

Modern digital technology and sociological concepts

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Abstract

The rising of modern innovations and technologies in field of social and individuals' relations throw smart phones , digitals apps and online social platforms made new models of social aspects and models . This rabid changes in the forms digital platforms and tools, and its high impact on social concepts and forms lead to rise of new active makers in many fields such as economy ,media ,policies that make use of this modern social form. In response to this rabid changes , many modern social terms and models appears as social science is dynamic science .

Keywords: Sociology ,digital media , globalization ,digital media ,online social platforms ,sustainability

Introduction

sociology is a dynamic science , as humans have the ability to change the nature of their life and behaviors , with the result that there can be there no boundaries and laws about social dynamics like physics .

as much of what happens in our history is by chance ,converging to make unpredictable outcomes. And so, sociological theory can describe for a time the social system.

The modern technological changes are very rabid ,and thus are direct related to social relation and stability , making individuals change them social overviews and engagement to adapt with this

The study problem

Social studies are dynamic , and modern technological life are reforming societies' forms and terms.

This research will answer this questions :-

- 1- Are social models affected with modern technologies?
- 2- How digital platforms reform social models ?
- 3- What is the most important terms in modern digital societies?
- 4- What is digital media and its effects on societies' levels?
- 5- What is the suggestion to perfect deal with this modern social concerns?

What distinguish this study from previous studies?

The previous studies deal with the relation between modern technological tools and online social platforms and its effects on the changes in sociological concepts are rare , or not include the strategic overview of this effects in sociological terms .Here, it will represent the modern sociological terms and the

most influencing factors in the relation between latest technological and digital tools in fields that affects the societies and the sociological effects and its modern models.

Study content

1.0 Social levels & forms

new social forms ,on the other hand it put between the leading companies ,social online platforms ,media and government a powerful tool for make use of this data in economy ,marketing ,sales ,politics even in many location all over the world.

So, as this world changes its fundamental characters with time , the old theories must be changed to modern theories which will become obsolete as people change their universe(Turner 2017).

As ,The Social reality includes three levels:-

1- the face to face interpersonal, as Social interaction requires numerous forms of exchange of information as facial expressions, and body language.

2- the macro level :societies and inter-societal systems with the effect of laws , economy ,science , religion ,...etc.

3- the meso levels that include corporate units(communitie) & the membership in social categories like ethnicity, class or gender. To understand the large transformations to societies came according to modernity influence with sociology in a micro bias that requires a model of several social interactions and requirements(Turner 2017).

2.0 The requirements to reform a macro level society are:-

1- The individuals must be have the ability to interact and corporate in large cooperation.

2- The most labor individuals must be divided among distinct social levels.

3- This division must be integrated and also coordinated well(Turner 2017).

3.0 Appearing of new modern social terms and forms

First of all ,Globalization refers to the clear fact that we all live in one small world, so that individuals, groups and communities become more interdependent(Fuller 2012).

The most important cultural factors affecting the modern social change in this modern times, both the development of science and the effects of secularization(Fuller 2012).

Digital Platform cooperatives : Using the digital world to create change in the physical world like upper.

4.0 Digital technology and modern social forms

Digital technology gives an important societal aspects

In our modern life , as wide spreading of different online platforms like Facebook , smart phones and smart computational systems across the full levels of society,

This development has important implications for sociology(Marres 2017).

Digital Societal needs & technology : This digital technologies helping to create jobs and solve societal challenges , ease learning and making large distance more tolerable with social platforms interactions. Most people in the world tend to be much more positive about the potential of digital to enhance society.

These modern digital infrastructures, smart devices and associated fields build on and extend the capacities of previous incarnations of networked, interactive, designed manner.

This infrastructures, devices and digital social platforms collect much of data may be used to analyze individuals' interactions ,relations and even them

locations through smart phone apps. This data analysis may be used in fields of economy ,policy, marketing, industry and even for governmental issues by targeting feedback in everyday user activities, terms suggested by search engines,...etc.

5.0 Active participations in digital society are valuable goods

In digital societies, participations have become an important valuable good ,as measurement and analysis of participations and their active roles are very useful to their recent effects on society.

It is clear to everyone, that digital technology is everywhere , so we can reconnect social intervention with this updated social analysis(Marres 2017).

There is an important difference must be clear between the experimental use of technologies of participation, , and socio-technical bases that support central forms of participation, such as elections.

Society was already participatory ,digital media and modern technological cultures give the idea and the way of a move from audience to participation with other important transformations of by the digital tools(Marres 2017).

6.0 The existence of new online interactions that affect digital sociological analysis and development

1- in digital society, we cannot determine the right details about other individuals' identity (gender –age –location...)

2- social interaction fall into two categories.

A- digital or electronic relationship that enhance existing face-to- face interactions such cases of travelling or working abroad.

B- This online platforms also allows the formation of new types of relationship with anonymous users can meet in different forms and from different countries and culture that may alter the formation of central digital analysis.

3- Scholars see the Internet as a positive addition to human societies , that it expands social networks(Fuller 2012).

4- Social Bots (Chat bot for Social Media to automatically gives messages and tweets), Social Bots may used for suggesting specific content or even act as followers or pretend in Social Media. But this has the risk of spreading the fake news(Idowu and Schmidpeter 2017).

5- The growing importance of Data Management, a general fear for citizens from increasing lack of privacy and of their data.

7.0 Major items that affect of the global media order in modern societies

1- rising the concentration of global media ownership and centralized among a small number of powerful corporations.

2- rising the concentration of private media & telecommunication ownership, in many countries.

3- Transnational corporate structures. Media companies have cross border investments and acquisitions.

4- Diversification of media tools(Fuller 2012).

8.0 Social Sustainability

Social Sustainability is The ability of a society to develop actions and structures that meet the needs of its t members and also support the ability of future members to live in a healthy communities and the intergenerational justice is the first component for the Social Sustainability.), ethical behavior of some organizations can be an indicator for the equitable distribution of a countries' wealth by support people with solutions and polices for Social Sustainability not only to able to profit from them. ‘ The social aspects of sustainability thinking becomes a success factor for our social future wellbeing ’(Tardieu 2014).

Digital Transformation will enable new forms of society based on sharing, digital Technology with Impact on Society We live in. People, who are unable to follow today's societal and business development they are not winning ,and thus leaving profitable advantages to the ones who are willing and capable to engage in this new model of societies(Idowu and Schmidpeter 2017).

The result of study

New modern terms and forms of societies has appeared due to the rabid changes in the field of technological and digital tools, leading to reform societies and appear of new social phenomena's .

Societies members have to adapt to the digital societies tools to keep touch with the modern life and enhance their quality of life .

Digital platforms play great role in data management and globalization and data, knowledge and sciences transfer, rather than increase communication and social relation globally.

The Suggestion

- 1- The central governments have a key roles in saving individuals privacy in this digital and modern societies with its great data transfer and penetration
- 2- All active societies' cooperative members must spread the digital culture awareness to keep touch with the modern digital social tools to make use of the available sciences ,education, practices and easy communication to maintain healthy social relationships and improve the quality of live.
- 3- This study need to farther studies in role of cooperation firms and central governmental role to enhance individual awareness in the using of modern digital social and technological tool to enhance quality of live with tacking valuable actions in the field of protecting the privacy in the digital societies.

The Conclusion

Sociology is a dynamic science that reforming by many factors .

The modern digital technologies tools ,especially the online social platforms and digital media are key factors in our modern societies.

All societies' members and firms must adapt with this modern and rapid changes in technology tools and forms, to improve the quality of live and transfer it to coming generations .

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