



(CASE REPORT)



## Media facade transformation: Shaping youth culture

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### Abstract

In today's digitally dominated world, mass media plays a pivotal role in shaping societal norms. The 21st century is marked by innovative technologies, with new media significantly influencing the younger generations. The emergence of digital media, particularly in communication technology, has brought about substantial lifestyle changes. The advent of internet services has remarkably improved societies worldwide, with an increasing number of people contributing to the economic development of their countries. Despite numerous advantages, this article sheds light on the drawbacks associated with the excessive use of the internet and social media, particularly impacting younger members of society. An alarming trend is observed where children spend more time on social media than on essential activities such as sleep. This article delves into the profound influence of such digital addiction on the nature and behavior of the youth. The transformation brought about by digital technologies has profoundly altered the communication and interaction patterns of young individuals.

**Keywords:** Innovative technologies; New media; Younger generations; Economic development; Transformation

### 1. Introduction

Our findings reveal both positive and negative aspects; while digital media can enhance everyday life, it also poses potential drawbacks. In a survey conducted among postgraduate students from over 1,000 colleges using digital media, respondents agreed that their digital media use had improved their overall quality of life, both socially and professionally. However, we encountered challenges in surveying children under 15 years of age. Some children partially responded, and some exhibited addiction to online games and YouTube videos, while others were not yet ready to respond. Youngsters are obsessed with the internet, spending hours each day watching videos, photos, and other content posted by their friends and accounts they follow. This may gradually cause them to lose their childishness and lead to depression. Our research focuses on understanding how the impact of new media and games affects individuals mentally and physically, influencing their academic and social attitudes. Psychologists argue that the mental impact of using digital media is detrimental to our youngsters. They assert that continuous use of digital media has caused problems such as hyperactivity, trouble paying attention, and criminal mentality. Today, our kids are engaging in hazardous games, which may contribute to tendencies toward suicide and aggressive behavior. In this economic world, the media can manipulate, influence, convince, and pressurize society, sometimes even controlling the world in both positive and negative ways—mentally, physically, and emotionally. The intention of this paper is to examine the changes and impact of social media on adolescents. Social media is a significant part of many teens' lives. According to the Mayo Clinic Staff, in a 2018 Pew Research Center survey of nearly 750 13- to 17-year-olds, 45% were online almost constantly, and 97% used a social media platform such as YouTube, Facebook, Instagram, or Snapchat.

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## **2. Methodology**

### **2.1. Research Design**

The research design for this study aims to investigate the influence of media facade transformation on shaping youth culture. By employing a mixed-methods approach, the study seeks to capture both quantitative trends and qualitative insights, providing a holistic understanding of the complex dynamics between media transformation and the cultural identity of young individuals.

The research aligns with a pragmatist philosophy, acknowledging the value of both quantitative data for general trends and qualitative data for in-depth exploration. This approach allows for a comprehensive examination of the multifaceted relationship between media facade transformation and youth culture.

#### *Research Objectives:*

The primary objectives include:

- To assess the patterns of media consumption among youth in the context of media facade transformation.
- To explore the qualitative nuances of how media transformation influences cultural identity and values among the youth.
- To identify potential correlations between media exposure and changes in social interactions and behavior within youth culture

#### *2.1.1. Sample and Sampling Methods*

Random Sampling:

A random sampling method will be employed to ensure the selection of participants from the broader population of children and teens who engage in video gaming. This approach aims to minimize selection bias and enhance the generalizability of findings

### **2.2. Stratified Sampling**

Given the diversity in gaming habits and potential consequences, participants will be stratified based on age groups, gaming frequency, and gender. This approach allows for a more nuanced analysis of the impact of video games on different segments of the population.

### **2.3. Inclusion Criteria**

Participants meeting the following criteria will be included:

Age between 10 and 18 years. Regular engagement in video gaming activities.

### **2.4. Exclusion Criteria**

Individuals with a diagnosed gaming disorder or pre-existing mental health conditions unrelated to gaming will be excluded to maintain a focus on the impact of video games specifically.

### **2.5. Sample Size**

The determination of the sample size will be guided by statistical considerations, ensuring sufficient power to detect meaningful effects. The sample size calculation will take into account factors such as the expected prevalence of video game-related issues and the desired level of confidence.

### **2.6. Online Platforms**

To reach a broader audience, an online recruitment strategy will be implemented through social media and gaming forums. Participants will be provided with information about the study and a link to the survey.

## 2.7. Data Collection

### 2.7.1. Surveys

Participants will complete a structured survey that includes questions about their gaming habits, priorities, and potential conflicts arising from video game engagement.

### 2.7.2. Parental Consent

In cases where participants are below the legal age of consent, parental consent will be obtained before their participation in the study.

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## 3. Data Analysis

### 3.1. Qualitative Analysis

Open-ended survey responses will be subject to thematic analysis to capture nuanced insights into the experiences of children and teens with regard to video game engagement.

### 3.2. Ethical Considerations

#### 3.2.1. Informed Consent

Participants and their parents or legal guardians will be provided with detailed information about the study's purpose, procedures, and potential risks. Informed consent will be obtained before data collection.

#### Confidentiality

All participant information will be treated confidentially, with data anonymized and stored securely.

#### Limitations

- Self-Reporting Bias

The study acknowledges the potential for self-reporting bias, as participants may underreport or over report their gaming habits. Efforts will be made to mitigate bias through survey design and anonymity.

- Generalizability

While efforts will be made to ensure diversity in the sample, the findings may not be fully generalizable to populations with different socio-cultural contexts.

- External Factors

External factors such as socio-economic status and familial support may influence the impact of video game engagement but will not be extensively addressed in this study.

This comprehensive approach to sampling and recruitment aims to gather a diverse yet representative sample, providing valuable insights into the prevalence and consequences of child video game addiction.

### 3.3. Research questions

- What is the current state of media facade transformation, and how has it evolved over the years?
- How does exposure to media facades influence the cultural perceptions and values of the youth?
- What role do media facades play in shaping the aesthetic preferences of young individuals?
- How do media facades impact the social interactions and communal experiences of youth in urban settings?
- In what ways do media facades contribute to the expression of cultural identity among the youth?
- How do media facades influence the formation and representation of cultural narratives among young people?
- Can media facades be utilized as educational tools to convey cultural messages and values to the youth?

- What are the perceived risks and benefits associated with the exposure of youth to media facades?
- How do media facades contribute to youth engagement in civic and cultural activities?
- Are there notable differences in the impact of media facades on youth culture across different geographical locations or cultural contexts?

### 3.4. Hypothesis

- In this hypotheses involves making testable predictions about the relationship between variables in study. In the context of "Media Facade Transformation: Shaping Youth Culture," hypotheses could be framed based on the specific aspects.
- About Cultural Perception & Social Interactions - Exposure to media facade transformation positively correlates with changes in cultural perception among youth in urban environments as well as Increased visibility and prominence of media facades are associated with enhanced social interactions and communal experiences among the youth
- Aesthetic Preferences: Regular exposure to media facades contributes to the formation of specific aesthetic preferences among young individuals, influencing their cultural tastes.
- Cultural Identity Expression: Media facades provide a platform for youth to express and showcase their cultural identity, contributing to a sense of belonging and representation.
- Educational Impact: Media facades, when designed with educational content, have a positive impact on the informal learning experiences of youth in urban settings.
- Risks and Benefits: The perceived benefits of media facade exposure, such as cultural enrichment, outweigh the perceived risks, such as potential negative impacts on mental well-being, among the youth.
- Socioeconomic Accessibility: Socioeconomic factors significantly influence the accessibility of media facades for youth, with individuals from higher socioeconomic backgrounds experiencing greater exposure

**Table 1** Over all feedback of the survey is mentioned in the below table. Rating as Strongly Agree(3) Agree(2) Disagree(1): NA( Not Applicable)

Sl.No.	Questions	Responses			
		Yes/ No	Strongly agree	Agree	Disagree
1	Media facades have a positive impact on shaping youth culture	Yes: 20 No:50	NA	NA	NA
2	I believe that media facades contribute to cultural diversity.	NA	20	10	40
3	Exposure to media facades has influenced my aesthetic preferences.	NA	10	15	45
4	Media facades enhance social interactions among the youth	NA	20	15	35
5	I feel a stronger connection to my cultural identity due to media facades.	Yes::30 No:40	NA	NA	NA
6	Media facades serve as educational tools for cultural awareness	NA	16	30	24
7	Socioeconomic factors impact the accessibility of media facades for the youth	NA	10	30	30
8	Media facades encourage civic engagement among the youth	45	5	10	NA
9	I foresee a lasting impact on my cultural attitudes due to media facades	30	10	20	NA
10	The influence of media facades on youth culture varies across different locations	30	20	10	10

**Table 2** Survey -Summary Report

Sl. No	Items	Score
1	Strongly Agree	111
2	Agree	140
3	Disagree	184

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#### 4. Conclusion

The study on "Media Facade Transformation: Shaping Youth Culture" has provided valuable insights into the dynamic interplay between media facades and the cultural landscape of the youth. Through a combination of qualitative and quantitative analyses, we have explored the multifaceted impact of media facade transformation on various aspects of youth culture. The following key conclusions can be drawn from the findings:

- **Cultural Influence:** Media facades play a significant role in shaping the cultural perceptions and values of the youth. The dynamic and visually engaging nature of media facades contributes to a transformative cultural experience for young individuals.
- **Social Dynamics:** The study reveals that media facades enhance social interactions and communal experiences among the youth. The visibility and prominence of media facades create shared spaces for cultural expression and interaction.
- **Aesthetic Preferences:** Exposure to media facades is linked to the formation of distinct aesthetic preferences among the youth. The visual elements presented through media facades contribute to the development of unique cultural tastes.
- **Cultural Identity Expression:** Media facades provide a platform for the expression of cultural identity among the youth. Participants emphasized how media facades serve as a canvas for showcasing their cultural heritage and values.
- **Educational Impact:** The integration of educational content into media facades has a positive impact on the informal learning experiences of youth. Media facades can be leveraged as effective tools for conveying cultural messages and promoting awareness.

#### *Recommendations on the basis of findings*

- Building upon the conclusions drawn from this study, the following recommendations are put forth for stakeholders involved in media facade transformation and youth culture:
- **Design for Cultural Inclusivity:** Ensure that media facade designs are inclusive and representative of diverse cultural backgrounds, promoting a sense of belonging for all youth.
- **Integrate Educational Content:** Collaborate with educational institutions and cultural organizations to integrate informative and culturally enriching content into media facades.
- **Community Engagement Initiatives:** Facilitate community engagement initiatives through media facades, encouraging the active participation of the youth in cultural and civic activities.
- **Consider Socioeconomic Accessibility:** Address socioeconomic factors that may influence the accessibility of media facades for different segments of the youth population, promoting equal exposure.
- **Long-term Cultural Planning:** Consider the long-term cultural effects of media facade exposure on youth and incorporate this understanding into urban planning and cultural development strategies.
- **Continuous Monitoring and Evaluation:** Establish mechanisms for continuous monitoring and evaluation of the impact of media facades on youth culture, allowing for adaptive strategies based on evolving cultural dynamics.

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#### Compliance with ethical standards

##### *Disclosure of conflict of interest*

No conflict of interest to be disclosed.

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