Ethics & Morality · GS - IV

“The current internet expansion has instilled a different set of cultural values which are often in conflict with traditional values.” Discuss.

EXAM YEAR	PAPER	SUBJECT
2020	GS - IV	Ethics & Morality

MARKS	WORD LIMIT
10	~150 words

Answer Hint

Globalisation, individualism, freedom of expression, traditional family structures, consumerism, cultural homogenisation, intergenerational conflict, digital literacy, cultural preservation, balanced adaptation

Model Answer

Introduction

The expansion of the internet has accelerated cultural exchange and transformed social relationships, lifestyles and value systems. While it has created new opportunities, it has also generated tensions with certain traditional values.

Emerging internet-driven cultural values

- **Individualism and autonomy:** Digital platforms encourage personal expression and independent choices, sometimes challenging collective family expectations.
- **Global cultural exposure:** International media influences clothing, language, food habits and social relationships.
- **Instant gratification:** Short-form content and immediate digital rewards may weaken patience and discipline.
- **Consumerism:** Influencer culture and targeted advertising can encourage materialism and status-based consumption.

- **Freedom of expression:** Online platforms enable questioning of established hierarchies and customs.

Conflicts with traditional values

- **Family relationships:** Digital dependence and changing aspirations may weaken intergenerational interaction.
- **Community orientation:** Individual preferences may conflict with traditional expectations of collective responsibility.
- **Respect for elders:** Online anonymity and changing communication patterns may challenge established norms of interaction.
- **Cultural continuity:** Global trends can marginalise local languages, folk traditions and indigenous knowledge.
- **Ethical concerns:** Misinformation, cyberbullying and privacy violations conflict with values of truthfulness, dignity and responsibility.

A balanced perspective

Traditional values are not uniformly beneficial, and internet-driven change is not inherently harmful. The internet can also preserve cultural heritage, expand educational access and challenge discriminatory customs.

Digital literacy, responsible online behaviour and intergenerational dialogue can help reconcile innovation with valuable cultural traditions.

Conclusion

The objective should not be to reject technological change or preserve every tradition uncritically. A balanced approach must combine openness, individual freedom and technological progress with empathy, cultural diversity and ethical responsibility.