

Cultural and Social Impacts of Technological Advancements: An Interdisciplinary Review

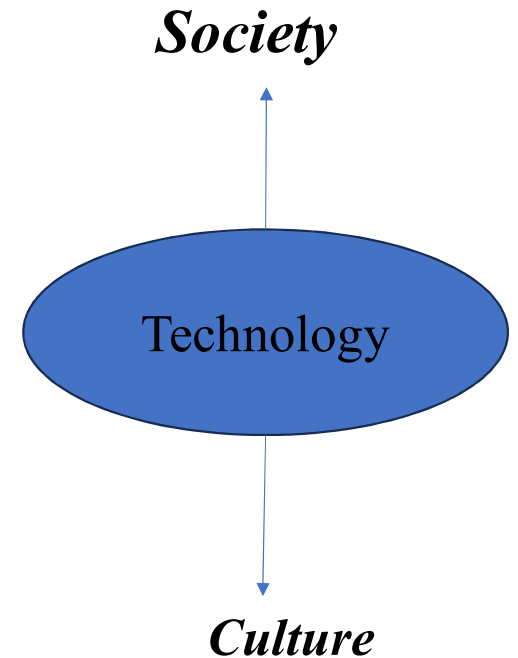
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“Technology is available in the market for a price. But what is not available in the market for a price are Values, which translates to – Culture, Empathy, Ethics, Transparency, and Trust.”



- The effect of technology on culture is multifaceted, with both positive and negative consequences.
- Technology has transformed the ways in which people create, consume, and share cultural content, leading to new forms of artistic expression, communication, and interaction.
- However, it has also brought about challenges related to the erosion of traditional cultural practices, the homogenization of culture, and the rise of digital divides.



- People developed the language so they could communicate and learn from elders through their stories.
- They invented tools for agriculture, to build homes, and to create weapons for hunting and protection.
- Initiated with the use of 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 has its own identical coherence, culture, tradition and social norms and values.
- Living standard of people has highly risen up and has become sophisticated due to technology.

Cultural Impacts of Technological Advancements

- *“As we expect more from technology; we start to expect less from each other.”*
- Connecting electronically can also lead to isolation which is as a result of constant sensory stimulus of texts, tweets, facebook, emails and more rather than thinking and listening to each other.
- Dominance of western culture on recessive culture: negative impact of technology.
- Violation of social values and loss in coherence of tradition: Technology.

- **CULTURAL CHANGE:**
- Technology- driving force behind.
- As technology advances, cause social and political change.
- Communities -to better agricultural and manufacturing technology.
- The Internet has affected culture at both local and global levels.

- **Cultural Exchange and Globalization**
- **New Forms of Artistic Expression**
- **Changes in Consumption Patterns**
- **Preservation and Access to Cultural Heritage**
- **Healthcare.**
- **Education.**
- **Transportation.**
- **Communication.**
- **Sustainability.**
- **Poverty and Inequality.**
- **Public Safety.**

- Technological advancements have profoundly influenced cultural and social dynamics across the globe.
- This interdisciplinary review explores the multifaceted impacts of technology through various lenses, including sociology, anthropology, psychology, and economics.

Cultural Intelligence



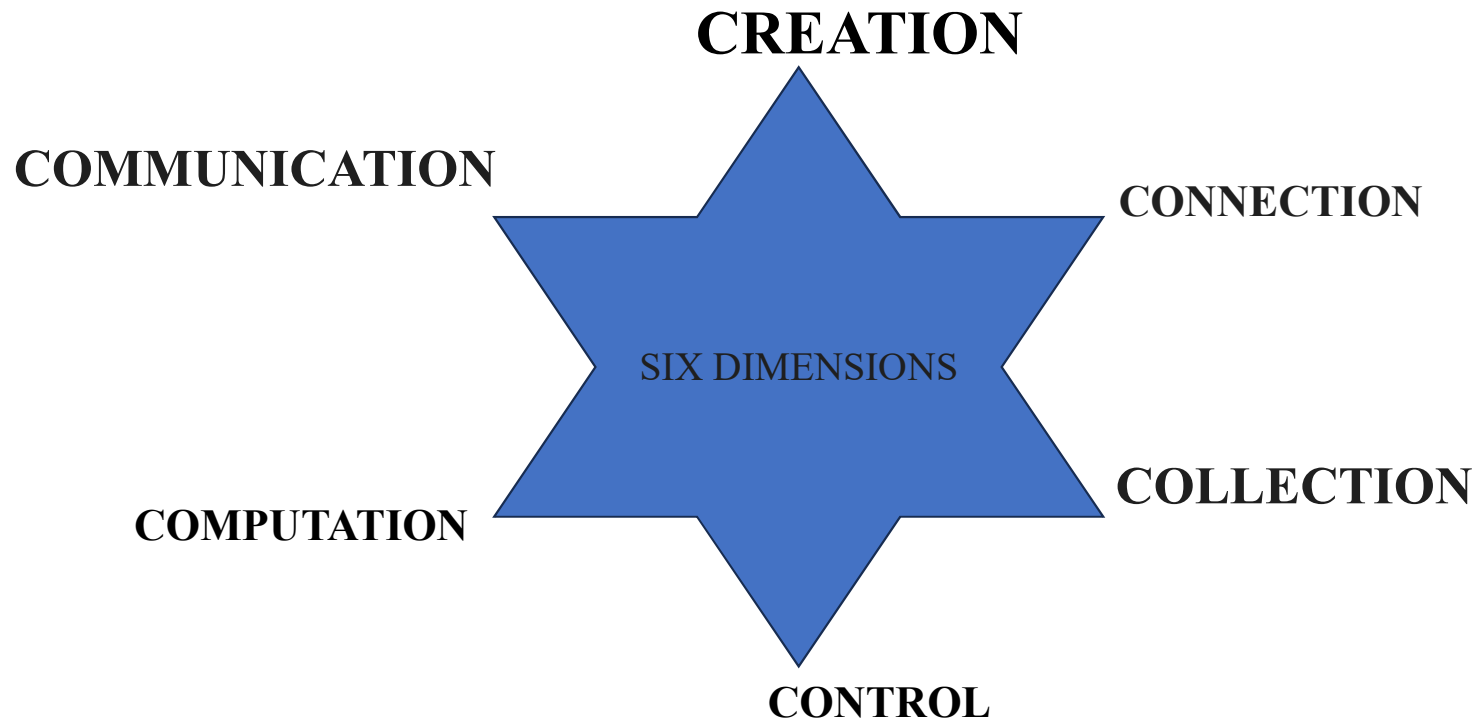
- McDonald's has faced boycott calls in India from right-wing Hindus after the global fast-food chain said its outlets served halal meat.
- The controversy erupted after McDonald's India said on Twitter that all its restaurants are halal certified. The reason is that Hindus do not eat beef since they consider cows as sacred, and for this reason, the majority of them are vegetarians.
- In the hotel industry, the problem with this taboo is that beef forms a key ingredient in making hamburgers the world over.
- However, the organization has managed to overcome this challenge by making hamburgers made of veggies instead of beef but retained the other qualities such as customer service, color scheme, and the junk appeal (Schumpeter, 2011).



Social Impacts of Technological Advancements

- Technology serves as a catalyst for social innovation by enabling collaboration, providing access to information, leveraging data insights, and offering solutions to address a wide range of societal challenges.
- Extended lifespans- increased productivity- better access to information- time-saving.

Social Impacts of Technological Advancements



- **Spices Board India under Ministry of Commerce and Industry and UNDP India's Accelerator Lab** today signed a Memorandum of Understanding (MoU), with the aim to build a blockchain based traceability interface for Indian spices to enhance transparency in supply chain and trade.
- UNDP and Spices Board India are working towards integrating the Blockchain Traceability Interface with the e-Spice Bazaar portal developed by Spices Board India for connecting spices farmers with markets.
- Design of the Blockchain interface is expected to be completed by May'21. The project will be piloted with over 3,000 farmers engaged in *chilli and turmeric farming in select Districts of Andhra Pradesh*.

THIS STORY IS FROM FEBRUARY 23, 2024

Maharashtra: Fast-food giant caught replacing cheese with cheaper vegetable oil

Sumitra Debroy / TNN / Updated: Feb 23, 2024, 10:55 IST

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WE DON'T TAKE MICKEY OUT OF EATERS: McDONALD'S

Oct 7, 2023: FDA officials inspect premises of McDonald's branch at Kedgaon, Ahmednagar and discover several violations

Oct 9: Send show-cause notice on why license shouldn't be cancelled

Oct 31: McDonald's responds

> FDA files response saying they are unhappy with explanation

Nov 6: McDonald's license for outlet is suspended pending compliance

VIOLATIONS FOUND

> Cheese mentioned in several dishes but actual cheese not used

> Cheese nuggets, cheesy dip, blueberry cheesecake, etc, contained cheese analogues

> No mention of cooking medium such as milk fat or vegetable fat

> Calorific values not mentioned in display board

WHAT IS CHEESE ANALOGUE?

> Also known as cheese substitutes or alternatives, they are products designed to mimic the taste, texture, and functionality of traditional dairy cheese

> These alternatives are often created for individuals who are lactose intolerant, allergic to dairy, follow a vegan lifestyle, or simply choose to avoid dairy products

> They come in various flavours, imitating popular cheese varieties like cheddar and mozzarella

> Are typically made from plant-based sources such as nuts (almonds, cashews), soy, coconut, or



McDONALD'S RESPONSE |

Details about food items provided in electronic order machines, also called self-order machines, and electronic display boards

Health effects

Individuals with nut or soy allergies should be cautious, as many cheese analogues use these ingredients as their base.


even vegetables. Some may also incorporate additives, stabilizers, and flavourings

Facts about
McDonald's
cheese
you deserve
to know.



mcDonalds_india  · Follow





prajaktdhamaneisgrowth It you use real cheese then why did you changed names of your menu and removed cheese word ? 

1w 5 likes Reply


— Hide replies



mcDonalds_india  After discussion with the authorities, we took proactive steps to comply with their interim guidance and adjusted the product names accordingly. The change in product names is solely a reflection of our respect for local authority guidance and should not be interpreted as an admission of any issue with the quality of our ingredients. Our cheese is made from real milk only. We are optimistic that, through the regulatory process, the substantiating evidence we provide will affirm our position. 

1w 1 like Reply



_shaikh._sahab._ Hy MacDonald kabhi kabhi khamoshi bhi acchi hoti hai jaruri nahi ham har kisi ko sawal ke jawab de jin ko ana hai wo ayenge 4 din ki baat hai fr log apni aokat par a jate hai 

4d 1 like Reply See translation



1,263 likes

7 days ago



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Post

From binge-watching to binge-munching: Netflix launches its....



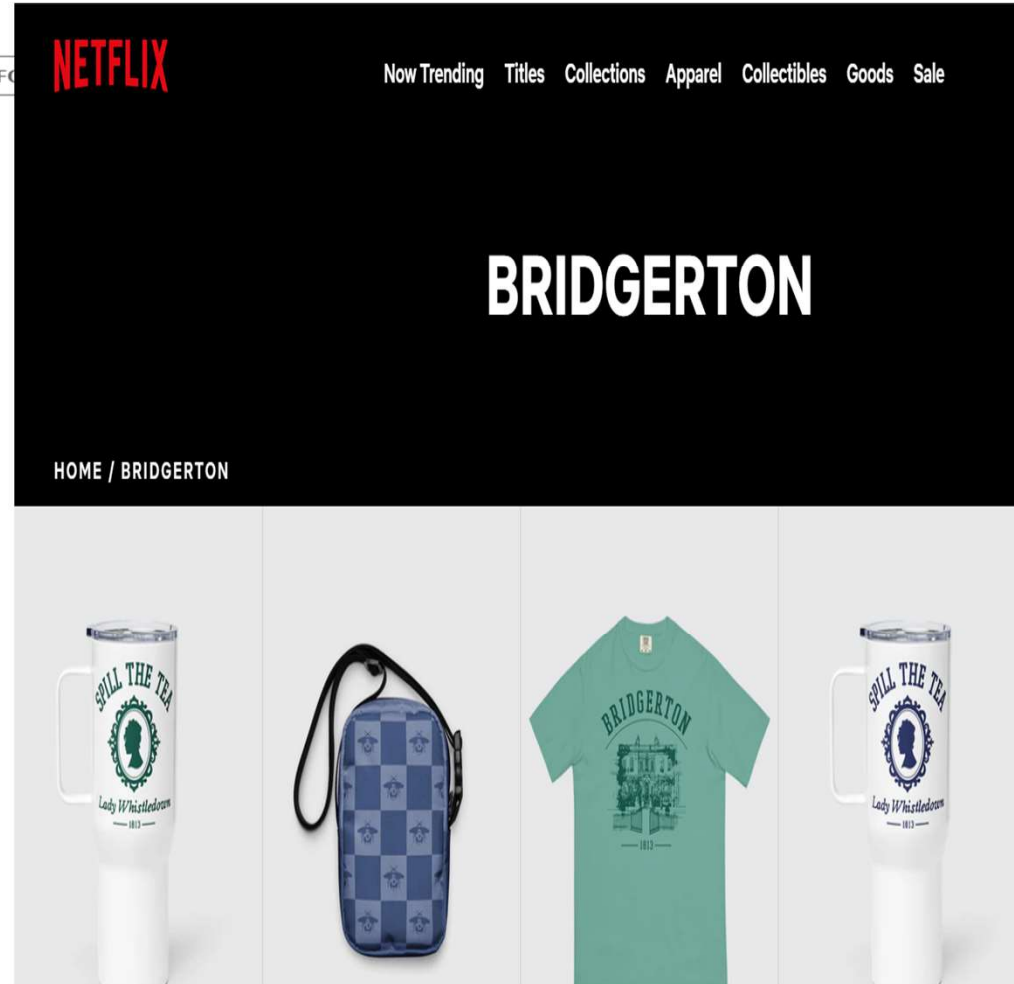
From binge-watching to binge-munching: Netflix launches its own line of popcorn

Abhinav Kaustubh / TIMESOFINDIA.COM / Jun 21,
2024, 14:30 IST



Netflix has teamed up with Popcorn Indiana to create these ready-to-eat snacks. Each bag of Netflix Now Popping popcorn costs \$4.50. That's more than half of what you'd pay for Netflix's cheapest monthly plan!

But why is Netflix getting into the snack business? Well, they're not just about streaming anymore. They want to be everywhere! Earlier this year, they announced plans to open real-life "Netflix Houses" in 2025. It also had a pop-up restaurant opened in Los Angeles called "Netflix Bites," featuring dishes featured in its movies and TV shows.



The idea behind the principle is that 'If a thing is hard to get, it must be worth it.'

LEGO

Starbucks

E-commerce



What Is "Scarcity Principle" & How Brands Use It

Faith/religion

Education

Language

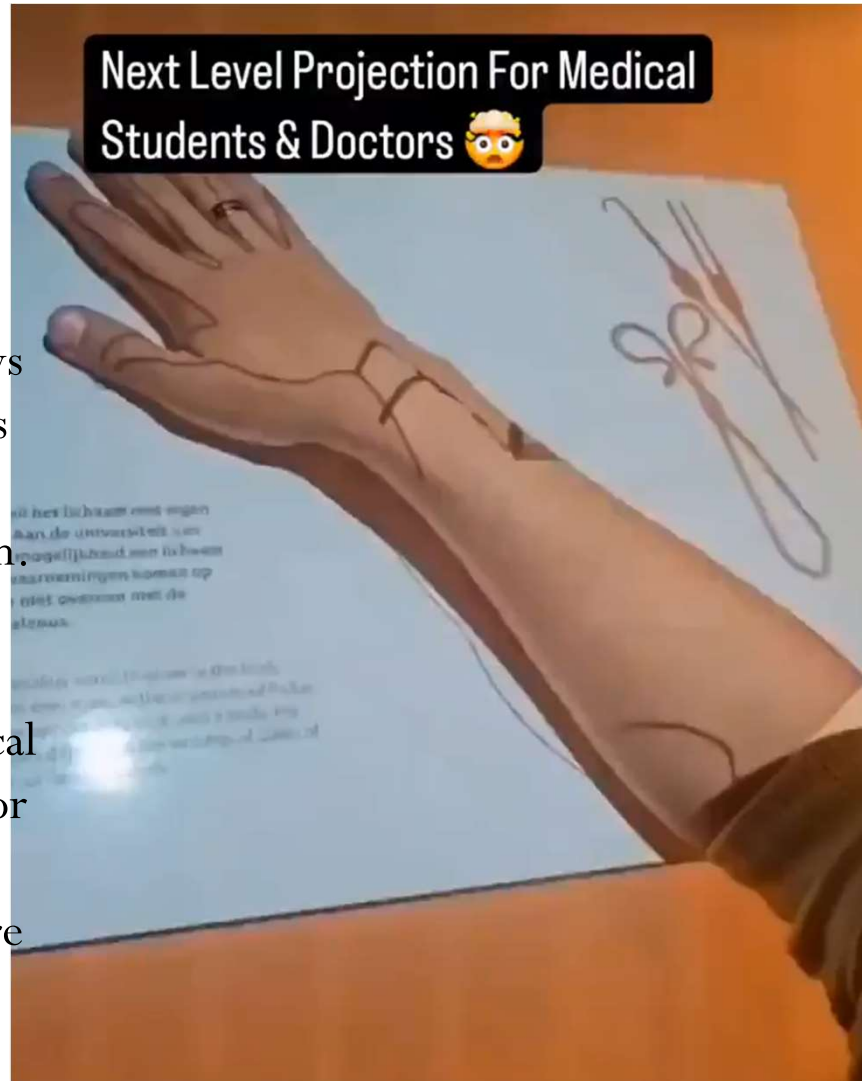
Art,
Movement



A new medical projector is a great example.

It is set to change how we understand complex medical concepts. This technology allows for the display of internal organs and surgical procedures right in the classroom or operating room.

Students will grasp intricate anatomical structures and surgical procedures with great clarity. For doctors, it means enhanced patient communication and more precise treatment planning.



*Medical
Breakthrough*

Positive Side

**Real-time
Communication**

Rapid information retrieval,
Real-time information access,
Instantaneous data delivery

Increased Education

Robotics
Manufacturing

Impact of
Technology
On Society

Negative Side

Reduced Social
Engagement

Screen Time
Increased

Job Displacement

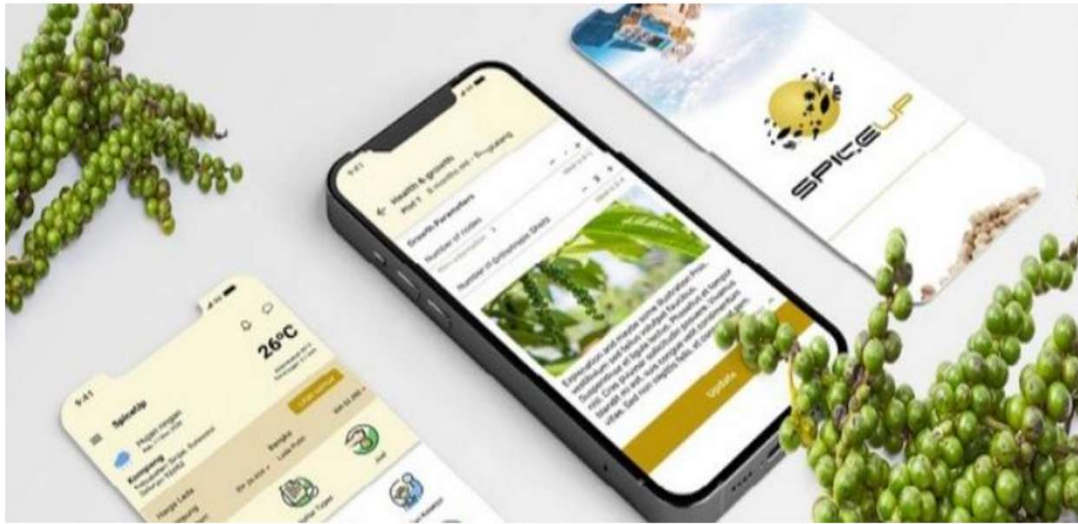
Privacy Issues

Japan's aging population has spurred innovations in healthcare robotics and assistive devices to support elderly individuals in daily activities (Wada & Shibata, 2016).

Sociological Impact

Social implications of technology, such as depersonalization and social isolation among youth (Ito, 2019).

Digital apps and blockchain help small spice producers





Dynamic Living Space: Toward a society where people can live anywhere in 2050

Yuma Abe ^a  , Kento Yamada ^b, Rina Tanaka ^c, Kaori Ando ^d, Makoto Ueno ^b

Dynamic Living Space (DLS)

Zahraei et al. (2020)

propose the concept of a shared-living lifestyle in Singapore by the year 2040 and consider the impact of changes in mobility on the movement of passengers and cargo. Personal autonomous pods are not just a means of transportation but also function as the owner's personal assistant or avatar. In addition, robots and drones have become the primary means of delivery to homes/offices. Furthermore, the lifestyle envisioned allows people to work, study, and shop from home, enabled by technologies such as holography, augmented reality, and virtual reality, facilitating virtual travel. I

Technology 7D hologram Shown in Dubai, Poland and Japan



- **Anthropological Perspective**
- **Cultural Exchange and Preservation:** Technology facilitates the exchange of cultural artifacts and traditions, but also poses risks to cultural preservation due to homogenization.
- **Identity and Self-Expression:** Digital platforms provide new avenues for self-expression and identity formation, impacting cultural norms and individual behavior.

PSYCHOLOGICAL EFFECTS

**Cognitive
Development**

Mental Health

Physical health effects:

- *Eyestrain*
- *Poor posture*
- *Sleep problems*
- *Reduced physical activity*

To follow: 20-20-20 rule for digital viewing: 20 mins-20 feet-20 seconds.

Economic Implications

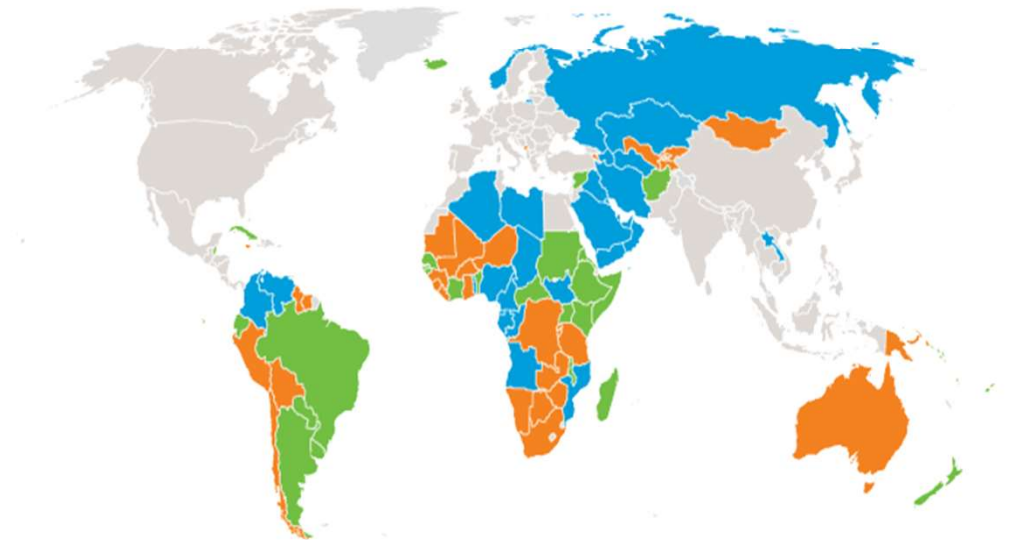
- **Market Dynamics.**
- **Innovation and Entrepreneurship.**



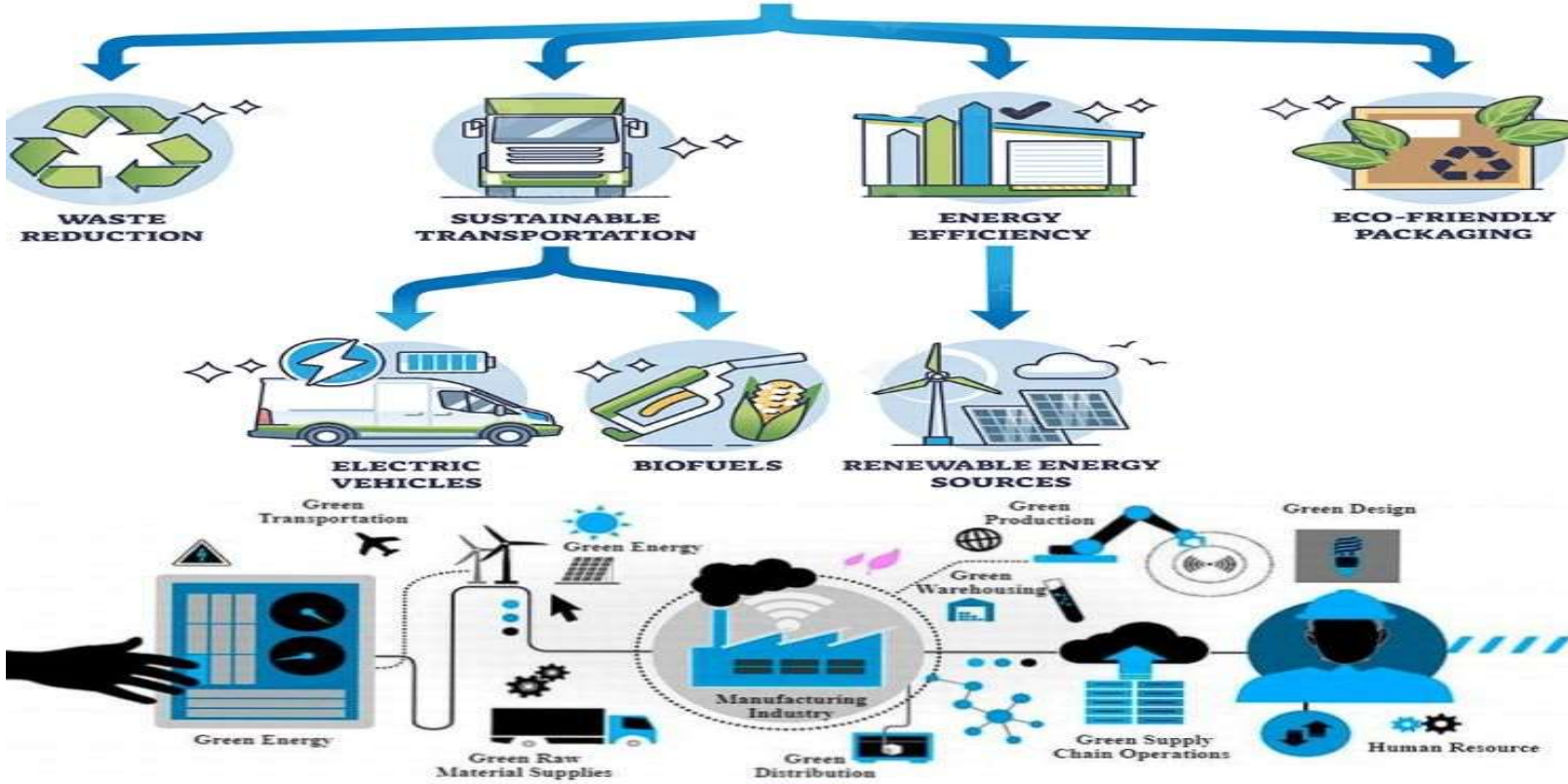
Global commodity dependence

Commodity-dependent countries and their main dependency, 2019–2021

■ Agriculture ■ Mining ■ Energy



GREEN LOGISTICS



Conclusion

- Nevertheless, technology has the potential to reduce employment opportunities and increase the economic disparity.
- It is vital that we, as a society, remain aware of these hazards and take steps to reduce them while still enjoying the advantages that technology provides.