Cultural Incompatibility in Digital News Adoption: Social Inequality and Political Information Dissemination in Indonesia

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Abstract

This study focuses on how digital technology and culture mutually influence each other in shaping patterns of political participation in contemporary society. It is grounded in the reality that changes in the political landscape today are determined not only by developments in information technology but also by how local culture responds to and shapes the use of such technology. Using a qualitative approach through literature review, this research examines the dynamics of information technology development especially digital media in transforming political behavior and highlights the crucial role of cultural values and social norms in this process. The literature analyzed includes topics related to digital activism, the role of social media in political movements, and the responses of different social groups to technology adoption. The findings indicate that digital media has great potential to expand political participation space. However, this impact is not universal; it heavily depends on the surrounding social and cultural contexts. While technology enables more open and rapid political communication, factors such as digital access disparities and cultural diversity may limit the effectiveness of such participation. This study enriches the understanding of the interaction between digital media and local culture in political contexts and provides insight into how technology acts not just as a tool but also as a space shaped by and shaping the political cultural meanings of contemporary society.

Keywords: Culture, Technology, Politics, Participation, Media.

Introduction

The development of information technology, particularly the digitalization of news, has had a significant impact on how Indonesian society accesses and disseminates information, especially in the political realm (Ahmad, 2023; President University, Jababeka, Indonesia & Universiti Kebangsaan Malaysia, Malaysia et al., 2024). However, the digital revolution often progresses faster than social readiness, deepening inequalities in access, widening the digital

literacy gap, and creating exclusion in technological participation, especially among economically and educationally vulnerable groups. Social and cultural life in society often contradicts the methods employed by digital technology (Goodfellow, 2011). In Indonesia, technology is often viewed as an imported product that does not always align with local social norms and values (Bahram, 2025; Rialisnawati et al., 2024). Many people feel that technology carries foreign values that can shake long-standing cultural beliefs. Moreover, the entry of digital technology into people's lives is not matched by adequate digital literacy improvements (Wang et al., 2025). Many individuals are not ready to operate digital devices and systems properly, making them vulnerable to the spread of misinformation. This poses a major challenge when technology is not only used as a communication tool but also as a disseminator of political information that influences public choices. In this context, the mismatch between technology and societal character becomes evident. Therefore, it is crucial to explore how digitalization of news affects the way Indonesian society receives and evaluates political information.

Existing studies on the impact of digital news digitalization on Indonesian society have paid insufficient attention to the incompatibility between society and technology. Most existing studies view technology linearly, focusing more on positive or negative effects without considering fundamental differences in social and cultural characteristics. These studies can be categorized into three tendencies. First, studies emphasizing analysis of the implications of technology use in society (Lum, 2021; Baek & Lee, 2021; Hoffman, 2023). Second, studies focusing more on the adverse effects of technology use in society, such as misinformation dissemination or social media addiction (Muhammad et al., 2023; Syuntyurenko, 2022). Third, research mainly discussing digital literacy issues in technology adoption, suggesting the importance of enhancing the community's ability to use technology effectively (Barthold, 2020; Holopainen et al., 2023). Nevertheless, these studies have not explored deeply how social and cultural characteristics influence technology adoption, especially related to political information distribution. Therefore, it is important to further investigate social and cultural character issues that may affect technology adoption and political news dissemination.

This study aims to address gaps in previous research by analyzing how the social and cultural characteristics of Indonesian society influence technology adoption, particularly in the context of news digitalization and political

information dissemination. The community's ability to adopt information technology depends not only on technical factors but also on cultural and social aspects. The perception of digital technology, especially related to political news, needs to be analyzed more thoroughly. The three main questions to be addressed by this research are: (1) How ready is Indonesia's infrastructure to adopt digital technology, such as equitable internet access across regions? (2) How do social inequalities in society, such as economic and educational disparities, affect the ability to understand and access digitally disseminated political information? (3) How do Indonesian cultural characteristics influence how society adopts and applies information technology in daily life, especially in the political context? Answering these questions can provide deeper insights for formulating better policies to manage political information dissemination through digital technology in Indonesia.

This study argues that the incompatibility between Indonesian society and digital technology in political information dissemination cannot be separated from deep differences in social and cultural characteristics. Indonesian society, which is more community-oriented and values social cohesion and mutual cooperation highly, may face difficulties adopting technology that emphasizes efficiency and individualism. Digital technology, often prioritizing speed and efficiency, could potentially threaten these social values. Therefore, achieving effective technology adoption requires adequate infrastructure readiness and an egalitarian social structure that ensures equal technology access for all community segments. Additionally, prevailing social values must be adapted to fit the needs and ways technology is used in everyday life. Thus, the success of technology adoption in political information dissemination in Indonesia requires social engineering that considers societal character differences and the need to create infrastructure supporting equitable and inclusive technology adoption.

This research employs a qualitative approach based on library research to ensure rigor and transparency in data collection and analysis. The qualitative approach emphasizes in-depth understanding of social phenomena from the emic perspective, allowing researchers to grasp the meanings assigned by individuals or groups to certain events or phenomena. Using this approach, the study can explore social and cultural dynamics affecting the interaction between technology and politics, especially in the digital political context. The study aims to analyze various theories, concepts, and previous findings related to technology, culture, and political participation. The research design is

exploratory and explanatory, focusing on exploring and explaining the relationship between culture and technology in digital politics through a literature review. The study examines literature addressing technology's influence on political participation and societal behavior in the digital world. Therefore, this study does not involve direct participants but focuses on analyzing written sources on related topics.

The selected sources include scientific journals, books, articles, theses, and relevant research reports. In data collection, the study identifies and gathers literature discussing the interaction between technology, culture, and politics, focusing on recent scientific articles and recognized works in the field. Data collection involves filtering relevant literature, organizing information from various sources, and ensuring the quality and validity of acquired data. The collected data is then analyzed using content analysis techniques and interpretative approaches. This approach allows the researcher to uncover key themes and patterns emerging in the literature and provide interpretations of social and cultural contexts relevant to the study. To ensure the validity and accuracy of the data, this study employs source triangulation, involving verification of findings from various literatures that offer different perspectives. With this approach, the research can achieve a more comprehensive and accurate understanding of how technology and culture interact in shaping political behavior. The obtained findings provide significant contributions to understanding the role of technology in political dynamics, as well as how cultural factors influence the adoption and use of technology in the political realm.

Public Perceptions of Digital Technology and Political Information in Indonesia

Public perception of digital technology and political information in Indonesia is shaped by the complex interaction of various factors, including cultural attitudes towards technology, historical social norms, and the contemporary digital landscape influenced by advances in digital media. Understanding these elements is crucial in comprehending how digital platforms are used and perceived in political discourse, as these platforms increasingly serve as channels for information dissemination and public engagement.

The rapid growth of Indonesia's digital economy marks a significant transformation across multiple sectors, highlighting the need for a population that is better informed about digital technology. According to Pratama and Diwyarthi, the digital economy encompasses critical aspects such as e-commerce, telecommunications, and digital finance, all of which experienced rapid growth during the COVID-19 pandemic, boosting Indonesia's GDP and productivity (Pratama & Diwyarthi, 2024). This digital transformation underscores the necessity for strategic investment in human resources and infrastructure to harness the potential benefits of the digital economy. Furthermore, Dudhat and Agarwal point out that Indonesia's fast digitalization raises important questions about the social and economic implications of this shift (Dudhat & Agarwal, 2023). Such progress requires a population that is not only skilled in digital literacy but also critically engaged with political information presented through digital media.

The COVID-19 pandemic served as a catalyst for profound changes in public health communication, prompting the government to integrate digital technology into healthcare services to ensure equitable access. Hidayat et al. discuss how digital health initiatives played a crucial role in providing essential health services during this period, emphasizing the importance of technology-mediated communication in public health advocacy (Hidayat et al., 2023). This shift aligns with observations made by Huber et al., who argue that social media plays a critical role in shaping public trust in scientific communication, a discourse that extended to health-related information during the crisis (Huber et al., 2019). The new reliance on digital platforms for health communication indicates evolving dynamics in public perception, where digital channels have become vital for disseminating both political and health information.

Despite the benefits of digital technology, issues related to misinformation and public skepticism toward digital platforms persist. Ridlo comments on the significant role journalism, especially through digital and social media, plays in advocacy, particularly concerning public health policy, thereby influencing public opinion substantially (Ridlo, 2024). Well-structured digital communication can engage and inform citizens; however, the proliferation of misinformation complicates public engagement. Therefore, the ability to discern accurate information from misleading content has become a vital skill in the digital age, as highlighted by Riyanto et al., who emphasize social media's role

in shaping public opinion on health and political discourse during the pandemic (Riyanto et al., 2023).

The digital divide also presents challenges in the adoption and adaptation of digital services, especially among marginalized groups. Najib and Fahma emphasize that small and medium enterprises in Indonesia face numerous barriers in adopting digital payment systems, with trust issues and fear of fraud significantly affecting their engagement with digital technology (Najib & Fahma, 2020). This reflects broader social concerns where public perception of technology is closely tied to their experiences of trust, usability, and perceived security of digital platforms. Digital literacy emerges as a significant theme when considering the effectiveness of technology in political communication. Soegoto et al. note that despite increased adoption of digital payment systems, ongoing issues related to security and user trust must be addressed to build a more reliable digital economy (Soegoto et al., 2024). This links back to the need for comprehensive education on digital literacy, which is essential to enable citizens to navigate the complex landscape of political information effectively. As suggested by Fauzan and Kurniawati, there is a need to enhance digital skills among the population to promote informed engagement with political and social issues (Fauzan & Kurniawati, 2018).

Furthermore, generational differences in the acceptance of digital banking and financial practices underscore shifts in public perception. Rithmaya et al. observe that Generation Z, naturally more adaptable to technology, may influence the future banking paradigm and potentially reshape political engagement methodologies (Rithmaya et al., 2024). Their characteristics as digital natives make them pivotal in the ecosystem of political information dissemination and consumption, potentially overcoming traditional barriers to technology adoption. Ongoing dialogue about digital technology and public perception requires exploration of how media agendas influence political discourse. Woodall and Ringel suggest that trust dynamics in digital environments are critical, as information users often need assurances regarding the legitimacy and reliability of their sources (Woodall & Ringel, 2019). These concerns are heightened in controversial political environments, where the implications of digital communication are closely tied to perceptions of truth and information reliability.

The unique role of social media in shaping Indonesia's political landscape cannot be underestimated. Social media not only functions as a platform for information sharing but also facilitates a complex environment where public opinion can be formed and altered. Gilardi et al. explain how social media operates within hybrid media systems, influencing political agendas through diverse content and voices (Gilardi et al., 2021). The significant presence of digital platforms enables rapid dissemination of political messages, shaping citizens' perceptions and their engagement with political realities. Public reliance on social media for political information is often exacerbated by the spread of misinformation, especially during critical events such as elections or health crises. Understanding these dynamics is essential for policymakers and communicators aiming to navigate this landscape effectively. Armansyah's work illustrates behavior patterns influenced by herd mentality in digital environments, indirectly linking this behavior to how public opinion may be influenced in political contexts where digital media is extensively used (Armansyah, 2021).

A critical evaluation of public sentiment regarding digital technology is essential to establish robust strategies that can enhance public engagement with political issues. The drive for transparency, reliability, and accountability in digital communication directly influences public trust and involvement. Furthermore, as the fintech sector evolves, the interaction between political attitudes and information presents an important field for understanding contemporary Indonesian society. The significance of effective communication strategies is paramount, especially in promoting democratic engagement and empowerment among digitally literate populations.

Additionally, developing an understanding of ethical compliance and use of digital technology can help mitigate potential misuse in the digital landscape. Salsabila et al. emphasize the importance of moderation in virtual public spaces, advocating for the maintenance of respectful discourse within online environments characterized by diverse opinions on religious and political matters (Salsabila et al., 2021). Such considerations are crucial to ensure that digital platforms function for constructive engagement rather than polarization. The importance of integrating digital literacy into educational curricula cannot be overstated, as it prepares future generations to critically engage with digital technology and political information. The experiences and observations by Suratnoaji et al. regarding the impact of individual trust in information sources further underline the need for this education (Suratnoaji et al., 2022). As digital

literacy becomes part of health and political communication, shaping a population capable of critically evaluating information will ultimately strengthen democratic practices in Indonesia. Perceptions of digital technology and political information in Indonesia reflect a multifaceted interaction influenced by cultural, economic, and educational factors. The rapid advancement in digital communication presents both challenges and opportunities in disseminating political information and building public trust. The need for robust digital literacy programs and innovative online engagement strategies is evident, ensuring that citizens can effectively navigate the complexities of the digital landscape. As Indonesia continues its digital transformation, addressing these issues will be key in fostering an informed and engaged citizenry in the political domain.

Digital Infrastructure Readiness in Indonesia

The readiness of digital infrastructure in Indonesia reflects a complex set of challenges influenced by various sectors, including health, finance, and governance. With varying levels of maturity and integration of information and communication technology (ICT), the current landscape embodies both opportunities for advancement and significant barriers that need to be addressed. Firstly, the maturity of ICT in healthcare services across Indonesia demonstrates an uneven distribution of digital resources and competencies. In a pivotal study, Aisyah et al. highlight that assessments of ICT maturity in healthcare facilities across nine provinces reveal significant disparities in technology adoption, directly impacting the quality of health services. Adequate implementation of digital health is believed to enhance various aspects of healthcare delivery such as care quality, resource logistics, and data utilization by decision-makers (Aisyah et al., 2024). This study emphasizes the importance of comprehensive strategies to improve ICT capabilities in primary healthcare facilities, ensuring that all regions, especially the underdeveloped areas, can benefit from advances in digital health.

The financial sector also faces challenges related to digital infrastructure readiness. Ciptarianto discusses the penetration and potential of digital wallet applications in Indonesia, emphasizing issues such as inadequate internet access and unbanked populations that hinder progress toward financial inclusion (Ciptarianto, 2022). Furthermore, the rapid expansion of the digital economy is balanced with an urgent need to enhance digital infrastructure; limited

broadband access remains a critical obstacle in effectively leveraging financial technology. Strong digital infrastructure is not only essential for integrating financial services but is also a key component in driving economic growth across sectors (Devi et al., 2023). In the realm of governance and public services, numerous articles concur on the necessity to improve ICT frameworks to support digital government initiatives. Husni et al. argue that the development of legal and policy frameworks that facilitate digital government systems and optimize required infrastructure is crucial (Husni et al., 2022). Indonesia's government ambitions to modernize its digital infrastructure are outlined in national strategies such as the Indonesia Digital Roadmap, which underscores the importance of integrating technology into public service sectors (Alfiani, 2024). The push toward government digitalization reflects a significant goal to streamline operations and enhance accessibility for Indonesian citizens while overcoming bureaucratic challenges that have long hindered progress.

When analyzing the digital divide, researchers have identified stark disparities between urban and rural areas in Indonesia, as noted by Hadi, who points to the uneven distribution of technology access (Hadi, 2018). This underscores the need for initiatives aimed at bridging the gap by improving infrastructure in less developed areas and promoting digital literacy among the population to ensure equitable access to digital services and resources. Without joint efforts to mitigate these disparities, marginalized communities will remain disconnected from the benefits of digital advancements. The rural-urban connection is critical to narrowing this digital divide; disparities in access can hamper innovation potential arising from connected populations. Ibrahim et al. emphasize that robust approaches to addressing digital infrastructure must be tailored to Indonesia's unique context, where geographic and socio-economic factors play essential roles in shaping digital accessibility (Ibrahim et al., 2023). Commitment to expanding broadband connectivity and ensuring resilience in digital services is vital for Indonesia to realize its potential as a digital economy leader in Southeast Asia.

Transformation of healthcare services through digitalization is another axis to assess Indonesia's digital readiness. According to Handayani et al., well-structured e-health strategies can significantly improve health data management and the interoperability of diverse health systems (Handayani et al., 2020). Ensuring centralization and decentralization of health data management can improve public health responses, especially during epidemics and pandemics,

highlighting the importance of sustained investment in digital health platforms and related technology infrastructure. The integration of digital tools in daily business operations also demonstrates a growing recognition of the digital economy's potential. Wibowo et al. describe the Indonesian government's push for digital transformation, noting its impact on the creative economy and broader economic competitiveness (Wibowo et al., 2024). This transformation depends on the successful adoption of digital technologies across sectors, with education in this field playing a crucial role. Alfiani reinforces this view by advocating for increased digital literacy—as both a facilitator for better governance and a prerequisite for successful digital economy adaptation (Alfiani, 2024).

Simultaneously, the establishment of smart city initiatives in locations such as Indonesia's new capital exemplifies the government's proactive steps toward developing urban technology ecosystems, as discussed by Rifaid et al. (Rifaid et al., 2023). These initiatives envision the development of smart urban infrastructure to elevate living standards while encouraging technology adoption in government services. While these aspirations are commendable, actualizing such visions requires comprehensive planning, significant investments, and a commitment to maintaining the reliability and accessibility of these technological infrastructures. Despite initiatives and investments in digital infrastructure, challenges remain in realizing Indonesia's full digital economy potential. Wahyuni et al. emphasize the need to build an integrated health data ecosystem, requiring alignment of technology and healthcare components and ensuring reliable standards (Wahyuni et al., 2024). Achieving interoperability and accessible health information systems are identified as critical for long-term improvements in sector efficiency and patient outcomes.

The interaction between digital technology and national identity is also significant, as described by Candra et al. (Candra et al., 2021). By promoting digital citizenship through inclusive infrastructure, shared identity, and social cohesion, Indonesia can not only harness technological advances but also weave them into its national identity. This reinforces the essence of using digital tools not only for economic or governmental purposes but as means of social enhancement that fosters more informed and engaged citizens. Moreover, addressing the rapid evolution of technology requires a dynamic regulatory environment capable of supporting growth and protecting public interests, as highlighted by the need for stronger regulations discussed in relation to digital financial services in Indonesia (Sriyono et al., 2023). Balancing innovation and

regulation will be essential in creating an environment where technological progress can thrive without compromising security or consumer rights. Through comprehensive management of its digital infrastructure readiness, Indonesia stands at a critical juncture. Assessing the interdependencies among various forms of digital integration—be it in healthcare, finance, public services, or even socio-cultural identity—will be decisive in planning the nation's journey toward becoming a competitive global player in the digital era. Ensuring readiness encompasses not only the provision of technology but also the enhancement of human capital and skills development, the establishment of a cohesive policy framework, and the promotion of community engagement initiatives. In navigating this complex landscape, the Indonesian government, together with its citizens and stakeholders, must adopt a collective strategy aimed at fostering an inclusive digital society that prospers both socially and economically.

The Influence of Social Inequality on Technology Adoption

Technology adoption across various sectors is profoundly influenced by social inequality, a phenomenon manifesting in disparities related to access, usage, and benefits derived from technological innovations. This complex issue encompasses economic, educational, and social factors that critically shape how different demographic groups interact with emerging technologies. A significant aspect of this discourse focuses on the digital divide, which has evolved from merely physical access issues, such as internet and computer availability, to include usage patterns and implications for social stratification. Research conducted by Lang and Hillmert highlights persistent social inequalities in internet adoption, demonstrating how factors such as socio-demographic status and educational attainment create barriers to accessing technologies like broadband and mobile internet (Lang & Hillmert, 2016). Addressing these disparities requires not only providing access but also enhancing skills necessary for effective technology use. Furthermore, as the digital landscape evolves, it is crucial to examine how ongoing inequalities can be mitigated through targeted interventions aimed at promoting equitable access and skill development (Lang & Hillmert, 2016).

Various studies report stark differences in engagement levels across socio-economic groups when analyzing technology adoption landscapes. For instance, Weiß et al. demonstrate that innovative health technologies often unintentionally reinforce existing social inequalities in health by disproportionately benefiting

populations already advantaged in terms of access and literacy (Weiß et al., 2018). This statement is supported by findings from Fairlie, who shows that ethnic and racial minorities often lag in computer and internet access, affecting economic opportunities and social mobility (Fairlie, 2007). Similarly, Liu and Xu draw attention to how socio-demographic factors impact technology adoption in marginalized communities, linking these limitations to broader socio-economic inequality patterns (Liu & Xu, 2018). The implications of technology adoption go beyond mere access, as Park explores the nuances of mobile technology use among adolescents, revealing that socio-demographic status significantly affects both the quality of technology use and digital skill development (Park, 2014). This perspective reinforces the notion that without adequate support and targeted educational initiatives, the digital divide tends to widen rather than close, thereby reinforcing existing inequality structures (Park, 2014).

Additionally, the "second-level digital divide" described by Deursen and Dijk draws attention to disparities in the quality and manner of technology use, suggesting that individuals from lower socio-economic backgrounds may derive lower returns from technology engagement (Deursen & Dijk, 2013). This is highly relevant in the context of recent global events such as the COVID-19 pandemic, which highlighted significant barriers in technology access and usage for certain demographics, particularly caregivers for the elderly in health contexts, as noted by Arighi et al. (Arighi et al., 2021). The relationship between technology adoption and income disparity is further analyzed by Santos et al., who identify skill-complementing technologies as determinants of increasing income inequality. This suggests that reliance on certain forms of technology may lead to economic and social polarization (Santos et al., 2017). Policymakers must consider the socio-economic impacts of technology deployment and create frameworks that ensure equitable access to technological innovations across all social strata.

Simultaneously, Lahiri and Ratnasiri emphasize how structural changes and technology adoption are interrelated and influenced by existing inequalities, arguing that systemic inequality often determines the pace and extent of technology assimilation in various economic sectors (Lahiri & Ratnasiri, 2007). This interaction underscores the urgency of addressing foundational socio-economic disparities to forge a more equitable technological future. Further explanations concerning health-related technology and its implications reveal that disparities in health technology adoption can exacerbate existing

inequalities. For example, Weiß critiques health technology endorsements that reinforce inequalities, suggesting that without embedding social justice principles, advances in health technology may inadvertently perpetuate rather than reduce disparities (Weiß, 2019). This perspective highlights the importance of an inclusive health policy framework that prioritizes equitable access and use of technologies across demographic groups.

As we navigate the complexities of technology adoption, integrating insights from various domains—including socio-economic conditions, technology access, and cultural contexts—is essential. Clark et al. advocate for collaborative efforts to build 'TechQuity,' highlighting partnerships aimed at eliminating technology-related inequities and enhancing access and literacy for underrepresented populations (Clark et al., 2021). Such integrative efforts are crucial, as equitable technology access is increasingly recognized as a key component in achieving broader social justice and health goals. Social inequality plays a pivotal role in technology adoption, influencing how communities access, utilize, and benefit from emerging technologies. It is clear that merely enhancing physical access to technology is insufficient; comprehensive strategies addressing the multifaceted barriers faced by various demographic groups must be developed. Only through concerted efforts to understand and dismantle these structural inequalities can we hope to create an inclusive digital future where technology serves as a bridge to equality rather than a barrier.

The Influence of Culture on the Use of Technology for Political Information

The intersection of culture and technology plays a crucial role in shaping the dissemination of political information and political behavior. In the digital era, technological advancements have drastically transformed the landscape of political communication and civic engagement. Various studies highlight the profound impact of information technology and communication methods on civil and political participation, signaling a paradigm shift driven by cultural contexts and technological innovation. Kryvoshein emphasizes that the relevance of digital resources in the political context is rapidly evolving, underscoring the necessity for political actors to adapt to changing political belief dynamics within digital society. This adaptation is often complicated by political scandals that have altered public perceptions of the role of digital media in political activism (Kryvoshein, 2023). The implications of this shift are multifaceted, affecting not

only how individuals perceive political issues but also the mechanisms through which they engage in political discourse.

In the realm of online political communication, the blogosphere has emerged as an important platform for spreading political information. According to analysis by Ivanov et al., political leaders utilize personal blogs and engage influential bloggers to manage public perception through social media interactions, ultimately redefining public expectations and political engagement (Ivanov et al., 2019). This phenomenon illustrates how cultural factors, combined with technological tools, facilitate new forms of political advocacy and leadership perception. The phenomenon of cyber political branding is another significant area, particularly observed through movements like Italy's Five Star Movement. Lucarelli et al. argue that this approach to political brand management marks a new era of politics heavily influenced by information technology, where branding becomes central to political identity (Lucarelli et al., 2020). This evolution demonstrates how cultural influences shape the adoption and adaptation of technology within the political domain. Furthermore, Budiana's exploration of political culture in the digital age explains how societal political orientations have been transformed through digital channels. The interaction between political culture and technology has created new pathways for information acquisition and civic engagement, highlighting the critical role of cultural frameworks in shaping political interaction in digital contexts (Budiana, 2023). This intersection emphasizes the need for political actors to build media literacy and leverage digital landscapes for effective communication.

Moreover, in exploring political mobilization, Manacorda and Tesei highlight the role of mobile technology as an empowering tool in promoting political activism, particularly in Africa. They argue that such technology empowers marginalized groups by facilitating political mobilization and engagement, while also spotlighting cultural contexts that either enhance or inhibit technological impact (Manacorda & Tesei, 2020). This underscores that cultural prerequisites deeply influence how technology is used for political purposes, shaping accessibility and the effectiveness of mobilization strategies. Academics such as Towner and Dulio have analyzed the effects of digital media on civic engagement by highlighting the positive correlation between digital platforms and increased political knowledge among citizens. Their findings emphasize the transformational potential of web-based interaction on political discourse and participation, further suggesting that cultural contexts —

including user-generated content and digital communication strategies — substantially shape these dynamics (Towner & Dulio, 2011). Cultural influences emerge to the forefront, revealing how diverse cultural backgrounds affect individual engagement with technology in political contexts.

The socio-political landscape in Central Asia presents unique challenges and opportunities for cultural and technological interaction. Serikzhanova et al. discuss how new information and communication technologies have defined political rights and freedoms in Kazakhstan, Uzbekistan, and Kyrgyzstan, depicting the interrelationship between cultural identity and technology adoption in advancing democratic ideals and social change (Serikzhanova et al., 2024). Such studies provide valuable insights into cultural dynamics shaping political narratives and technology's role in facilitating civic engagement. Additionally, the concept of "information cocoons," explored by Li, reveals challenges posed by algorithm-driven media consumption behaviors that can narrow the scope of political discourse among students. This phenomenon may result in a closed understanding of political realities, reflecting risks associated with technological advancements within political culture (Li, 2023). Such dynamics highlight the need for educational initiatives to address these cultural challenges amidst rapid technological proliferation.

At the city government level, patterns of adopting information and communication technology, as discussed by Ahn, reflect how political environments and bureaucratic structures shape the integration of e-government applications. Risk-taking culture and political competition within communities influence local government decisions regarding digital communication technologies, emphasizing the role of cultural factors in technology use in political administration (Ahn, 2010). The interaction between culture and technology here reveals broader implications for governance, accessibility, and citizen engagement. The relationship between culture and technology use for political information is complex and multifaceted, encompassing diverse influences shaping individual and collective political behavior. From how digital technology has transformed political engagement to the cultural frameworks informing these transformations, it is clear that technological advancements in the political sphere must be understood within the context of cultural dynamics mediating their impact.

The synthesis of these various studies builds a comprehensive understanding of the role culture plays in shaping the application and effectiveness of technology for political discourse and engagement. This affirms that technology and culture are not merely tools or backdrops for political action; together, they create an evolving landscape of political interaction, participation, and perception.

Conclusion

This study highlights the important role of the intersection between culture and technology in shaping the dissemination of political information and political behavior. The most significant finding of this research is that advancements in information technology, especially in digital contexts, have significantly transformed the ways individuals interact with political issues. The digitization of social media and online communication platforms has enabled new forms of political advocacy and public mobilization, strongly influenced by cultural factors as well as shifts in public political beliefs. This study provides a broader understanding of how culture and technology are interlinked in shaping political interaction in the digital era. The scholarly contribution of this research enriches the understanding of how technology, particularly digital platforms and social media, plays a role in political dynamics. It opens pathways for further studies on how technology can be used to facilitate more inclusive and democratic political engagement, as well as how cultural factors influence the adoption of political technologies across different social contexts. Additionally, this research offers insights into the importance of media literacy in understanding the impact of technology on politics, especially among marginalized or disadvantaged communities.

However, this study has limitations, primarily regarding its limited scope as it examines only several cases in specific regions. Therefore, this research can be considered an initial step toward comprehending the complex relationship between culture and technology in politics. Further research is necessary to explore more deeply the role of technology in various social and cultural contexts, as well as how cultural differences may affect how societies adopt and utilize technology in political contexts. Related topics for further study include more in-depth research on the influence of local cultures on the adoption of political technology in different countries, as well as the impact of changes in digital media on political behavior in the post-pandemic era. Open questions remain about how technology can help strengthen democracy in countries with

low technology adoption rates, and how digital culture can influence political identity in an increasingly interconnected global society.

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