

## **Understanding The Role of External and Internal Factors in Shaping Cultural Values: A Conceptual Analysis**

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### **ABSTRACT**

Cultural values play a fundamental role in shaping individual behaviours, societal norms, and economic development. Understanding the factors that influence cultural values is essential for fostering social cohesion and sustainable development. This study aims to explore the key factors that shape cultural values based on an extensive review of existing literature. Using a qualitative approach, this study relies on secondary data collected from academic databases such as Scopus, Web of Science (WOS), and Google Scholar. A narrative analysis was conducted to interpret and synthesize key themes from previous research. The findings reveal that multiple factors contribute to the formation and evolution of cultural values including social and historical context, economic development, education and knowledge dissemination, globalization, religion and belief systems, family and social environment and technological advancements. Additionally, political frameworks and media play a crucial role in shaping and transmitting cultural norms. The study also highlights the dynamic nature of cultural values, as they evolve in response to external influences and societal transformations. This research provides a comprehensive understanding of the factors that influence cultural values and suggests implications for policymakers, educators, and organizations. Future research is recommended to explore empirical case studies and develop strategies for preserving and adapting cultural values in a rapidly changing world.

**Keywords:** cultural values, influence, dynamic, qualitative approach

## INTRODUCTION

Cultural values encompass the foundational beliefs, norms, and behavioural guidelines that individuals or groups develop through long-term social engagement and cultural accumulation (Nguyen, 2024). These values significantly influence individuals' cognitive processes, decision-making behaviours, and social interactions, functioning as vital pillars that uphold social order and identity (Enekwe, 2024). Beyond shaping individual behaviour, cultural values also have a profound impact on national governance, economic development, and global cultural exchanges (Yusupova et al., 2021).

In an era characterized by rapid globalization and digitalization, the transmission and evolution of cultural values have grown increasingly complex (Anista, 2023). Technological advancements facilitate cross-cultural communication, enabling the exchange of values between different regions and social groups. However, this has also engendered cultural conflicts and adaptation challenges (Kryvobok et al., 2023). The tensions between traditional and modern values, the integration and opposition of Eastern and Western cultures, and the dichotomy between individualism and collectivism represent key challenges confronting contemporary societies (Layne and Tereschuk, 2022).

The formation and evolution of cultural values are shaped by numerous factors, including historical events, economic conditions, educational systems, religious beliefs, family structures, and the forces of globalization. These factors collectively forge the core values of society, which continuously adapt to the changing global environment. Culture not only reflects human labour and innovation but also fosters understanding and respect among diverse civilizations (Nguyen, 2024). Consequently, investigating the determinants of cultural values is crucial for understanding the patterns of social transformation, promoting cultural diversity, and facilitating sustainable societal development.

This research aims to explore the primary factors influencing cultural values and analyse how these factors shape individual and group cognition, behaviour, and social interactions. Through a comprehensive review of relevant theories and empirical studies, this work intends to offer theoretical insights and practical recommendations for cultural policy development, educational reform, and effective cross-cultural communication strategies.

## Cultural Values

Various interconnected factors affect the formation and evolution of cultural values. Economic development, for instance, plays a substantial role in driving social modernization and shaping cultural values (Yan, 2024). As income levels increase, individuals' needs evolve from basic survival to self-actualization, with values such as individualism, freedom of choice, and consumerism gaining prominence (Andersson, 2023). However, economic development is not a uniform process, and discrepancies in developmental stages across countries and regions result in diverse shifts in cultural values (Young, 2022). Inglehart's theory of post-materialism suggests that, in post-industrial societies, values transition from materialism to an emphasis on personal freedom and social equality. Since the 1960s, environmentalism has gained prominence in developed nations, whereas developing countries continue to prioritize economic security and collectivism (Peterson and Tollefson, 2024).

Education and knowledge dissemination are crucial in shaping cultural values. School systems and media have traditionally been key instruments for transmitting values, especially in the context of globalization and technological advancement, where the internet and social media have become accelerated platforms for cultural exchange (Maimakova et al., 2023). Zalli (2024) posits that variations in educational systems across countries significantly influence students' social cognition, power distance, and orientation toward individualism and collectivism. Furthermore, mainstream and social media play a dual role in fostering both cultural homogenization and value conflicts, as the dissemination of cultural information can reinforce societal stereotypes and exacerbate conflicts (Wallaschek et al., 2023).

Globalization has facilitated the convergence of diverse cultural systems, resulting in both value integration and conflict (Auzi et al., 2024). Western individualism has gained recognition in many developing countries, while Eastern collectivism is increasingly acknowledged in global corporate governance (Zhao, 2024). However, globalization does not always result in value fusion; rather, it can provoke resistance to indigenous cultures, as highlighted by Huntington's "Clash of Civilizations" theory, which emphasizes that cultural divergences may underlie international conflicts (Sabeen, 2024).

Moreover, digital technologies have redefined the transmission and content of cultural values. The ubiquity of AI, big data, and social media has made the dissemination of cultural values more personalized and fragmented (Zhan, 2025). Algorithmic recommendations on digital platforms enable users to access content that resonates with their existing beliefs, reinforcing pre-existing value systems and contributing to the emergence of "echo chambers" (Zhu, 2025). Conversely, digital platforms also offer novel avenues for promoting multicultural values, providing marginalized cultures with greater visibility (Figueiredo et al., 2024).

## **METHODOLOGY**

This study employs a qualitative research approach, integrating a literature review and data analysis to investigate the factors influencing cultural values. The research primarily draws upon literature published in peer-reviewed journals from 2019 to 2023, utilizing secondary data analysis methods. To ensure a comprehensive data collection process, literature sources were predominantly selected from academic databases such as Google Scholar, Scopus, and Web of Science (WoS). These databases were chosen for their extensive repositories of high-quality literature on cultural values and related research. In the data collection phase, key terms such as "cultural values," "cultural influencing factors," "social structure," "educational influences," and "cross-cultural comparison" were employed. This enabled the retrieval of studies pertinent to cultural values, ensuring that the selected literature reflects current academic trends and developments.

All articles selected were published between 2019 and 2025 to guarantee the timeliness and relevance of the research. The collected literature was categorized and analysed according to thematic frameworks, focusing on the role of different social environments, educational backgrounds, economic development, and political systems in shaping cultural values. Narrative analysis was then applied to summarize and compare the findings of the selected literature, revealing cross-national and regional variations in cultural values and their formative

mechanisms. This approach effectively highlighted the multidimensional nature of cultural values and the diverse factors influencing their development. To maintain academic rigor and data reliability, only peer-reviewed journal articles were considered for inclusion. Furthermore, by combining thematic analysis and narrative review methods, the study ensures objectivity and accuracy in its conclusions. The utilization of multiple databases and analytical methods aims to mitigate potential research biases, providing a comprehensive overview of the factors shaping cultural values.

## **FINDINGS AND DISCUSSIONS**

The findings reveal that multiple factors contribute to the formation and evolution of cultural values including social and historical context, economic development, education and knowledge dissemination, globalization, religion and belief systems, family and social environment as well as technological advancements.

### **First Factor: Social and Historical Context**

The social and historical context plays a pivotal role in shaping cultural values. Major historical events, societal transformations, and the evolution of political systems profoundly influence the values held by individuals within a society (ALahmar, 2024). Social crises, such as wars and revolutions, often reshape social structures and ideologies, bringing about significant shifts in values related to fairness, power, and responsibility. The consequences of such crises are frequently unpredictable, with outcomes ranging from civil unrest to institutional reforms. Data from the Crisis Database (CrisisDB) further indicates that social crises transform societal values and structures in diverse ways, without following a fixed trajectory (Hoyer et al., 2024).

Moreover, social transformations, including urbanization, demographic changes, and technological progress, continue to influence cultural values (Nguyen, 2024). As globalization and digitalization advance, the conflict and integration of traditional and modern values become more pronounced (Nassimov, 2024). In East Asia, for example, the rapid pace of economic development has led to the gradual influence of Western individualistic values on traditional collectivist cultures, affecting people's perspectives on family dynamics, career choices, and social responsibility (Wu, 2025).

Political changes also exert a profound impact on cultural values. The process of democratization often strengthens societal values related to freedom and equality, while long-standing authoritarian regimes tend to reinforce values such as obedience to authority and group identity (Zastava, 2019).

The historical experiences of a nation or region leave a profound and lasting imprint on its cultural values. Societies that have undergone colonial rule often exhibit a complex interplay between indigenous traditions and the values imposed by their former colonizers (Mitchell, 2019). This dual influence manifests in legal systems, educational frameworks, and governance structures, reflecting a synthesis of local traditions and foreign ideologies (Chughtai & Young, 2024). Similarly, nations that have endured prolonged economic hardship or political instability tend to develop cultural values that emphasize resilience, adaptability, and collective support

(Pratama et al., 2024). These historical imprints continue to shape contemporary societal attitudes toward authority, social mobility, and economic behavior.

Moreover, generational shifts further underscore the evolving nature of cultural values within a broader socio-historical context (Sahu, 2023). In particular, younger generations raised in an era of rapid technological advancement and global interconnectedness often develop values that diverge significantly from those of their predecessors. While older generations may prioritize stability, hierarchical structures, and collectivist ideals, younger individuals increasingly embrace personal autonomy, innovation, and a global citizenry perspective (Li, 2024). The influence of historical and societal developments on cultural values extends to attitudes toward key social issues, including gender roles, environmental responsibility, and work-life balance (Rikel and Dorokhov, 2024).

### **Second Factor: Economic Development**

Economic development has a profound influence on the cultural values of individuals, particularly with regard to their work behaviour and performance. As income levels rise, not only do consumption patterns and economic structures undergo transformation, but societal values also shift, impacting people's customs, traditions, and beliefs (ALahmar, 2024). In societies with lower levels of economic development, survival-oriented values dominate, with individuals prioritizing basic needs such as food, shelter, and job stability (Kaur, 2022).

However, as societies advance economically and per capita income increases, individuals tend to shift their focus from material needs to post-materialist values, such as individualism and environmental consciousness. This transformation in values also affects people's attitudes toward market policies and is shaped by political identity, cultural influences, and the proportion of post-materialist individuals within society (Nawaz, 2022).

Furthermore, the evolution of consumption patterns offers a significant indication of changing cultural values. Industrialization and the expansion of the market economy have given rise to global consumption trends, where consumption behaviours are increasingly influenced by multinational brands, social media, and pop culture (Kang and Yang, 2021). This shift has weakened traditional values, as symbolic consumption and hedonism alter social dynamics, while the rise of e-commerce and the sharing economy accelerates lifestyle changes, thereby reshaping societal norms (Kisiel, 2022). In the process of consumption upgrading, consumers place greater emphasis on brand identity, personalized experiences, and service quality rather than merely the functionality of products. This trend signifies a growing focus on individualism, especially among younger generations, and is mirrored by anti-consumerist movements and critiques of overconsumption, reflecting a broader cultural shift in consumption values (Lobanova, 2024).

Economic inequality also generates cultural divides between different social groups. Urban areas in economically advanced countries are more inclined to embrace progressive values, such as immigrant inclusivity and gender equality, in contrast to rural areas where traditional values predominate. This urban-rural divide illustrates how economic development influences social attitudes, with urban populations generally more open to innovation and multiculturalism, while rural populations tend to emphasize tradition and social stability (Bernasconi De Luca et al., 2023). This regional disparity in values highlights the profound effect of economic development on the cultural and social structure of society. As urbanization

and industrialization continue at a rapid pace, cultural values diverge between urban and rural areas, with urban dwellers tending to embrace modernity, globalization, and technology, while rural populations prioritize family, kinship, and community ties (Javed et al., 2024).

It is crucial to note that the relationship between economic development and cultural values is not one-dimensional but rather a dynamic and interactive process (Shakhova, 2024). Cultural values emphasizing long-term principles and social responsibility are essential for sustainable economic growth (Yan, 2024). Moreover, economic crises or income disparities can prompt shifts in social values, with individuals sometimes reverting to traditional values during economic downturns in search of stability and security (Akaliyski et al., 2023).

### **Third Factor: Education and Knowledge Dissemination**

Education and knowledge dissemination are pivotal in the formation and transformation of cultural values. Educational institutions serve not only as vehicles for transmitting knowledge but also as significant agents in the cultivation of cultural norms and values (Liu, 2023). Through mechanisms such as curriculum design, teaching content, teacher-student interactions, and campus culture, education facilitates the internalization of socially endorsed values (Yildiz, 2023). In Eastern educational systems, influenced by Confucianism, there is an emphasis on respect for authority, collectivism, and social responsibility, while Western educational paradigms prioritize individualism, critical thinking, and freedom of expression (Suastra et al., 2024). Additionally, the level of education has a profound impact on personal values. The expansion of higher education broadens intellectual horizons and fosters acceptance of multiculturalism, making individuals more receptive to global values such as democracy, gender equality, and environmental stewardship (Mishra and Bilal, 2024).

Simultaneously, the rapid expansion of media and social networks has accelerated the dissemination and reconfiguration of cultural values. Traditional media plays a critical role in shaping societal norms by influencing public opinion and reinforcing collective understandings of social expectations. Media exposure significantly alters public attitudes and behaviours concerning societal issues, thereby shaping moral frameworks essential for promoting justice and equity (Baral, 2023). In the digital age, social media has emerged as a powerful platform for the global exchange of information and cultural values. Its decentralized nature has transformed traditional media dissemination, facilitating more direct, diverse, and globalized exchanges of cultural norms (Chen, 2024). Television and film, as prominent cultural disseminators, convey values that shape ideologies—Hollywood films often foreground individual heroism, whereas Chinese cinema tends to emphasize patriotism and national identity. These narratives play a significant role in driving the spread of diverse social values in the context of globalization (Pandey, 2024).

However, the impact of social media is multifaceted. On one hand, it provides a platform for the broad dissemination of values, as evidenced by the global reach of movements such as "Me Too," which have catalysed discussions on gender equality (Tachibana, 2022). On the other hand, the algorithms governing social media platforms often create echo chambers, limiting users to homogenous information and narrowing their worldview, which can exacerbate ideological polarization. The tendency to engage with content that aligns with pre-existing beliefs further diminishes exposure to diverse perspectives and cultures (Sun et al., 2023). Moreover, the anonymity afforded by social media can facilitate the spread of

misinformation and extremist ideologies, undermining mainstream societal values (Greeshma et al., 2024).

From a policy standpoint, governments and educational institutions must collaborate to create frameworks that balance media regulation with educational efforts to ensure the effective transmission of cultural values (Kurniawan, 2023). Media literacy education is vital, empowering students to critically assess the information they encounter and comprehend its potential influence on their beliefs and behaviours. By fostering these skills, educators can help students navigate the complexities of the media landscape, mitigating negative impacts on cultural values (Isakov, 2024).

#### **Fourth Factor: Globalization**

The rapid pace of globalization has facilitated the exchange of cultural ideas and practices, driving the continuous evolution of cultural values through processes of collision, adaptation, and integration (Ye, 2024). Cross-cultural communication has emerged as a fundamental channel in this exchange, enabling global access to a variety of cultural perspectives through mechanisms such as international trade, migration, tourism, and digital communication (Dang, 2024).

Globalization exerts a profound influence on cultural identity, reshaping worldviews and fostering cultural exchange. It enriches local traditions while simultaneously challenging established norms, leading to the emergence of hybrid cultural forms that blend local and global elements (Kerubo, 2024). Family structures are also being influenced, with many societies shifting from extended family models to nuclear families and even embracing individualism. These transformations affect marriage practices, intergenerational relationships, and broader value systems (Wijaya, 2023). However, while cultures adapt to global influences, they simultaneously engage in self-innovation. For instance, Japan has localized Western culinary practices into distinct forms like "washoku" and "yoshoku," while China's embrace of fast food illustrates a broader trend of cultural fusion (Mısır, 2024). This dynamic process underscores that cultural exchange is a reciprocal and transformative experience rather than a one-way transfer.

Nevertheless, certain indigenous cultures face the threat of marginalization in the face of globalization, as evidenced by the decline of local languages and dialects and the erosion of traditional crafts (Handayani et al., 2024). In response, UNESCO has been active in advocating for cultural diversity, supporting the protection of intangible cultural heritage, and promoting the balanced development of cultural exchange to safeguard the survival of diverse cultural values (Spivak, 2023).

Globalization has not only accelerated cultural exchange but also enriched and strengthened local cultural characteristics through adaptive strategies and community engagement (Merung et al., 2024). As globalization progresses and interactions between traditional and modern cultures increase, cultural values continuously evolve through processes of fusion and conflict. While socioeconomic development often drives a shift from traditional to modern values, demographic pressures and immigration phenomena tend to reinforce the persistence of traditional values (Yeganeh, 2024). This indicates that the interactions brought

about by globalization have transformed worldviews and facilitated the evolution of traditional cultural values, reflecting the complex and dialectical nature of cultural change.

At the same time, globalization has prompted individuals to reflect on and reshape their cultural identity. Particularly in cross-cultural exchanges, people's sense of identification with their culture may shift, either reinforcing adherence to native cultural values or fostering the diversification and openness of cultural values (Kerubo, 2024). Globalization has made cultural values no longer fixed but rather a dynamic, mutually influencing process.

### **Fifth Factor: Religion and Belief Systems**

Religion and belief systems hold significant sway over the shaping of social and cultural values. The core principles promoted by various religions—such as Christianity's emphasis on charity and forgiveness, Islam's focus on faith and obedience, and Buddhism's teachings on karma and compassion—are instrumental in influencing moral concepts, behavioural norms, and social expectations (Sangma and Bharani, 2024). Religion provides a moral framework that shapes social behaviour, influences legal systems, regulates family structures, and guides economic activities, thereby fostering social order and cohesion (Baral, 2023).

Religious values have a substantial impact on moral norms, social integration, and legal systems (Salihu and Baidoo, 2024). Christianity, for instance, emphasizes virtues such as honesty, loyalty, and altruism, which have significantly shaped Western societies' cultural landscapes of integrity and charity (Hubbard, 2005). Religion also plays a pivotal role in fostering social cohesion by promoting shared values and collective participation in religious rituals and community activities (Jiang, 2024). In countries like India, religious beliefs, particularly Hinduism, have influenced social structures, including the caste system, which has shaped societal hierarchies (Shome, 2023).

Religious values also influence legal frameworks and governance systems. In many Muslim-majority countries, for example, Sharia law plays a crucial role in the regulation of personal matters such as marriage and inheritance (Husain et al., 2024). Even in more secular societies, religious principles continue to shape legal and policy decisions, as exemplified by debates over religious freedoms in countries like the United States and in Europe concerning religious symbols in public spaces (Memišević et al., 2022).

However, the influence of religion on society faces challenges in the context of modernization and globalization. Secularization trends in many societies have reduced religion's role in public life, with legal systems increasingly relying on human rights principles to regulate social behaviour (Wantika and Fitriani, 2024). Meanwhile, globalization has fostered cross-cultural exchanges between religious groups, prompting some traditional religions to adapt their doctrines to accommodate multicultural environments (Ciocan, 2024).

### **Sixth Factor: Family and Social Environment**

Family and social environment are fundamental in the formation and transmission of cultural values. As the primary locus for socialization, the family plays an essential role in shaping an individual's core values through parental guidance, familial relationships, and intergenerational interactions (Yusuvaliyeva, 2024). At a broader level, the social environment—encompassing social norms, public opinion, and policy systems—shapes cultural values and behavioural patterns across society (Rahma and Wantini, 2024).



The family's influence on cultural values is particularly significant, as it dictates how individuals perceive morality, responsibility, and social identity. The methods of family education vary across cultural contexts: Eastern cultures often emphasize collectivism, respect for authority, and a sense of duty, while Western cultures prioritize personal independence and self-expression (Wu, 2025). The family environment can significantly impact the development of a child's moral compass and sense of social responsibility, influencing their future engagement with civic duties and social justice (Tefera, 2023). Furthermore, intergenerational transmission of culture—through customs, beliefs, and traditions—plays a crucial role in shaping an individual's cultural identity (Chowdhury, 2025).

The broader social environment, shaped by laws, social norms, and public opinion, also plays a critical role in shaping cultural values. Social norms guide behaviour and influence individuals' value systems (González, 2024). In collectivist societies, cooperation and group responsibility are emphasized, while in individualistic societies, autonomy and innovation are valued (Edirneligil and Tanhan, 2024). Additionally, societal definitions of success and achievement—whether focused on competition and material wealth, as in capitalist societies, or on fairness and collective welfare, as in socialist systems—also significantly shape individual values (Leonova, 2024).

Public opinion and social media increasingly shape societal values by driving discourse on issues such as gender equality, environmental responsibility, and social justice, influencing the values of newer generations (Guha, 2024). Moreover, government policies and legal systems, including education, welfare, and moral laws, have a profound impact on shaping the cultural values of individuals and communities (Pedram, 2024).

### **Seventh Factor: Technological Advancements**

Cultural values are dynamic and evolve through the intricate interplay of socio-economic factors, demographics, and globalization (Yeganeh, 2024). In contemporary society, particularly in the wake of the digital revolution, the pace of change in cultural values has intensified, with their reach expanding, resulting in both cross-cultural fusion and conflict (Darovanets, 2024). These transformations are primarily evident in the alteration of information dissemination processes, the reconfiguration of individual and societal relationships, and the emergence of novel values.

The widespread adoption of digital technologies has profoundly reshaped the transmission of information. Traditionally, the dissemination of cultural values was rooted in family education, educational institutions, and community engagement. In the present day, however, digital platforms such as online media, short video platforms, and social networks have become indispensable channels for cultural information dissemination (Akinlar and Küçüksüleymanoğlu, 2024). These platforms have expedited the exchange and intersection of cultural values, facilitating the convergence and mutual influence of ideas across diverse geographical and social contexts (Dang, 2024). Notably, individualism correlates positively with participation in social media, fostering the spread of Western values, while collectivism generally witnesses less engagement (Sajid et al., 2024). Additionally, digital technologies have disrupted the unidirectional flow of information, providing individuals with the freedom to express their values and engage in societal discourse (Figueiredo et al., 2024). Consequently, cultural values are no longer solely shaped by official or mainstream institutions but are increasingly influenced by user-generated content (UGC) and community-driven perspectives

(Alsaleh, 2024). For instance, discussions surrounding environmental protection, gender equality, and social justice on social media have actively contributed to the evolution of societal values and have influenced policy decisions (Lawless et al., 2020).

Simultaneously, the digital era has transformed the manner in which individuals interact with society, thereby shaping the formation and reconfiguration of cultural values (Figueiredo et al., 2024). Virtual communities have revolutionized social interactions, enabling individuals to connect across spatial boundaries and exchange values. However, this has also given rise to the "echo chamber effect," wherein users are predominantly exposed to content that aligns with their pre-existing beliefs, deepening ideological polarization, limiting exposure to diverse perspectives, and obstructing productive dialogue (Ramesh, 2024). Moreover, the advent of digital technologies has altered individuals' perceptions of and adaptations to social norms. The proliferation of remote work, online education, and virtual social interactions has engendered shifts in traditional work ethics, educational philosophies, and interpersonal dynamics (Ganiem et al., 2024). These transformations have fostered the development of more open, flexible, and individualized social values, simultaneously provoking widespread debates regarding privacy rights, online ethics, and digital morality (Anista, 2023).

Throughout this process, several novel cultural values have emerged as focal points of societal attention. Concepts such as Digital Literacy, Tech Ethics, and Diversity & Inclusion are gaining global prominence (Mujtaba et al., 2023). Unlike traditional societies, where value changes tend to occur gradually, the accelerated flow of information in the digital age enables new values to gain rapid traction and exert influence over social structures (Nasution et al., 2024). Parker et al. (2024) assert that cancel culture is a social construct driven by attitudes toward social justice and political ideologies. Their study underscores the critical role of the younger generation's focus on social responsibility and moral standards in shaping the phenomenon of cancel culture. The study further examines the relationship between these attitudes and cancel actions, highlighting the younger generation's insistence on accountability for actions that align with their values. Additionally, the pervasive use of artificial intelligence (AI), big data, and algorithmic recommendations is subtly influencing cultural values (Campo-Ruiz, 2025). Social media's personalized recommendation systems can reinforce certain cultural values while diminishing the influence of others, rendering the evolution of cultural values an outcome not only of social interactions but increasingly shaped by technological environments (Bartley and Lerman, 2024).

In summary, cultural values are not fixed; they evolve continuously through the complex interaction of various factors. As cultural values continue to evolve in the digital age, finding a balance between technological progress and the preservation of cultural diversity will be a critical challenge.

## CONCLUSION

The formation and evolution of cultural values is a multifaceted and dynamic process shaped by numerous interacting factors, including economic development, education, globalization, religious beliefs, family dynamics, and digital technologies. This study offers an extensive review of cultural values, examining how these factors influence both individual and collective value systems in various social contexts. Existing research suggests that economic growth not only shifts values from survival-based to self-actualization-oriented but also exacerbates issues such as consumerism and social inequality. Education and media remain crucial in shaping societal values, while globalization accelerates cross-cultural interactions, perpetually adjusting cultural values between integration and conflict. Religious beliefs continue to significantly influence moral perspectives, social responsibility, and group identity, while family environments facilitate the intergenerational transmission of cultural identity. Technological advancements, particularly the widespread use of social media, artificial intelligence, and big data, have revolutionized the methods and pace of cultural value transformation. The rise of echo chambers and algorithmic recommendations has amplified value polarization, while simultaneously creating opportunities for the personalization of cultural identities. Looking ahead, future research on cultural values holds immense potential. Studies should prioritize exploring long-term trends in cultural value changes in the digital age, examining how technological innovations shape social identities, and investigating the adaptation of cultural values within the framework of sustainable development. Furthermore, the dynamics of cultural value transformations across generations and the coexistence and conflict of multiculturalism in the context of globalization demand deeper investigation. Through interdisciplinary approaches and big data analysis, scholars and policymakers can gain a more nuanced understanding of the mechanisms underlying cultural value formation and develop strategies that foster social harmony, safeguard cultural diversity, and promote inclusive, sustainable cultural development.

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