

Author	Oueld Ahmed Fatma (Khenchela University)
Title of the paper	Social media and the cross-cultural contact
Key words	Social media, cultural interaction, culture shock

Abstract

Nowadays, we are living in an era that is dominated by a globalization trend that brought people belonging to different cultural icebergs into contact creating what do we call the intercultural encounter. A live example of these intercultural encounters is the daily interaction that is created by social media between people belonging to different cultural entities where people are more exposed to different cultural references. Social media can initiate cross cultural encounters with different misunderstanding towards norms, behaviours and lifestyles that represent a kind of foggy scenes for individuals belonging to a different culture. The present research paper is an attempt to investigate the different cultural clashes and misunderstanding that might be created via social media interaction.