

Computer Epitomizing Imperialism in the Small Things

Madhura Pramod Fating, Research Scholar (English), JRN University, Udaipur, Rajasthan



Abstract

The rapid expansion of digital technology has transformed everyday life, making computers an integral part of communication, education, work, entertainment, and social interaction. However, beneath their apparent neutrality and convenience, computers can also reproduce subtle forms of cultural, economic, and technological imperialism. This paper explores how imperialism is epitomized in the “small things” of everyday digital life, focusing on the ways computers influence language, cultural preferences, patterns of consumption, knowledge production, and social behaviour. The study argues that technological dominance does not necessarily operate through overt political control; rather, it can emerge through software interfaces, operating systems, algorithms, digital platforms, standardized languages, and user practices. The widespread dependence on technologies developed and controlled by powerful corporations and technologically advanced nations may create asymmetrical relationships in which local cultures and indigenous forms of knowledge become marginalised. Even seemingly insignificant features—default settings, interface designs, search algorithms, fonts, terminology, and digital content recommendations—can shape users’ perceptions and choices. By examining these everyday manifestations, the paper seeks to reveal the relationship between technology and cultural power. It further considers how digital dependency can reinforce existing global inequalities while simultaneously creating new forms of cultural negotiation and resistance. The paper concludes that understanding technological imperialism requires attention not only to large-scale political and economic structures but also to the seemingly ordinary digital practices embedded in everyday life.

Keywords: Technological Imperialism, Digital Culture, Computers, Cultural Hegemony, Digital Colonialism, Technology and Power, Globalisation, Algorithms, Cultural Identity, Digital Dependency.

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