# The Intersection of Migration, Multiculturalism, and Social Media: A Systematic Review

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## Abstract

*The current systematic review approaches the role of social media in migration and multiculturalism. It specifically addresses the question how migration and cross-cultural relations are affected by technologies and their platforms. Using the PRISMA method and the PICOS approach, we searched for literature on the specified research area on Scopus and Web of Science and finally accessed 44 studies on the topic. The following results were reported as the seven major themes: Impact of Social Media on Migration Discourses, Social Integration and Social Networks, Digital Tools and Cultural Preservation, Ethnic Identity and Acculturation, Role of Media in Multiculturalism, Transnational Communication and Community, and Youth and Digital Media and Migration. These themes mention the role of social media in the decision-making processes of migrants, integration processes of migrants, and views of the wider society on multiculturalism. In addition, the results demonstrate the paradoxical function of social media in enabling engagement while reproducing underlying social problems, which can be useful in the area of policies, teaching, and the media in the use of technology towards promoting multiculturalism in migration.*

*Keywords: Social Media, Migration, Multiculturalism, Transnational Communication, Ethnic Identity.*

## Introduction

New developments in the field of communication technology have resulted in such phenomena as the 'death of distance' and 'annihiliation of space' (Cairncross, 1997; Komito, 2011).

These phrases encapsulate the expectation that distance will no longer be a barrier to communication among people, which implies that existing social forms will undergo change and new forms will develop. However, though the problems related to the social implications of new technologies are often discussed, there has been little consensus on how any existing frameworks are changing or whether new ones are being created. An early interest of some researchers was in the potential of the internet to create virtual communities to replace the geographically bound face-to-face communities (Preece, 2000; Xolmatov et al., 2025). Since that time, the interest of the researchers turned to forms of social interaction that are both online and offline across various social networks through which people connect, locate, and provide or request help. Such individuals belong to several different networks, but the networks may be composed of members who do not know each other, which is referred to as 'networking individualism' (Haythornthwaite & Wellman, 2002).

Migration is instigated by various differences in demographic, social and economic factors between countries. The development of communication has given a number of people the

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possibility to move. Technology has also facilitated the coming of the migrants to their future areas via different forms of internet media. Turning to social networks helps the movement by lowering the stress and the chances of failure during the trip. In social networks, associations appear on the basis of local space, forbears, sectors and contacts (Hidayati, 2017).

The interface of Migration, Multiculturalism and Social Media, is a vibrant and relevant area of study in this era of globalisation. Migration, the movement of people from one locality to another, across the boundaries for reasons that are economic, social, political or environmental has always been an activity which is very impactful to the people and the society. On the other hand, multiculturalism which is defined as the existence of many cultures in a society and their translation and interaction is often both a problem and resource in migration (Guerette & Freilich, 2016).

The revolution that social media has brought with it is likely to be quite significant to these trends in the sense that it is believed to facilitate as well as disrupt migration and multi-cultural integration (Walsh & Hill, 2023). There is no doubt that social media platforms and networks have altered the migration landscape in a number of profound ways. They assist migrants in dealing with red tape, finding diasporic communities and getting information about where to migrate (Righi, 2019). At the same time, social media gives the multicultural voices a megaphone, allowing them to showcase the nuances of cultural identities, issues of belonging, and counter existing stereotypes. This form of digital social media space engages migrants in bilateral integration processes while keeping them linked to their homelands for the creation of what some scholars refer to as a transnational social field. However, this is not all without problems (Stremlau & Tsalapatanis, 2022). For instance, social media abound with polarizing, xenophobic, and erroneous content, which serve to create added stress in multicultural societies and alter the public view about migration. The disruption of conventional migration patterns is arguably the best representation of the ability of social media during migration. Migrating used to be a word of mouth decision that revolved around family relations and physical middlemen. Now, virtually everything ranging from destination reviews to success migration stories is at the migrant's fingertips through the social platforms. They are able to seek crowdsourcing tips on how to go through asylum procedures as well as job placements. In addition, Facebook, Instagram and TikTok are being used to tell about the migration process which helps the potential migrants with decision whilst making migration a less mechanical experience (Righi, 2019; Yantseva, 2020; Mukhtarovna et al., 2025).

Social media from a multiculturalism lens is truly a double-edged sword. On one hand, cultural pluralism is encouraged as minorities are able to showcase their culture, food and language to a wider audience which helps different populations to come closer (Akakpo & Bokpin, 2021).

Social media platforms can be used for the purpose of bringing cultural diversity and integration into the concerned society. The other aspects of social media are its misuse as it is used to disseminate prejudices, hate speech, and other negative ideologies that can overshadow the multicultural peace and harmony. In charged environments, the use of social media channels can make it an echo chamber that reinforces biases rather than bridging cultural divides (Obi et al, 2021).

One of the most significant aspects that the authors present is the impact of the social media on the perceptions of migrants themselves. The virtual stories that are created bearing the subject of migration in mind can be both ones that depict life abroad in a rose-colored manner or ones that portray difficulties that can be faced and exploitation. These types of stories, for example,

can implant the participants with the idea that the only time they will be happy is if they scatter, settle elsewhere and earn some money (Jauhiainen et al, 2022). They are complicated because they relate to the multicultural social media landscape, where conflicts between cults, values, and conventions influence and are influenced by the creation and perception of information about migration. To exemplify, if migrants from collectivist societies or countries decide to prepare and share content, they are more likely to emphasize the importance of the family and the community, whereas individuals who come from individualist societies or countries are more prone to talk about personal gains and being independent (Marlowe & Bruns, 2021).

Social media intrudes into the domain of state migration policy and public opinion formulation. The social media then control the doors through which publics can immerse in the processes of public opinion formation, and the need to deal with the fact that [there are] misinformation campaigns (Alvarez-Macias et al, 2023). Consequently, social media platforms have turned into the battleground where the activists work hard to change the situation of migrants by diving deep into the restrictive policies and raising awareness of the problems of the displaced populations. The digital activism campaign has brought migration in the spotlight in the global discourse, which was instrumental in shaping legislation and international agreements (Maneri, 2023).

The relation among social media, migration, and multiculturalism is still a mystery, despite its touch the click transformation. The research has been focused on one aspect of this episode, such as how does social media assist immigrants integrate or create an environment of multilateral dialogue and this is why there is no cohesive view of the whole issue. There are still quite a few open questions related to how cultural diversity amidst social media interacts with migration narratives, who gains more from digital technologies in the context of migration in the long term and what kind of impact they have on multiculturalism public views.
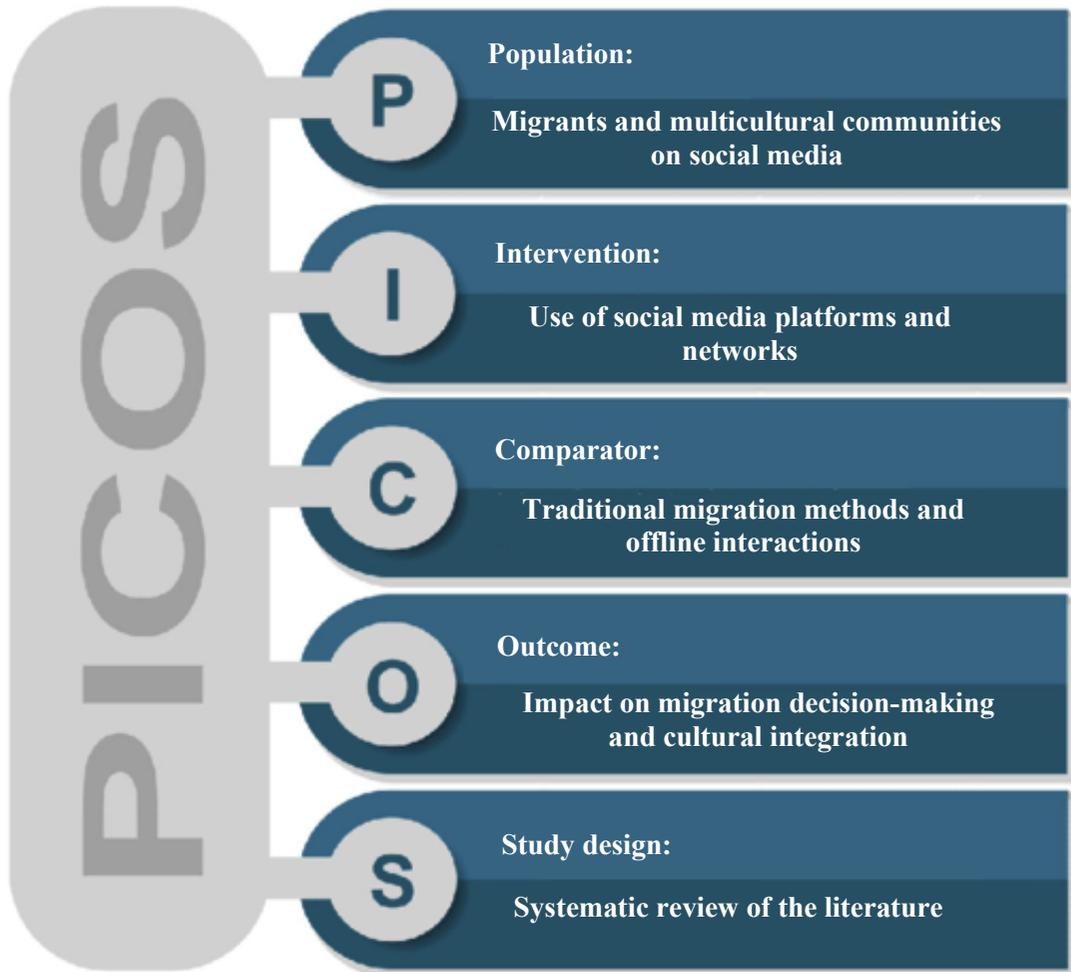
Figure 1. PICOS Search Terms

In addition to that, these terms "Systematic literature review and meta-analysis of migration, multiculturalism, and social media" were first searched during the course of inquiry. A purposive check was carried out with these titles including intentional search so as not to duplicate any work that has been done along those lines before. For this purpose, research was carried out via Web of Science (WoS) and Scopus. The PICOS approach was essential in the formulation of these Research Questions (RQs). According to earlier studies, PICOS is a powerful approach for the systematic review route and has inclusionary criteria based on design component in contrast to other unnecessary publications that are still found in a lot of sources nowadays (Figure 1).

**Research Questions**

RQ 1: How does social media influence the decision-making processes and migration trajectories of individuals, particularly in the context of cultural diversity and transnational networks?

RQ 2: In what ways do social media platforms facilitate or hinder the integration of migrants into multicultural societies?

RQ 3: How do digital representations of migration and multiculturalism on social media influence public perceptions, policy-making, and advocacy efforts in migrant-receiving societies?

## Methods

The study utilized a systematic literature review (SLR) technique (Manchikanti et al., 2009; Lichtenstein et al., 2008), which involves a comprehensive scan of relevant literature, screening studies, extracting standardized data, and analyzing individual studies to address the research question or objective.

This systematic review was carried out using the Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA) framework as a guidance. The utilization of PRISMA offers an organized approach to collect, analyze and synthesize pertinent information on a given topic to ensure that it is not a mere summary but rather a systematic examination. This method makes the review more rigorous and reproducible, hence lending credibility and trustworthiness to its findings in turn (Liberati et al, 2009). It has several check-lists which can help the writer and reviewer create useful review papers.

To prevent duplicated articles and maintain study integrity, precautionary measures were recommended, including removing duplicated articles from multiple searches. Search results were compared from Web of Science and Scopus, eliminating repetitive literature sources. A comprehensive search strategy was used, examining existing literature and refined based on relevance to the study topic. This approach increased credibility and simplified the review process. Final search terms were migration OR immigration AND Social Media OR Social Network AND multiculturalism OR cultural diversity. The literature review we developed covered all the articles that were published from 2014 to October 2024. Figures 2 to 4 take an analytical view of the number of articles in the Web of Science database that are different search terms related to the study subject. These figures carry the results of research in the various fields signaling the areas of popularity and dominance in the field that were the most popular in recent times. Basically, they exhibit developments in scholarly attention over the years as well as the volumes of inquiries into various aspects of migration.

The WOS database contains 55 documents published. One can find out of these 49 are classified as Article, 5 are proceedings amongst others including book, book chapters, and reviews. Most of the publications are concerned with communications and sociology studies while ethnic studies come next. The highest point in this sector was in 2023, with 13 articles being published in that year. The publishing pace of this database is mainly led by Australia and UK.
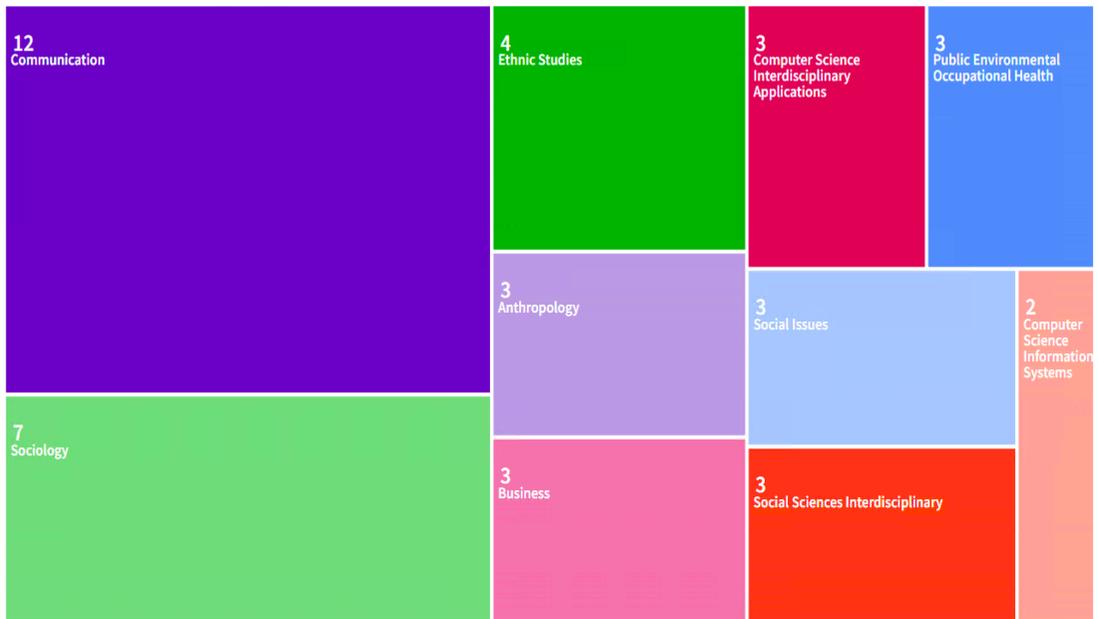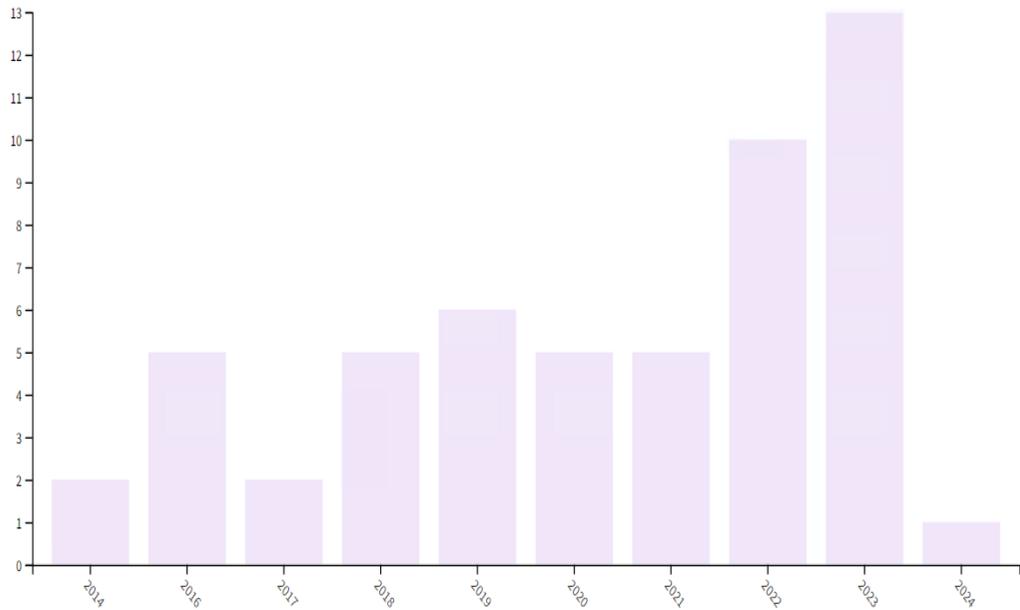
Figure 2: WOS documents. Based on Category



Figure 3: WOS documents. Based on Publication Year

Figure 4: WOS documents. Based on Country

Scopus database was explored in Figures 5 to 7 which carried out a comprehensive assessment of publications with the help of varied search terms, affiliations as well as countries. These charts provide an extensive view of research output showing contributions from different parts of the world and academic institutions. The study identifies leading nations and establishments in migration, culture and social media research thus pointing out major players in this field. Moreover, this globalizes efforts made towards studying this subject by underscoring international collaboration among other things. Looking at them enables us also know where most studies have been done and what drives academic discussion around such important matters.
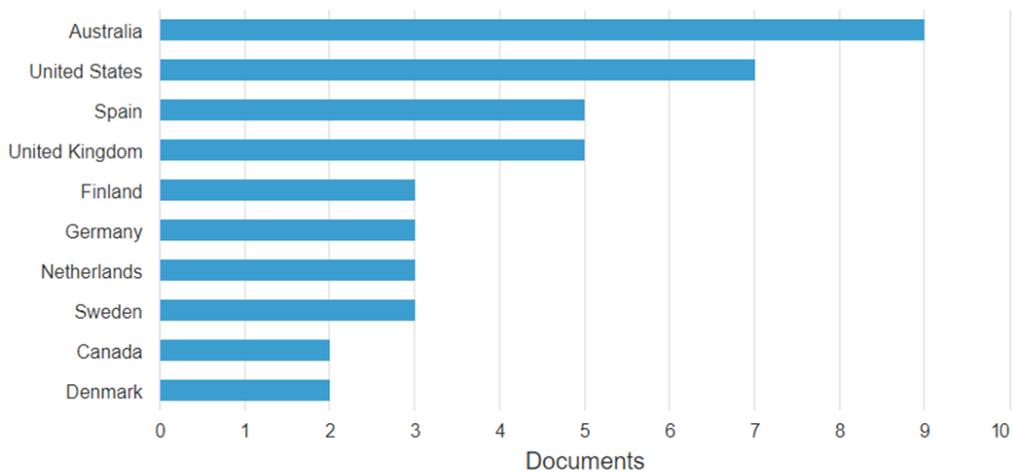


Figure 5: Scopus documents. Based on Country

## Documents by subject area

Other (6.2%)
Nursing (3.1%)
Multidisciplina... (3.1%)
Business, Manag... (3.1%)
Biochemistry, G... (3.1%)
Agricultural an... (3.1%)
Environmental S... (4.6%)
Medicine (9.2%)
Psychology (12.3%)
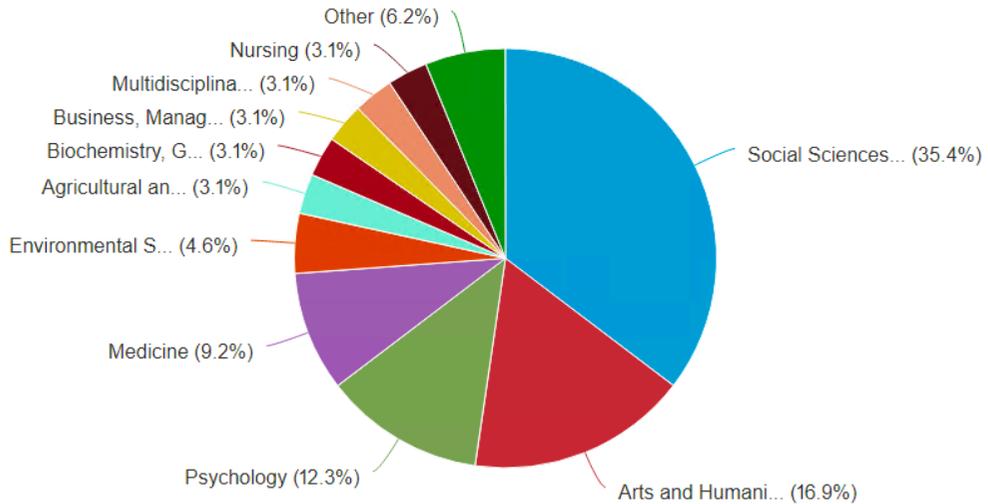Arts and Humani... (16.9%)
Social Sciences... (35.4%)

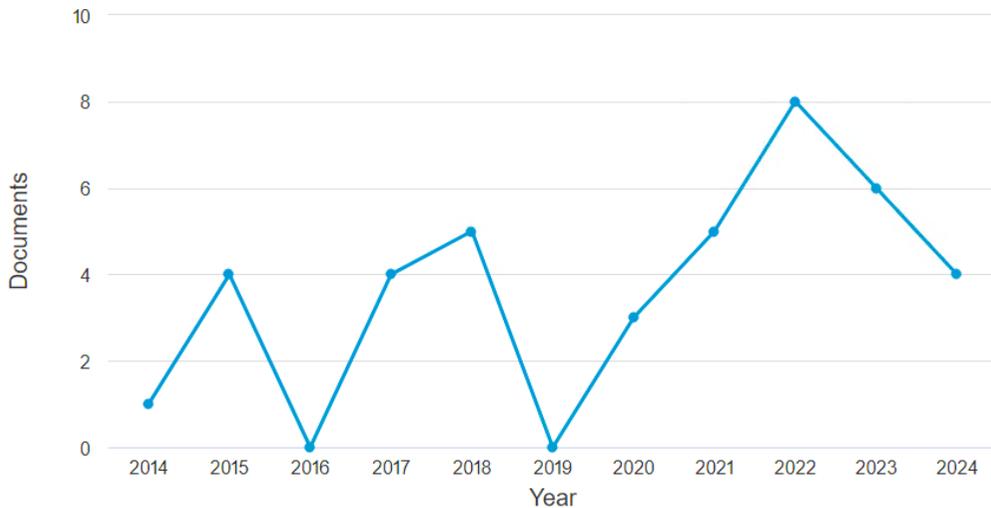Figure 6: Scopus documents. Based on Category

## Documents by year

Figure 7: Scopus documents. Based on Publication Year

In the Scopus database, there are a total of 56 documents in this area. Of these, 40 are Articles, 3 are reviews, 3 are conference papers, and 9 book chapters and books. The majority of articles, representing 35%, fall under the social sciences category. The highest number of publications in this field was in 2022, with 8 articles published. The Australia and USA lead in terms of the number of articles published in the database.

We excluded 8 papers as they were duplicates. After merging all database findings and

eliminating duplicates an initial screening process was done. The first screening stage was based on title only. A coding scheme was designed to make careful decisions about which articles to accept or reject at the first screening stage. By employing this same coding method, abstracts were screened and review papers were excluded while non-culture-migration ones were eliminated.
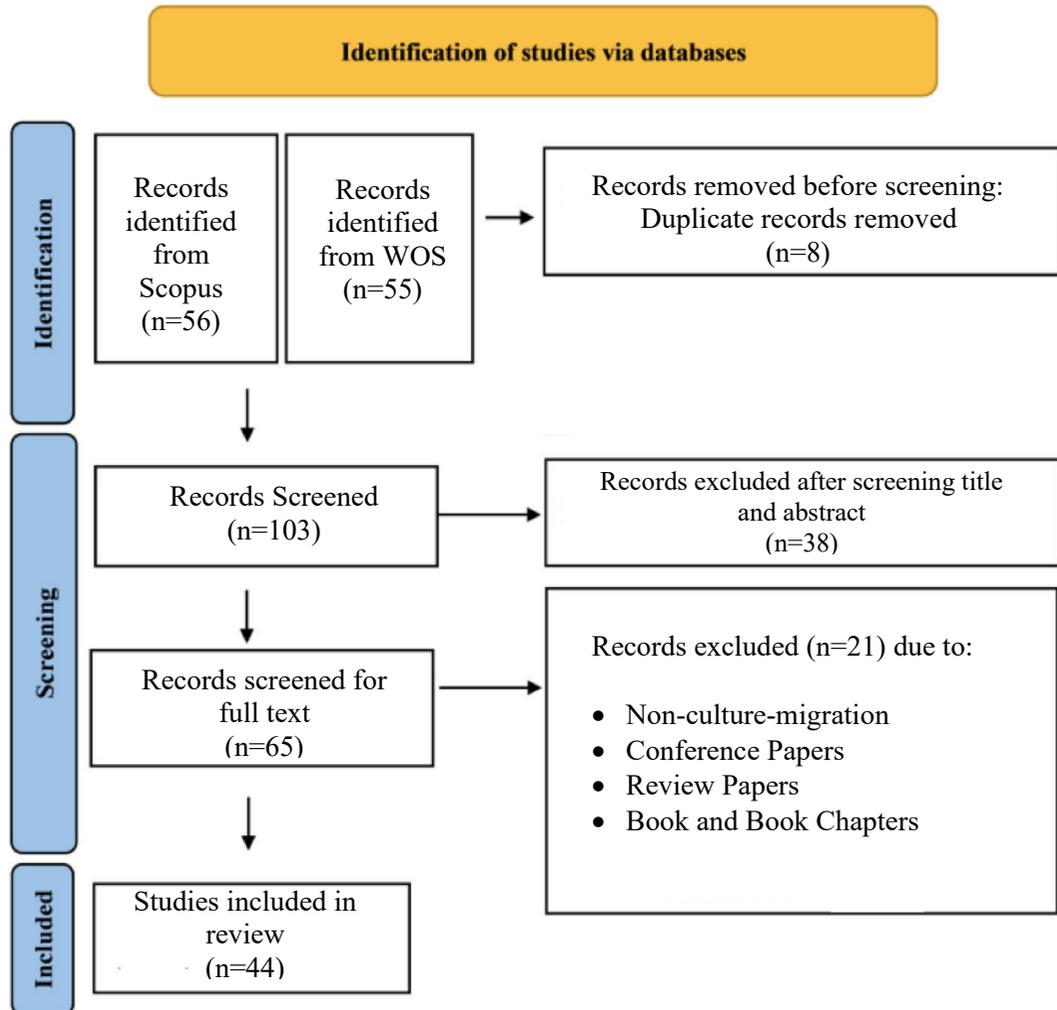


Figure 8. PRISMA Flow Diagram

## Exclusion Criteria

Non-Culture-Migration

We excluded papers that did not focus on the intersection of culture and migration. Studies that addressed migration without considering cultural diversity, multicultural integration, or related social dimensions were omitted. Thus, such articles were completely excluded from the review to keep its focus on the interaction between migration, culture, and social media, not on common migration studies or irrelevant topics.

Conference Papers

It was decided to exclude conference papers to ensure the quality of the studies conducted. Many of these papers provide no peer review and a lack of a strong argument. Still, they have inadequate depth compared to the full-length articles used in journals of course. So, the e-resources that were peer-reviewed were highlighted, thus providing reliable oversight of carefully documented research.

Review Papers

We paid no attention to review papers at all in our systematic review. While this is so, review articles offer important summaries, but our main aim was to analyze original research based on migration, multiculturalism, and social media. Thus, we could aggregate raw data and emanate innovative ideas from extensive literature.

Books and Book Chapters

The review shifted focus from subjective to research role in specific area of interest, excluding books and book chapters to maintain consistency with analyzed literature.

## Results

The results of 44 scholarly papers that were examined for their emphasis on social media, culture, and migration are compiled in this section. A thorough summary is given in Table 1, which groups these studies according to their main area of study and how they examine the complex relationships among social media dynamics, migration, and cultural integration. A thorough grasp of the various ways that internet platforms influence migration narratives and cross-cultural interactions is made possible by this synopsis.

| NO | Reference | Focus of the Study | Interrelation of Migration, Culture and Social Media |
|---|---|---|---|
| 1 | Nortio et al., 2021 | Analyzes Finnish forum discussions after an MP's anti-multicultural Facebook post using frame analysis. | Social media shapes migration discourse by marginalizing multiculturalism and promoting anti-immigration narratives. |
| 2 | Lapina, 2020 | Explores socio-political dynamics among French Muslims and the impact of social media on public discourse. | Digital platforms intensify debates on migration, culture, and identity. |
| 3 | Tan et al., 2024 | Investigates dietary acculturation among AANHPI communities in the US. | Migration influences multicultural dietary patterns. |
| 4 | Eylem et al., 2019 | Studies the link between acculturation and reduced suicidal ideation among Turkish migrants. | Host culture engagement reduces migrant despair. |
| 5 | Ekman, 2018 | Analyzes social media's role in anti-refugee street politics in Europe. | Social media mobilizes anti-refugee sentiment. |
| 6 | Village et al., | Examines Asian migrants' social | Church networks affect migrant |

| NO | Reference | Focus of the Study | Interrelation of Migration, Culture and Social Media |
|---|---|---|---|
| | 2017 | bonds in Australian churches. | social ties. |
| 7 | Lissitsa, 2016 | Investigates how online communication impacts integration of FSU immigrants in Israel. | Online interactions lower social distances for immigrants. |
| 8 | Lucić, 2016 | Explores the role of media in supporting bicultural and transnational development among immigrant children. | New media influences immigrant youth identity formation. |
| 9 | Dekker & Mullan, 2021 | Studies how local organizations and social media enhance participation in Footscray, Melbourne. | Local social media boosts community inclusion. |
| 10 | Spaaij & Schaillée, 2020 | Assesses how diaspora sports events enhance social inclusion among migrants. | Community sports events foster cultural sustainability. |
| 11 | Wood et al., 2023 | Examines how migrants from diverse backgrounds act as social brokers in new communities. | Cultural diversity encourages social brokerage. |
| 12 | Bennett et al., 2023 | Explores how Twitter data reflects multicultural encounters in UK cities. | Crowdsourced data captures multicultural experiences. |
| 13 | Fussey & Roth, 2020 | Discusses new theoretical and methodological insights in migration research via digital sociology. | Digital sociology reshapes migration studies. |
| 14 | Thomas, 2024 | Investigates why Chinese ex-immigrants return due to cultural alienation and discrimination. | Cultural alienation transforms migrant identities. |
| 15 | Sabharwal et al., 2021 | Explores the U-shaped pattern of ethnic association participation among Indian immigrant engineers in the US. | Ethnic association membership varies with life stages. |
| 16 | Bobowik et al., 2022 | Examines how diverse social ties and cultural harmony mediate global identification. | Ethnocultural diversity in networks boosts global identity. |
| 17 | Villegas-Simón et al., 2023 | Analyzes how Spanish digital cultural communicators distance themselves from celebrity culture. | Digital cultural communicators redefine legitimacy. |
| 18 | Lamanna et al., 2018 | Measures cultural relations between host and immigrant communities using Twitter and spatial metrics. | Social media quantifies cities' integration power. |

| NO | Reference | Focus of the Study | Interrelation of Migration, Culture and Social Media |
|---|---|---|---|
| 19 | Gemignani & Jiménez Carrasco, 2023 | Analyzes Vox's speeches and Twitter content on anti-immigration rhetoric. | Exclusionary discourse frames immigration as a threat. |
| 20 | Figura et al., 2024 | Explores how territorial, linguistic, and network obstacles affect migrant health integration. | Barriers hinder migrant healthcare access. |
| 21 | Martin & Rizvi, 2014 | Investigates how Chinese and Indian students use media to construct their experience of Melbourne. | Digital media shape international students' sense of home. |
| 22 | Hickman & Mai, 2015 | Examines how past migration narratives shape contemporary perceptions of immigration in UK communities. | Historical migration influences social cohesion. |
| 23 | Edwards & Boellstorff, 2021 | Explores Tumblr migration during the 2018 adult content ban as an example of digital leaving practices. | Digital exodus reflects individual agency on platforms. |
| 24 | Sava, 2024 | Investigates Romanian migrant networks in Spain and their decline post-COVID-19. | Resilient networks support transnationalism. |
| 25 | Mude & Mwanri, 2020 | Studies how African youths in Australia negotiate identity amidst migration and social network loss. | Cultural differences impact identity formation. |
| 26 | Allam & Allam, 2020 | Examines the influence of technology on youth travel behavior, urban governance, and tourism. | Technology shapes urban identity and poses risks. |
| 27 | Essén & Eriksson, 2023 | Analyzes tensions in Swedish healthcare policies regarding gender equality and cultural sensitivity. | Cultural doula concept reveals gendered patterns. |
| 28 | Falco & Rotondi, 2016 | Explores the effects of Internet use and political Islam on migration intentions in the Arab world. | Internet use increases migration willingness. |
| 29 | Borgerson & Miller, 2016 | Investigates global social media influence on migration, family, politics, education, and commerce. | Social media impacts multiple migration aspects. |
| 30 | Evans et al., 2023 | Analyzes online hate networks and historical misinformation linking past and present | Far-right groups use misinformation against minorities. |

| NO | Reference | Focus of the Study | Interrelation of Migration, Culture and Social Media |
|---|---|---|---|
| | | ideologies. | |
| 31 | Sepehr et al., 2023 | Explores how competing online narratives influence immigrants' self-perception and wellbeing. | Social media narratives shape immigrant acculturation. |
| 32 | Mansouri & Johns, 2017 | Investigates intergenerational differences in migrant youth's social network participation and aspirations. | Migrant youth use networks for belonging. |
| 33 | Baviskar, 2021 | Explores how vendors in Delhi use food blogs and videos to legitimize their trade and challenge discourses. | Street food vendors navigate urban spaces digitally and physically. |
| 34 | Narmanlıoğlu & Bayrakcı, 2023 | Examines Syrian immigrants' digital skills in Turkey and the need for policy interventions. | Low digital literacy hampers migrant integration. |
| 35 | Veronis et al., 2018 | Explores how Syrian refugee youth in Ottawa use social media to build belonging. | Social media aids transcultural communication. |
| 36 | Musolff, 2018 | Analyzes hostile attitudes toward multilingualism and multiculturalism in online immigration debates. | Media narratives often vilify multilingualism. |
| 37 | Repke & Benet-Martínez, 2018 | Studies how immigrant social networks in Catalonia affect psychological adjustment and bicultural identity. | Diverse networks enhance immigrant adjustment. |
| 38 | González-Baquero et al., 2023 | Analyzes Twitter discussions in Spain to uncover both positive and negative views on Islam. | Twitter reveals mixed sentiments toward Islam. |
| 39 | Vizheh et al., 2023 | Investigates how Iranian immigrant women in Australia alter reproductive choices under new cultural norms. | Immigrant women gain reproductive agency post-migration. |
| 40 | Vieira et al., 2022 | Examines the link between migration and cultural similarities, focusing on food and drink preferences. | Immigrant populations foster cultural similarity. |
| 41 | Fogelman & Christensen, 2022 | Explores how established Western migrants' digital content helps new migrants in Copenhagen integrate. | Digital content aids migrant integration locally. |
| 42 | Tedeschi et al., 2022 | Reviews academic literature on transnationalism and its impact on migration and identity. | Transnationalism transforms identity and belonging. |

| NO | Reference | Focus of the Study | Interrelation of Migration, Culture and Social Media |
|---|---|---|---|
| 43 | Kadianaki et al., 2018 | Examines Greek Cypriot press debates on migration, highlighting conflicting narratives. | Media portrayals polarize migration views. |
| 44 | Demirsu, 2022 | Investigates how migrant children use video calls to maintain cultural ties with their grandparents. | Video calls strengthen intergenerational bonds. |

Table 1: Summary of 44 papers

The current research was a considerable exploration of 44 papers examining the interconnection of migration, culture, and social media. We investigated the prospects of different types of digital communication, such as social media, on the adaptation and the cultural exchange of newly settled migrants in their respective countries. The papers included familiar themes like the functioning of social media in cross-cultural communication, the digital competence of immigrants in railway, and the role of social media as a cultural meeting place and adapting. Next, our research immerses into the ways through which immigrant societies use social media to create and maintain connections with their homelands, develop new identities and address such matters as discrimination as well as Islamophobia. Our outcomes confirm that social media is not only a communication vehicle but also a strong force that constructs each migrants belongship to a certain new community, develops their cultural identity, and indeed facilitates the integration process in the different societal contexts.

| No | Theme | References |
|---|---|---|
| 1 | Impact of Social Media on Migration Discourses | Nortio et al, 2021; Lapina, 2020; Gemignani & Jiménez Carrasco, 2023; Musolff, 2018; Kadianaki et al, 2018 |
| 2 | Social Integration and Social Networks | Lissitsa, 2016; Dekker & Mullan, 2021; Spaaij & Schaillée, 2020; Wood et al, 2023; Bennett et al, 2023; Mude & Mwanri, 2020 |
| 3 | Digital Tools and Cultural Preservation | Martin & Rizvi, 2014; Demirsu, 2022; Veronis et al, 2018; Bobowik et al, 2022; Yulius, 2024 |
| 4 | Ethnic Identity and Acculturation | Eylem et al, 2019; Sabharwal et al, 2021; Sepehr et al, 2023; Mude & Mwanri, 2020 |
| 5 | Role of Media in Shaping Multiculturalism | Lapina, 2020; Figura et al, 2024; Edwards & Boellstorff, 2021; Musolff, 2018; Abdulmajeed & Abed, 2021; Abed & Abdulmajeed, 2021. |
| 6 | Transnational Communication and Community | Dekker & Mullan, 2021; Lucić, 2016; Sava, 2024; Tedeschi et al, 2022; Okterano et al., 2024; Alrashedi et al., |

| No | Theme | References |
|---|---|---|
| | | 2024 |
| 7 | Youth and Digital Media in Migration | Mansouri & Johns, 2017; Lucić, 2016; Bennett et al, 2023; Tan et al, 2024; Nie & Rezvani, 2025. |

Table 2: Categorizing Papers in Different Themes

- **Impact of Social Media on Migration Discourses**

Social media has become a critical space for shaping migration discourses, amplifying narratives that both pose and sometimes break up stereotypes. Nortio et al. (2021) showed that social media platforms are not only a place where political rhetoric and public perceptions of immigration cross but also can play a crucial role for certain exclusionary ideologies to be sustained. Further, Musolff (2018) closely studies metaphorical language on the internet to criticize those that contain dehumanizing metaphors that might actually cause hatred towards the poor and refugees. Lapina (2020) on the other hand argues that because of algorithms, they tend to prioritize only sensationalist content leading to intensified arguments.

In contrast, social media also provides platforms for counter-narratives to grow. Gemignani and Jiménez Carrasco (2023) assert that transnationals and their supporters indeed exploit digital technologies to humanize their biographies and thus challenge alternatively vague parts of hatred and discrimination. To the contrary, effectiveness of all of those pro-inclusion programs still has a long way to go in comparison to the traditional narratives. Kadianaki et al. (2018) state that the platform design is a problem that stands in the way of solving this problem by staying away from addressing the deep-rooted biases in the processing and moderation of material.

- **Social Integration and Social Networks**

Social networks have a central role to play in either facilitating or obstructing the social inclusion of migrants. Dekker and Mullan (2021) maintain that both digital and offline networks are used by immigrants to cope with cross-cultural and institutional hurdles, with digital technologies often being the main support and information channels. Also, Wood et al. (2023) examine how virtual communities still act as links to local integration, but they also warn against the dangers of digital isolation when connections are made within closed cultural communities.

The importance of sports and community activities in shaping social integration is emphasized by Spaaij and Schaillée (2020) who think that nothing can replace close encounters. While providing evidence of the same, Bennett et al. (2023) assert the point that by combining physical with digital participation inclusive networks are likely to be created. Nevertheless, Lissitsa (2016) pinpoints at the same time challenges like language and access inequality that are continuously constraining the development of these networks.

- **Digital Tools and Cultural Preservation**

By utilizing digital tools, migrants have the opportunity to have the resources they need to embrace their cultural history and, at the same time, engage themselves in the new environment. Veronis, et al. appears in parentheses to give credit to an American author whose work they are citing for one of their studies (2018). The way in which immigrants use social media to keep a bond with their motherland, to share childhood cultural norms, and to enhance their sense of being a member of the community is given in the study of Veronis et al. (2018). Similarly, Bobowik and coworkers focus on the significance of digitization since young people take part

in traditions via digital platforms.

Demirsu (2022) questions the possible dangers of digital identity commodification, noting that digital tools often favor certain modes of expression, which may displace the cultures of the less visible ones. Martin and Rizvi (2014) consider how they can accidentally perpetuate stereotypes through selective representations of culture.

- **Ethnic Identity and Acculturation**

The process of acculturation is key to the way immigrants hold on to their ethnic identities in host societies. Sabharwal et al. (2021) study the issue of biculturalism, that is migrants not only preserve elements of their heritage but also accommodate the new society's culture. Nevertheless, this procedure is almost never direct. Eylem et al. (2019) disclose the emotional cost of adaptation, especially for migrants who are victims of systemic discrimination. The latter hampers their ability to integrate.

Moreover, Mude and Mwanri (2020) are of the opinion that social networks can act as mediators in these situations, creating safe atmospheres besides providing the platform for the appreciation of the diversity and resilience of the different personalities. Additionally, Sepehr et al. (2023) state that online tools can be an asset or a liability depending on how they are used. While internet communities promote cultural identity, they also bring about cultural silos, which are a deterrent to broader social integration.

- **Role of Media in Shaping Multiculturalism**

The media influence diversity psychology as it talks about. Lapina (2020) says that both the ordinary and digital media are the main platforms that focus on multiculturalism, they present it in straight binary stories, in other words society turns out to be better or worse if multiculturalism is recognized. Musolff (2018) points out that the subtle integration of metaphorical language in media texts is one of the factors that emphasize biased social identities of migrant and natives in the community, which then has wrong opinions about their role.

On the other hand, in the articles by Figura et al. (2024) and Edwards and Boellstorff (2021), it is mentioned that the more artful depictions come from narratives that, on the one hand, declare diversity, and on the other hand, show its impact on social relations through the stories of the so-called Others. These authors propose media environment that is rewarded for instigating compassion and thus puts an end to the fragmentation mainly spurred by the internet.

Making the media industry assist in the setting up of a multicultural society is not an easy task. The media have the biggest potential to either solve the issue of multiculturalism or expand it. The media can make use of singular narratives about commonality which are opportunities to discuss mutual benefits and the inherent kinship. These concepts may facilitate the establishment of such a society. Addressing these challenges demands from society a profound change of tongue and mind.

- **Transnational Communication and Community**

Communication in a way that is international allows immigrants to remain links with their native land but at the same time cultivate new bonds in the newly adopted country. Dekker and Mullan (2021) explore the ways digital platforms better serve the ongoing migrant tie-ups even on the worldwide scale, through migrants' access to global networks as an alternative. Although the digital connection is a connecting point between parents and their children, it is also the super-

connector between the cultures. Sava (2024) uses connectivity in the context of the success of the family and the preservation of the cultural practices until it becomes a legacy of the future.

Nevertheless, Lucić (2016) is quick to point out that it may result in the creation of fragmented identities, since the migrant people are, at times, in the middle of the conflicts that emerge between the original and the new cultures. Tedeschi et al. (2022) have the platform's design as the main mediator through the consequent digital route which suggests that the universal and inclusive spaces are the solution to these problems.

- **Youth and Digital Media in Migration**

Young migrants have a strong preference for digital media as their primary tool for sorting out the problems related to migration. According to Mansouri and Johns (2017), the platforms like Instagram and TikTok are the spaces where young people can express themselves freely; therefore, they can investigate and make a smooth deal with their identities when they are getting older. Digital media additionally contributed to the building of friendships among the young people, which is reflected in Lucić's (2016) statement that it fosters peer support. Those young migrants, who feel lonely, are given a chance to meet each other on digital platforms and give each other the support they need in their challenges.

Nevertheless, the scholars mention that Bennet et al. (2023) and Tan et al. (2024) there are dangers of addiction to the digital world too such as cyberbullying and social isolation. Besides these, young migrants have to deal with the problems caused by the economic and structural factors that make it hard for much of them to get access to digital tools.

## Discussion and Conclusions

The union of social media and migration discourses exhibits a very tender grade where the utilization of digital tools primary sets the stage for several interactive practices to manifest it. Social media is migration discourses promoting by providing a platform embedded in both inclusive and exclusive narratives. Nortio et al. (2021) and Musolff (2018) mention that these platforms can be the carriers of anti-migrant sentiments via metaphors on the one hand, while on the other, they allow migrants to join in telling their stories and humanize their experiences. This duality is of great importance in the case of culturalism, as the differences on how migrants' lives are portrayed are impactful on the attitudes and policies of the inhabitants of host countries. Migrants by digital storytelling—as indicated by Gemignani and Jiménez Carrasco (2023)—create a counternarrative to the mainstream media, thus nurturing empathy and understanding. At the same time, the algorithmic selection of polarized content with the reference to Lapina (2020) might bring some complications to maintain the debate in the proper way.

The social networks are intermediate in both digital and physical arenas and they are very instrumental in the integration of immigrants. Dekker and Mullan (2021) and Bennett et al. (2023) give us the insights into how these networks act as bridges for the cultural diversity and the cultural integration process, hence allowing migrants to be the shapers of the new environment by following the correct road. In contrast, closed cultural circles in digital platforms as presented by Wood et al. (2023) rather create silos that limit broader social integration. The hybrid approach which melds both online and face-to-face personal interactions proposed by Spaaij and Schaillée (2020) can be a viable solution that may enhance inclusivity.

Particularly, the role of the digital tools in preserving the cultural heritage discuses the transformation of the migration situation. Veronis et al. (2018) and Bobowik et al. (2022) point

out that social media has played the chief role in the continuity of culture as it allows migrants to share their traditions and thus keeps them connected with their heritage. Nevertheless, Martin and Rizvi (2014) on the other hand, are of the opinion that the online space that one can buy into a desirable car is one that may be blamed for the propagation of the stereotypes. This tight turn between preservation and commodification sets the proper orientation to the issue, namely, to see the digital space as an environment in which authenticity and inclusivity should be the governing principles. Demirsu (2022) argues that platform designs usually stigmatize less visible cultures, thus community-driven initiatives are supposed to be formed to support cultural preservation.

Digital experiences of migrants are significantly influenced by their ethnic identity and acculturation process. Sabharwal et al. (2021) and Sepehr et al. (2023) bring up migrants' constant psychology challenges when mixing their heritage and host cultures. The complementarity of digital solidarity on the part of societal groups to preserve the indigenous cultures and the fact that in some cases, different digital siglos can prove to be hinaviours to fostering societal integration is one of the most unfortunate aspects of digitality.

With strong connections to multiculturalism and its shaping, the media's role is central. Lapina (2020) and Musolff (2018) have shown how media narratives often simplify multicultural phenomena into the mutually exclusive categories of beneficial or detrimental societal cohesion. Figura et al. (2024) and Edwards and Boellstorff (2021) argue for an inclusive framework in narrative of humanness that evades elbow the binaries and puts emphasis on the universalness of human existence.

The idea that to communicate to another country is a definitive feature of digital age migrants experience. Dekker and Mullan (2021) as well as Tedeschi et al. (2022) make clear the function of social media in safekeeping familial and cultural ties across borders. These transnational networks empower migrants to muddle through fragmented identities, combining home and the host country cultures. Conversely, Lucić (2016) alerts about the problems of the fragmented digital identities that can complicate the process of cultural adaptation. Sava (2024) stresses the importance of easy-to-use digital environments that support transnational connectivity and at the same time, enable immigrants to integrate.

Young migrants' digitally-mediated experiences reveal the unique standpoint they have in the process of forging a multicultural identity. Mansouri and Johns (2017) and Tan et al. (2024) uncover how Instagram and TikTok and similar platforms have afforded these young migrants' platforms for not only self-expression but also finding support and friends. Still, the menaces of cyberbullying and digital isolation, the referred faults by Bennett et al. (2023) show the fragility of this very demographic.

**Response to Research Questions**

**RQ 1:** Because social media gives users access to real-time information and support systems, it has a significant impact on people's decision-making and migration paths. Dekker and Mullan (2021) and Nortio et al. (2021) draw attention to the ways in which migrants use digital technologies to overcome cultural and logistical obstacles, influencing their migration choices. Social media-enabled transnational networks provide migrants access to connections and resources that shape their paths, and the online display of cultural variety affects their expectations and views of host communities.

**RQ 2:** Social media platforms both help and hurt immigrant assimilation into multicultural

communities. According to Wood et al. (2023) and Bennett et al. (2023), digital networks are essential tools for building community connections and obtaining support. However, Lissitsa (2016) points out that the dangers of digital isolation and cultural barriers make wider integration difficult. In order to overcome these obstacles and make sure that social media promotes inclusion rather than isolation, hybrid models that combine online and offline involvement provide encouraging alternatives.

**RQ 3:** In migrant-receiving cultures, digital depictions of migration and multiculturalism have a big impact on public opinion, governmental decisions, and advocacy initiatives. Musolff (2018) and Lapina (2020) show how media narratives shape the roles of migrants, influencing society views and legislation. According to Figura et al. (2024), inclusive storytelling can promote empathy and combat divided discourse. Leveraging these narratives to advance awareness, shape policy, and bolster support for migrants in heterogeneous countries requires media literacy initiatives and varied representation.

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