



Digital Media and Its Impact on Intercultural Communication of Cambodia with China and Japan

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Abstract

The digital transformation plays an essential role in the development of digital media and platforms. Nowadays, social media is widely used, enabling people to live in an easy-to-understand manner and prepare for the 21st century. The purpose of this study is to manifest the impact of digital media on intercultural communication in cross-country studies involving Cambodia, China, and Japan. Digital technology is the most advantageous tool for intercultural communication nowadays. This study also contributes to the theory of the global village on the international relationship on the multiple aspects of the digital policy learned in the cross-country. Simultaneously, digital media platforms also provoke some issues in society. The data used in this study was collected from previous research articles, academic papers, social media, and ministry web pages. The results of this study reveal that digital media has a crucial impact on communication, social networking, transforming information, promoting and sharing cultures, and changing the way learning can be done through virtual learning at any time and everywhere.

Subject Areas

Culture, Sociology

Keywords

Digital Media, Intercultural Communication, Cambodia, China, Japan, Social Media Platforms

1. Introduction

Digital transformation and globalization have significantly shaped the role of new

or digital media in shaping people's everyday lives. The development of digital media, along with social media, short videos, and video conferences, can enhance connectivity and enable people to reach others more quickly than in the past. It also promotes cultural exchange by allowing people to share cultural content like short videos, music videos, movies, and literature beyond borders. This can portray various cultures and enhance the understanding and overcoming of preconceptions and stereotypes. Newsday, online resources and applications have simplified the process of learning new languages, making it a crucial component of successful cross-cultural communication. Therefore, culture can travel to many different places around the world. At the same time, people have the opportunity to showcase and connect their culture, norms, practices, and identity with a diverse range of individuals.

Due to the growing number of Internet users in today's culture, new social media has grown increasingly prevalent in daily routines and patterns. The interaction that takes place in these virtual settings fosters interactive discussions that increase comprehension of other viewpoints. "Everybody is a publisher and a critic thanks to new social media" [1]. Culture and society were shifted by globalization and the concept of a community that redetermined the identification of culture, civil society, and the need of people for a new method of intercultural communication [2]. In the digital age, streaming media, audio-visual content, and content are widely consumed more than in previous times [3]. Digitalization is an important factor in developing social media platforms that enhance connection and provide various content for people to consume, both entertainment and gaining information around the world. Many companies are putting in an effort to develop apps, applications, websites, and systems for people to use. According to Meltwater and We Are Social [4], 2024 data showed Facebook as the most popular social media platform, with 3065 million users, followed by YouTube with 2504 million, Instagram and WhatsApp with two million each, TikTok with 1.582 million, and Pinterest with 498 million. As of April 2024, Facebook is the most famous platform for gaining and sharing stories around the globe. However, this paper will explain how digital media impacts intercultural communication, using Cambodia, Japan, and China as case studies. Also, this paper will answer the question of what the advantages and disadvantages of digital media development are in promoting the cultural exchange and communication of the three countries.

2. Digital Media

What is digital media? In general, digital media often indicates the creation, dissemination, and use of plenty of content through digital technology, online platforms, and social media platforms. Electronic tools or devices, such as smartphones, tablets, computers, and various other digital platforms, can use and access text, audio, video, images, and graphic designs. According to Hilbert [5], digital media, including software, images, videos, games, web pages, social media, databases, e-books, and audio, is a blend of software and digital devices that facilitates tradi-

tional forms of work such as publishing, education, commerce, politics, journalism, and entertainment, contrasting with traditional media like print media. Moreover, digital devices allow for the creation, viewing, customization, and distribution of machine-readable content. It emphasizes short, rapid consumption and relies on computer-based devices that combine hardware and software. Digital media includes the web, news, short films, gaming, and social interaction. Over the past decade, TV has shifted to smaller screens like smartphones, and the trend of watching TV with family is changing as each member consumes content on their personal gadgets [6]. The term “new media” refers to a global context that enhances the benefits of global platforms, such as YouTube and app stores. This change can enable media companies to expand their global reach beyond traditional media [7]. ICTs, communication networks, and content integration shape the influence of digital media. This enables the seamless transfer of content across digital channels and devices. Undersea fiber optic internet connections facilitate the globalization of media, allowing information and content sharing over a simple digital platform with less official national gatekeeping [8]. The type of media changed at the same time as a number of global media shifts and changes in the environment, such as (a) more people having access to high-speed broadband internet; (b) the globalization of media platforms, content, and services; (c) the rise of user-generated content; (d) the change in media users from consumers to participants; and (e) fewer clear lines between public and private and age groups as more media content is delivered and consumed online [9].

Moreover, the media industry is connected with the emergence of digital giants’ technologies, like Google, Apple, Amazon, Facebook, Netflix, Alibaba, Baidu, Tencent, etc., which differ from established firms in their perspectives on media laws, practices, and regulations. These new digital players aim to transcend traditional boundaries and have a promiscuous relationship with traditional content providers and distribution channels, necessitating a reconsideration of media policy principles in the digital media economy [10]. Not only is new media considered “new” due to its successful integration with traditional interpersonal and mass media, but it also boasts new functions that empower individuals to control messages in both interpersonal and mass media equally [11]. Currently, digital media enables individuals to connect with multiple people and allows them to customize messages at the time of the interaction process. Additionally, the global platform fosters interconnectedness by providing an infrastructure that enables the creation and use of specific programs, including digital disk formats, computer hardware, operating systems, gaming devices, and mobile devices. Platform wars have occurred since the 1980s between search engines Google and Yahoo, social networks Facebook and MySpace, and mobile phone environments like Apple iPhone and Google Android. Here are two more recent examples: The development of Web 2.0—its capacity for people to utilize various forms of technologies related to information and communication as a means to present themselves online and take part in the commons of cyberspace—is often heralded as the next

chapter of the information society, according to Pew report that grouped the different types of ICT users [12]. According to Media Theory [13] the digital era has revolutionized modern society, enabling access to diverse cultural content and enabling users to disseminate information through social media and other online platforms. Additionally, the goals of new media include “the potential to combine traditional mass and interpersonal media, as well as its unique categories that provide people equal control over information in mass and impersonal media” [11].

Remarkably, there are five distinct types of new media: virtuality, hyper-textuality, convergency, interactivity, and digitality [2] [14] [15]. (1) the most recognizable element of new media is its digitization; (2) new media mixes the features and roles of media, information, digital connection, and computing; (3) the conjoint element of new media offers consumers the ability to connect with the system about how to use data of information, providing them key control over the creation and replication of the information’s shape and content; (4) the hyper-textuality of new media makes a world network hub where data and information can easily access, publicize, and commonly connect; (5) new media establish a cyberspace where people are able to make virtual reality and self-experiences.

These websites and social media platforms allow people to learn and understand each other’s cultures. However, they can also lead to some disadvantages in information sharing. Negative implications may arise from this technology’s dynamic interaction with socio-political sectors. Of course, social media frequently disseminates false or misleading information to the public, which can exacerbate misunderstandings. Moreover, it can pick up on cultural quirks, which could cause misunderstandings when interacting online. For example, disagreements or miscommunications may arise from disparate cultural viewpoints on delicate subjects like gender roles. Occasionally, it presents stereotyped views of a single culture, which can be biased and fail to capture the full meaning of intercultural communications. Users’ comprehension of foreign cultures is limited by this lack of real and varied depictions, which also creates false impressions [16].

Misinformation about one culture often leads to conflict over another culture. The debate also happened through this. Furthermore, there are many challenges related to social media use, such as language barriers and the digital divide. Some websites and social media platforms will use their country’s language for information sharing or posting. So, other people will struggle to understand the true meaning of that information or its message to people from other countries. Some translation tools also struggle to accurately interpret the true meaning of textual information intended for individuals from different countries. They are unable to guarantee 100% accuracy in the translation process. On the other hand, the digital divide often occurs with certain individuals. Technology tools, applications, and systems often contain technical terms that some individuals may find challenging to use effectively for intercultural communication. As a result, some individuals may struggle to learn about other cultures through social media platforms. Although Google Translate cannot translate and provide accurate translation 100%

of all the time, it can offer at least 70 to 80 percent of the correct translation that people can understand in other languages. Google Translate correctly transmitted the significance of three hundred out of four hundred (82.5%) directions studied, while the accuracy varied by language, ranging from fifty-five percent to ninety-five percent [17]. It also provides convincing auto-translation on websites and social media platforms. Moreover, to deal with the language barriers, some applications were developed to translate languages using various tools and technologies, and they depend on each country's capability.

Today, digital media play a key role in promoting intercultural communication around the world. People can learn about other cultures quickly through social media platforms. Even with the development of digital media and technology, traditional media still exists and can promote culture through it. For example, radio, newspapers, and television still exist and play an important role in promoting and sharing other culture's events and performances. As noted, newspapers are widely used in Japan as a primary source of information.

More importantly, traditional media like television and radio can inspire deep feelings or emotions that resonate with audiences and promote intercultural empathy and understanding. They can perform plays and folk songs that have a strong emotional connection to particular communities. These mediums offer a concrete link to heritage and maintain cultural authenticity. Additionally, it can be particularly effective in reaching rural or targeted communities where access to digital technology may be restricted. Through culturally ingrained methods, such as oral storytelling or performances, it can directly build rapport [18]. Heang (2024) the digital play is key to storytelling. Many countries use digital platforms to create and share tales about their history, culture, and accomplishments, or governments utilize official websites to disseminate carefully crafted narratives that influence residents' perceptions of their country. Moreover, educational content spread through digital technologies enables the dissemination of educational materials that reinforce the prevailing national narratives in educational institutions and websites [19].

3. Theory

In the digital era, the concept of the "Global Village" is one of the main players in fostering the interconnection and communication of people around the world. The author of this theory was Marshall McLuhan, who was born in the 1960s [20]. The definition of a global village can be highlighted by how digital technology plays a key role in promoting and enhancing the connections of people around the world. People interact, communicate, or gain entertainment and information through the transformation of digital technology. People can benefit from the new development of media. McLuhan explained that the advent of mechanical technology, which allowed people to move their bodies in actual physical space, led to the enlargement of the central nervous system "to encompass the entire universe, reducing time and space, at least as far as this planet is concerned". Digital media

has enabled unprecedented worldwide connectivity, allowing people to interact, exchange stories, and obtain information regardless of their physical location. These platforms allow users to participate in intricate global networks that cut across national borders. This is consistent with McLuhan's vision of a society in which electronic media would unite individuals and promote a feeling of international connection. Therefore, people can share and learn from different cultures and countries [21]. This theory helps explain the development of digital technology, which enhances interconnectedness and intercultural communication in an easy and fast way.

4. Methodology

This study uses qualitative content analysis to explain how digital media impacts intercultural communication. Content analysis is a method that enables researchers to analyze unstructured data based on its meanings, symbolic qualities, expressive contents, and communicative roles; it is a unique combination of research methods for systematically identifying, categorizing, and interpreting patterns within textual data [22]. The synthesizing key theory, derived from previous research, highlights the significant impact of digital technology on intercultural communication. The qualitative method uses secondary data from social media and literature instead of primary data. The study divides data collection into two parts.

First, this study is based on literature reviews, authors, scholarly articles, books, and reports related to digital media, the internet, intercultural communication, and media platforms. The source of our data is Google Scholar and other academic sources that align with the study's theory. We have chosen the items that align with our content, which focuses on digital media, the internet, communication, digital innovation, and intercultural competence in diplomacy, globalisation, and communication; cultural barriers and misunderstandings; soft power and public diplomacy; technology and digital communication; multilateral cooperation; and social media as key communication channels. The study selected articles with publication dates ranging from 1960 to 2025.

Second, the public posts relevant intercultural communication online, which facilitates comprehension and usage in real-life situations that relate to themes. The secondary data was gathered from various sources such as the ministry's website, Facebook page, YouTube channel, news website, and other social media platforms. The collection data is collected based on the ministry webpage, which promotes culture, learning, and exchange across the country; the Facebook page, which posts the events program, leads, and provides information to those who need to use it; and the YouTube channel, which has the most influence on the technology for learning, relaxing with art and music, and how to use these tools for improving knowledge and connection. This study collected data from 2008 to 2025 based on the selected source.

The ministries' official websites and other social media platforms selected for

this paper must be reliable and credible. In particular, the official pages serve as valuable sources for interpretation in this paper. Both government officials and the public recognize these websites as reliable sources of information. Moreover, these diverse social media platform sources are also acknowledged by the public, and they can elaborate on the impact of social media and provide a comprehensive idea of intercultural communication across Cambodia, Japan, and China. These sources were under the government's management and authorized information on diplomatic matters as well as cultural exchange programs and events. Social media platforms play a crucial role in analyzing the in-the-moment interactions between individuals. In addition, it allows the public to show the sentiment and grassroots level of cultural exchanges of the individuals on each other culture. This platform can break the barriers of geography and dynamically influence the intercultural communication of these three countries.

To ensure the data source is correct, the social science method can be applied and pave the way for this research to analyze and interpret the data and findings. It investigates phenomena to find the truth and discuss cross-cultural and intercultural communication questions. Most of the base work in intercultural communication research relies on the comparison of two or more cultures. This type of research communication strives to enrich the understanding of communication through cultural contexts [23]. Making this comparison can allow the researcher to examine how the normative and subjective aspects of culture from different cultures assume and offer information about what to expect when interacting with others from various cultures. The social scientific approach aims to comprehend and forecast how culture influences communication factors and how communication, in turn, affects different outcomes, regardless of one's interest in cross-cultural or intercultural communication [24]. Such an approach can enhance cross-cultural communication and highlight how the public can understand and learn from other cultural identities through these websites and social media platform interactions.

This paper also used the content analysis approach to examine and interpret various forms of communication, including texts, images, audio, and videos. Furthermore, it can identify themes, concepts, and patterns within the content, providing a framework for identifying the main points and drawing conclusions about the messages or meaning of the text [25]. The analysis process can also determine the purposes, messages, and effects of communication content and infer the producers and audiences of the texts [26]. The study began by examining the data sources gathered from both regions in the data collection section. We prepared coding schemes for processing the content analysis procedure to ensure the accurate coding of data sources from articles, books, book chapters, web pages, and social media platforms. Content analysis effectively understands the meaning embodied in various texts, paying careful attention to sample definitions and coding schemes, and when coder judgment is needed, evaluating its reliability [27]. Procedure code checking is crucial for identifying mistakes, understanding error

conditions, and considering human limitations in the process. The coders' comprehension of classifications and coded regulations could shift gradually through time, perhaps resulting in increased inaccuracy [28] [29]. The analysis and conclusions drawn are based on the coded data.

5. Result and Discussion of Digital Media and Its Impact on Intercultural Communication

What is intercultural communication? It indicates the procedure of sharing concepts, values, traditions, and practices of people or groups from distant cultural backgrounds. Its purpose is to enhance mutual understanding, admiration, and praise for diversity. Through videos, television shows, digital content, and websites, audiences in both countries can gain insights into each other's cultures. In other words, intercultural, multicultural, or international connection among cultures indicates any act of communication that occurs in a multicultural environment. Moreover, intracultural communication occurs between people who share a common cultural background, whereas international communication typically refers to the communication of nation-states or, more specifically, their official institutions. The two additional forms of communication, namely cross-cultural and intercultural, describe the situation. "The people creating shared meanings have different cultural perspectives and values" [30]. Generation Y primarily uses social media for jobs, hobbies, and the creation, sharing, and consumption of content [31]. Also, one of the most important topics on the global agenda today is intercultural communication. The interplay that takes place whenever communication is created in one cultural context and how it is understood in another is what gives it its significance [32].

It highlighted the fact that intercultural communication spread through the development of digital or new media. Boyd [33] has explained how social media has emerged as a platform for self-expression and identity experimentation, enabling people to share information about themselves with a global audience. People on social media come from a variety of cultural backgrounds; thus, their personalities and social media usage patterns vary. In any case, a survey shows that consumers typically utilize many social media platforms, even if the majority of them offer all the communication capabilities in their programs. According to a survey, various social media platforms satisfy varying consumer needs [34]. Furthermore, social media platforms offer sophisticated features and services that enable social networking, such as the exchange of knowledge, ideas, and information through a network. People use social media platforms, like Slack, WhatsApp, and Line, to make phone calls and/or chat. People may communicate, interact, connect, share, express ideas and thoughts, and do a lot more with social media, which is a strong online tool. With electronic devices like web-based technologies on desktop computers (PCs or laptops) or mobile devices, people may readily browse social media or download services (e.g., smartphones and tablets) [35]. Today, media play a key role in the interaction and communication of people from many places so that

they can engage and share their culture, norms, beliefs, and practices. According to Howarth [36], the media serves as a significant tool in intercultural communication, providing a platform for people to learn about and understand various foreign cultures and countries. The media also has the power to portray and convey our perceptions of others, as it serves as a platform for understanding and communicating similar issues.

Many factors influence social media use. Researchers have discovered that young adults heavily rely on the Internet for information and enjoyment. Additionally, it shows that young adults use social networking sites “to experience selected, efficient, and rapid connection with others for their interpersonal communication satisfaction and as a continuous approach to seek the acceptance and support of others” [37]. This suggests that age influences the use of social media. Interactions between individuals with diverse cultural backgrounds are the main subject of intercultural studies. According to Gudykunst [38], the process by which people “create (or reestablish) and maintain a somewhat stable, reciprocal, and useful interaction with the environment when migrating to a new cultural environment” is known as adaptation. In connection to digital social media, the distinction of individual and collective cultures is evident in users’ connections and characteristic styles. People from various societies prioritize making new friends and receiving attention from a broad range of people over maintaining their existing communication. Collectivist people, on the other hand, use social networking sites to “preserve initial relationships with a small number of relationships besides developing new connections with people” [39]. The below information explains how the development of digital media has an impact on intercultural communication between Cambodia, China, and Japan.

According to Xinhua [40], Cambodia and China are promoting each other’s cultures through “People-to-People Exchange” to attract tourists. The two countries try to promote these cultural activities on the ministry websites and social media platforms such as Facebook, TikTok, and others. Both countries use digital media, such as travel blogs, vlogs, and social media posts, to promote tourism and encourage more people to visit each other’s nations. For instance, during the 2024 Cambodia-China People-to-People Exchange Year events, Cambodians and Chinese were deeply involved in a show that featured both cultures. The YouTube channel “New China TV” also shared these activities, allowing Chinese and other nations to view these cultures and connections through the digital platform. This interaction fostered cultural understanding. The Ministry of Tourism of Cambodia [41] cooperated with China to promote each other’s culture and attract tourism. For instance, recent short videos on the Ministry of Tourism’s Facebook page showcased the cultures of Cambodia and China. Those videos, titled “Hanuman brings Sun Wukong to visit the tourist sites in Siem Reap province,” showcase a variety of tourist attractions and aim to encourage more tourists to visit Cambodia. The Better Cambodia [42] [43] also indicated that the goal of the 2024 Cambodia-China “People-to-People Exchange” is to improve the two nations’ bilateral

ties in the fields of culture and tourism. Consequently, the Angkor Archaeological Park in the province of Siem Reap in northwest Cambodia hosted a luminous arts performance. An enthusiastic cultural exchange co-organized this presentation, themed “When Shaolin Meets Bokator at Angkor.” These activities showcased the cultural differences between the two countries and promoted Cambodia’s cultural diplomacy as a means to attract Chinese tourists to Angkor Wat. In addition, to strengthen the ties between the two countries, Wang Wenbin, the Chinese ambassador to Cambodia, mentioned in an interview that events such as the “Tea for Harmony Yaji Cultural Salon” held at the Royal University of Fine Arts on 7th August 2024, and the “China-Cambodia Cultural Exchange Year” would be held to promote tourism. On the other hand, the two countries can share each other’s culture through education exchange programs and online courses. In addition, the Confucius Institute of the Royal Academy of Cambodia (CIRAC), which chose to establish a basic online Chinese language course for Cambodians also can provide the opportunity for public to learn both cultural and language between China and Cambodia. Notably, the Confucius Institute plays a key role in providing scholarship programs and allows students and scholars to study in each other’s countries and share some cultural activities through the institute’s website [44]. Certain online education programs facilitate language learning through exchange opportunities. At the same time, the Ministry of Tourism of Cambodia [45] also introduced a free online Chinese language training course to the general public with the goal of enhancing tourism services. As a result, many Cambodians are acquiring Chinese language skills through online courses and apps, while Chinese individuals are also showing interest in learning Khmer. In addition, Cambodians can access many online courses through Facebook pages such as Ni Hao Ma [46], “Mandarin Learning Lab Cambodia,” PrimeTutor—English, and Chinese Tutoring—Phnom Penh [47], Cambodia. Learn Chinese [48], H.T. Chinese Learning Center [49], and YouTube Channel “Kim Mission,” [50] and other social media platforms to enhance their Chinese language skills. Most students understand the benefits of using social media (digital platforms) to enhance their language learning abilities; this includes posting language, creating captions and comments, and learning from videos and live streaming [51]. This can foster educational exchange and help young people understand and appreciate different cultural perspectives. The people of the two countries will have the intention to learn and visit each other’s country or pursue the language study.

Furthermore, the Cambodia-Japan Cooperation Center tries to promote and exchange each other’s culture by organizing many events and programs and sharing through Facebook pages and websites. According to the Japan International Cooperation Center (CJCC) [52] website, it assists in sharing Japanese culture with Cambodians; for example, the Japan-Cambodia Kizuna Festival promotes cultural and educational exchanges between Japan and Cambodia. It also introduces not only traditional but also modern cultures. In addition, Japan celebrates the event called Tanabata annually on the 7th of July. The purpose of the event is

to explain the tale of Orihime (Altair Star) and Hikoboshi (Vega Star), a couple in heaven who can only get together on the 7th of July, once a year. The event known as Setsubun (節分), or “Seasonal Division” in Japanese, takes place on February 3rd, one day before the start of the official spring season. Additionally, the “Study in Japan for Cambodia” program serves as a consultant and information-sharing tool that enables users to sign up as members and get in touch with the website administrator directly, along with other CJCC social media platforms like Facebook, Instagram, and Telegram. Many Cambodian students seek to study in Japan each year through a variety of programs, including exchange programs, scholarships, and others. For instance, since 2008, the CJCC has hosted a “Study-in-Japan Fair,” a program designed to encourage Cambodian students interested in pursuing higher education in Japan to consider studying there. Moreover, the Embassy of Japan in Cambodia [53] put in an effort to promote Japanese culture; for instance, “Stage Beyond Borders—Selection of Japanese Performances,” including activities such as modern theater, traditional dance and performance arts, and music. The website also highlights significant events such as “Awa Odori,” a renowned folk dance from Tokushima Prefecture, and numerous other Japanese festivals. At the same time, the Royal Embassy of Cambodia in Japan [54] actively promotes Cambodian culture through its Facebook page, which features events like the annual Cambodia Festival, Rice Harvest Festival, Khmer Happy New Year, and Pchum Ben Festival. Therefore, websites and social media provide a platform for people to learn about various cultures by sharing culture, language, videos, and songs. On the other hand, streaming services and online song forums also contribute to the dissemination of culture between Cambodia and Japan. For example, the music video of Vannda feat, Awich’s “6 Years in the Games” and Asian State of Mind aims to promote both Cambodian and Japanese culture. This singer’s performance has had a significant impact on numerous shows within their culture [55] [56]. Moreover, the influencer is the most influential in sharing or exchanging the culture with the world; the real fan is enabled to practice, like dancing or wearing some traditional clothes and other things, as the idol does. The digital era encourages people to use media platforms for performances, practice, and quick cultural learning. Digital media streaming has let Chinese martial arts movies and Japanese anime reach a global audience equitably, fostering intercultural dialogue and increasing Asia’s impact on global popular culture [57].

While digital media fosters the culture of these countries, it also has the potential to disseminate false information among individuals who do not identify with the information they receive solely from this platform. Nowadays, AI power is quite popular for creating videos and changing photos that cannot be imagined in the real world, and it continues to produce them in the digital world. The challenge of fostering mindful consumption of knowledge arises from the constant inundation of material, which impedes individuals’ ability to effectively pick and understand the information they encounter [58]. Smith says that digital environments accelerate the dissemination of historical symbols, which are readily ab-

sorbed by prevailing societies without enough acknowledgement or respect for their origins [59]; commercial use of cultural elements without consideration for their origins can result in exploitation, deception, and devaluation of the cultural heritage [60]. Additionally, the unreliable situation indicates that information sent on social media lacks credibility regarding the potential rise in well-being that may result from the limited connection to culture fostered by the community network's personalisation and societal backdrop for the populace [61].

Therefore, the government and relevant stakeholders should have the mechanism to take control over the use of social media platforms. The government should create laws and regulations to prevent false information from spreading to the public. For instance, Epstein discusses the difficulties associated with efficient Internet misinformation regulation, emphasizing the need to define the issue, identify accountable regulators, and comprehend the regulation's presentation; he advocates for four criteria for successful misinformation regulation: addressing adverse impacts, ensuring proportionality to damage, responding to technological advancements, and maintaining independence from political and corporate influence [62]. Moreover, social media companies have to check for false information and block it in advance with fact-checking tools and algorithm adjustments. This mechanism will stop the dissemination of incorrect information on the internet or social media platforms.

6. Conclusion

This study shows that digital media influences the intercultural communication of the case study with Cambodia, China, and Japan. The current development of digital media significantly alters the way people communicate, learn, work, and engage in social discussions and networking. Electronics play a crucial role in simplifying the process of finding sources for learning and facilitating online activities between individuals. Digital tools can be used or played with in the new technology program, both software and hardware, for learning what society needs; it's important for the global community to continue the connection from one region to other countries in the world. It's quite peculiar how communities use digital technology to acquire language skills, become technical professionals, and engage in discussions with each other. Notably, sharing one's country's culture through websites and social media platforms like Facebook, Telegram, Instagram, TikTok, etc., is crucial for enriching cultural education. At the same time, people have the opportunity to learn new cultures and languages from other countries on online platforms. Furthermore, by removing obstacles based on geography and culture, digital media has drastically changed cross-cultural communication. This study provides a deeper understanding of the advantages of digital media, including its significant influence on intercultural communication, the promotion of cultural events, the exchange of new ideas from one region to another, the ability to collaborate with different governments, the adoption of new study methods, the modification of lifestyle habits to interact with friends, and most importantly, the

dissemination of valuable information to a global audience. To put it simply, digital media has the power to improve our global village and create a more compassionate and interconnected society. While there are many benefits that people can gain from the development of digital technology and the emergence of social media platforms, some issues also arise due to false information. It is such a powerful tool to share disinformation with many people in just a minute that it can cause trouble and problems or hatred among people. Thus, the development of digital technology provides not only benefits but also disadvantages to society. The government and relevant stakeholders have to take some actions to prevent this issue from occurring through the internet or social media.

Conflicts of Interest

The authors declare no conflicts of interest.

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