and improving the well-being of people.	Governments must invest in technological progress and digital infrastructure to guarantee resilience in future crises.
Alisa (2021)	The relationship between the formation of the cultural identity of students and the level of education	While cultural changes are inevitable, globalization has made it easier for ideas to flow widely across borders, which has accelerated the pace at which cultures are changing due to the constant advancements in travel, international relations, medical science, technology, and cultural.	Cross-cultural interaction is beneficial for our social and personal lives. Engaging and exposing ourselves gives us the ability to adjust to new situations and unfamiliar environments to different cultures, which may be a useful skill in many different sectors.
Duan, et. al. (2019)	Artificial Intelligence for decision making in the era of Big Data – evolution, challenges and research agenda	Today, AI is becoming more common because big data, sophisticated algorithms, and enhanced artificial intelligence (AI) systems are being integrated into digital. Particularly, systems are having a significant influence on how humans make decisions.	Consequently, there is a growing need for academics studying information systems to look into and recognize the effects of artificial intelligence on decision-making and to advance the theory's growth and success in real-world applications of AI.
Jang and Song (2019)	The Influences of K-pop Fandom on Increasing Cultural Contact With the Case of Philippine Kpop Convention, Inc.	The Philippine fandom serves as a cultural intermediary to freely introduce the Korean Wave and culture to the local population. It has also played a role in fostering more exchanges Korea. This fandom is a volunteer endeavour to increase the general public's knowledge and appreciation of K-pop, the Korean Wave, Korean culture, and Filipinos.	Introducing Filipino culture to Korea through cultural exchange would ensure that these customs continue to exist in the people's lives. The Filipino industry should also create strategies for exercising mutual understanding and comprehending the cultural traits of Korean Wave enthusiasts.
Salehan and Kim (2013)	Information and Communication Technologies (ICT): Driver of Cultural Change and Technological Advancement	Because technology allows people to make the distinction between themselves and their connected groups, it is influencing the interaction between the individual and society. This influence eventually decreases the cultural differences between Eastern and Western cultures and is more sensible in traditionally collectivist societies, such as those of Asian countries like China and South Korea.	Technology users should be responsible enough to choose which specifics to adapt. Not all content shared on social media platforms is beneficial to users, as technology interferes with our ability to hone our skills and influences our social lives.
Nachimuthu (2012)	Technology is an embedded agent of Cultural Impact	Violence plays a significant role as a potentially harmful trigger for younger audiences. Children copy similar behaviors on older people or children their age because they can easily be influenced by what they see on television or the Internet. Even if it is not as severe, this is still bordering on violence.	Parents should be aware that there are boundaries to be set regarding media technology. We have to be intelligent enough to distinguish between information that is necessary to know, and that is just for fun. A thriving cultural society benefits much from the media when it is used with the proper knowledge, rules, and ethics.
Kitayama et al. (2010)	Ethos of Independence Across Regions in the	The current effort started with the idea that the attitude of modern American culture is	It shows that there is a great deal of room for application of this information to

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	United States	very individualistic. This, by no means, implies that all Americans hold a strong belief in personal autonomy. Furthermore, it doesn't mean that Americans don't have social awareness or social orientation. Quite the opposite. There are many different values and views in any given ethnic community.	important real-world health and wellbeing throughout the United States' various regions. Methodical endeavour to comprehend U.S. Regional differences will play a bigger role in the future in the discipline of cultural and social psychology.
Levy (2010)	Culture, Culture Learning and New Technologies: Towards a Pedagogical Framework	Culture is a reflection of a community or group as well as an individual's experiences within or outside of it. Members interact with each other in a common social area as a group. As demonstrated by the cultures and groups that have established virtual spaces for themselves online, a common social space does not necessarily imply a shared physical area.	Traditional way of communicating through physical interaction took more advantage as it facilitates easier comprehension of what the other person is saying. Other means of communication, including voice calls or email, are not as dependable. They're more likely to lead to miscommunication and loss of information.

4. Conclusion

This paper reviewed the global cultural changes through intercultural interactions and technological advancements. The paper found that with technological advancement and cultural interactions, people discovered new practices from other cultures that possibly changed some of their own. Levy (2010) discussed that a common social space does not necessarily imply a shared physical area to interact and adopt culture. According to Alisa (2021), culture is changing because the constant advancement of technologies has made it easier for ideas to flow widely across borders.

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