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Technoarete Transactions on Advances in Social Sciences and Humanities(TTASSH)

Aim & Scope

Technoarete Transactions on Advances in Social Sciences and Humanities(TTASSH) aim to serve as an intellectual platform for scientists, academicians, and researchers to disseminate their research findings and studies in the area of social science and humanities. Humanities and social science act as a strong pillar of support to invade solutions to very important issues faced by human mankind. The journal aims to publish quality research article in primary fields of humanities and social science, corporate governance art, anthropology, communication studies, geography, Industrial management, political science, population studies, Law, public administration, international relations, women empowerment, social welfare, visual art of history, sociology, cross cultural studies. As well as demography, criminology, media studies, rural development psychology and gender studies. The journal aims to throw light on advancements in applications related to humanities and social science.

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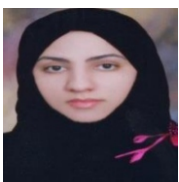
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Role of Critical Thinking and Effective Communication in Humanities

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ABSTRACT

Both critical thinking and communication are interconnected with each other. The capability of the critical thinking process is applicable to improving the communication process. On the opposite side, good communication can easily influence the thinking process to become critical. The present study has investigated the evaluation of the role of critical thinking and effective communication in humanities. The researcher has associated with the understanding of how critical thinking can affect the communication process in humanities and also seeking the connected factors with it. Based on the elaboration of the result section, the research topic has been described in a better way with the implication of understanding themes. Data were extracted on basis of the research topic as the researcher has selected a “secondary qualitative data collection method” to collect relevant information. In estimating the collected data, the researcher has used the toolssuch as interpretivism research philosophy, inductive research approach, exploratory research design, and thematic analysis. It is an active procedure that needs proper attention and ideas to improve it in better use. Moreover, this research paper can help readers to understand the reasons and applicable tools for identifying the inner connection between critical thinking and effective communication.

Keywords:-Benefits, Communication, Critical Thinking, Higher Education, Humanities, Knowledge, Thinking Skills.

INTRODUCTION

Critical thinking and communication are united pieces of the same skeleton which can make a better result. In this recent era, with the constantly developing and shifting environment, critical thinking and powerful communication have a great impact. Critical thinking can be easily taught through an enhanced communication process. In humanity, every individual sees this whole world from a different perspective, and their decisions are made based on this variety of perspectives. In this regard, with more people interaction can be possible, the quality of critical thinking skills and knowledge will be developed. In this modern world, most people value unique ideas more than normal ideas.

Every step of humanity needs some kind of new ideas and thoughts which make this development more beautiful, effective, and better. Seen differently, critical thinking can help enhance communication methods that are effective for the growth of humanity. Communication and critical thinking both are important and valuable to increase the importance of humanity's development. Nowadays people like to look at everything differently and they want to be more updated and advanced. In this context, there is a need for the continuous practice of critical thinking and focus on the communication process. The effectiveness of critical thinking and communication for humanity briefly will be discussed in the following section of this study.

Aim and Objectives

The aim of the study focuses on the evaluation of the role of critical thinking and effective communication in building humanities. The research objectives are as follows:

- To find out the concept of humanities and the importance of critical thinking
- To understand the role of communication in critical thinking
- To identify how critical thinking is the key to effective communication
- To evaluate the connection between communication and critical thinking to develop humanity's growth

METHODS

The study has been implemented based on a few effective research tools that are used to find relevant data and information regarding this research topic. The main section is identified collecting data to conduct this study, and the researcher has used a “secondary qualitative data collection method”. Secondary qualitative data collection refers to the use of secondary sources which are capable of providing qualitative and subjective data from existing resources such as articles, news reports, and journals [1]. Several articles and journals that provide relevant information about communication and critical thinking and their effects on the development of humanity's growth are reviewed for gathering qualitative data. All the journal articles have been selected between 2018 to 2022 as the recent data can be served in this research paper. In addition, all articles are searched with their keywords so that the exact article can be found.

Qualitative data collection is comparatively easy to find and time-saving which makes research more time efficient. However, it improves the understanding of the issue and helps to make decisions from the research more efficiently. After gathering all the data, and evaluating the findings in an understandable way, a “thematic analysis” has been adopted. This process has helped in-depth analysis of the issue and that improves the research outcome. Thematic analysis related to the topic helps to understand the different factors associated with critical thinking and communication that influence humanities [2]. Especially, as it does not need any theoretical and technological knowledge, this has been adopted in this study. It offers a more accessible form of analysis that makes research study easy and time efficient. On the other hand, other research instruments are also used to shape the way of collecting data and information. As in a research paper, the methodological tools provide a structural way that suggests proper research design, approach, and philosophy, and the outcome has become valuable. There are different research designs available but this research follows the “exploratory research design” that has helped in conducting this study more efficiently. This research design is beneficial as it is time-saving and also supports different areas of the research process [3]. In addition to that, research approaches are also significant for a research study and it focuses on a clear understanding of the topic. An “inductive research approach” is selected here to clearly understand the connection between communication and critical thinking that influence humanities.

Along with this, research philosophy deals with the source, nature, and development of knowledge and also focuses on clearly understanding the research area. This research follows an “interpretivism research philosophy” to provide flexible evolution of proper knowledge and understanding during the research process regarding the research topic [4]. Therefore, following the mentioned methodological tools have helped in conducting the paper and gaining an effective result.

RESULTS

Theme 1: Humanities and the importance of critical thinking

In the aspect of humanities, the critical thinking process is highly important as it allows an individual to reflect and identify their own value in society. Critical thinking is able to make decisions depending on the requirements of the current social structure [5]. It has been observed in the majority of cases that people who are capable of thinking critically, can lead their lives more meaningfully and fulfilled. In this modern world, keeping pace with the transformation and modification is essential based on the capacity of the critical thinking process. The critical thinking approach is considered able to change both thinkers and the world to explore something new.

In the area of transformative change, critical thinking is also identified as a kind of prediction. Critical thinking is able to boost confidence levels while the communication process. In fact, the communication system can be more useful and lead to better results. Accompanied by the critical thinking process, an individual can get help to articulate and visualise problems and solutions from different angles [6]. Along with this, the capability of thinking critically and in a more advanced way enables an individual to present contrasting perspectives with confidence. The requirement of the communication process can appear in different fields such as social interaction, meetings, and other business connections. It also has been observed that to assimilate and organise unique thoughts through logical analysis, critical thinking is effective in build humanities.

The use of the critical thinking process ensures the improvement of the core work of the humanities. In the humanities, the numerous disciplines display the different types of activities such as how to listen, how to argue, how to analyse, and how to handle the social world. All the activities are able controlled only depending on the critical thinking process. In the humanity course, teaching and learning “critical thinking skills” remarkably help in decreasing an individual belief in “pseudoscience” [7]. In numerous fields of life, having skills and knowledge about critical thinking can make the process easier and simpler. In order to influence others, especially in the business process, by serving something trendy and unique, the critical thinking process is effective and also can secure the growth of humanities in the current society.

Theme 2: Role of communication in critical thinking

Communication is the framework of a foundation to shape its profit margin and it is possible to get with the collaboration of a critical thinking approach. People who are capable of improving their critical thinking skills in a continuous manner can gain an experience of better communication. The level, as well as the value of communication in any social activity, is dependent on critical thinking procedures. In this recent business market, the ability to communicate with others has a great influence to impress the opposite individual [8]. While communicating with an individual, a critical thinking process helps in making something different and influential to observe the opposite individual’s thought process. People, who have skills and knowledge of critical thinking, always try to utilise a strong and confident speaking voice during any kind of communication process.

They are also able to avoid “filler” words while communicating with others and make the conversation effective to create something pretend. In addition to that, a critical thinker is also able to present a clear and easily understandable visual presentation to make a simple and flexible. People who can think critically know very well that the other side will be more influenced if they get things done differently [9]. One of the skills of these people is to think about everything in a completely different way from other ordinary people. It is often seen that in any form of communication the first presentation sets the course for all subsequent presentations. In this area, having communication skills and knowledge of how to develop it is very important to make a positive social impact.

In any communication process, using effective language has a beneficial impact as it is the main key tool that is applicable to impress. In this context also there requires knowledge regarding critical thinking. Since critical thinking teaches people to think differently, it can be easier to determine what kind of language use can more likely be attracted, people. It also has been seen that “critical thinking communication skills” assist an individual to stay on point and prove it till the end [10]. A critical communicator is always capable of concentrating on the core issues and gives an effort to resolve them by staying on point. It has become easy and simple to establish a belief and reputation as a critical communicator by applying different ideas and concepts.

Theme 3: Critical thinking is the key to effective communication

In order to improve the communication process, critical thinking is identified as the main key tool. A critical communicator works by observing the inherent flaws of a particular subject after a thorough observation of it. Due to creating social value and social identity, critical thinking skills can manage the entire process very perfectly [11]. Along with this, the critical thinking procedure is also capable of creating a competitive advantage in this current developing era to prove self-identification and self-power. A crucial quality of critical thinking is the capability of protecting issues and identifying self-knowledge. Identifying the biases and providing better engagement in the process, critical thinkers have a great impact to maintain effectiveness in a positive way.

The critical thinking process is able to increase the possibility of inventing as well as discovering new things which are applicable to impress others. It has been observed that not having knowledge about critical thinking, an individual could not bring any new ideas or concepts to deal with the potential issue in society [12]. Basically, it is a process that can support the development process of the critical situation by providing new concepts and ideas. Along with this, having critical thinking processes is able to enhance the skill level at high to solve problems also in the workplace to manage the work culture. In order to deal with different negative as well as complex situations, the skill of critical thinking is considered important to reduce the negative impact.

The continuing practice of the critical thinking approach can improve the communication process and make it worthwhile. Accompanied by influencing the normal thinking process and pattern, the practice of critical thinking is capable of increasing the process of building unique ideas and concepts. In addition to this, in making vital decisions regarding any serious condition, the critical thinking technique is able to polish the potential approaches. However, the critical thinking processes can assist any individual in gaining different points of view to make the situation better than expected. In managing the negative impact of any kind of barrier, critical thinking has a great effect on it [13]. Moreover, focusing on continuous improvement of critical thinking can help the process of communication and make it more powerful and effective to sustain for a long-term issue.

Theme 4: Connection between communication and critical thinking to develop humanity's growth

Communication and critical thinking are interconnected with each other and both are dependent on each other. Good communication influences the process of critical thinking which is effective during conversation or any kind of discussion. Both “communication and critical thinking” are attached in several ways which are influencing the growth of humanity. One of the major links between “communication and critical thinking” is the possibility to understand how to observe and identify an individual’s “thought process and line of reasoning” [14]. Humanity's growth requires many experiences which can only be obtained through communication with other human beings. The communication method on the other hand requires a critical thinking process. It can be stated easily that communication and critical thinking are closely related to each other.

Especially in the process of problem-solving, the development of humanity can be noticed in a greater area. Based on the industrial perspective, the adoption of critical thinking has been identified as appreciable to improve the condition of communication. Critical thinking is an active process that needs constant practice and exercise to modify its shape and effectiveness. The critical thinking process is able to increase the number of communications and also the opportunity of getting more communications [15]. Accompanied by numerous communications an individual can gain more experience and knowledge regarding different kinds of perspectives. All the knowledge and experience are capable of helping in the development of the human identity level in the current society.

Among the current humanities, the importance of critical thinking has increased a lot as technological advancement is developing day by day. A good critical thinking process is considered as an idea that is applicable to solving any serious issue and serves a better impact by providing the solution. [16].

Accompanied by critical thinking, the process of communication can be better and more effective to influence the opposite individual to retain something. Communication is can be effective in the case of having any unique idea and plan. It also assists in building a better approach for the entire humanity and sustaining it for a long-term issue.

Theme 5: Improvement of critical thinking in humanities

Thinking skills are innate in humanity from the time of birth and over time people learn to think more critically. Although this skill requires a fair amount of exercise and practice otherwise it is not possible to increment it properly. In every step of life, everyone needs to develop the capability of critical thinking. Both skills and knowledge about critical thinking need regular polishing and exercise [17]. In order to convey information about any topic in any place, it is necessary to have enough knowledge to be able to easily understand what the other individual is trying to say. The more people an individual interacts with, the easier it will be for critical thinking to open up new ideas.

In the case of becoming a good listener, listening to people attentively and noticing the verbal and non-verbal cues also can support the sharpening process of critical thinking knowledge and skills. Identify the situations where an individual's opinion is an unconscious issue, then on that situation, observe the situation deeply and identify the prejudices that led to taking an influenced decision [18]. In addition to that, focusing on emotional intelligence, empathising with people and situations, and becoming self-aware are the beneficial elements to secure the process of communication. In most cases, critical thinking skill is needed to make a fruitful decision on any specific matter.

Most of the time people made their decisions based on different types of perceptions that are not proven right. For this reason, it is very important to make a proper and effective decision by understanding the place and the situation [19]. Observing this present world condition, the more critical thinking is accessible to the human race, the more development there will be and that is a very beneficial thing for the growth of humanity. Moreover, greater exposure to more people will lead to greater experiences that will sharpen critical thinking skills and also will be proved meaningful to mankind.

DISCUSSION

The aim of communication is to develop knowledge about interactional processes and communicative behaviour. It is considered the skeletal structure of critical thinking and it is generally the act of transferring information from one place, person or group to another. Critical thinking and communication are interlinked with each other. Thinking critically boosts communication skills along with confidence. Critical thinking is essential for many career paths and it helps in self-development of an individual [20]. Different professionals such as scientists, doctors, engineers, lawyers and analysts are all required to think critically in their profession. Humanities and critical thinking both are interlinked with each other. Critical thinking is highly important as it allows individuals to reflect on and

identify their own values in society.

It has been observed that people who can think critically can lead their lives more meaningfully and fulfil their desires. Critical thinking is also identified as a kind of prediction in the area of transformative change [21]. Communication is the framework of a foundation to shape profit margin and it is possible to get with the collaboration of a critical thinking approach. Communication plays a significant role in critical thinking. In the recent business market, the ability to communicate with others has a great influence to impress the opposite individuals. People who are able to think critically have skills to think about everything in a completely different way from other ordinary people which gives a competitive advantage. Often it is seen that in any form of communication the first presentation sets the course for all subsequent presentations. Any communication process using effective language has a beneficial impact as it is the main key tool that is applicable to impress. On this note, there requires knowledge regarding critical thinking as critical thinking teaches people to think differently.

Critical thinking is the key to effective communication among the people as a critical thinker works by observing the inherent flaws of a subject through observation. Critical thinking processes can manage social value and identity creation very perfectly [22]. Besides this critical thinking process is able to create a competitive advantage in the current developing scenario. Thinking critically can increase the possibility of investing along with discovering new things which are applicable to impress other people. Sometimes it has been observed that people who do not have knowledge about critical thinking cannot bring new ideas or concepts to deal with the potential issue in society. Along with this, having a critical thinking process is able to enhance the skill level to the high to solve different problems in the workplace to manage the work culture.

Communication and critical thinking both are related to each other as both are dependent on each other. Good communication influences the process of critical thinking that is effective during a conversation or any kind of discussion. The major link between communication and critical thinking is the possibility to understand how to observe and identify the thought process and line of reasoning of an individual. The process of problem solving and the development of humanity can be noticed in greater areas.

Communication can be effective in the case of having any unique ideas and plans [23]. It also assists to build a better approach for the entire humanity and sustaining it is for a long-term issue. The critical thinking process can be improved by different procedures. Thinking skills are innate in humanity from the birth time and people learn to think critically over the time. The critical thinking process can be improved by improving the listening and communication ability. People need to be good listeners along with good communicators.

Most of the time people make their decision based on different perceptions that are not proven right. Hence, it is very important to make proper and effective decisions by understanding the place and the situation. Every act has a consequence and people can improve their critical thinking procedure by considering the consequences before performing any act. Moreover, greater exposure to more people will lead to a greater experience that can sharpen critical thinking skills and procedures that will be beneficial and meaningful for mankind.

CONCLUSION

Following the above entire analysis, it can be concluded that to make humanity stable and increase growth, having knowledge about critical thinking is essential. In this current developing era with the collaboration of advanced technology, people also need to be able to think fast to keep pace with the current age. The communication method is a very good process for further development of critical thinking efforts which helps this humanity to achieve more success and growth. It is a very common factor that the more people interact with other people, the more their knowledge and experience develop and the more variety they learn about society.

The societal approach is a great way to practice the critical thinking development process to serve a better positive growth to humanity. Accompanied by critical thinking people can easily influence other people about any topic and present new information and ideas more beautifully. Especially it is identified as a good approach for businesses by which anyone can easily maintain competitiveness in this society to sustain security for a long-term issue. Moreover, to build positive growth in humanity, both communication, and critical thinking are very essential.

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Impact of Various Social Movements in Advocating for Change in the 21st Century

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ABSTRACT

The following study has been focused on evaluating the impact of social movements on driving social changes in the 21st century. Social movements involve conducting public campaigns with the common aim of leading a change in society or the implementation of a new policy or rule associated with social interest. In short, social movements are closely connected to achieving some determined social goals. Therefore, a secondary data collection method has been followed and relevant data has been collected from different journals, newspaper articles and websites. The findings suggest that social movements have become vital for driving a new change in society and the changing social, industrial and business contexts have led to several destructive impacts which are encouraging to conduct these social campaigns. These movements have been identified to be vital for society as well as for protecting public rights, environmental sustainability and inclusion in society. Several vital social movements of the 21st century have been explored, including “Black Lives Matter”, “Occupy Wall Street” and “MeToo Movement”. Additionally, their potential impact on contemporary society has been addressed and the changes brought by these movements have been explained. It has been identified that the “Occupy Wall Street” movement has not brought new changes in society, while the “MeToo” movement has convicted several persons accused of sexual exploitation, mainly in workplaces. The Black Lives Matter movement has changed the perception of racial discrimination, whereas the “MeToo” movement has increased the rate of “sex-crime reporting”.

Keywords:-21st Century, Public Campaigns, Social Change, Social Movements.

INTRODUCTION

Background

Social movements refer to an organised and loosely managed campaign aiming to achieve a social goal. The aim of conducting a social movement is to lead a change in society or to achieve or implement a new right associated with a social goal (1). It has been identified that throughout the history of democracy and humanity, conducting a social movement has always taken an efficient role in bringing new changes and reshaping existing norms of society. Social movements differ in size and purpose, however, the main focus remains similar and people use different mediums and methods for these movements. However, in the 21st century, with the emergence of advanced information and communication technology, it has become easier to spread awareness about a social requirement and encourage a social movement.

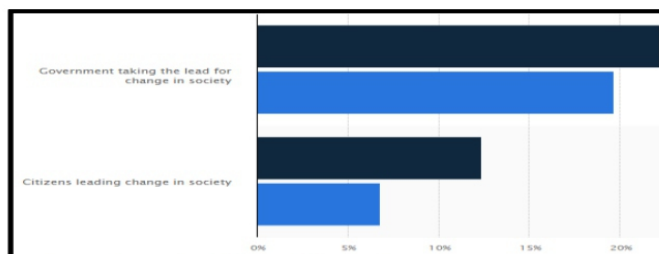


Figure 1: Role of the public and government in enacting social changes[3]

It has been observed that digital media has taken a vital role in creating awareness of a social movement as people are focused more on spending their time indulging in online activities. Changing economic and political contexts of the world have shaped the influencing factors associated with social movements (2). In addition, these movements pose a major impact on the perception and opinions of people along with influencing the government to shape or implement a change. The government and the general public both take positive roles in encouraging social changes and around 6.8% of people have claimed to have taken active roles in social change activities (3).

Aim and objectives

The main purpose of this study is to address and evaluate the impact of various social movements leading to change in the 21st century.

Objectives

- To evaluate the importance of social movements in society
- To address the connection between social movements and social change
- To identify different social movements in the 21st century and address their impact on society

Scope and relevance of the study

This study has presented the social impacts and potential changes brought by social movements and their importance for upgrading society. Different social movements that became popular in the 21st century have been explored and their influence on bringing social changes has been discussed in this study. Therefore, it can be stated that the following study has presented a less explored phenomenon along with providing detailed insights about the importance and need of social movements for bringing social change. The influencing factors and methods used for creating awareness of these movements have also been evaluated. Thus, it can be stated that this study has presented an effective discussion on the influence and correlation between social movements and social change and these details can be used in future studies.

METHODS

Research design

In order to conduct research, various methods and procedures and the research design can be defined as the comprehensive structure of the procedures. The main types of research design are experimental, exploratory, descriptive and correlational. The researcher has decided to follow an exploratory research design in the following study in order to explore the research phenomenon and develop a better understanding. It has been identified that using an exploratory design helps to explore a less-explored phenomenon with “limited coverage” (4). Choosing an appropriate research philosophy helps to

maintain the balance between scientific integration and philosophical assumption in the research procedures. An interpretivism philosophy has been chosen to use for acquiring in-depth insights about the impact of social campaigns on driving change in the 21st century.

Selecting an appropriate and suitable research philosophy helps to explore the research problem more effectively by guiding the data collection and analysis procedures. Additionally, an interpretivism research philosophy involves developing further details and insights about a phenomenon (5). Apart from this, an inductive research approach has been selected to use in the study for gathering relevant information associated with the research problem and developing a better understanding. Therefore, these methods and techniques indicate the accuracy and consistency of the research outcomes. These methods and techniques have been selected in accordance with the research problem for attaining better outcomes and illustrating the importance of social movements for societal changes.

Research type

Data collection is the most essential procedure in research and this procedure depends on the research type or the type of data required for the study. A secondary data collection method has been chosen for qualitative data associated with the research phenomenon. Consequently, secondary data refers to previously published data and can be collected from various trustworthy and valid sources (6). Furthermore, using a secondary data collection method allows for collecting and using existing datasets that are already structured and published and consist of accuracy and validity. It is a cost-effective method for gathering relevant data and coinciding with these advantages, it has been selected for the present study. In addition, published data has been collected from reliable journals, websites and newspaper articles for analysing the impact of various social movements on driving changes in contemporary society.

Inclusion and exclusion criteria

Inclusion criteria

- Journals, newspaper articles and websites published in 2018 or after 2018 have been included.
- Valid and trustworthy secondary sources consisting of accurate data published in the English language have been used.
- Websites, journals and newspaper articles containing relevant data associated with the research subject have been included.

Exclusion criteria

- Secondary sources published before 2018 have been excluded.
- Websites or journal publishers in another language than English have not been used in the study.
- Secondary sources which are not reliable or consist of irrelevant data have not been used.

Data analysis

The ultimate and most vital procedure in research is the data analysis process which involves analysing, processing and interpreting the gathered data. In the present study, the researcher has decided to use a secondary data collection method and considering this, a thematic analysis has been chosen to conduct for assessing the influence of social campaigns on enacting new changes in society. Thematic analysis is regarded to be a common and widely accepted approach for analysing qualitative data (7). Hence, this specific method has been selected to use in the present study and the outcomes of the data collection process have been the matised for interpreting and illustrating. Conducting thematic analysis for assessing qualitative data enables the researcher to gain detailed insights by evaluating and interpreting the outcomes more effectively.

RESULTS

Evaluation of the need for social movements in society Social movements can be referred to as organised public campaigns aiming at a change or implementation of a new policy or legislation associated with social goals or interests. Additionally, these movements come with severe changes and transformations in society, including reshaping social rules, norms, government legislation and social inequalities.

“Social movements” are similar to social reforms as these movements are concerned about various social issues and public interests, such as racism, gender discrimination and sexual harassment and create new opportunities for “exploited classes” (8). On the other hand, these social campaigns are often concerned about leadership issues that are affecting public interest or creating a challenge for society. An effectively managed and organised “social movement” can establish cultural or social coordination between different classes and is focused on ending discrimination in society. The main intention of organising a “social movement” is to bring an innovative and positive change in the social norms and rituals as well as promote a social goal. It has been identified that “social movements” consist of a direct connection with “democratic reforms” (9). Therefore, it can be stated that organised “social movements” have a direct positive impact on society and can influence the implementation of a new change with various possibilities that have increased the significance and need for arranging campaigns. Organised “social movements” pose a direct and innovative impact on democracy and influence to bring positive changes in attitudes and social perception and can also break the social stigma. It helps to decrease regional, educational, cultural and racial inequalities and influences the ruling government to design effective policies in accordance with social demands. On the other hand, “social movements” can also influence the formation of a new common law (10). Considering these aspects, it can be stated that “social movements” provide various advantages as well as opportunities for social and influences “democratic reforms”. These advantages and opportunities have increased the significance and need for “social movements”.

Illustration of the correlation between social movements and social change

“Social movements” are basically associated with social goals indulging with public interests, democratic or leadership issues and cultural and religious norms. These campaigns consist of a close association with societal, cultural and democratic changes and sometimes, they can also lead to bring changes in the legislative norms. Apart from this, the need for bringing societal changes often influences the development of a “social movement” aiming to change the socio-cultural context and norms. The main interests associated with the creation of a “social movement” can also involve political, legislative and “degrowth campaigns” (11). Along with that, the formation of every vital “social movement” involves one or more “counter-movements”, whose main aim is to oppose the “social movement”. In the modern era, societal conflicts and issues have increased rapidly and globalisation and the industrial revolution have introduced diversified societies. Due to these aspects, societal issues have increased and the need for “social campaigns” has also increased. An organised and successful campaign influences the social orders and norms along with reducing socio-cultural diversity and inequalities. Since the ancient ages, “social movements” have remained a part of humanity and history has proven that these movements are closely interconnected with “social change” (12). “Social campaigns” are mainly influenced, conducted and organised by the general public and involve one or more public interests aiming to bring positive changes in society.

Therefore, it can be stated that “social movements” are closely associated with innovative and compulsory changes in society that involves improving the quality and standard of people’s lives. Apart from this, these campaigns have been identified to introduce “philosophical questions” along with indulging in political activities (13). Thus, these “social movements” directly impact the existing social framework and bring innovative changes in society, particularly focusing on public interests associated with socio-cultural inequalities. These campaigns are sometimes focused on establishing cultural, social and racial collaboration and changing the existing attitude and perceptions about different social classes. “Social movements” are also focused on bringing democratic and social reforms for improving lifestyles.

Social campaigns are mainly focused on establishing an “egalitarian system” in society. “Egalitarian system” involves fostering equality and prioritising individual people with the same treatment and economic, social, religious and legal opportunities. The anarchist movement has been raised with the expansion of “social movements” in the 21st century and aims to establish an “egalitarian system” (14). Thus, these movements have always remained active players in “social reforms” and change keeping the focus on promoting social goals and indulging in public interests. In addition, these movements have influenced social progress and development as well as fostered equality and justice while maintaining socio-cultural differences.

Vital social movements in the 21st century

“Social movements” have always remained an essential part of the history of democracy and humanity and with the changes in time; the nature and core concepts of these campaigns have changed. However, the main focus has remained similar, though, in the 21st century, the key aspects and reasons behind these movements have changed. One of the major “social movements” of this era has been connected with the rights of equal income, the “Occupy Wall Street” (15). In addition, there are various other movements, including “Anti-Dapi”, which appeared in Standing Rock and involved the violations conducted by the "Army Corps of Engineers". In several areas of the world, the indigenous people have indulged in protesting against violations, environmental issues and land acquisition.

Another vital protest has been identified to be the campaign named “Black Lives Matter”, which involved the dominance of white men in western countries, especially in America. A black man named George Floyd was killed by a white policeman and excessive protests took place against racism (16). In the contemporary era, the focus on digitalmedia and its popularity has increased rapidly and it has been observed that social media plays an important role in encouraging social campaigns. The “Black Lives Matter” movement has gained significant support and expanded through social media platforms, especially Twitter and Facebook (17). These online collaborative platforms have taken active roles in creating awareness of social protests and campaigns which have shaped the forms of 21st-century “social movements”.

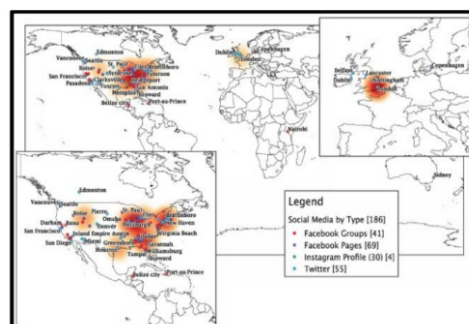


Figure 2: Impact of social media on society[17]

The types, forms and reasons behind conducting “social movements” have thoroughly changed in the 21st century and people have become more flexible to protest against sexual exploitation and violation. These changes influenced the formation of the “MeToo” movement, in which people publicised their personal experiences of sexual harassment, exploitation, rape attempts and abuse. This protest introduced numerous cases of sexual assault and even workplace sexual harassment and a man named Harvey Weinstein has been convicted of abusing female employees (18). There are also several other social protests and movements such as “You Know Me” and “Indivisible Movement”. These protests have gained significant popularity and expanded via social media platforms. Social media platforms, especially Facebook and Twitter have taken an active role in creating awareness of these campaigns along with expanding their significance in other areas.

Explanation of the changes made by these social movements

The “social movement” organised in the 21st century differ from the movements conducted in previous times and are more concerned with the root causes of social inequality, gender discrimination and dominance whether of males or the upper classes. These “social campaigns” not just pose a significant impact on society, but also consists of a direct impact on the political framework. These social campaigns have been identified to have a major impact on the existing political and legal framework, regarding which the United Nations have suggested governments embrace and support these movements for enhancing social progress (19). These protests have the potential to shape the political structure and democracy and the “Occupy Wall Street” movement has proven this fact.

The Occupy protests involved income inequality and allowed the dominant populations to raise their voice against the inequalities and achieve equal rights. Additionally, the campaign mainly spread over digital media and allowed people to discuss their income inequalities and gained huge popularity and acceptance at the time (20). However, this movement remained neutral and did not influence the development of any policy or legislation regarding ensuring equal pay for equal job responsibilities. Hence, this movement, though gained popularity, failed to pose a significant impact on society and has not brought any effective changes. On the other hand, the “MeToo” movement has raised concerns and created awareness of sexual offences. This movement has influenced people to talk and report about sexual exploitation and increased the rate of cases and reports of sexual offences (21). This social campaign has brought positive changes in “sex-crime reporting” in the OECD countries and the rate has increased by 14%.

These “social movements” have sometimes brought positive changes in society, while several movements have lacked posing significant impacts, but, increased awareness. The “Black Lives Matter” involving the case of the death of George Floyd remained the largest movement involving the discrimination between white and black people. This movement created high awareness and thoroughly changed the discrimination between these people, as the young daughter of the victim claimed of changing the world through the movement (22). Therefore, it can be stated that these movements have brought possible changes as per their capability and awareness. These movements have often influenced governments to implement new legislation regarding the issues and reduce inequalities and conflicts.

DISCUSSION

“Social campaigns” have been identified to be vital for societal changes and progress as these campaigns involve transforming “socio-cultural norms” and stigma. These protests have the potential to shape legal rules, policies, democratic and social inequalities and discrimination. Leadership issues and democratic faults are also the core reasons behind “social movements” as the main concern is to end discrimination and foster equality and inclusion. It has been identified that “gender inequality” and increasing political influences have a vital influence on encouraging “social movements” in the contemporary era (23). An organised and properly guided “social campaign” has the potential to end racism, “socio-cultural discrimination” and exploitation and can influence “democratic reforms”. In the current era, “social movements” are basically “anti-capitalist” and are directly connected with one or more social goals (24). Additionally, these movements have been observed to hold a direct and positive influence on “societal changes” and are necessary for ending discriminative systems and norms.

The vital need for “social movements” have been identified in this study and it has been observed that these movements can provide various opportunities and advantages, including ending “social stigma” and discrimination regarding gender, race, social status and economic capabilities. In addition, due to globalisation and the industrial revolution, relocation has increased, which has forced “environmental migrants” to protest and join “social campaigns” (25). Therefore, it can be stated that these movements involve various social issues, including ending “discrimination”, inequality and sexual harassment and also influencing “democratic reforms”. These “social campaigns” are also concerned with legislative and cultural issues and as in the 21st century, social and political conflicts have increased, the root and type of “social movements” have also changed. In the 21st century, social media has taken an active role in arranging and expanding awareness of “social movements” along with leading to change in people’s opinions and perceptions about social stereotypes.

In the 21st century, with the increasing usage of advanced technology, especially social media platforms, people are more concerned with protesting against social issues, discrimination and sexual offences. These practices have led to the formation of various important “social campaigns” in the contemporary era, including “Anti-Dapi”, “Black Lives Matter”, MeToo” and “Occupy Wall Street”. The “Occupy Wall Street” movement remained a vital protest against income inequalities and the prevalence of these types of “non-trade-union” based campaigns has increased since the mid-1990 (26). The “social campaigns” and movements in the 21st century are more concerned with in-depth social issues and has also lead to introduce “philosophical questions” regarding the existing system that are influencing discrimination. It has been observed that all of these movements have gained support and motivation from social media platforms, especially Twitter and Facebook and have changed the quality and social status of the dominant classes. The “Black Lives Matter” movement involved discrimination and violation regarding racism between white and black people and has posed a vital impact on contemporary society, whereas the “MeToo” campaign has increased the rate of sexual crime reporting.

CONCLUSION

The following study has been carried out to assess and illustrate the potential impact and influence of social movements driving change in 21st-century society and a secondary qualitative data collection method has been used. Considering the overall aspects, it can be stated that social movements are basically public campaigns aimed at achieving a social goal or shaping a social rule as per public interest. Throughout the history of humanity, social campaigns have taken vital roles in changing the negative aspects of the society or negative impact of any policy or legislation. In the 21st century, with increasing complexities, globalisation, and technical advancement, new social conflicts have risen and social media has been observed to play an active role in creating awareness of social campaigns.

Several important movements conducted in the 21st century have been discussed and their potential impacts on contemporary society have been explored. The most vital “social movements” of this era have been identified to be “Black Lives Matter”, “MeToo” and “Occupy Wall Street”. It has been observed that the “Black Lives Matter” movement has changed the quality and status of lives of black people as well as changing the perception toward them throughout the world. The prevalence of the protests involving the “MeToo” campaign has enhanced the awareness of reporting sexual crimes and the “Occupy Wall Street” has posed a less significant impact compared to these campaigns. These campaigns have been identified to be vital for social progress, “societal change” and promoting economic, cultural and gender equality in society and workplaces. Oftentimes, these movements have been identified to influence the government or judiciary system for the implementation of a new policy consisting of one or more social goals. Thus, it can be stated that these movements have taken active roles in shaping stereotyped social and cultural norms along with posing a major impact on contemporary democracy, legislation and politics. These campaigns have increased awareness of protecting and reporting sexual offences, racial violations or exploitation.

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How Photography is Shaping Public Opinion in the 21st Century?

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ABSTRACT

Accompanied by the continuous development of time and public interest the transformation of different objects has become a common factor in this 21st century. This study focuses on describing the way photography is shaping public opinion in the 21st century. Photography is mainly the process of recording an image of an object via the movement of light. Due to passing of time and technology the process of taking pictures has become modernised and updated. Many people nowadays have chosen photography as their profession and earn their daily living. Apart from this, many people also like to take pictures and they engaged in it as a hobby. This study explores the real fact of photography and its influence power on people of the 21st century and will provide a clear concept about it. In order to lead this study, the researcher has used different methodological tools such as interpretivism research philosophy, inductive research approach, and exploratory research design. In collecting the relevant resources regarding the research topic, a “secondary qualitative data collection method” has been adopted. Along with this, exploring the data in an interpretation way, thematic analysis has been used. However, this research paper can assist the readers to recognize the actual meaning behind the power of influence of photography on 21st-century peoples’ opinions.

Keywords:-21st Century, Opportunity, Photographers, Photography, Public Opinion, Social Media Platforms

INTRODUCTION

Background of the Study

Nowadays the concept of photography has become totally changed from the frame of earliest photography. Its availability provides an excellent opportunity for people of the 21st century. According to the record of 2022, globally the “commercial photography market size” has been evaluated as \$5.2 billion [1]. In addition to that, day by day the number of photographers is dramatically developing rapidly worldwide. In this regard, approximately it has been seen that 7.125 billion photographers are available across the globe. It shows that the majority of the people of the 21st century are engaging in the photography field. The interest in photography has increased day by day among the public.

Accompanied by the rising number of photographers the competition has become so high. People are trying to invent something new compared to the other photographers to retain their pace in the competitive business market. In addition to that, many people are getting the opportunity to work and lead their living. Its ability to “capture surroundings with a realistic approach” is one of the reasons behind its popularity has become rising gradually worldwide. Throughout further research paper, the reasons behind the growing interest in photography have increased will be discussed in a detailed manner.

Aim and Objectives

The study desires to describe the way photography has influenced public opinion in the 21st century. The research objectives are as follows:

- ❖ To recognise the importance of photography in modern society
- ❖ To understand the impact of photography on 21st-century people
- ❖ To discuss the effect of photography on the disappearance of the mass media
- ❖ To find out the reasons behind photography in shaping peoples' opinion of the 21st-century world

Significance of the Study

This study concentrates on exploring the effectiveness of photography in transforming the opinion of people of the 21st century. The earliest concept of media has transformed in this recent time and is driven by public profession and interest. Over the decades, the action and motions of taking pictures have changed and also bring a revolution to change people's thoughts regarding photography. In the future, the study can be sustained for a long-term issue as photography has occupied a great interest among current people. Reading this research paper, readers will understand the actual factors related to the process of photography that is helpful in manipulating public opinion.

METHODS

In order to measure the reliability and authenticity of this research paper, the researcher has used several research tools effectively to prepare a valuable way to collect the relevant data and information. All the methodological tools serve in a structural way that suggests the research approach, research design, and research philosophy to make the paper beneficial.

Research Approach

The researcher has selected an “inductive research approach” in order to understand the relationship between photography and public opinion. In addition, to concentrate on the research topic clearly this research philosophy is also useful [2]. It has also supported the generating of new ideas and concepts regarding the research topic.

Research Design

An “exploratory research design” has been adopted to lead the research process in a consistent way. Although for its time-saving characteristics and capability of supporting in contrast elements of paper this design has proved valuable [3]. It has also been identified as cost saving element and worth pursuing by the developer.

Research Philosophy

An “interpretivism research philosophy” has been followed by the researcher to serve a better understanding and knowledge during the research process about the research topic [4]. It also has supported the developer to identify the different perspectives of this research topic depending on this research philosophy.

Data Collection Tool

The data conception process is the main part of the research process as it is the main key element to lead the process further. In this research process, the researcher has selected a “secondary qualitative data collection method”. This has been identified as the most useful tool in collecting data as it already exists [5]. Due to serving fresh and recent data, the researcher has chosen only resources that are from 2018 and

2022. The researcher has used existing resources such as articles, news reports, and journals. Thus, all the dissertational articles and academic journals have been rejected as they could provide wrong information. In addition to that, the selected articles have been searched by using the keywords of the research topic to get reliable and authentic data and information.

Data Analysis Tool

The data analysis process is another vital step in research as it helps in interpreting the findings in an understandable way. As the researcher has used secondary data, using “thematic analysis” has been identified as the best tool to be used. The thematic analysis allowed the researcher to make a clear sense of the data and make them sustainable for a long-term issue [6]. As it does not need enough knowledge and critical thinking skills, it can make the study simple and understandable. Moreover, all the selected research tools are valuable to make the study reliable.

RESULTS

Theme 1: The importance of photography in modern society

Photography is the worthy element that is really identified as able to bring closer to people surrounded across the world as images. According to the photographers, images are considered a universal language that can be understood by anyone being touched. In this regard, it can be mentioned that when at a particular moment a picture was taken, the moment was identified as either influential or sentimental. It has a significant effect on the objects people see or do [7]. It also can manipulate an individual to go back to that moment and feel or memorise that movement once again. Photography has the power to influence numerous people by creating pathways of friendship and nostalgia. It is considered a visual learning element that is capable of conducting a transformation for the better.

This is identified as important as it is able to unfold a view into an individual’s mind and also allow them to carry messages. In addition to this, photography has also a positive impact on society by summoning insight and emotions. It is able to inspire the public by influencing them to provide direction in life [8]. Photos have the potential to bring differentiation in the world by making the past moment alive once again. The main ability of photos is to influence emotions and feelings. In this modern society, when everything is transforming so fast and people have less time to communicate others, photos are the only medium to connect with each other. Using social media platforms is one of the common factors in this current societal system. Posting photos on social media platforms have become very usual.

In this regard, to collect meaningful moments and memorise them every year social media platforms are manufactured with these characteristics. It serves people the capability to watch the world from a contrasting perspective [9]. Many people nowadays have chosen photography as their professional tool and it serves them a lot of opportunities to learn continuously new things related to photography. In this current era, photography has become more and more approachable to the youth as they like to take photos and upload them on social media platforms. Thus, it has become a trend to get maximum likes and comments on a specific photo compared to others as it signifies differentiation.

Theme 2: The impact of photography on 21st-century people

In the 21st century, photography has become identified as soaking up both “online digital communication” and the “contemporary art world”. In this advanced and modern technological world, photography is the ultimate element for capturing peoples’ environment with a realistic detail. It is one of the easiest ways to remember any specific moment and event [10]. In order to revive the past and shape the way of remembering things, photography has a great impact. Photography has transformed the thinking process and pattern of lifestyle of the people of the 21st century. The new pattern of photography from the traditional pattern has changed events and reactions of people to see the images.

It has been noticed that whenever people go nowadays taking photos has become desirable. In this 21st century, people use different poses and content to capture photos. Every people are using different dresses and locations to click photos. In maximum cases, it has become set in kind of the modern people that the dress and background of the photo could not be repeated. Photography has influenced the rising competition among the youth generation of this current society [11]. The competition measures depend on the number of likes and comments on social media platforms. In the beginning, social media platforms were used to talk or communicate with people, but nowadays the process has become shifted and changed into uploading photos.

Creativity in photography is another essential element according to the people of the 21st century. More creativity can be added to the photos, and the popularity of the photographer has become in the competitive business market. As the number of photographers has become widespread in this current society, everyone trying to serve something creative and try to draw the attention of others. Photography is a very effective key tool that is able to attract the attention of the modern people of this century [12]. Photography has changed peoples' vision and thoughts to watch the world. The pattern of photography has enabled the media sphere more useful and profitable. In this 21st century, people are getting more attracted to photography and photos gradually which made them live in a virtual world that is different from the real world.

Theme 3: Transformation of photography

The member of "French Académie des Sciences", on January 7, 1839, displayed products of an invention that made a huge transformation of the "nature of visual representation". During the 1830s and 40s, the technology of photography has used for the first time [13]. The invention of photography was identified as a rebellion against culture and communication. In the beginning, photography was only printed on paper but eventually and collaboration of modern technology and public demand, photography has become a framework that can be used digitally. In this regard, Daguerre's continuous experiments cannot be denied to make the process of photography comfortable. The main aims of the experiment were inventing new mediums to take pictures and securing them for a long-term issue.

Every object needs a proper transformation to keep pace with the current society and demand.

Transformation refers to the exploration of changes to serve something advanced and attractive. There were several transformations in photography over the last two decades [14]. Ultimately digital evolution has increased the way of photography smoother and more flexible to experience something different to attract people. The way of photography has transformed in order to create positive development in the field of art. In order to serve reality and chance to memorise something in a repetitive time, photography has needed to be realistic. Depending on this demand, the adoption of different types of technologies has made the possibility of changing the concept of photography.

Accompanied by the invention of several types of modern devices, such as mobile phones, DSLR cameras, tabs, and others the capturing of the special moment has become flexible and easy. Based on modern technology, an individual can easily capture multiple photos at a single time. In addition to that, framing the photos also becomes capable of making in a short time with more attractive designs and styles. The development of photos by changing their colours and background also has become easy compared to the expectation [15]. However, the main intention of an individual photographer is to make a photograph that can influence the opposite individual. In this recent world, photography continues to be applicable as a cultural object.

Theme 4: The effect of modern photography on the disappearance of the traditional photography

In this world, the process of photography was different from the current concept of photography. The earliest photography was used only for official purposes or sometimes personal reasons. At that time, photos were clicked in simple poses and only black and white colours were generally used. Due to the passing of time, colours have been added to the pictures to make them colourful similar to the people wearing while clicking the photos. After that, it also has been observed that with the invention of modern technologies and modern thoughts, the style, pattern and process of photography have become changed. Even the size of the cameras was big at an early age which was difficult to handle [16]. Gradually with the developing ideas and concepts, the size and process of cameras have become easy to handle and move. Modernist photography celebrated the camera as a valuable and important mechanical tool to capture a perfect moment. As updated mobile phones, as well as digital cameras, have become more advanced and updated that they are capable of capturing photos or moments with a higher quality resolution. Basically, from the traditional concept of photography, modern photography is the transformation of picture quality and the pattern of the frame of the picture. Modern photography ensures the capture of perfect photos every time [17]. Modern photographers are continuously giving efforts to take a perfect shot and impress the individual. In the earliest time, photos were taken only one position and stored in albums. In this modern era, the photos are taken with different poses and store not only in the modern pattern of album but also distribute through social media platforms to display to others and get opinions from them. Along with this, modern photos are not able to print in albums but it is able to be printed on different objects to see the photo more attractive. The system of photography has drastically changed the perception of the world [18]. Although the visualisation of photographs and pattern of photography is transformed with the sake of time and demand, the main motive of capturing photos never changed.

Theme 5: The role of photography in shaping peoples' opinion

Photography helps to keep storing the valuable moments that usually vanish from memory. Photography is capable of capturing feelings, moods, and emotions that can play a vital role in the required moment [19]. In this 21st century, the mentality or thought regarding photography has changed a lot. According to people photos are very essential to capture every single moment and memorise that in a repetitive manner. Many people even thought that quality is not as important as learning how to create a story is important. Nowadays people have connected maximally with digital platforms and social media platforms and uploading photos and sharing moments on social media has become very common activities.

In this regard, people are always trying to judge others by their uploaded photos. People are getting more virtual rather than real life and it also affects their mental growth and thinking process. In addition to this, hiring photographers for any kind of special moment also has become a common trend among 21st-century people. There is increasing a competing among people to serve far better photos to show off the entire world. Social media platforms have enhanced and influenced photography mania at a high level of interest [20]. Even the charges of photographers have also become high rather than the traditional time. People believe that extra cost and extra expense on photography can provide far better quality photos and it also develops the demand for photography day by day.

DISCUSSION

In this modern and developing world, photography is identified as one of the useful mediums for advocacy. It is the conclusive element for capturing anything around the world in a realistic way. In order to feel the moment and remember the moment in the same way, photographs are the only medium [21]. In the 21st century, the craze of photography has become widely popular among people. Thus, the demand and preferences regarding photography or photos have increased dependent on social media platforms. Photography has shaped the path human beings remember things and moments and revive them once again. The concept of photography has become entirely changed in this modern society compared to the earliest era. Photos are the information through those humans can spread information regarding any specific subject or matter.

The pattern of photography has transformed with the passing of time and it has gradually become modern day by day with the collaboration of advanced technology. In the 21st century, creativity is one of the key tools that can influence people, especially the youth generation. It has become a competition among photographers in this modern era, and everyone trying to invent something new and trendy that can easily attract people. As nowadays using social media platforms and posting photos have become common factors, and the popularity and demand for photography increased a lot [22]. The more an individual photographer can create something critical in photos, the more demand is equally enhanced. Photographers are playing a vital role in human beings' lives as they can connect an individual to their past. Photography is a powerful element that is able to present a different perspective and allow people to live with the moment through it.

People are eager to capture every moment and everything in this recent world as they prefer to show off their activity on social media platforms. However, photography has a positive impact on modern society as it is capable of summoning old feelings, emotions, and perceptions. The purpose of using photos also has become transformed in this recent era compared to the earliest era. It has been observed in a repetitive manner that photography is able to influence public opinion and also able to bring about societal transformation [23]. In many cases, photos are used as pieces of evidence of any issues which is another purpose of photography. Apart from this, nowadays photography has become a medium of the profession. Even there are many people across the world that have chosen photography as their profession and earn a lot of money. As the income margin through this profession has become increasingly based on the demand and preferences of people.

In addition to that, today's photographers constantly utilising high-quality professional cameras to support different types of injustice in society and post those on social media. It includes AIDS, environmental barriers, homelessness and poverty, the firm crisis, and others. Accompanied by the collaboration of advanced and modern technology and internet penetration, this type of activity has become developed in numbers [24]. In this 21st century world, people are getting more attracted to photography and it leads them to a complete virtual world from the real world. The digital evolution of photography has made the process of photography smoother and more flexible to capture it in a far better way. In the earliest time, the quality of photos was not high but in this recent world, the quality of photos increased so high.

Accompanied by numerous types of modern devices such as cameras, DSLRs, tabs, and mobile phones, the photo-capturing process has become easy and fast. Involving modern technology, it has become possible to capture several shots in a single click in a single moment. In addition to this, the size of the camera also has become small and easy to handle compared to the earliest time when the handling camera was a difficult job. Modern photography always assures of capturing the perfect shot and it can be printed on different types of mediums which can attract viewers [25]. Observing all the advantages of hiring photographers and serving creative photography has become a competitive place. Due to the passing days and renovation, it has the chance of getting more popularity for photography in the upcoming years.

CONCLUSION

Analysing the entire research paper, it can be concluded that the 21st century has promoted the concept of photography one step advance. People are getting gradually more addicted to hiring photographers and showing that their value is unpredictable. Depending on this, on the one hand, photography has become more attractive with new ideas and higher picture quality, but on the other hand, also the demand and charges of photographers have also been higher. Accompanied by the collaboration of modern technology and ideas, the quality and concept of photography have become attractive and influential. In this modern society, to keep pace with public demand and preferences the photography has become a competitive place to compete with others by inventing new techniques and ideas to capture a perfect picture. The pattern of modern photography has changed the perception of people and the pattern of viewing the world. Accompanied by the passing of time and modern societal demand the photography process may develop but the main intention of photography is to memorise the captured moment with the same feeling, and emotions remain the same.

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Evaluation of the Influence of Music on Modern Culture and Society

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ABSTRACT

Music is a form of art that entertains people and also it has the ability to change the cultural aspects of society. Music often allows people to express all possible emotions that people experience in their lives. Sometimes music helps to express creativity, thoughts and feelings. Music has the power to bring people together in different ways and music helps people in different mental conditions. Music is a social phenomenon that is present everywhere and it is a medium that has the ability to shape society and cultures. Music has its own cultural values and it shapes society in different ways. This research attempts to point out the influence of music on modern culture and society and the main objective of the research is to identify the connection between cultures of society and music. This research follows the “qualitative data collection and analysis” method to know the major impacts of music on society and cultures. This research will also focus on the different factors of the society that is impacted by music. Additionally, the research will emphasise on the evolution of music and how this evolution changes the thought process of people in a society.

Keywords— *Communities, Cultures, Mental Health, Music, Society.*

INTRODUCTION

Background of the Study

Music is an inseparable part of human civilization and it is significant for connecting people, community building and for inspiring positive social change. Sometimes it is used to express thoughts, creativity and emotions. Music is present in different aspect of modern society and it can influence the cultural values into a society. Presently, Music can be found in movies, television shows and even as a form of advertisement in different places. Music has many positive impacts on the mental and emotional health of people. Different study claims that music is essential for improving mental health, reducing stress and also important to enhance mood among the people. [1]. Music is often used as a therapy in various mental health related complications such as post traumatic disorder, anxiety and depression.

Aim and objective of the study

The aim of the following study is to identify the impacts of music on society and culture in the modern world.

Objectives

- To determine the impact of music on modern society
- To evaluate the influence of music on modern culture
- To understand the cultural value of music in the modern world
- To identify the influence of music on changing the modern society

Relevance of the study

Music is a traditional form of entertainment but it has huge impact on society and culture from the beginning. Music also has the ability to influence cultural changes in a society. Sometimes music acts as a therapy in different mental health related complications and doctors also suggest music to these patients for their betterment. Music has power to alter moods and even change perception of an individual on certain issue. When people of different culture exchange music between them, they gain knowledge about various way of living. Learning, how music can influence cultural change in the society and understanding the factors that has ability to bring cultural changes into a society is crucial for human beings.

Therefore, identifying the core impact of music in the society is valuable for the society and it makes this research study relevant.

MATERIAL AND METHODS**Research design**

“Research design” is a crucial part of any research study as it gives an outline to the research study to perform an effective and efficient research work. A well planned research design gives an insight plan of action that helps in the research work to reach its objectives [2]. Proper research design helps to ensure that the “research method” match the main purpose of the research. There are two types of research design that help to make research study more effective, one is quantitative and another one is qualitative. The qualitative research design is followed here to make the research study efficient and meaningful.

Research type

Research type is the fundamental framework in a research paper that helps to analyse each and every aspect of the research topic. Choosing the appropriate research type is important to reach the research objectives. According to the purpose of the research, there are different types of research that help to make research study more effective. The exploratory research type is followed in this study to evaluate the influence of music in changing the cultural values in society [3]. The exploratory research type enables researchers to explore every aspect of the study to improve the effectiveness of the research.

Research philosophy

Research philosophy is a crucial part of a research study that enables researchers to make assumptions and gain insight and knowledge about the topic. It generally deals with the specific way of developing knowledge in a research study. This research follows the interpretivism research philosophy that helps researchers to analyse every aspect of the topic by observing society [4]. The interpretivism research philosophy is important here to gain knowledge about the major impacts of music in modern society which makes the research more specific and accurate.

Inclusion and exclusion criteria

Valid journals, articles, websites and newspaper articles are considered in this research paper to collect data. Journals or articles published after 2018 are considered here to collect data and journal articles that are written only in the English language are considered in this study to collect data.

Doctoral dissertations and conference papers are avoided during the data collection. Journals, articles, and newspaper articles that are published before 2018 are excluded from collecting data. During the data collection procedure blogs and independent articles are excluded and journals, articles and newspaper articles that are written in other than the English language are excluded for data collection.

Data collection and data analysis

“Data collection and analysis” is an important part of a research study. This research follows the “qualitative data collection and analysis” method that helps to improve the efficiency of the research [5]. A survey has been conducted on 51 respondents to collect their individual opinions. During the research, a questionnaire of 10 questions was formed to take the opinion of individuals. SPSS software was used for statistical analysis and graphical representation that give an insightful overview of the collected data.

Choice of subjects

Topic oriented keywords were used to search for authentic journals and articles during secondary data collection which makes the data collection procedure easier and more effective.

RESULTS

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
3. Music has a great impact on culture and society	51	0	2	1.57	.806
4. Music can influence mind and emotions of people	51	0	2	1.86	.491
5. The type of music people like that indicates their personality types	51	0	2	1.59	.779
6. Music is capable of deeply impacting mental states of people	51	0	2	1.80	.566
7. Music can affect the actions and thoughts of people which contributes in social changes	51	0	2	1.90	.413
8. There is an effective connection between culture and music which effects the society	51	0	2	1.69	.678
9. Cultural diversity is enhancing and along with that the form of music is changing	51	0	2	1.76	.551
10. Music works like an agent for change which influences society, culture as well as human behaviour	51	0	2	1.76	.619
Valid N (listwise)	51				

Figure 1: Descriptive statistics (Source: IBM SPSS)[6]

Mean statistics are the vital part of descriptive statistics which are used for understanding the average of the responses [6]. It is mainly used for evaluating the findings descriptively and meaningfully. The figure above shows the mean statistics and std deviation statistics between which only mean statistics will be used in this study. Therefore the mean statistics are 1.57, 1.86, 1.59, 1.80, 1.90, 1.69, 1.76 and 1.76 (refer to SPSS). As per the calculation, mean statistics are greater than 1 which signifies that average responses are positive regarding the research topic.

Correlations									
		3. Music has a great impact on culture and society	4. Music can influence mind and emotions of people	5. The type of music people like that indicates their personality types	6. Music is capable of deeply impacting mental states of people	7. Music can affect the actions and thoughts of people which contributes in social changes	8. There is an effective connection between culture and music which effects the society	9. Cultural diversity is enhancing and along with that the form of music is changing	10. Music works like an agent for change which influences society, culture as well as human behaviour
3. Music has a great impact on culture and society	Pearson Correlation	1	.555**	.985**	.687**	.472**	.918**	.847**	.754**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000
	N	51	51	51	51	51	51	51	51
4. Music can influence mind and emotions of people	Pearson Correlation	.555**	1	.582**	.909**	.920**	.710**	.840**	.813**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000	.000
	N	51	51	51	51	51	51	51	51
5. The type of music people like that indicates their personality types	Pearson Correlation	.985**	.582**	1	.720**	.494**	.924**	.888**	.790**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.000
	N	51	51	51	51	51	51	51	51
6. Music is capable of deeply impacting mental states of people	Pearson Correlation	.687**	.909**	.720**	1	.772**	.878**	.875**	.949**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.000
	N	51	51	51	51	51	51	51	51
7. Music can affect the actions and thoughts of people which contributes in social changes	Pearson Correlation	.472**	.920**	.494**	.772**	1	.603**	.776**	.691**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.000
	N	51	51	51	51	51	51	51	51
8. There is an effective connection between culture and music which effects the society	Pearson Correlation	.918**	.710**	.924**	.878**	.603**	1	.923**	.916**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000
	N	51	51	51	51	51	51	51	51
9. Cultural diversity is enhancing and along with that the form of music is changing	Pearson Correlation	.847**	.840**	.888**	.875**	.776**	.923**	1	.890**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000
	N	51	51	51	51	51	51	51	51
10. Music works like an agent for change which influences society, culture as well as human behaviour	Pearson Correlation	.754**	.813**	.790**	.949**	.691**	.916**	.890**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	
	N	51	51	51	51	51	51	51	51

** . Correlation is significant at the 0.01 level (2-tailed).

Figure 2: Correlation statistics (Source: IBM SPSS)[7]

Significance statistics is crucial in correlation statistical analysis which is shown through the figure above [7]. The correlation statistics demand to identify whether the significance values are less or greater than 0.05 for understanding the type of relationship among the variables. All the significance values are 0 as per the figure which is less than 0.05. Therefore, it can be stated that the components or variables in this study share positive relationships and that sustains the significance and reliability of this study

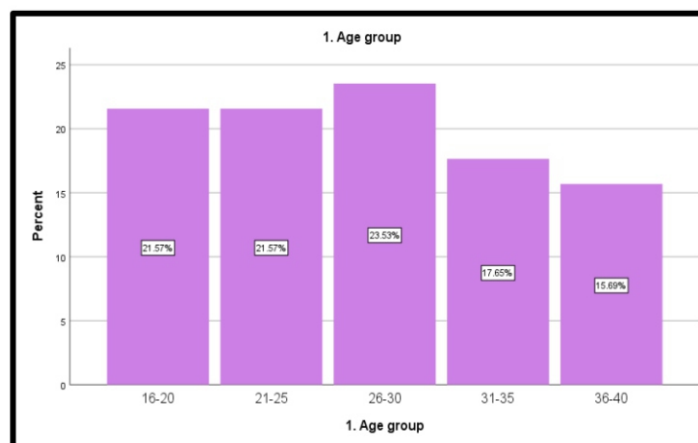


Figure 3: Age groups (Source: IBM SPSS)[7]

All the participants were divided into five groups which are 16-20 year group, 21-25 year group, 26-30 year group, 31-35 year group and 36-40 year group. Nearly 21.57% of the people in the first group, 21.57% of the people were in the second group, 23.53% of the respondents were in the third group, 17.65% of the people were in the fourth group and 15.69% of the participants were in the fifth group.

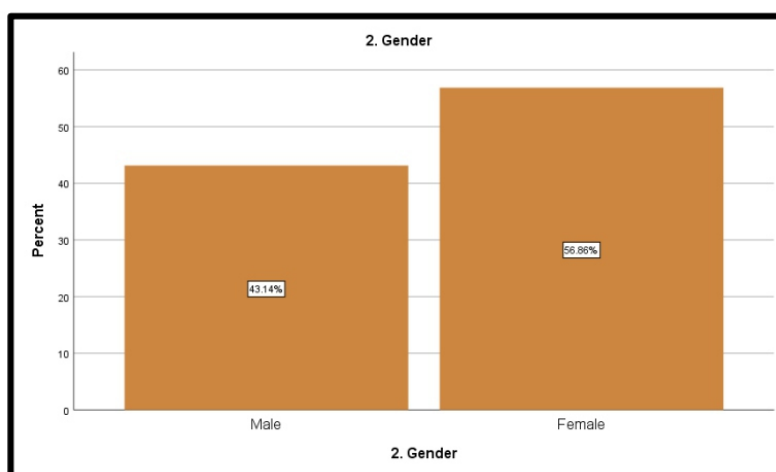


Figure 4: Gender (Source: IBM SPSS)[7]

About 56.86% of the participants were female in the survey and 43.14% of the respondents were male. This signifies that females have more interest in music related concepts, although the numbers of male participants were not low, it was quite equal.

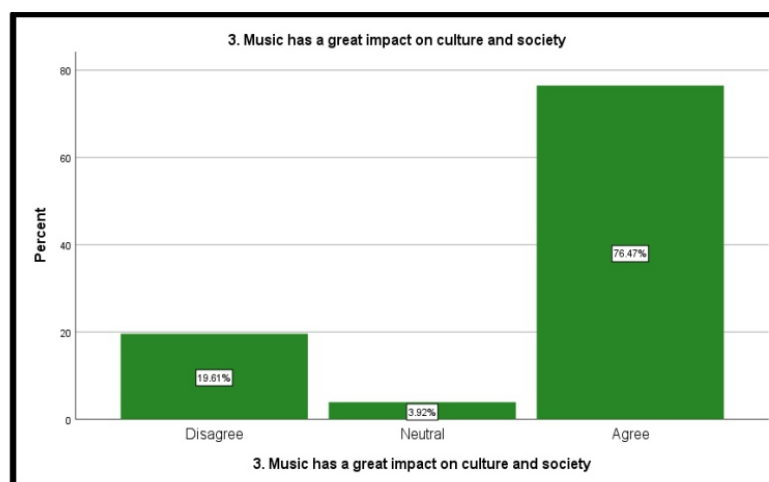


Figure 5: Music has a great impact on culture and society

The first statement for the respondents was “music has a great impact on culture and society”. About 76.47% of the people have “agreed”, 19.61% of the respondents have “disagreed” as well as 3.92% of the participants were neutral with the statement. Most of the people believe that different types of music impacts culture and society differently because music has a great impact on social and cultural norms.

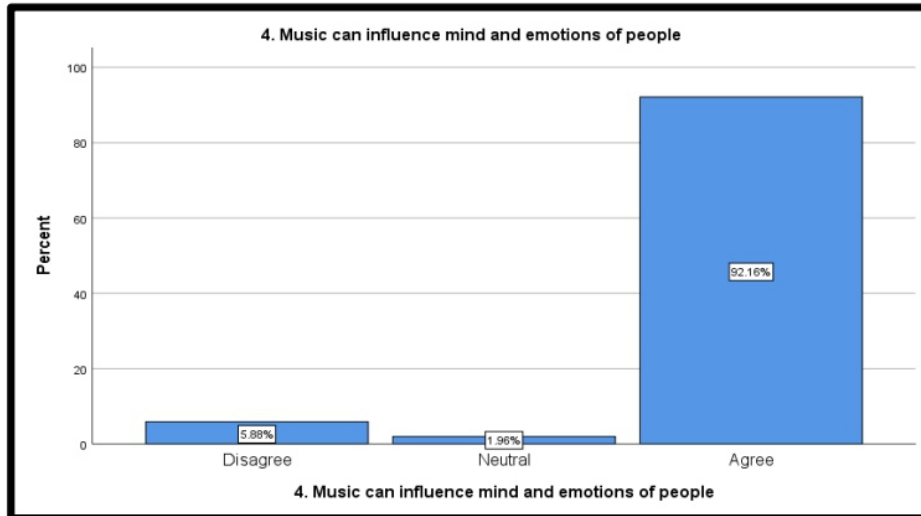


Figure 6: Music can influence the mind and emotions of people (Source: IBM SPSS)[7]

Next, the respondents were requested to react to the statement that “music can influence the mind and emotions of people”. Almost all the people, about 92.16% of the respondents, have positively reacted and 5.88% of the participants have denied the statement. A huge number of respondents stated that this is a fact that different forms of music are differently impactful on the emotions of people. Hence, 1.96% of the respondents were neutral with the statement which means these participants did not provide any specific opinion.

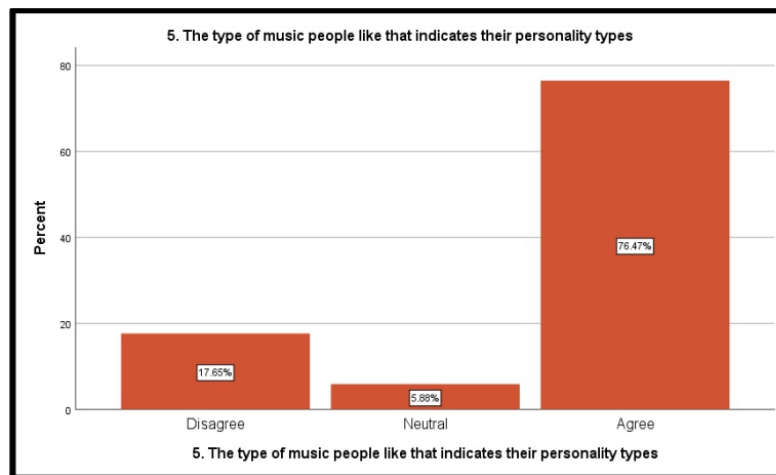


Figure 7: The type of music people like that indicates their personality types (Source: IBM SPSS)[7]

Nearly 76.47% of the respondents have positively reacted to the statement that “the type of music people like that indicates their personality types”. Their responses signify that music has an influence towards the personalities of people. About 17.85% of the participants have “disagreed” with the comment. Besides, 5.88% of the participants did not answer the question and therefore their responses were considered as neutral.

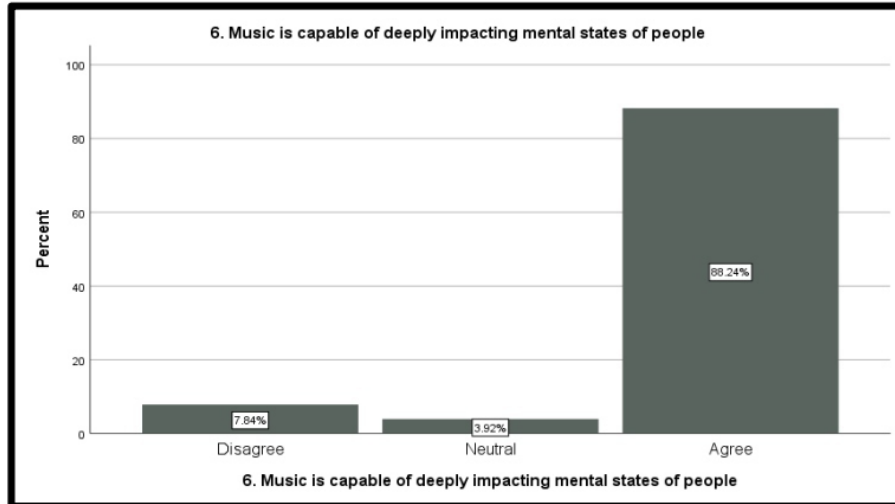


Figure 8: Music is capable of deeply impacting mental states of people (Source: IBM SPSS)[7]

The next statement for the respondents was “music is capable of deeply impacting mental states of people”. About 88.24% of the people have “agreed”, 7.84% of the respondents have “disagreed” as well as 3.92% of the participants were neutral with the statement. Maximum number of the respondents in the survey said that music is effectively capable of impacting the mental states of people. It is identified that people sometimes become addicted listening to music which signifies a deep impact on mental health.

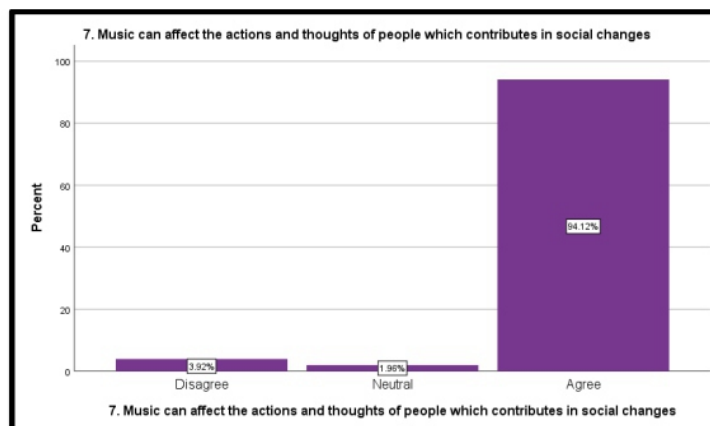


Figure 9: Music can affect the actions and thoughts of people which contribute to social changes (Source: IBM SPSS)[7]

Next, the respondents were requested to react to the statement that “music can affect the actions and thoughts of people which contributes to social changes”. Almost all the people, about 94.12% of the respondents, have positively reacted and 3.92% of the participants have denied the statement. More than half of the people have stated that music is highly effective on the thoughts and actions of Hence, 1.96% of the respondents were neutral with the statement which means these participants did not provide any specific opinion.

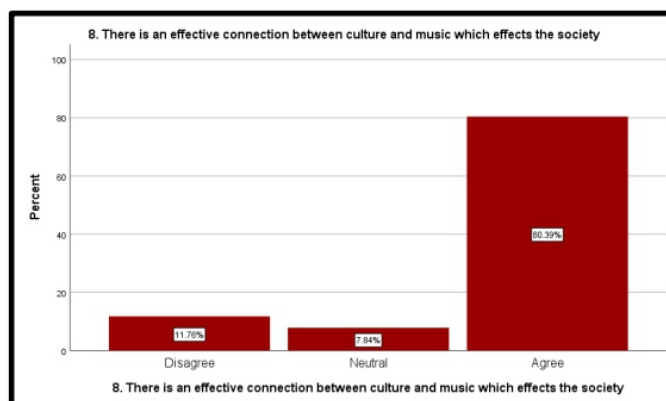


Figure 10: There is an effective connection between culture and music which affects the society
(Source: IBM SPSS)[7]

Around 80.39% of the respondents have positively reacted to the statement that “there is an effective connection between culture and music which affects the society”. Their responses signify that cultural norms are highly influential towards the making of music as well as the type of music people choose to listen to. Thus, there is an effective and positive connection between culture and music. Nearly 11.78% of the participants have “disagreed” with the comment. On the other hand, 7.84% of the participants did not answer the question and therefore their responses were considered as neutral.

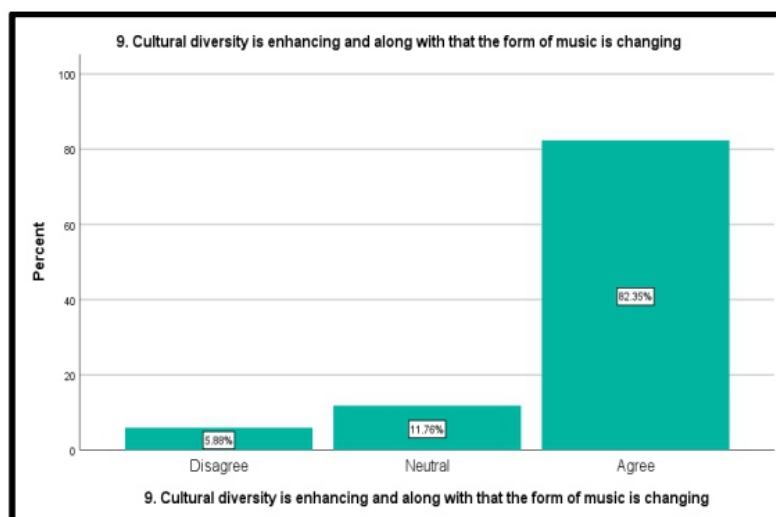


Figure 11: Cultural diversity is enhancing and along with that the form of music is changing
(Source: IBM SPSS)[7]

“Cultural diversity is enhancing and along with that the form of music is changing” was the next statement for the people in the survey. About 82.35% of the people have “agreed”, 5.88% of the respondents have “disagreed” as well as 11.76% of the participants were neutral with the statement. Most of the people in the survey have opinionated that cultural diversity is increasing globally and that leads to the mix of music. This is contributing to enhancing the forms of music and that signifies the connection between cultural diversity and the changing forms of music.

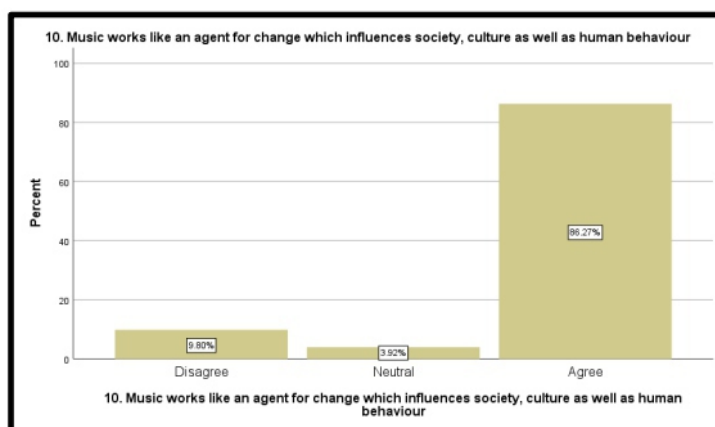


Figure 12: Music works like an agent for change which influences society, culture as well as human behaviour (Source: IBM SPSS)[7]

The last statement for the respondents was “music works like an agent for change which influences society, culture as well as human behavior”. About 86.27% of the people have “agreed”, 9.80% of the respondents have “disagreed” as well as 3.92% of the participants were neutral with the statement. Maximum number of the respondents in the survey said that music actually works like an agent for changing the social and cultural norms which significantly influence human behavior.

Reliability Statistics	
Cronbach's Alpha	N of Items
.962	8

Figure 13: Reliability statistics (Source: IBM SPSS)[8]

Reliability check is important in every research for ensuring that all the findings and data that are collected, are relevant [8]. This statistic is based on the Cronbach alpha value which needs to be greater than 0.70 for being reliable. It can be identified in the above figure that the Cronbach alpha value is 0.962 which is larger than 0.70 and that ensures that all the findings and evaluated data are reliable in this study.

DISCUSSION

Impact of music on modern society

Music is a traditional form of entertainment but it has a major impact on society from the ancient period. Music can influence the thoughts and actions of people which improve the mental situation of many people. Music has an impact on different aspects of society and individuals that are able to alter the way of thinking and different perspectives of people. Cultural impact is the major impact of music from the ancient period. The popular music of a generation reflects the culture of the contemporary period. The lyrics of every song show the thinking process of the generation and it also reflects the tradition of the area. Especially, culture and music flow together as the music reflects a society's culture and folklore.

Music also helps to bring people together and often music delivers positive energy among people which is very important for cultural development [9]. Music impacts the moral values of people and that is crucial for changing the thinking process of people. However, music has major negative impacts on the thought process of people especially in the realm of rap and hip hop music. Different types of music and their lyrics sometimes glorify the consumption of addictive substances that can affect the thought process of youths. On the other hand, some music is made to encourage youth towards positive attitudes and helps their character building. Music also has an impact on the emotions and mental conditions of people and music is able to change the behaviours of people [10]. Sometimes, different forms of music influence different moods of people, for example, high tempo music improves the mood of a workout and jazz music is significant to boost moods of romance. Music can further boost the feelings of amusement, joy, sadness, dreaminess and anxiety in an individual. Besides, music is often used as therapy for different mental complications that helps in developing the mental health of an individual.

Influence of music on mental health

Music is an important form of art that affects people's mental condition by altering moods in different ways. It helps people to reduce mental stress, anxiety and depression. Sometimes mental healthcare professionals suggest music as a therapy to reduce various mental complications from the people. Research shows that the human stress hormone, cortisol can be reduced with the help of music therapy. Different symphonic music is beneficial for lowering the cortisol level. Research also shows that music can improve human memory. Music can improve memory and helps to improve learning capacity. Accordingly, music can improve learning ability as listening to music produces good feelings in the brain without interfering with the memory formulation [11]. Music also can build motivation among the people. Music often motivates people to perform different works as there is a relation between auditory neurons and motor neurons in the human brain.

Therefore, by altering different emotions, music can improve the moods of an individual as well. Listening to music can release chemicals such as norepinephrine and melatonin in the brain that has the ability to build feelings of pleasure in an individual. Music is significant to lower the symptoms of anxiety and depression in an individual. "Music therapy" is an evidence based treatment for many mental and physical illnesses such as heart disease, depression, substance abuse and autism [12]. Listening to nostalgic melancholy can increase sadness and on the other hand, listening to energetic music can improve mood and increase happiness in an individual. Besides, music is beneficial for improving mood, stress management and lowering blood pressure. Listening to the improved sleeping cycle of people and it can be beneficial for the people who are suffering from insomnia and othersleeping disorders.

Connection between culture and music

Music is capable of shaping cultures and societies around the world. Music has always been an important aspect of culture from the ancient period but music has also played a role in modern culture. Music is usually considered as the universal language that helps to bring people together. Music acts as a form of communication between people of different cultures [13]. People from different cultures and communities often sing about their emotions, stories and struggles and listening to these songs helps people of other communities to know about the cultures of that community. Music of any community represents their culture, history and tradition also music is a dominant cultural factor that has capabilities to shape all cultures throughout the history. Music has an influence on modern fashion, sometimes many singers and artists influence youths of society about the hot fashion.

Music videos become a key way for setting clothing trends among the people. Music often acts as a form of celebration in the community. People use music in religious gatherings, birthdays, weddings, and even political gatherings to celebrate the moments. Music has the ability to bring people closer as it gives a platform to different groups to share their cultures and it can improve the sense of belongingness among the people [14]. Music helps to learn different languages of other cultures and communities. People can sing a song in a different language without knowing it properly and that helps them to learn that language. Music has the ability to spread positivity in a society and often music is used to spread awareness in a society. Often music composers make music to spread positivity and awareness about different issues in the society and that helps in the betterment of the community.

Music as a factor for changes in modern society

Music is considered as one of the most interesting things in the life of human beings as it can change the sentimental aspects of any human. The development of technologies in the present scenario plays a pivotal role in the evolution of music in recent decades. A combination of the right lyrics, instruments and rhythm can make an effective group of sounds which is considered as music [15]. Bias and conflicts are increasing with the development of the population and music is identified as an effective instrument for getting rid of such biases in the present situation. It takes an essential stand in the present days which includes the discussion of social issues in modern days. The emotional, moral and cultural values of modern civilization can be changed with the help of music.

Music is considered as an impactful instrument which can be used in mitigating distance between cultures, used in the healing process and education. Therefore, the benefits of music can change the world through mitigating bias and conflicts in society. Music is the aspect which can develop the mental state of human civilisation and develop the mental states of the human civilisation resulting in the development of society [16]. Music is a form of art that has the ability to change society in modern times. Music is a vital aspect of “human civilisation” and also has the ability to morally, spiritually and culturally change the society. When people of different cultures exchange their music between each other, they earn valuable knowledge about different way of living. Music has the power to connect with the people and also helps the community to make better communication with people of other cultures. Melodies and music is capable to encourage people, guide different actions and help in the identity development. Music also has the ability to unite people and improve harmony in a society.

CONCLUSION

Music is a form of entertainment but it also has the ability to change the culture and the society. Music often allows people to express all possible emotions that people express in their life. The main focus of the research is to determine the effects of music on modern culture and society. This research also focuses on the different factors of society that are influenced by music. From the discussion it can be concluded that music helps to bring people together and often music spreads positive energy among the people. Music often impacts the moral value of an individual and that is crucial to change the thought process of that person. The emotional and mental condition can be improved by musical therapy. Music also has the capability to change human behaviour. Music of different communities represents their culture, history and traditions and music is a dominant factor that has capability to frame all cultures in every part of history. Music is considered as an impactful instrument which is useful to reduce the distance between different cultures. Multiple advantages have been found in music which enhances the quality of society. Benefits of music plays an important role in the formation of the society by mitigating general bias and conflicts from the society and make the society more beautiful.

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APPENDIX: SURVEY QUESTIONNAIRE

1. Age group

- a) 16-20
- b) 21-25
- c) 26-30
- d) 31-35
- e) 36-40

2. Gender

- a) Male
- b) Female

(Please rate your opinion against the following statements as per the following scale

0 = Disagree, 1 = Neutral, 2 = Agree)

Statements	0	1	2
3. Music has a great impact on culture and society	10	2	39
4. Music can influence mind and emotions of people	3	1	47
5. The type of music people like that indicates their personality types	9	3	40
6. Music is capable of deeply impacting mental states of people	4	2	45
7. Music can affect the actions and thoughts of people which contributes in social changes	2	1	48
8. There is an effective connection between culture and music which effects the society	6	4	41
9. Cultural diversity is enhancing and along with that the form of music is changing	3	6	42
10. Music works like an agent for change which influences society, culture as well as human behaviour	5	2	44

Digital Revolution and Its Nature and Extent in the Contemporary World

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ABSTRACT

The digital revolution is the major cause of technological evolution in recent times. The Digital revolution is the technological advancement that affects the social lifestyle of common people. It is also the cause of economic mobilisation in the 21st century as it changed the way of business around the world. The purpose of this research is to determine the nature of the digital revolution and its extent in the contemporary world. This research also focuses on the different factors of the digital revolution that influenced the digitisation process. This study also sheds light on the role of innovation in the digital revolution and also focuses on different innovations that affect the digitisation procedure. This research also describes the main factors of digital evolution and the global impact of the digital revolution.

A secondary qualitative design has been followed for conducting this research study that helps to understand the topic more prominently. Exploratory research type and interpretivism research philosophy are followed during the research study which enhances the effectiveness of the study and gives an insight idea about the topic. Thematic analysis in this context also helps to understand the topic deeply and makes research studies more effective and efficient.

Keywords:-Communication, Digital Revolution, Digitization, Internet, Technology.

INTRODUCTION

Background

The digital revolution specifically illustrates the advancement of technology from electronic, analog as well as mechanical devices to digital technology that is available today. The digital revolution is sometimes termed the “Third industrial revolution”. The development of the digital revolution basically depends on internet technology. The development of the digital revolution started in 1947 when the first transistor was introduced which influenced the development of advanced digital computers. Computers became familiar during the 1980s and that influenced the idea of digitisation globally. The invention of the world wide web (www) also played a significant role in developing the digital revolution. Mainstream internet technology became publicly accessible in 1991 which changed the way of industrialization. The growing rate of internet users also helped in the digital revolution and affected the modern world in different ways. In 2005 the total number of internet users worldwide was around 1.2 billion and in 2021 it became 4.9 billion [1].

This growing internet user base influences digitisation along with worldwide developments. Presently, the availability of 5G technology boosts digitisation and influences the digital revolution as well. There are four stages in the digital revolution which include data processing, personal computing, network computing and cloud computing. These phases of the digital revolution help to mobilise the way of digitisation and also helps to improve business and other activities around the world.

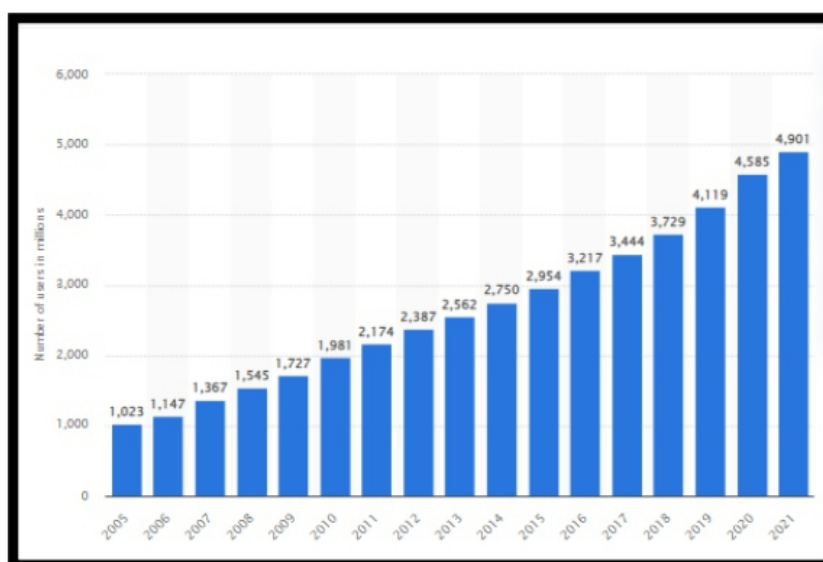


Figure 1: Number of internet users worldwide from 2005 to 2021 [1]

Aim and objective of the study

Digital revolution influences due to advanced technology that influences the business along with other activities globally. The aim of the study is to understand the nature and extent of the digital revolution in the modern world.

Objectives

- To understand the digital revolution and its nature in the modern world
- To identify the global impact of the digital revolution in contemporary days
- To determine the impact of the digital revolution and its extent in the modern world
- To identify the role of innovation in a digital revolution

Relevance of the study

Digitisation of the digital revolution in the modern world is an important aspect that helps to mobilise businesses and industries around the world. The Digital revolution also influences the modern world in different aspects. Therefore, understanding the digital revolution and its nature is important for society. The digital revolution affects the lives of common people and also changes the way businesses tremendously. Digitisation has positive and negative impacts on different aspects. Hence, identifying the global impact of the digital revolution is very important in contemporary days. Innovation plays a significant role in the development of digitisation. Hence, understanding the role of innovation in the digital revolution is significant and these factors make this research more relevant.

MATERIAL AND METHODS

Research design

Research design is a framework or structural outline of a research paper that helps to perform research in a more efficient and effective way. Research design is required to sharpen the research method suitable for the study [2]. There are two types of research design in the field of research, one is qualitative and another one is quantitative. Quantitative research design focuses on data collection and statistical analysis. On the other hand, the main focus of the qualitative research design is generating ideas and developing a theory or hypothesis. This research follows the qualitative design that helps to summarise the topic more effectively and efficiently.

Research type

Research types refer to the fundamentals of logical and systematic research that help to reach research goals and objectives more prominently. The choice of the perfect research type is beneficial in research studies to improve the effectiveness of the study [3]. This research follows the exploratory research type that enhances the effectiveness of the study and also improves the understanding of the topic. The exploratory research type helps to understand the digital revolution and its nature in the modern world and also helps to find out the impacts of the digital revolution around the world.

Research philosophy

Research philosophy is very crucial and it is difficult to choose the proper research philosophy for a research project. Research philosophy is basically depending on the assumption that helps to reach the research objective effectively. Proper research philosophy is required to gain knowledge about the research topic and mobilise the effectiveness of the research. This research follows the interpretivism research philosophy that is beneficial for the study to analyse the topic by observing the social [4]. In this research, digitisation and the digital revolution affect society and the whole world. That is the main reason behind choosing the interpretivism research philosophy for this study.

Inclusion and exclusion criteria

Inclusion criteria

- Legitimate articles, websites and journals are considered for collecting data
- Journal articles published after 2018 are considered in this research to collect data
- Journal articles that are written only in the English language are considered in this research to collect data

Exclusion criteria

- Doctoral dissertations and conference papers are avoided for collecting data
- Journal articles published before 2018 are excluded here for collecting data
- Language other than English is excluded from selecting the journal articles that are used in data collection.

Data collection and data analysis

Data collection and analysis is the most crucial part of a research study. The overall result and decision-making in a research paper depending on the data collection and analysis. There are two types of data collection and analysis methods, one is quantitative data collection and another one is qualitative data collection. This research follows the qualitative data collection and analysis technique that improves the efficiency of the research and also helps to make analysis easier. The qualitative data analysis provides an insightful overview of the topic that makes the research study more understandable [5].

RESULTS

Theme 1: Digital revolution and its nature

The Digital revolution is considered the shift from analog electronic technology to digital advance technology. Digitisation or the digital revolution affects the world in negative and positive ways. The Digital revolution is sometimes termed the third industrial revolution as it evolves modern industries enormously. Digitisation or the digital revolution has made it easy for people to access data regardless. [6] People can now work from home and learn from their suitable places. Learning becomes easy for any age of people which improves productivity and manpower and helps the business. The Digital revolution made banking services easy by using online portals and it improved the overall banking experience for

people. Different businesses worldwide are now able to maintain digital records of their stocks and that improves their entire business process more easily and effectively. Automation technology in manufacturing also helps to produce the bulk of the product and that helps to improve the revenue and which affects the overall economic development.

The advancement of GPS technology with integrated satellite technology has made business processes more easily. Different logistic services presently work with drones to deliver consignments to different places. That improves the supply chain of the company and also helps to grow the overall business. The digital revolution helps the environment from its beginning by reducing the waste production. The emerging 3D printing technology helps to develop models of different products that can make an individual's life easy [7]. Therefore, the digital revolution and digitisation of businesses have improved the lives of common people tremendously and it has the ability to make the world better in future. The digital revolution improves economic development, banking facilities, medical facilities, education and other services enormously and digital evolution has the ability to improve these facilities more in near future.

The Digital revolution links individuals and groups together and it also improves international communication easily, which is beneficial for the development of the business [8]. The digital revolution gives opportunity to new business startups, presently the entire business can be managed from a bedroom with the help of a single computer.

Theme 2: Global Impact of the digital revolution

The digital revolution refers to the technological advancement from analogue technology to digital technology. The process of digitisation affects the entire world in many aspects and most of them are beneficial for people. The digital revolution affects the way of businesses, industries, medical facilities and other social aspects [9]. The major impact of the digital revolution is it changes the way of business. Digital payment methods, digital agent for the purchasing process, collection of data for creating personalised offers, integration of mobile-based applications and "Artificial intelligence" improve the business process. Communication and information sharing has been expanded with new technologies that improve the overall business process globally. Digital transformation helps new business models to grow and also helps to make the business model profitable. Dynamic business processes, reduction in execution time, more efficient processes and the flexible adaptable organisational process are the key aspects that have been improved by digitisation and fostered all the business sectors positively [10]. The effect of digitisation and the digital revolution is enormous in the industrial field. The digital revolution and the advancement of new technologies improve the manufacturing process in industries. New digital technologies give an instant boost to productivity and allow projects to move faster. The Digital revolution is the greatest step towards the "Industrial Internet of Things (IIOT)". The IIOT technology refined the whole manufacturing process and it provided continuous feedback throughout the whole manufacturing supply chain [11]. In 2022 total spending on digital transformation was around 1.85 trillion and it is forecasted to reach 3.4 trillion US dollars by 2026 [12]. It signifies the digital revolution has an enormous impact on global industries and also influences the growth of the global economy.

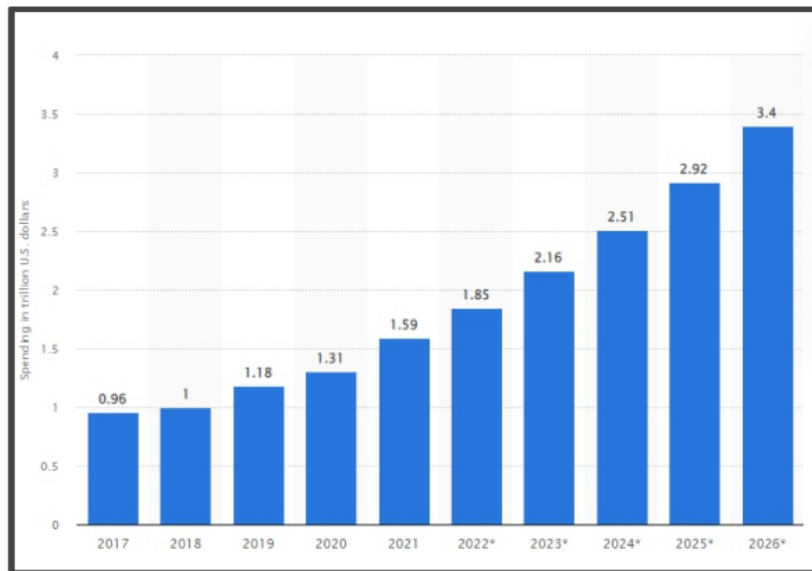


Figure 2: Spending on digital transformation technologies and services worldwide [12]

The digital revolution brings the 3D printing technology that is a huge advantage for the manufacturing units in product model designing. The digital revolution is driving a fundamental digital reconstruction in healthcare facilities [13]. Advanced technology and equipment make healthcare facilities more effective and efficient. Digital transformation of healthcare facilities goes beyond individual patients to the entire patient population. In the pharmaceutical sector, advanced technology plays a major role in research and development. AI technology is now used for drug discovery and performing clinical trials among patients. Robotics, imaging and navigation technology helps to improve the effectiveness of surgeries. Different hardware, software and wearable devices are becoming widely available to monitor patients health related issues and symptoms. Besides, the digital revolution has a huge social impact on people that affects their entire lifestyle of people. Greater interconnectedness and easier communication due to social media and other communication mediums make human life easy [14]. The digital revolution improves the exposure of information that was not accessible in the past. The digital revolution changed the way the education system helps in the overall development of human beings. Therefore, it can be stated that the transformation of the entire world is influenced by the digital revolution as it impacts each and every aspect of human life.

Theme 3: Impact of the digital revolution and its extent in the contemporary world

The Digital revolution is the technological advancement in the present world that changes the lives of people and business processes all over the world. The digital revolution has impacted each and every aspect of human life along with the overall business process all over the world. The digital revolution has changed human life in different aspects. It has changed the way education, health care, communication, and other social elements affect human life from different angles. On the other hand, the digital revolution is the main cause of economic mobilisation around the world[15]. It improves the business process of organisations and becomes the cause of industrialisation. In another word, the digital revolution is termed the “Third industrial revolution” which signifies a revolution in technology that influences the business process of industries and consequently increase economic development around the world.

Digital revolution and technological advancement have different positive impacts on humans or society globally. Digital resolution improves communication systems around the world. People now can share their thoughts with each other more easily which influences the overall improvement of society [16]. Nowadays people can communicate with different international groups and exchange ideas and knowledge that enhance their skills and productivity. With the improved communication system, performing a business is quite easy, it makes business dealing and product selling easier through different social media platforms. The digital revolution improves the educational system and overall learning process of people and that is a remarkable impact of digitisation [17]. Presently people can learn sitting at their home from different teachers and professors around the world.

Broadband and emerging 5G technology help learners to access a wide range of information and knowledge that are available free on the internet. Learners can learn different new skills any time from their comfortable locations. The digital revolution improves healthcare facilities all over the world. Medical facilities are more effective than before with the help of technology [18]. Advanced technology and advanced equipment are more capable of diagnosing different diseases and making treatment procedures more efficient. The pharmaceutical sector enjoys a huge push due to the digital revolution. The Discovery of new drugs and their testing is now easier with the help of artificial intelligence. Advanced digital technology changes the conventional agriculture method. Presently with the help of digital technology and automated digital instruments farming is becoming easy. Farmers now can test soil parameters more effectively with the help of new digital equipment and this gives them an advantage in farming.

The Digital revolution also improves the governance of different countries. With the help of new advanced technology, many countries launch different portals and mobile-based applications to provide common people with basic services. Some countries have now introduced digital technology in administration. With the help of these technologies, the government can track different aspects of administration to improve the law and order of the country [19]. Drones, tracking devices and CCTV cameras now help to maintain law and order and secure the public from crimes.

Theme 4: Role of new innovation in the digital revolution

The world is evolving due to the digital revolution around the world and innovation is important that have the potential to add new technologies to solve different problems of human beings. The changed behaviour of the new generation, and their expectations lead to new requirements. Therefore, innovation is the only way to meet the requirements of the new generation From the beginning, innovation plays a significant role in any revolution. Today every operation is going through digitisation and digital transformation. The process of the digital revolution started with the innovation of transistors and finally, it changed its way with the help of computers. Finally, it reached the optimum level with the innovation of the internet. The Digital revolution is the cause of scientific innovation around the world. Mobile technology plays a significant role in the digital revolution, presently people with the help of mobile phones can perform many jobs from their comfortable locations.

Mobile technology increases the speed and frequency of interaction between companies and customers and helps to improve the business. The innovative internet of things (IoT) also plays an important role in the digitisation process [20]. IoT can identify which data is useful and which can be safely discarded. Innovation in robotics technology is also significant to make digitisation possible. Robotics technologies now help to design different electronic circuits and devices. The innovation of Artificial intelligence is the path-changing digital transformation programme. With the help of Artificial intelligence, researchers are now able to develop complex technologies more easily and this AI technology and machine learning make the digital revolution easier. Innovation Augmented reality and virtual reality is one of the innovative digital technology that is used by organisations to produce

different digital technology that can help in the digitisation procedure. Innovation of big data analysis techniques also influences the process of the digital revolution. Through big data analysis techniques, researchers get ideas about the requirements of people that help them to produce proper technology for the people [21]. Therefore, it can be stated that innovation and the digital revolution both are connected to each other. The digital revolution can not be possible without scientific innovation and advanced technologies.

DISCUSSION

The digitisation or digital revolution is considered as the shift from analogue technology to digital electronic technology. Digitisation is the main reason for business transformation and the change of lifestyle of common people around the world. The digital revolution is sometimes termed as the “Third industrial revolution as it evolves modern industries enormously. People can now work from home and learn from their suitable places. Learning become easy for any age of people which improves productivity and manpower and that can help businesses. Due to the digital revolution banking services becomes easily available using online portals. Different businesses worldwide are now able to maintain records digitally of their stock and inventories which improves the entire business process. Advanced GPS technology has made the business process easy, different logistic services now deliver their consignments with drones [22].

That improves the supply chain of the company and helps them in their business. The digital revolution influences the economic development of a country as it changes the way of business. Digitisation links individuals and groups together and it also improves international communication which influences the development of a business. Besides, the digital revolution gives the opportunity to a new startup business. Presently due to digital advancement, someone can manage a business from their bedroom with a single laptop. The Digital revolution also changed human life in different aspects. It has changed the way of education and the healthcare system. Now people can communicate with different groups all over the world and exchange ideas with others more easily. It improves skills and abilities that help them in their overall development. Digital technologies improve the education system and overall learning process of people [23]. Presently people can learn their desired course from their suitable locations. Broadband and new 5G technology globally help people to collect a wide range of information and that improves their knowledge. With the help of digital technology healthcare facilities all over the world evolves. New advanced diagnostic techniques and equipment make diagnosis procedures easy and that helps to give people healthy life. Digital technology changed the conventional agriculture method. Presently with the help of advanced digital instruments, farmers can test soils to know the soil parameters. This gives farmers an advantage in the farming procedure. Digitisation also helps the government to improve governance and administration [24]. Different governments worldwide now use different online portals and mobile applications to provide common people with basic facilities. With the help of different digital technologies, the government is able to track different aspects of administration. Police and other departments now use drones and different tracking devices to monitor unlawful activities and that help to maintain law and order and keep the public safe from crimes. The role of innovation is very important in the digital revolution. The Digital revolution is the cause of scientific advancement around the world. The process of the digital revolution started with the innovation of transistor and after that, it changes its way with the advancement of technology. The innovation of computers and the internet is the major cause behind the digital revolution. Mobile technology increases the speed and frequency of interaction among companies and people and it helps to improve the business model. Presently innovation of artificial intelligence augmented reality, virtual reality and big data analysis help researchers to make different new technologies that help digitisation procedures. The emerging 3D printing technology influences the designing of advanced equipment and makes research

and development efficient [25]. Therefore, it can be stated that the digital revolution has a huge impact on the contemporary world and innovation is the key to access to the digital revolution innovation can improve the digitisation process by innovating new technologies.

CONCLUSION

The Digital revolution is the technological advancement that improves the overall business process along with the daily life of common people. The development of the digital revolution basically depends on internet technology and the growing internet user base influences digitisation along with worldwide developments. The digital revolution has an enormous impact on the business and social life of individuals. The digitisation process helps businesses to grow as technological advancement speed up the communication between companies and their customers. The digitisation process helps manufacturing industries to speed up production and also helps the company to develop their products. Digital revolution improves the education or learning process, healthcare system, agriculture process and governance and administration of a country. Therefore, it can be stated that the digital revolution evolves each and every aspect of life in an individual. From this research, it can be concluded that innovation plays a significant role in the digital revolution. The innovation of computers and the internet starts the revolution and presently the innovation of Artificial intelligence, big data analysis, 3D printing technology, augmented reality and virtual reality evolving the digitisation process.

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