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Connecting Nepal's Many Voices: How Digital Innovation Shapes Culture, Language, and Social Change

Pitambar Paudel, PhD

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Corresponding Author:
Dr. Pitambar Paudel
Email: pitambarp@pncampus.edu.np
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Abstract

In today's world, digital technology is changing how people connect, communicate, and express their identities especially in places with rich cultural and linguistic diversity like Nepal. This study explores how digital tools influence Nepal's many languages, cultures, and social behaviors. Using a mixed-methods approach, I surveyed 275 participants and interviewed 8 individuals to capture both broad trends and personal stories. The findings reveal that digital technology plays a powerful role in shaping cultural and linguistic identities and influences how people behave and interact. While digital platforms help build awareness and foster social cooperation, challenges like data privacy, unequal access, and digital divides remain serious concerns. This study highlights the urgent need for thoughtful policies to support safe, inclusive, and positive digital experiences that respect Nepal's unique multilingual fabric and promote social transformation in an increasingly connected world.

Keywords: Digital technology, linguistic identity, cultural identity, human behavior, social transformation

Introduction

Digital technologies encompassing a wide range of electronic tools, systems, and applications have become deeply embedded in daily life worldwide. These technologies foster greater interconnectedness and actively shape cultural, linguistic, and behavioral landscapes. In today's postmodern era, technological development is widely recognized as a major driver of change across linguistic, cultural, educational, political, and social domains (Abbasove & Mammadova, 2019; Kanoksilapatham, 2022; Shrestha & Khadka, 2022). The rapid growth of smartphones, social media platforms, and internet connectivity has transcended geographical and cultural boundaries, promoting multiculturalism and multilingualism on an unprecedented scale. Parajuli et al. (2024) conclude that mobile technology has been increasingly used in instructional activities.

The integration of digital technology into human life has transformed social practices at both individual and societal levels. Digital media not only reshapes how knowledge is constructed and shared but also influences personal and collective identities, cultural practices, citizenship concepts, and behavioral patterns (Jones & Hafner, 2021; Darvin, 2017). However, the impact of technology on

human behavior is complex and contested. Some studies suggest minimal influence on youth behavior (Safwat et al., 2012), while others link technology use to changes in family dynamics and issues such as sleep deprivation (Lanigan et al., 2009; National Sleep Foundation, 2011). This variation signals the need for nuanced, context-sensitive research that examines how digital technology interacts with human behavior across different settings.

Nepal, with its remarkable cultural and linguistic diversity 124 languages spoken by 142 ethnic groups spread across challenging geography, is a compelling context to study these dynamics. Despite this diversity, digital technology has increasingly connected Nepal to the global village. Commonly used technologies include television, radio, telephones, computers, and mobile phones, with widespread adoption of applications like Facebook, TikTok, YouTube, WhatsApp, and others. According to the Nepal Census (2021), mobile phone ownership stands at 73.2%, radio listenership at 34.2%, television access at 49.4%, and computer access at 15%. However, internet connectivity remains limited, with 61.6% of the population offline (Stat Counter, 2023). These figures highlight significant disparities in technology access across the country.

While digital technologies have the potential to reshape living patterns, cultures, and behaviors globally, unequal access creates divergent experiences direct impacts on those connected and indirect effects on those who remain offline. Moreover, digital technology challenges traditional communication forms and content, influencing efficiency and social behaviors (Herkman, 2012). Recent studies in Nepal show growing interest in digital education. Khadka et al. (2024) highlight students' positive views on digital assessments' fairness and practicality, while Adhikari et al. (2024) note concerns about management and quality assurance. Acharya (2022) critiques reliance on traditional assessment methods and calls for digital reform. These findings reveal an uneven but expanding use of digital technology with important implications for teaching and assessment. Despite growing adoption, there remains a critical gap in understanding how digital technology influences Nepal's multilingual and multicultural social fabric. Specifically, little is known about its effects on cultural and linguistic identities, behavioral changes, social practices, and participation in the Nepalese context.

This study aims to fill this gap by exploring the dynamic relationship between digital technology and social transformation in Nepal. It investigates how digital platforms contribute to shaping cultural and linguistic identities, influence human behavior, and foster social inclusion and community participation. The research also addresses important ethical concerns, including privacy, data security, and digital equity, which are crucial for responsible technology adoption.

By providing a comprehensive analysis of both opportunities and challenges presented by digital innovation, this study offers valuable insights for policymakers, organizations, and communities. Understanding how technology can promote social good while mitigating risks is essential to harnessing its transformative potential in Nepal's diverse cultural landscape. Ultimately, this research seeks to inform strategies that support inclusive, ethical, and sustainable digital development ensuring that technology serves as a bridge rather than a barrier within Nepal's multilingual mosaic.

Theoretical Foundation of the Study

In today's hyper-connected world, digital innovation does more than enable communication it transforms the very fabric of how we live, interact, and identify ourselves. The rapid expansion of digital tools has redefined social organization, communication flows, and cultural reflection, while also reshaping behavior and systems of symbolization. In this shifting landscape, I believe *technology*

theory could provide the foundational lens through which this study explores the dynamic relationship between digital innovation and societal change in Nepal.

At the core of Technology Theory lies the premise that technological advancement is both a driver and a product of social transformation**.** As Giddens (2013) posits, the evolution of technology is intricately tied to the evolution of human society; every innovation can trigger corresponding shifts in communication patterns, social interactions, cultural identities, and behavior. Similarly, McLuhan (1964) famously argued that media technologies do not just deliver messages; they shape our sensory world, compress distances, and create what he called a *"global village."* In this context, digital platforms such as Facebook, TikTok, YouTube, and WhatsApp are more than tools; they are cultural spaces where identities are constructed, challenged, and negotiated.

The reciprocal relationship between society and technology, as discussed by MacKenzie and Wajcman (1985), further reinforces the idea that digital tools are not developed in isolation. Instead, they are shaped by societal needs, cultural values, and political forces—and in turn, shape them back. Misha (2003) adds that technological innovation does not just *follow* social change, it can also *initiate* it, enabling new modes of interaction and new forms of community.

Recent global studies support these perspectives. Newman et al. (2023) highlight shifting patterns in news consumption: younger demographics are abandoning traditional media in favor of digital platforms, where personalization, multimedia, and community engagement reshape public discourse. Trust in traditional media is fragile, while visual content and short-form videos dominate user engagement. In societies like Nepal, these shifts are particularly relevant, given the co-existence of oral traditions, rich ethnic narratives, and growing digital engagement.

However, Nepal's complex geography and infrastructure challenges have meant uneven access to digital tools**.** While cities have embraced mobile and internet technologies, rural and marginalized communities still face digital exclusion. Yet, even limited access has proven powerful: digital media now connects scattered linguistic groups, preserves endangered languages, and allows diverse communities to share their stories, values, and aspirations with the world.

Given this backdrop, the study adopts Technology Theory to investigate how digital innovation in Nepal connects voices across linguistic and cultural divides**,** reconfiguring identity, behavior, and social participation. This framework is particularly relevant to Nepal, a multilingual, multicultural nation where digital transformation presents both opportunities and tensions. It helps interrogate how digital spaces foster unity, amplify marginal voices, and catalyze social change while also raising questions around equity, privacy, and ethical use.

Research Questions

i. How does digital technology influence the construction, negotiation, and preservation of cultural and linguistic identities in Nepal's diverse multilingual and multicultural landscape?
ii. What new behavioral trends, communication practices, and social habits are emerging among Nepalese individuals as a result of digital engagement?
iii. In what ways does digital technology contribute to social transformation, civic engagement, and inter-community connection within Nepal?
iv. What ethical dilemmas, privacy risks, and digital divides arise from the increased integration of technology in everyday life in Nepal?
v. What do Nepalese individuals envision as the future role of digital technology in shaping an inclusive, equitable, and culturally respectful society?

Methodology

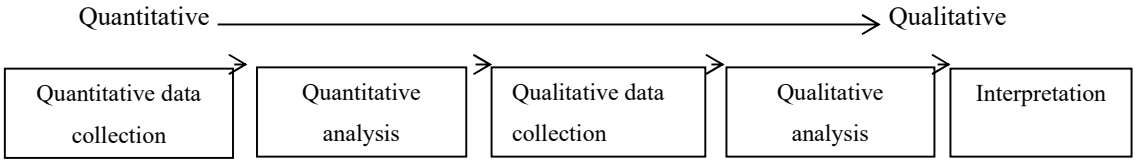
This section presents the study design, research tools, data collection process, and data analysis process. Furthermore, it presents the ethical considerations that I follow in this study.

Design of the Study

To comprehensively analyze the role of digital technology in social transformation within the context of Nepal, this research employs a sequential explanatory mixed-methods approach. This approach combines qualitative and quantitative research methods to provide a robust understanding of the issue. Following Creswell's (2014) guidance on mixed-methods research, the study begins with an explanatory sequential design, consisting of two distinct phases: a quantitative phase followed by a qualitative phase. The initial phase involves the collection of quantitative data through online survey questionnaires, aiming to capture a broad understanding of participants' perspectives on the role of digital technology in social transformation. To ensure the validity and reliability of the questionnaire, a piloting process was conducted with 30 participants, and experts' review and revision were sought, resulting in a validated instrument. The subsequent qualitative phase builds upon the quantitative findings to delve deeper into participants' experiences and perceptions. Drawing on Terrel's (2012) framework for explanatory sequential design, qualitative data are collected through unstructured interviews, allowing for a nuanced exploration of the themes and insights identified in the quantitative phase. This sequential approach enables a comprehensive analysis, with the qualitative phase providing explanatory insights that enhance the interpretation and understanding of the quantitative findings. As emphasized by Creswell (2014), this strategy ensures a thorough examination of the research topic, with qualitative data clarifying and enriching the findings obtained from the initial quantitative analysis. Figure 1 presents the process of the research design employed in this study.

Figure 1

Explanatory Sequential Mixed-methods Research Design



(Terrel, 2012)

In the present study, 275 randomly selected people from different genders, professions, and ethnicities participated. Initially, for the online survey, the questionnaire was sent to 300 people through email using Google Forms. Since it was voluntary participation, only 290 of them returned the surveys. The survey responses were coded and categorised. From the categorization, only 275 responses were found to be complete. Thus, the actual sample size used in this study for quantitative data was 275. Those who were involved in the survey signed an online consent form, which was sent along with the survey questionnaire. Eight people were also carefully chosen for the interview, balancing gender, ethnicity, occupation, and the field of study. The sample size of 275 for the survey and the selection of eight interview participants were both meticulously chosen to capture diverse representations across gender, ethnicity, profession, and field of study. This comprehensive approach ensures inclusivity and relevance within Nepal's socio-cultural landscape, enriching the data collection process and providing a holistic understanding of the research topic.

The subjects and the researcher both signed a formal consent form to confirm their voluntary participation after getting their verbal consent. Table 1 presents the detailed profiles of the participants.

Table 1

Participants' Profile

Total	Occupation	Number	Ethnicity	Number	Gender		Age (year)
275	Teacher	80	Brahmin	75	Male	30	2-52
			Tamang	10	Female	145	
	Doctor	30	Chhetri	90			
	Student	56	Gurung	15			
	Engineer	28	Newar	15			
	Civil Servant	40	Madhesi	20			
	House wife	21	Magar	20			
	Others	20	Others	30			

Research Tools

A questionnaire was used for quantitative data in this study, and unstructured interviews were used for qualitative data. According to Creswell (2014), a questionnaire is an effective method for gathering data that is statistically significant and sufficient to guarantee a high response rate. The questionnaire was categorized into three categories while piloting it: Digital Technology for Cultural and Linguistic Identity, Digital Technology and Human Behavior, and Digital Technology and Social Transformation. The first two categories consisted of eight parameters, where each parameter consisted of two closed questions, while the third category consisted of only seven parameters, where each parameter included two closed questions. But in the real survey, the questionnaire was categorized into six categories. Qualitative data were gathered through unstructured interviews. Because they are non-directive and thought to be suitable for gathering in-depth information, unstructured interviews were used (Grey, 2009). In most cases, researchers do not prepare a list of questions in advance, although they may have mental rules they want to stick to when conducting interviews. Closed-ended survey questions were designed to quantify participants' responses and experiences, allowing for statistical analysis and comparison. These questions were structured to capture specific aspects of digital technology use, cultural and linguistic identity engagement, behavioral patterns, social transformation involvement, and ethical considerations. Qualitative inquiries, on the other hand, were aimed at eliciting rich, descriptive responses from participants, providing insights into their personal experiences, perceptions, and attitudes. This combination of quantitative and qualitative methods ensured a comprehensive understanding of the multifaceted relationship between digital technology and Nepalese society.

Data Collection Procedures

After constructing the questionnaire, I collected the participants' emails and made a public announcement on Facebook, requesting their friends to drop their emails into my chat box. I visited universities, schools, government offices, training centers, and a health academy. After collecting emails, I wrote an email to all explaining the purpose of my research and requesting their voluntary involvement. I also communicated with them in order to ensure ethical research practices, and I developed strong bonds with them. From those who I received email responses from, I sent them a questionnaire and consent form. After receiving the survey questionnaire results, I examined them and used the conclusions to organize interviews to gather qualitative data**.** I set up interviews with the

chosen participants at their convenient times and places. I just took notes during the interviews of the seven participants because they refused to allow recording, but I audio-recorded the interviews of the three participants who permitted me.

Data Analysis Procedures

The quantitative data collected through the survey questionnaire were statistically analyzed using percentages, and the qualitative data were analyzed thematically. Both the data sets were analyzed into seven different themes followed by a discussion immediately after results**:** inclusion, accessibility and types of digital technology, digital media and cultural identity, digital media and linguistic identity, digital technology and human behavior, digital technology and social transformation, ethical and privacy consideration, and participants' future expectation on digital technology for social transformation that were developed from the questionnaire.

Ethical Considerations

Ethical considerations were prioritized, with all participants providing written consent before completing the survey to ensure voluntary participation. The study's objective, the voluntariness of participation, and the assurance of anonymity and secrecy were all clearly explained during the permission process. Participants were made aware of their freedom to leave the study at any time without penalty. To safeguard the participants' privacy and identification, stringent confidentiality and anonymity (pseudo names) were upheld. Each respondent received a special identifying code, and their private data was kept private. The raw data was securely kept, and only the researchers had access to it. Participants were also promised that their comments would be compiled anonymously. Moreover, Research integrity and transparency throughout the research process were maintained following all the guidelines provided by the research and innovation committee of a constituent campus under a Public university. Participants were also given the assurance that their answers would be compiled accurately and without alteration or exaggeration. The process of gathering the data made sure that the participants' perspectives were fairly reflected and that their opinions were heard.

Results

Since this study utilized an explanatory sequential mixed methods research design, the presentation and analysis of both quantitative and qualitative data sets were organized into seven themes: inclusion, accessibility and types of digital technology, digital media and cultural identity, digital media and linguistic identity, digital technology and human behavior, digital technology and social transformation, ethical and privacy consideration, and participants' future expectation on digital technology for social transformation. In each theme, first quantitative data were presented in tables, followed by their analysis, and then qualitative data were presented.

Digital Inclusion and Access

Digital technology is used to bridge the digital divide and promote inclusivity in terms of linguistic and linguistic identity and human behavior. Table 2 presents the inclusion, accessibility, types, and access of digital technology.

Table 2

Inclusion, Accessibility and Types of Digital Technology

Statements	**Participants' Responses**			
Frequency of the use of digital media platforms (social media, online forums, etc.)	Several times a week	Once a week	Rarely	Never
	65%	33%	2%	-
Hours per day, on average, do you spend using digital technology devices	Less than 1 hour	1-2 hours	3-6 hours	More than 6 hours
	10%	30%	57%	3%
Digital media/ technology platforms used the most for cultural and linguistic content	Facebook		73%	
	Instagram		1%	
	Twitter		-	
	You tube		12%	
	Tick-Talk		2%	
	Blogs		-	
	Smart phones		73%	
	Tablets		-	
	Computer (laptop/ Desktop)		7%	
	Other		-	
Feeling pressured to portray an idealized version on of themselves social media	Frequently	Occasionally	Rarely	Never
	68%	32%	-	-

Table 2 indicates that the majority of participants, 65%, used digital platforms several times a week, with only 2% reporting rare usage. In terms of daily usage, 57% spent 3–6 hours on average, while only 3% exceeded 6 hours. Smartphones and Facebook were the most commonly used media technologies, utilized by 73% of participants, while platforms like Twitter, blogs, and tablets saw no usage. Additionally, 68% felt pressured to present an idealized self on social media, with 32% occasionally experiencing such pressure.

During interviews, all interviewees highlighted smartphones as their primary digital access tool. Shyam emphasized their convenience, stating, "Most of the time I use my smartphone because it is easily accessible." Sarita, a homemaker, spends about 5 hours daily on her phone, primarily watching cooking programs on YouTube and Facebook. Despite awareness of blogs and Twitter, participants like Manoj predominantly utilize smartphones for professional tasks, with occasional computer or laptop usage for specific needs. Overall, the findings underscore the pervasive use of smartphones and Facebook, shaping daily routines and self-presentation.

The quantitative data revealed that a majority of participants used digital platforms several times a week, with smartphones and Facebook being the most commonly used mediums. Additionally, a significant portion of participants felt pressured to portray an idealized version of themselves on

social media. Qualitative insights further elucidated participants' reliance on smartphones for accessibility, with activities ranging from professional use to entertainment and education.

Digital Media and Cultural Identity

Culture is context-, ethnic-, and society-specific. The spread of digital technology has influenced culture and shifted the concept of monoculture into multiculturalism. Table 3 exhibits the relationship between digital technology and cultural identity.

Table 3

Relationship between Digital Technology and Cultural Identity

Questions	**Participants' Responses**			
To what extent do you feel that digital media platforms have influenced your cultural identity?	Not at all	Slightly	Moderately	Significantly
	-	35.33%	7.34%	57.33%
Have digital media platforms exposed you to cultures and traditions different from your own?	Frequently	Occasionally	Rarely	Never
	68.32%	30%	1.68%	-
How often do you consume others' cultural content (e.g., music, art, literature) through digital media platforms?	Daily	Several times a week	Once a week	Neve
	35%	60.25%	4.75%	-
Do you use digital media platforms to connect with individuals or communities that share your cultural identity?	Frequently	Occasionally	Rarely	Never
	60.25%	39.75%	-	-
To what extent do you feel that digital media platforms have helped you maintain or strengthen your cultural identity?	Not at all	Slightly	Moderately	Significantly
	-	76.50%	20%	3.5%

Table 3 indicates that a majority of participants (57.33%) felt a significant influence of digital media on their cultural identity, with 35.33% noting a slight influence. Additionally, 68.32% perceived differences between the culture presented through digital platforms and their indigenous culture. Regarding consumption habits, 60.25% engaged with other cultures' content several times a week, and 35% did so daily. Furthermore, 60.25% frequently used digital media to connect with culturally similar individuals or communities, while 3.5% felt digital technology helped maintain their cultural identity, and 76.50% felt it slightly supported it.

During the interviews, participants expressed concern about the erosion of their cultural identity due to extensive digital technology use. Kedar lamented, "With the use of media technology, all our cultures started to disappear." Sofiya echoed this sentiment, stating, "Technology has shifted our culture greatly." Participants emphasized the influence of Western culture on their children, leading to a loss of connection with their own heritage. Overall, the findings underscored the significant impact of digital technology on cultural identity, revealing a complex relationship between technology and culture.

Participants' perceptions of the influence of digital media on cultural identity were explored. Quantitative findings indicated that a significant proportion of participants felt that digital media significantly influenced their cultural identity and exposed them to diverse cultures. However, qualitative interviews unveiled concerns about the erosion of traditional culture due to the pervasive

influence of digital platforms, with participants expressing worries about cultural hybridization and loss of heritage.

Digital Media and Linguistic Identity

Since Nepal is a multilingual country, digital technology can play a significant role in the preservation and revitalization of all the languages spoken in the country. They can be the tools and resources that contribute to the documentation, teaching, and maintenance of endangered languages. Table 4 uncovers the relationship between digital technology and languages from the perspectives of the participants.

Table 4

Relationship between Digital Technology and Languages

Questions	**Participants' Responses**			
Have digital media platforms influenced your linguistic identity by exposing you to different languages?	Not at all -	Slightly 15%	Moderately 15%	Significantly 70%
Do you use digital media platforms to communicate or express yourself in your native language?	Frequently 20%	Occasionally 30%	Rarely 50%	Never -
How often do you consume linguistic content (e.g., language-learning resources, literature) through digital media platforms?	Daily 25%	Several times a week 66.50%	Once a week 8.5%	Never -
Do you use digital media platforms to connect with individuals or communities that share your linguistic identity?	Frequently 11%	Occasionally 25%	Rarely 64%	Never -
To what extent do you feel that digital media platforms have helped you maintain or strengthen your linguistic identity?	Not at all 44%	Slightly 56%	Moderately -	Significantly -

Table 4 highlights the significant impact of digital technology on linguistic identity. 70% of participants felt influenced by digital media platforms in exposing them to other languages. Only 50% rarely used their own language for communication, while 20% did so frequently. Additionally, 66.50% used digital technology several times a week, with 25% using it daily for linguistic content consumption. However, 64% rarely used digital platforms to connect with others who shared the same linguistic identities. While 56% felt digital platforms aided in maintaining their linguistic identity, 44% disagreed.

Participants highlighted the potential of digital technology as a platform for promoting and preserving linguistic identities, acknowledging its role in creating content in local languages. Prajita noted, "Digital technology helps us create content in our local languages." However, concerns were raised about the influence of English and Hindi on the younger generation, leading to hesitancy in using local languages. Sofiya emphasized the need for contextualized digital practices to revitalize marginalized languages. Overall, participants recognized the dual role of digital technology in both enabling and challenging linguistic identity preservation.

The study examined the intersection of digital technology and linguistic identity, investigating participants' exposure to different languages through digital platforms and their use of native languages. Quantitative data highlighted participants' significant exposure to other languages via digital media, contrasted with limited usage of their native languages for communication. Qualitative insights underscored the potential of digital technology to revitalize marginalized languages but also

highlighted challenges such as language preference shifts among the younger generation and limited digital content in local languages.

Digital Technology and Human Behaviour

Digital technology has significantly changed how people behave in a variety of spheres of life. It might have influenced communication patterns, information consumption, lifestyles, productivity, health and wellbeing, and so on. Table 5 reveals the influence of digital technology on human behavior.

Table 5

Influence of Digital technology on Human Behavior

Questions	**Participants' Responses**			
Has the use of digital technology influenced your communication behavior with others?	Not at all -	Slightly 78%	Moderately 12%	Significantly 10%
How often do you prefer digital communication methods (e.g., texting, messaging apps) over face-to-face communication?	Always 65.5%	Sometimes 25.5%	Rarely 9%	Never -
How has digital technology affected the way you consume information compared to traditional media (e.g., TV, newspapers, magazines)?	I rely more on digital technology for information. I rely equally on digital technology and traditional media. I rely more on traditional media for information			79% 18% 2%
How often do you find yourself distracted by digital technology when trying to focus on tasks (e.g., work, studying)?	Always 76%	Sometimes 23%	Rarely 1%	Never -
Has the use of digital technology positively or negatively impacted your productivity?	Positively 78%	Negatively 18%	No Impact -	Unmentioned 2%
How often do you multitask between different digital activities (e.g., using multiple apps, browsing while watching TV)?	Very often 20%	Often 72%	Sometimes 8%	Never -
Do you feel that your use of digital technology has had an impact on your mental well-being?	Positively 2.5%	Negatively 97%	Not at all -	Unmentioned 0.5%
How often do you experience symptoms of digital fatigue or digital overload (e.g., eye strain, anxiety)?	Always 96.5%	Sometimes 3.5%	Rarely -	Never -

Table 5 indicates the substantial influence of digital technology on human behavior. 78% and 10% of participants slightly and significantly agreed, respectively, that digital tech impacted their communicative behaviors. Moreover, 65.5% always preferred digital communication over face-to-face interactions, while 79% relied more on digital platforms for information than traditional media. However, 78% reported being distracted by digital media while focusing on tasks. On a positive note, 75% viewed digital tech as enhancing productivity, with 72% often multitasking between different digital activities. Yet, nearly all participants (97%) experienced negative mental health impacts, with 96.5% reporting symptoms of digital fatigue.

Participants unanimously acknowledged profound behavioral changes due to digital technology. Kedar noted, "I find myself more competitive and efficient," while Sarita expressed reliance on digital platforms for information but lamented, "excessive use led me to have eye problems, backbone problems, mental stress, and headaches." Prajwal, despite career advancements, experienced drawbacks: "I get unsleeping and fatigue." These accounts underscore the transformative influence of digital tech on behavior, enhancing productivity but also posing risks to well-being.

Participants' behaviors influenced by digital technology were scrutinized, encompassing communication patterns, information consumption, productivity, and mental well-being. Quantitative analysis revealed a widespread reliance on digital communication methods, increased consumption of information through digital platforms, and concerns about digital fatigue and distraction. Qualitative narratives echoed these findings, illustrating the transformative impact of digital technology on participants' lives, albeit with concerns about its detrimental effects on physical and mental health.

Digital Technology and Social Transformation

A number of possibilities exist for how digital technologies could spur societal change. Informed decisions about crucial topics like healthcare, education, and human rights can then be made by individuals and communities. As a result, it can be easier for people to share ideas, rally behind causes, and establish international networks. Digital technology can be a place for voicing opinions, planning demonstrations, and spreading awareness of social and political issues. Social entrepreneurs can create novel solutions to societal issues thanks to digital technologies. Table 6 presents the role of digital technology in social transformation.

Table 6

Role of Digital Technology for Social Transformation

Questions	**Participants' Responses**			
Has digital technology improved your access to information and knowledge on social issues?	Not at all -	Slightly 20%	Moderately 20%	Significantly 60%
How often do you use digital technology to gather information about social transformation initiatives or causes?	Always 35%	Sometimes 56%	Rarely -	Never -
Have you ever participated in online activism or advocacy campaigns through digital technology platforms?	Frequently. 30%	Occasionally 65%	Rarely 5%	Never -
How effective do you think digital technology is in amplifying social causes and raising awareness?	Very effective 78	Effective 22	Neutral -	Ineffective -
Have you used digital technology platforms for collaborative work or crowdsourcing for social transformation initiatives?	Frequently. 12%	Occasionally 80%	Rarely -	Never 8%
How do you perceive the impact of digital technology platforms on collaborative problem-solving and innovation in social transformation?	Positive 67%	Negative 1%	Neutral 22%	Unmentioned 10%
How often do you engage with online communities or forums related	Multiple times	Once per day	Few times a week	Once per week

to social transformation topics?	4%	-	72%	24%
Do you believe that digital technology has facilitated greater community engagement and participation in social transformation efforts?	Strongly believe 96%	Somewhat believe -	Not sure 4%	Don't believe -
Have you encountered social entrepreneurship initiatives that utilize digital technology for social transformation?	Frequently. 72%	Occasionally 28%	Rarely -	Never -
How do you perceive the impact of digital technology on the growth and effectiveness of social entrepreneurship for social transformation?	Positive 60%	Negative -	Neutral 22%	Unmentioned 18%

Table 6 illustrates participants' perspectives on the role of digital technology in social transformation. Notably, 60% significantly agreed that digital platforms improved access to information on social issues, with 78% finding them effective for amplifying social causes. Furthermore, 60% occasionally and 30% always engaged in online activism. Most participants (80%) collaborated using technology for social initiatives, with 67% perceiving its positive impact on problem-solving. Additionally, 96% believed digital tools facilitated community engagement, and 72% encountered social entrepreneurship initiatives leveraging digital platforms. Overall, 60% perceived a positive impact of digital technology on social entrepreneurship effectiveness.

During interviews, participants emphasized digital technology's pivotal role in social transformation, citing its impact on awareness, empowerment, rights, justice, and freedom. Kamala, an engineer and social activist, highlighted, "Without technology, we would be in the stone age without rights, a voice, or knowledge." Prajita shared her perspective, noting, "Digital technology enables us to learn about global movements and apply them to solving social problems locally." Participants unanimously advocated for digital campaigns against societal issues like corruption and drug use. Prajwal explained, "I use Facebook for women's empowerment and preservation of local cultures." Prajita, a doctor, described collaboration on a campaign to destigmatize menstruation using digital platforms. Overall, participants recognized digital technology's efficacy in fostering social awareness, activism, and community engagement for meaningful social transformation.

The study explored the role of digital technology in driving societal change, including its efficacy in amplifying social causes, facilitating community engagement, and empowering social entrepreneurship. Quantitative results highlighted participants' belief in the effectiveness of digital technology for social transformation, supported by qualitative accounts of its instrumental role in raising awareness, fostering activism, and enabling collaboration for social change initiatives.

Ethical and Privacy Considerations

Digital technologies have a great deal of potential to change society. But there are also difficulties, such as the digital gap, privacy issues, and ethical issues. The opinions of the participants on digital technology, ethics, and privacy issues are shown in Table 7.

Table 7

Digital Technology, Ethical and Privacy Considerations

Questions	**Participants' Responses**			
Are you concerned about the privacy of your personal information when using digital technology?	Not at all -	Slightly 1.5%	Moderately 2.5%	Significantly 96%
Have you ever experienced a privacy or security breach (e.g., unauthorized access, identity theft) related to your use of digital technology?	Always 19%	Sometimes 62.5%	Rarely 17%	Never 1.5%
Do you have any concerns about the ethical implications of digital technologies in driving social change?	Frequently 40%	Occasionally 60%	Rarely -	Never -
What do you see as the biggest challenges or barriers to the use of digital technologies for social transformation?	Digital divide 20%	Privacy concerns 40%	Data security 35%	Algorithmic bias 5%

Table 7 highlights participants' concerns regarding digital technology. 96% expressed privacy worries, with 62.5% experiencing breaches sometimes and 19% always. Additionally, all participants (40% frequently, 60% occasionally) were concerned about digital ethics in driving social change. Barriers to digital technology use included privacy (40%), data security (35%), digital divide (20%), and algorithmic bias (5%).

During interviews, participants expressed awareness of digital ethics and security measures. Kamala emphasized, "To keep my personal information secure, I have used codes and passwords in all my accounts and the applications that I have been using and updated and changed them time and again." Similarly, Prajita shared an experience, stating, "Last year, in September, my Facebook account was hacked, and different illegal and vulgar messages were posted from my account. But luckily, I got this information from my friend Rita and immediately changed my password and recovered the account." Participants identified challenges, like Prajwal mentioning, "because the applications and software are imported and are not generated in Nepal, so they are not in our control." In the same vein, Sarita stated, "Nepal is a geographically difficult country where there is no internet access in many parts and people are unable to afford the cost of digital media. So, I think the digital divide is also a challenge of digital technology used for social transformation." Overall, participants recognized digital technology as both a boon when used appropriately and a curse when misused.

Participants' concerns regarding the ethical and privacy implications of digital technology were investigated. Quantitative findings revealed widespread apprehension about privacy breaches and ethical implications, particularly regarding data security and algorithmic bias. Qualitative interviews echoed these concerns, emphasizing the importance of digital ethics and privacy safeguards in the context of increasing reliance on digital technology.

Participants' Future Expectation on Digital Technology for Social Transformation

To explore the future trends and development of technology for social transformation, the participants were asked to express their expectations on technology for social transformation, which is shown in Table 8.

Table 8

Digital Technology in Future for Social Transformation

Questions	Participants' Responses			
Do you believe that digital media will continue to play a significant role in shaping cultural and linguistic identities in the future?	Strongly believe	Slightly believe	Not sure	Don't believe
	82%	18%	2%	
Do you believe that the influence of digital technology on human behavior will continue to grow in the future?	Strongly believe	Slightly believe	Not sure	Don't believe
	80%	14%	6%	
Do you believe that the influence of digital technology on culture will continue to grow in the future?	Strongly believe	Slightly believe	Not sure	Don't believe
	82%	18%	-	-
Do you believe that digital technology will continue to play a significant role in driving social transformation in the future?	Strongly believe	Slightly believe	Not sure	Don't believe
	85%	10%	5%	

Table 8 indicates that the majority of participants (82%) strongly believed in the continued influence of digital technology on linguistic and cultural identities. Similarly, 80% expressed strong conviction regarding its ongoing impact on human behaviors, while 85% emphasized its significant role in driving future social transformation.

The interview findings corroborated the quantitative data, with participants unanimously predicting a surge in digital technology usage in the future, impacting human behavior, culture, and language even more than at present. They emphasized, "In the future, digital technology would promote digital literacy in education, ensure inclusive access, strengthen data privacy and security, and engage stakeholders." They envisioned an expanded role for digital technology in diverse fields such as education, healthcare, agriculture, environmental sustainability, and disaster response, emphasizing its pivotal role in social transformation. Overall, participants foresaw digital technology touching every aspect of human life and driving significant societal change.

Participants' expectations regarding the future trajectory of digital technology for social transformation were examined. Both quantitative and qualitative data converged on participants' strong belief in the continued influence of digital technology on cultural, linguistic, and societal dynamics, albeit with apprehensions about associated challenges such as privacy breaches and ethical considerations. Participants expressed optimism about the potential of digital technology to drive positive social change across various domains, from education and healthcare to environmental sustainability and social justice.

Discussion

The research findings provide a comprehensive exploration of the multifaceted impact of digital technology on individuals' lives and societal dynamics in Nepal. Through a combination of quantitative data analysis and qualitative insights from participant interviews, the study illuminates the transformative influence of digital technology across various domains, including behavior, culture, language, and social transformation.

The research underscores the pervasive reliance on digital platforms among participants in Nepal, with smartphones and social media platforms like Facebook dominating the digital landscape. This prevalence reflects broader global trends in digital adoption, shaping daily routines, communication patterns, and self-presentation. According to the Nepal Census (2021) report, mobile phone usage stands at a staggering 73% nationwide, while Digital Nepal (2023) data indicates that Nepal hosts 11.85 million Facebook users, highlighting the widespread use of social media platforms. The research findings also align with a global study report that shows Facebook remains one of the most-used social networks in the world (Newman et al., 2023). Despite this digital ubiquity, the study reveals concerning trends, with 68% of participants feeling pressured to portray an idealized self on social media. This finding aligns with insights from Stat Count's (2023) report, which shows low usage rates for platforms like Twitter, blogs, and tablets, suggesting potential barriers to access, such as digital literacy and cost constraints.

The results show that participants' experiences underscore the transformative role of technology in shaping individual behavior, communication dynamics, and cultural representation. The study also sheds light on the complex interplay between digital technology and cultural identities in Nepal. While digital platforms offer opportunities for cultural exchange and expression, concerns about the erosion of traditional cultural values persist. Participants express apprehensions about the influence of Western ideals propagated through digital media, highlighting the need to preserve and enrich cultural heritage in the digital era (Biro, 2019). This tension between cultural preservation and cultural assimilation underscores the nuanced relationship between technology and cultural identities, emphasizing the importance of promoting cultural diversity and inclusivity in digital spaces.

Furthermore, the research highlights the significant impact of digital technology on linguistic identities in Nepal. While digital platforms contribute to linguistic diversity by exposing individuals to different languages and cultures, challenges such as the dominance of major languages in digital spaces hinder efforts to preserve indigenous languages. Participants express concerns about language preference shifts among the younger generation and limited digital content in local languages, underscoring the need for initiatives to promote and revitalize indigenous languages through digital tools (Abbasove & Mammadova, 2019; Kanoksilapatham, 2022). This tension between linguistic diversity and language homogenization reflects broader debates about the impact of digital technology on linguistic landscapes and language preservation efforts.

Moreover, the research highlights the profound influence of digital technology on human behavior and well-being. While digital media offer benefits such as increased efficiency and access to information, participants also report concerns about digital fatigue, distractions, and stress. The findings underscore the complex relationship between technology use and mental health outcomes, emphasizing the importance of promoting responsible technology use and fostering digital well-being (Howard-Jones, 2011). Participants' experiences highlight the need for strategies to mitigate the negative effects of excessive technology use while maximizing the benefits of digital innovation for individual and societal well-being.

Additionally, the study elucidates the role of digital technology as a driver of social transformation in Nepal. Participants acknowledge the transformative potential of digital platforms in amplifying social causes, fostering community engagement, and enabling collaborative problem-solving. However, concerns about privacy breaches, data security, and ethical implications loom large, underscoring the need for robust data protection measures and ethical guidelines in the development and deployment of digital technologies (Schoentgen & Wilkinson, 2021; Van den Hoven, 2017).

Despite these challenges, participants' expressed optimism about the continued role of digital technology in shaping the future of social change and innovation.

This study provides valuable insights into how digital technology is reshaping individual lives and broader societal dynamics in Nepal. By examining its influence on behavior, culture, language, and social transformation, the research highlights both the opportunities and challenges of digital engagement. The findings align with the theoretical framework, which posits a reciprocal relationship between technology and society, where technological advancements shape and are shaped by social structures, cultural norms, and human behavior (Giddens, 2013; McLuhan, 1964; Misha, 2003; MacKenzie & Wajcman, 1985). While digital platforms offer potential for empowerment, inclusion, and cultural exchange, they also raise concerns about cultural erosion, language shift, digital fatigue, and ethical issues such as privacy and unequal access. Moving forward, educators, policymakers, and technology developers need to promote responsible digital practices, safeguard cultural and linguistic heritage, and implement policies that ensure equitable access and data protection. By addressing these concerns thoughtfully, Nepal and similar contexts can harness the transformative power of digital technology to foster inclusive and sustainable social change.

Conclusion and Implications

The study aimed to explore how digital technology transforms culture, language, and social change in Nepal's multicultural and multilingual society. Using a sequential explanatory mixed-methods design, the research uncovered how the widespread use of digital platforms especially Facebook has reshaped communication practices, influenced cultural norms, and affected linguistic preferences. While digital tools serve as powerful mediums for advocacy, awareness, and collaboration, participants expressed concern over cultural dilution, language shifts, and rising digital dependency. The findings show that digital technology is more than a tool; it is a social force actively influencing behavior, identity, and community engagement. Participants acknowledged both the empowering and disruptive aspects of digital innovation, noting its growing influence in fields such as education, health, agriculture, and governance. However, they also identified key concerns around data privacy, the digital divide, and the dominance of globalized content over local voices and values.

While the sample of 275 participants offered meaningful insights across gender, caste, religion, and occupation, it may not fully represent the diversity of Nepal's population. Future studies should consider broader samples, include cross-regional and international perspectives, and explore how digital experiences vary across gender, profession, and linguistic or ethnic groups. Alternative research methodologies, such as ethnographic or longitudinal studies, could further enrich the understanding of technology's long-term impact. In light of the findings, this study recommends that government bodies, educators, and digital developers work together to promote inclusive digital environments that value linguistic diversity, protect cultural heritage, and foster responsible technology use. There is an urgent need for comprehensive digital policies that address privacy, digital literacy, and equitable access. Additionally, promoting the development of national software and technology infrastructure could strengthen Nepal's digital sovereignty and ensure greater control over cultural and data representation. Ultimately, digital innovation in Nepal must be guided by values of inclusion, equity, and cultural sensitivity to ensure it serves as a bridge rather than a barrier across Nepal's many voices and communities.

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Authors' Bio

Dr. Pitambar Paudel is an Assistant Professor of English at Tribhuvan University, Prithvi Narayan Campus, Pokhara, Nepal. He currently serves as the Senior Vice President of NELTA Gandaki Province and the regional representative of the Asian Association for Language Assessment (AALA) in Nepal. With over a decade of professional experience, Dr. Paudel has been actively engaged in English language teaching, teacher education, and academic research. He has published scholarly articles in national and international peer-reviewed journals and has authored several academic books. His areas of expertise include action research, formative assessment, English as a Medium of Instruction (EMI), ICT integration, artificial intelligence in language education, language planning and policies, curriculum studies, and instructional strategies for fostering critical thinking skills. He is the Editor-in-Chief of English Language Teaching Perspectives, a peer-reviewed journal indexed in NepJOL. Dr. Paudel is a dedicated educator and scholar, committed to advancing ELT practices through innovation, collaboration, and academic excellence.