

Reimagining Identity: How Indian Youth are Redefining Culture in the Digital Landscape

Venkatesh Choudhary
Indian Institute of Technology, Bombay, India

Abstract

India has witnessed a dramatic rise in internet and social media usage over the past two decades, driven by cheap mobile data, affordable smartphones, and government initiatives. This has facilitated a widespread introduction of Western cultures and values to even the most remote parts of the country. Using a case-study approach, we examine the reaction of Indian youth to this digital revolution in the context of their prior cultural isolation, with a focus on urban regions of southern India. This study posits that, rather than succumbing to cultural imperialism and the erosion of local identity, Indian youth have cultivated a unique cultural identity that harmoniously integrates traditional values with Western influences. This evolving identity reflects a nuanced balance between global modernity and indigenous heritage.

