Chapter 3
Digital Culture and Digi-Relations

Aiswaria G. Shajan
International School of Dravidian Linguistics, India

ABSTRACT

The digital era, or digital revolution, began in the 1950s. The sense behind this notion was to increase the pace of knowledge and simplify life. When that idea came into being, the people were confused and furthermore afraid to accept it and adapt. In this era, the situation has changed. This is the world of 'digi-life.' These days everything is controlled by digital mediums. Digital culture is like societal culture. Societal culture defines the rules, behavior, expectations, and values of a society or a group of people living in a particular place. In the case of digital culture, it defines the nature of the digital life of a human. This space also defines rules, behavior, expectations, and how people are to deal and act in a digital port. Digi-relations are the relationships, people try to maintain mostly in digital mode. It deals with practicality. This chapter tries to give an insight into the security and insecurity of good relationships in the societal platform when digi-life took priority.

INTRODUCTION

Claude Shannon introduced a foundation for digitalization in his work entitled "A Mathematical Theory of Communication," which was written in 1948. Later in the 1950s, the digital revolution began with the invention of computers. The milestone of digital history started in 1956, and today it touches the heights of artificial intelligence and other unbounded points. The digital revolution changed the entire world to another level. The main benefits, beyond commercial profit,

the relationship between country to country, people to people, and an individual to another individual without considering any boundaries, have capitulated on the minds of human beings. When anyone thinks about the digital era and digitalization, undoubtedly, he or she is thinking about the beginning point of supercomputers and the electronic revolution. The technologies of digitization change the conversion of traditional forms of information stored into the binary code 0s and 1s. The byproduct of these conversion processes is later converted signals. The emotions and feelings of digitalization are thus discussed in the mode of bits and bytes.

But this study discusses the other side of digitalization i.e., the digital culture and the digital relations that define a sense of digital life, or Digi-life in short. The interview method is used to gather the opinions and views of people regarding digitalization, digital culture, and digital relations. The overall opinions and views are generalized and analyzed, and they are incorporated with the ideas in the study.

Generally, culture can be defined as 'a mouth of a community that speaks about the unique identity of a community which shows the cumulative deposit of knowledge, value system, ruling bodies, experience, perspectives and attitudes, religions and notions of time, etc., and all the vital facts related to a group of people that marked them as special and share their indigenous qualities from generations through individual and group striving or it can also interpret as the totality of the tradition of a group of people. The work of Gere (2009) discuss that, in the case of *Digital Culture*, this means trying to think about some of the most dramatic and important transformations that are the result of the increasing ubiquity and importance of digital technologies. In fact, the concept of culture holds the same meaning in traditional and modern spaces. i.e., the *Digital culture* refers same qualities of a culture, but the communication and practices are interacting on digital networks only. *Digital relations* which can be defined as the internet relationship, that manages only through the online mode i.e., people are knowing each other via the Internet. When it comes to *Digital life*, digital technologies are stands as an integral part of all aspects of people. It allows you to create a simple world with complicated modifications to the structure of normal life. Adopting a digital life is an option. But once it is chosen by people, it would not let them free from the Digital world.

It gives complete freedom to opt and act. Private space and public platforms are the main attractions of digital life. It gives an opportunity to cut out the distance in relation regardless of where you are; far or near. There are many studies on digital culture. Most of them deal with the notion of technological aspects and how the machine becomes a reason for social transformation etc. are taken as a matter for study.

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