

Free research paper on cultures and websites

[Sociology](#), [Communication](#)



The Internet has become a vital tool to display the countless cultures of both ancient times and emerging ones. Through culture, interested peoples' behavior and attitude are influenced (Joseph, Biraimah and Gaudelli, 73). According to in Joseph, Biraimah and Gaudelli in the book Education and Social Inequality in the Global Culture notes that creating websites or blogs that display values, heroes, rituals, testimonials and symbols of cultures in pictures and video, a blogger enhances the values and associations of the users and participants.

Although influential, a research on websites that promote culture revealed that those without competitions and awards did not encourage innovation as compared to those that awarded participants (Braddy, 1)

Colors and Websites

When choosing the design for a website, an appropriate choice of color is vital in attracting the target visitors to the website. The color of the website is not only crucial in communicating the intended message to the audience but also to brand a product or services offered (in case of on-line business).

To effectively pass the message without misunderstanding, a study on different cultures and countries is important. Yellow, for instance, is an imperial color in China yet the same signifies cowardice in America.

With improvement in web applications to provide high definition and a wide variety of colors, website administrators have many options to choose from. Too many colors that saturate the background clash with the content make it difficult for one to navigate through the website.

The color Blue is popular mainly because it has a relaxing effect on the

nervous system and increases productivity when used as a background color.

How millennials use websites

Millennials are the most common users of the Internet with the highest penetration Internet usage (93%)(Sujansky and Reed, 1993). Unlike the generation X, who use the Internet as a source of information to learn and communicate, millennials use the Internet mainly for social purposes. Sujansky and Reed assert that they seek out entertainment and opportunities to expand their social network on-line. According to Reed, millennials view the Internet as an experience where interaction is the main activity rather than a resource to explore or learn.

With millennials relying on chat-rooms, there will be less need to travel for meetings among them. Reduction in traveling not only saves time and energy, but also reduces the risk of accidents and traffic congestion.

Demerits

Websites have over time, reformed social life especially among the youth to a great extent. With fast and effective communication on hand-held gadgets, one on one communication is no longer as effective as supposed because most people are communicating on their gadgets as they have their physical conversations.

Work cited

Snow, C P, and Stefan Collini. *The Two Cultures*. Cambridge [u. a.: Cambridge Univ. Press, 1996. Print.

Sujansky, Joanne G, and Jan Ferri-Reed. *Keeping the Millennials: Why*

<https://assignbuster.com/free-research-paper-on-cultures-and-websites/>

Companies Are Losing Billions in Turnover to This Generation-and What to Do About It. Hoboken, NJ: John Wiley & Sons, 2009. Print.

Zajda, Joseph I, Karen Biraimah, and William Gaudelli. Education and Social Inequality in the Global Culture. Germany?: Springer, 2008. Print.