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10.30546/2518-752X.2.507.065

THE CULTURAL MANIPULATION THROUGH LANGUAGE BY SOCIAL MEDIA AND ARTIFICIAL INTELLIGENCE

Keywords: social media, algorithms, hashtags, social norms, digital communities

Açar sözlər: sosial media, alqoritmlər, hashtaglar, sosial normalar, rəqəmsal icmalar

Ключевые слова: социальные сети, алгоритмы, хэштеги, социальные нормы, цифровые сообщества

Introduction

In the digital age, social media platforms and artificial intelligence (AI) technologies have revolutionized how we communicate, share information, and interact with the world. Once simple tools for connecting people, these platforms have evolved into powerful forces that significantly shape our personal beliefs, cultural practices, and even global societal norms. With algorithms driving content creation and consumption, social media is not only a space for social interaction but also an arena where cultural narratives are constructed, ideologies are spread, and identities are formed.

As these platforms continue to grow in influence, understanding their impact on culture, identity, and society has never been more critical. The integration of AI into the content curation process amplifies the power of social media, creating both opportunities and challenges. This essay delves into how algorithms shape what we see, how they influence cultural trends, and the positive and negative effects of this new digital landscape on our collective and individual identities. From the rise of global trends to the reinforcement of biases, we explore the multifaceted role social media and AI play in shaping modern culture.

In recent years, social media platforms and artificial intelligence (AI) technologies have grown rapidly, and their influence on society and culture has become stronger than ever. These platforms are no longer just tools for sharing information—they are now powerful forces shaping the way people think, the values they hold, and even how they see themselves and others. Social media isn't just a place to connect with friends or share pictures; it has become a space where individuals' beliefs, identities, and attitudes are influenced and sometimes formed.

The Role of Algorithms in Social Media. Social media platforms like Facebook, Instagram, and TikTok use complex algorithms to show users content that is specifically tailored to their interests and online behaviors. This means that when you log in, you don't see random posts. Instead, you are shown content that the platform thinks will interest you most, based on your past likes, shares, comments, and who you follow. These algorithms present content that introduces

users to specific ideas, cultural trends, and worldviews. Over time, this can shape how people think about certain topics, from political beliefs to lifestyle choices.

The Hidden Dangers of Personalization. While personalized content can be useful in finding relevant information or staying up to date on trends, it also comes with significant risks. One major concern is that these algorithms tend to prioritize content that generates the most engagement, such as posts that are emotional, sensational, or controversial. This focus on high-engagement content can lead to the spread of misinformation, reinforce biases, and limit exposure to diverse perspectives. In some cases, users may end up with a narrow view of the world, being exposed only to ideas that align with their existing beliefs.

Moreover, the algorithms driving social media aren't neutral. They are designed to influence user behavior. The content users see is not a random selection but rather a carefully curated set of posts meant to keep them engaged, often leading them deeper into specific ideologies or viewpoints. As AI plays a bigger role in content curation, it becomes clear that these technologies shape not only what we see but also how we understand important social and political issues.

The Impact of AI and Social Media on Culture. Social media and AI are also having a profound impact on culture itself. Through language and symbols shared across networks, social media plays a significant role in shaping cultural narratives. For example, viral hashtags, memes, and popular symbols often carry specific ideological messages or cultural values. These messages spread quickly, influencing people's thoughts, and sometimes reinforcing stereotypes or promoting certain societal norms. Over time, this constant exposure can alter how people think, how they behave, and which cultural values they prioritize.

AI algorithms are at the heart of this process. By analyzing user behavior and interests, algorithms decide which content to present. This not only influences what people see but also the cultural and social ideas they absorb. For instance, if you engage with content about a particular lifestyle or worldview, the platform will likely show you more of that content, reinforcing your existing beliefs and interests.

The Positive and Negative Effects of Cultural Manipulation. The manipulation of culture through social media and AI can have both positive and negative effects.

Cultural Homogenization: One effect is the potential for cultural homogenization, where different cultures become more alike. Social media promotes global trends that, over time, can erase cultural differences. For example, the same trends, music, or fashion can spread around the world, making cultures seem more similar. This is often driven by influencers, celebrities, and global brands who set certain standards or ideals that everyone starts to follow.

Emergence of New Cultural Norms: At the same time, social media and AI give rise to new cultural values and norms. The rise of influencer culture, TikTok trends, and online activism has created new ways for young people to define themselves and engage with society. These new cultural norms may sometimes clash with traditional values or long-standing cultural practices, leading to tensions between generations or communities.

Shaping Identity: Social media and AI also play a role in shaping both individual and collective identities. People now form their identities not only in relation to their immediate social circles but also in the context of a global, online

community. Social media allows people to present themselves in specific ways, influenced by the trends and norms that dominate these platforms. Over time, social media becomes a powerful force in defining what is "normal," what is "cool," and what is considered socially acceptable.

Social Media, Beauty Standards, and Identity. Platforms like Instagram have become major players in shaping cultural standards, especially in areas like beauty and self-image. Influencers often promote certain beauty ideals, creating a pressure for young people to conform to these standards. Through posts, filters, and advertisements, these platforms can affect how users perceive their own appearance and their self-worth. This phenomenon contributes to the rise of cosmetic culture, where physical appearance is often prioritized over other aspects of identity.

TikTok and the Fast-Paced Transformation of Culture. TikTok, known for its short, dynamic videos, is another platform where cultural trends emerge and spread rapidly. Trends can go viral in a matter of hours, and users quickly adopt new ideas, memes, or political movements. This fast-paced nature of TikTok culture allows for the rapid creation and diffusion of new cultural values, ideologies, and social movements. While this can be exciting and energizing, it also means that culture is in constant flux, with trends and values changing at an accelerated pace.

Conclusion. The influence of social media and AI on cultural manipulation is undeniable. These platforms are not just places for entertainment or socializing; they are shaping individual identities, collective cultures, and social norms. Algorithms, designed to keep users engaged, are now powerful tools that influence the way people think, what cultures they adopt, and which ideologies they support.

However, this influence is not without consequences. The manipulation of culture through social media and AI can have both positive and negative effects. While it can lead to the spread of new cultural values and norms, it can also contribute to cultural homogenization and the reinforcement of biases. As these platforms continue to evolve, it is crucial that we recognize their impact on society and culture, and consider how to balance the benefits with the risks of cultural manipulation.

Future research should explore the broader implications of social media and AI on cultural diversity, identity formation, and global social norms. Only then can we fully understand the extent to which these technologies are shaping our world.

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Xülasə

**SOSIAL MEDIA VƏ SÜNİ İNTELLEKTİN DİL ÜZƏRİNDƏN
MƏDƏNİ MANİPULYASIYASI**

Son illərdə sosial media platformaları və süni intellekt (SI) texnologiyaları sürətlə inkişaf edərək cəmiyyət və mədəniyyət üzərindəki təsirlərini daha da gücləndirmişdir. Bu platformalar yalnız məlumat paylaşmaq üçün alətlərdən ibarət deyil, insanların düşüncə tərzini, dəyərlərini və özlərini və başqalarını necə gördüklərini formalaşdıran güclü təsir vasitələrinə çevrilmişdir.

Sosial media platformalarında istifadəçilərin qarşısına çıxan məzmun, istifadəçinin maraq və davranışlarına əsaslanaraq alqoritmlər tərəfindən seçilir. Bu şəxsi məzmunlar, istifadəçiləri müxtəlif ideologiyalara, həyat tərzlərinə və dünyagörüşlərinə yönləndirə bilər. Lakin bu alqoritmlərin əsas məqsədi istifadəçiləri daha çox əlaqə yaratmağa sövq etmək olduğu üçün, bəzən saxta məlumatların yayılması, təhrif olunmuş dünya görüşlərinin formalaşması və müxtəlif baxışların təhrif edilməsi kimi problemlər ortaya çıxır.

Амалыя Мехерремзаде

Резюме

**КУЛЬТУРНАЯ МАНИПУЛЯЦИЯ ЧЕРЕЗ СОЦИАЛЬНЫЕ МЕДИА
И ИСКУССТВЕННЫЙ ИНТЕЛЛЕКТ**

В последние годы социальные медиа-платформы и технологии искусственного интеллекта (ИИ) развиваются с высокой скоростью, усиливая их влияние на общество и культуру. Эти платформы уже не являются просто инструментами для обмена информацией, а стали мощными средствами формирования мышления людей, их ценностей, а также того, как они видят себя и других.

Контент, который появляется на социальных медиа-платформах, выбирается алгоритмами на основе интересов и поведения пользователей. Этот персонализированный контент может направлять пользователей к различным идеологиям, стилям жизни и мировоззрениям. Однако основной целью этих алгоритмов является побуждение пользователей к большему взаимодействию, что порой приводит к распространению ложной информации, формированию искажённых мировоззрений и искажению различных точек зрения.

Rəyçi: prof. A.Y.Məmmədov