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DIGITAL TRANSNATIONALISM: SOCIAL MEDIA AND THE SOCIAL BEHAVIORS OF AZERBAIJANIS IN EUROPE

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Abstract. Contemporary globalization and digitalization processes have significantly transformed migration and diaspora relations. The rapid spread of social media platforms has created new forms of communication that influence everyday interaction, collective behavior, and identity formation within diaspora communities. This article examines the use of social media among Azerbaijanis living in Europe and its influence on their social behavior within the framework of digital transnationalism.

The study analyzes how diaspora members use digital communication technologies to preserve national identity, maintain cultural ties, and strengthen collective solidarity. The research demonstrates that platforms such as Facebook, Instagram, TikTok, Telegram, and YouTube have become important parts of the everyday social life of Azerbaijanis living in Europe. Through these digital environments, individuals remain connected to Azerbaijan while simultaneously adapting to the social and cultural realities of European societies.

The findings show that social media contributes to the formation of hybrid identity models, particularly among younger generations, where Azerbaijani cultural elements are represented together with European lifestyles and values. Digital communication also plays an important role in public mobilization, information exchange, and emotional solidarity within diaspora communities. At the same time, the study highlights certain negative aspects of online interaction, including social comparison, misinformation, and digital fragmentation.

The article concludes that digital transnationalism provides an important theoretical framework for understanding the social relations, cultural transformation, and identity processes of the contemporary Azerbaijani diaspora living in Europe.

Key words: digital transnationalism, social media, Azerbaijani diaspora, European Azerbaijanis, migrant communities, digital identity, cultural transformation.

Introduction. Contemporary globalization and digitalization processes have significantly transformed migration and diaspora relations. The rapid expansion of internet technologies and social media has reshaped the ways individuals communicate, share information, and maintain social connections across borders. As a result, geographical distance no longer limits interaction to the same extent as in previous decades.

These changes have had a direct influence on migrant and diaspora communities. In earlier periods, migrants mainly preserved ties with their homeland through letters, telephone conversations, or occasional visits. Today, digital communication enables continuous and immediate interaction regardless of physical distance. Social media platforms have therefore become an important part of migrants' everyday social life.

For diaspora communities, online environments function not only as communication tools but also as spaces where collective identity, cultural belonging, and social solidarity are maintained. Facebook groups, Telegram channels, Instagram pages, and YouTube content allow Azerbaijanis living in different European countries to exchange information, discuss social issues, and preserve national and cultural values. Through these digital interactions, diaspora members create a shared social environment despite living in different geographical locations.

Within migration studies, transnationalism is regarded as one of the main theoretical approaches explaining migrants' multidimensional relations with both home and host societies. Migrants are not limited solely to integration into the countries where they reside; they also continue to maintain social, cultural, and emotional ties with their homeland. The development of digital technologies has expanded these relations and contributed to the emergence of the concept of digital transnationalism. This concept refers to the continuation of cross-border social relations and collective activities through digital communication technologies.

In recent years, the Azerbaijani diaspora in Europe has expanded both numerically and organizationally. Azerbaijanis migrate to European countries for education, employment, and other social reasons, while continuing to maintain close relations with Azerbaijan through digital networks. National holidays, cultural events, public campaigns, and diaspora activities are widely organized and promoted through social media. These activities demonstrate that online communication has become one of the central elements of contemporary diaspora life.

At the same time, social media influences the everyday behavior of diaspora members in different ways. Digital communication affects self-expression, identity construction, language use, cultural adaptation, and collective participation. In some cases, online interaction strengthens solidarity and emotional attachment within diaspora communities, while in others it may increase disagreements and social fragmentation. For this reason, digital transnationalism provides an important framework for understanding the social and cultural dynamics of the modern Azerbaijani diaspora.

Purpose of the Study. The purpose of this study is to examine the impact of social media on the social behavior of Azerbaijanis living in Europe within the framework of digital transnationalism. The research focuses on digital identity, diaspora communication, cultural belonging, and social interaction formed through online platforms. The study also evaluates both the positive and negative effects of social media on diaspora communities.

Literature Review. Migration and diaspora studies have long focused on issues related to economic, political, and cultural integration. However, the rapid development of digital technologies has significantly changed the character of diaspora relations and introduced new theoretical approaches into migration research. Contemporary scholars emphasize that migrants today maintain social relations not only through physical interaction but also within virtual communication environments. As digital communication technologies become integrated into everyday life, social media platforms increasingly influence identity formation, cultural belonging, and collective interaction among migrant communities.

The theory of transnationalism is considered one of the main conceptual frameworks for explaining these processes. According to Vertovec (2009), transnationalism refers to multidimensional social, cultural, and economic relations established across national borders. This perspective suggests that migrants are connected simultaneously to both their home and host societies. In recent years, the expansion of internet technologies has transformed these relations into more continuous and flexible forms of interaction, leading to the emergence of the concept of digital transnationalism.

Researchers studying migration and digital communication highlight the growing importance of online platforms in maintaining diaspora relations. Madianou and Miller (2012), through the concept of "polymedia," argue that digital communication technologies play an important role in preserving emotional relations among migrant families. Video calls, messaging applications, and social networks reduce the social distance created by physical separation and enable continuous communication between family members living in different countries.

Myria Georgiou (2013) similarly notes that social media functions as an alternative public sphere for diaspora communities. According to her approach, digital platforms create opportunities for migrants to construct collective identities, exchange information, and gain public visibility. Online communication environments therefore serve not only as technical communication tools but also as spaces where social belonging and collective solidarity are formed.

Studies related to the Azerbaijani diaspora also demonstrate the increasing significance of digital communication technologies. Əliyev (2020) argues that Facebook and other social media platforms contribute to preserving national and cultural values among Azerbaijanis living abroad while strengthening diaspora organization and communication. Hüseynova (2021) similarly emphasizes that digital communication has made transnational relations more dynamic and flexible in the contemporary period.

Research on migration and identity additionally shows that social media influences the formation of hybrid cultural identities among younger generations. Appadurai (1996) stresses that globalization and media flows reshape perceptions of identity and create conditions for the emergence of multilayered cultural forms. This perspective is particularly relevant for understanding the digital behavior of Azerbaijanis living in Europe, where national and European cultural elements are often represented together within online environments.

Discussion. The acceleration of globalization and the expansion of digital technologies have significantly transformed contemporary diaspora relations. Today, migrants are able to maintain social, cultural, and emotional ties with their homeland regardless of geographical distance. In this context, the concept of transnationalism has become one of the main theoretical approaches used to explain the multidimensional relations of migrant communities. Modern migrants are connected simultaneously to both their home and host societies, and these connections are increasingly maintained through digital communication technologies.

In traditional migration conditions, communication with the homeland was mainly limited to letters, telephone conversations, and occasional visits. The spread of internet technologies and social media has changed this situation considerably. Digital communication allows individuals to participate continuously in the social and cultural life of their homeland while physically residing abroad. As a result, transnational relations have become more dynamic, immediate, and integrated into everyday life.

The development of digital communication has also led to the emergence of the concept of digital transnationalism. This concept refers to the continuation of social relations, cultural interaction, and collective activities through online communication environments. Digital transnationalism is not limited to technical communication; it also includes the formation of collective identity, emotional solidarity, and social belonging within virtual spaces. Through social media, diaspora members exchange information, express cultural values, and participate in collective discussions related to social and national issues.

For diaspora communities, digital platforms function as new forms of social space. Facebook groups, Telegram channels, Instagram pages, TikTok videos, and YouTube content allow individuals living in different countries to remain connected and socially active within the same digital environment. These online interactions strengthen social closeness among diaspora members despite physical distance. Particularly during national holidays, public events, and political developments, digital communication increases collective participation and emotional solidarity within diaspora communities.

Digital transnationalism also has an important influence on identity formation. Azerbaijanis living in Europe often combine elements of Azerbaijani culture with aspects of European social life in their online activities. This tendency is especially visible among younger generations. Social media posts frequently include Azerbaijani music, national symbols, folklore elements, and native language together with global cultural trends and European lifestyles. Such practices contribute to the emergence of hybrid identity models shaped by both national and global cultural influences.

At the same time, digital communication plays an important role in social organization and adaptation processes. Online groups provide migrants with practical information related to education, employment, legal procedures, accommodation, and migration issues. In many cases, diaspora members use digital platforms as informal systems of social support. Newly arrived migrants and students especially benefit from these communication networks during adaptation processes in European societies.

Digital platforms also contribute to public mobilization among diaspora communities. During important political and social events, Azerbaijanis living in Europe organize online campaigns, share information in multiple languages, and attempt to influence public opinion through digital networks. Such activities demonstrate that social media functions not only as a communication tool but also as a space for collective action and public participation.

However, digital transnationalism also has certain negative dimensions. The rapid circulation of information may increase the spread of disinformation, emotional polarization, and social fragmentation within online communities. Different political and ideological positions are often expressed more openly on digital platforms, which can intensify disagreements among diaspora members. In addition, idealized lifestyles presented on social media may create social comparison and psychological pressure, particularly among younger users.

Digital transnationalism has become an important feature of contemporary diaspora life. The online activities of Azerbaijanis living in Europe show that digital communication technologies influence not only social interaction but also identity formation, cultural transformation, and collective behavior. In this context, digital transnationalism provides a useful framework for understanding the changing nature of modern migration and diaspora relations.

The Digital Social Environment of Azerbaijanis in Europe

In recent years, the use of social media among Azerbaijanis living in Europe has become increasingly widespread. Previously, diaspora relations were mainly maintained through cultural meetings, local organizations, and face-to-face communication. Today, however, digital platforms have become one of the primary spaces for communication, information exchange, and social interaction within diaspora communities. Internet technologies have transformed the ways Azerbaijanis living in different European countries maintain contact with one another and preserve their connection with Azerbaijan.

Facebook groups, Telegram channels, WhatsApp networks, Instagram pages, TikTok videos, and YouTube platforms are actively used by Azerbaijanis across Europe. These online environments support not only personal communication but also discussions related to migration, education, employment, cultural identity, and social adaptation. National holidays, cultural events, student experiences, and public issues related to Azerbaijan are among the topics most frequently shared within digital communities.

Social media has also strengthened the sense of social closeness among diaspora members. Although migrants live in different countries and social environments, online communication enables them to remain connected in everyday life. Azerbaijanis living abroad regularly follow developments in Azerbaijan, communicate with relatives and friends, and participate in digital discussions concerning national and social issues. In this way, digital communication partially reduces the social distance created by migration.

Online communication networks additionally function as informal systems of social support. Newly arrived migrants often receive practical information related to employment, accommodation, education, legal procedures, and migration processes through social media groups. In many cases, diaspora members share personal experiences and recommendations that help others adapt more easily to life in European societies. This process is especially important for students and young migrants.

Observations also show that social media contributes to the formation of hybrid identity models among young Azerbaijanis living in Europe. Young people actively engage with European social life while simultaneously expressing attachment to Azerbaijani culture through digital content. The use of Azerbaijani music, national symbols, traditional cuisine, and folklore elements in online posts reflects the preservation of cultural belonging within virtual environments. At the same time, the combined use of Azerbaijani together with English, German, and other European languages demonstrates the emergence of multilayered cultural identities.

Digital communication also plays an important role in preserving collective cultural memory. During Novruz celebrations, remembrance days, and public events related to Azerbaijan, the digital activity of diaspora members becomes more visible. Through social media, individuals share national traditions, cultural practices, and historical symbols with wider audiences. Such activities strengthen collective identity and cultural continuity among diaspora communities.

Social media further contributes to public mobilization among Azerbaijanis living in Europe. During important political and social events, diaspora members organize digital campaigns, circulate information in multiple languages, and coordinate collective activities through online platforms. Particularly during periods connected with national issues, digital communication increases solidarity and public visibility within diaspora communities.

At the same time, digital platforms may also create certain social tensions. Political disagreements, ideological differences, and emotionally charged discussions are often more visible in online environments. In some cases, this may contribute to social fragmentation within diaspora communities. Nevertheless, during periods related to common national interests, tendencies toward collective solidarity generally become stronger.

The digital social environment of Azerbaijanis living in Europe has become more than a simple communication space. It now serves as an important social sphere where identity, cultural belonging, solidarity, and everyday social behavior are shaped through digital interaction.

Table 1

The Most Active Social Platforms Among Azerbaijanis Living in Europe and Their Influence on Social Behaviors

Platform	Main Purpose of Use	Influence on Social Behavior	Examples
Facebook	Diaspora organization and public discussions	Collective solidarity and information sharing	Tədbir elanları, iş və yaşayış qrupları
Instagram	Visual self-expression	Representation of national identity	Novruz-related posts, national cuisine
TikTok	Entertainment and short-form videos	Cultural identity formation among youth	Videos featuring Azerbaijani music
Telegram	Practical information and support	Social adaptation	Migration and university groups
WhatsApp	Everyday communication	Preservation of family and diaspora connections	Family groups and daily messaging
YouTube	Video blogs and information sharing	Sharing migration experiences	Vlogs about life in Europe

Source: Prepared by the author on the basis of social media observations and diaspora group activities

Social Media Networks of Azerbaijanis in Europe

Observations of the digital activities of Azerbaijanis living in Europe demonstrate that social media platforms have become important tools for communication, organization, and cultural interaction within diaspora communities. In particular, Facebook groups play a major role in information exchange and the development of social solidarity. Groups such as “Azerbaijanis in Germany,” “Azerbaijanis in Vienna,” and “Azerbaijan Community in Europe” regularly share information related to employment, education, migration procedures, and everyday social life. In many cases, members use these groups not only to receive practical information but also to seek advice, share personal experiences, and establish new social connections. These digital communities are especially useful for newly arrived migrants and students adapting to European societies.

Facebook groups are also actively used during national holidays, cultural events, and public discussions related to Azerbaijan. Announcements about Novruz celebrations, student meetings, charity activities, and diaspora gatherings are frequently shared through these online communities.

As a result, digital interaction contributes to strengthening social participation and maintaining collective connections among Azerbaijanis living in different European countries.

Instagram and TikTok are used more actively for visual self-expression and cultural representation. Young Azerbaijanis living in Europe frequently share content related to national cuisine, Azerbaijani music, Novruz celebrations, travel experiences, and everyday life abroad. In many cases, elements of Azerbaijani culture are presented together with European urban lifestyles, reflecting the emergence of hybrid identity models among diaspora youth. For example, videos recorded in cities such as Vienna, Berlin, or Amsterdam are often accompanied by Azerbaijani music or national cultural symbols. Such content demonstrates how diaspora youth combine local and national cultural elements within digital environments.

Telegram groups mainly function as practical information networks. These groups provide information concerning university admission procedures, legal documentation, accommodation, health insurance, employment opportunities, and migration-related issues. Students often exchange information about scholarships, dormitories, and language courses, while migrants discuss everyday adaptation problems and legal procedures. For many users, these digital networks serve as informal support systems that simplify adaptation processes in foreign social environments.

WhatsApp is used primarily for maintaining close family and friendship relations. Azerbaijani families living in different countries regularly communicate through messaging applications and video calls. Family celebrations, holiday greetings, and everyday conversations are increasingly maintained through digital communication technologies, helping preserve emotional closeness despite geographical distance. In some cases, family members living in Azerbaijan and Europe participate simultaneously in online conversations and celebrations, which reduces the emotional impact of migration and physical separation.

YouTube has also become an important platform for representing diaspora experiences. Azerbaijani bloggers living in Europe produce videos about migration, student life, cultural adaptation, travel experiences, and everyday social realities abroad. Vlogs related to life in cities such as Vienna, Berlin, and Amsterdam increase the visibility of diaspora life while also providing practical and social information for wider audiences. Some bloggers share personal experiences related to studying, finding employment, adapting to European society, and balancing Azerbaijani cultural identity with life abroad.

These digital platforms function not only as communication channels but also as virtual social spaces where collective memory, cultural belonging, and national identity are preserved and reproduced. Through online interaction, Azerbaijanis living in Europe maintain ties with their homeland while simultaneously adapting to the societies in which they live. Social media has therefore become one of the central elements shaping the contemporary social life of the Azerbaijani diaspora.

Table 2

**The Most Active Social Media Groups of Azerbaijanis Living
in Europe and Their Areas of Activity**

Platform	Example of Group / Page	Main Area of Activity
Facebook	"Azerbaijanis in Germany"	Employment, Living, and Diaspora Connections
Facebook	"Azerbaijanis in Vienna"	Events and Social Organization
Telegram	"Azerbaijan Students in Austria"	Education and Student Support
Telegram	"Azerbaijanis in Germany" (Azerbaijani-language group)	Migration and Legal Information
Instagram	Personal pages of diaspora youth	National Identity and Everyday Life
TikTok	Azerbaijani musical short videos	Cultural Representation and Entertainment
YouTube	"Life in Vienna"-type vlogs	Life in Europe and Migration Experiences

Source: Prepared by the author based on observations conducted on the Facebook, Telegram, Instagram, and YouTube platforms

Another important aspect of contemporary diaspora organization is the emergence of coordination centers and umbrella networks established by Azerbaijanis living in different European countries. In recent years, various diaspora coordination groups operating in cities such as Berlin, Vienna, Brussels, and Paris have increasingly used digital platforms to organize collective activities and strengthen communication among diaspora members. These centers coordinate cultural events, educational projects, charity campaigns, and public discussions through social media networks.

Digital communication technologies allow such organizations to maintain continuous interaction with Azerbaijanis living in different countries simultaneously. Information related to migration procedures, student support, cultural events, and public campaigns is often distributed through Facebook groups, Telegram channels, and WhatsApp networks connected to these coordination structures. In many cases, coordination centers also contribute to strengthening collective solidarity during important political and social developments related to Azerbaijan.

The activities of these digital coordination networks became particularly visible during periods of public mobilization connected with national issues. Through online communication, diaspora organizations were able to coordinate information sharing, organize collective campaigns, and increase the visibility of Azerbaijani communities within European public spaces. As a result, coordination centers supported not only social interaction within diaspora communities but also the development of collective digital participation and transnational communication practices.

The Impact of Social Media on Social Behavior

The widespread use of social media has significantly influenced the everyday behavior, communication patterns, and social relations of Azerbaijanis living in Europe. Digital platforms today function not only as communication tools but also as social environments where identity, cultural belonging, and collective interaction are continuously shaped. For diaspora communities, social media creates opportunities both to preserve ties with the homeland and to participate actively in the social life of host societies. Many Azerbaijanis living abroad now spend a considerable part of their daily communication within digital environments, where social interaction increasingly takes place through online networks and virtual communities.

One of the most visible effects of social media is digital self-expression. Diaspora members present their daily lives, cultural values, and personal experiences through online platforms. This tendency is especially strong among younger generations. Azerbaijani youth living in Europe often combine elements of European urban life with Azerbaijani cultural symbols in their online content. Posts including Azerbaijani music, traditional cuisine, national holidays, travel experiences, and everyday life abroad reflect the formation of hybrid identity models within digital environments. In many cases, social media profiles become spaces where users attempt to balance integration into European society with the preservation of national identity and cultural attachment.

Social media also contributes to the formation of collective emotional reactions and solidarity. Important social and political events related to Azerbaijan frequently become subjects of collective discussion within diaspora networks. During periods connected with national issues, Azerbaijanis living in different European countries organize online campaigns, share information in multiple languages, and express collective emotional support through digital platforms. Shared hashtags, public statements, and digital campaigns increase the visibility of diaspora communities and strengthen collective participation in online spaces. These activities demonstrate that digital communication has become an important instrument of public mobilization within diaspora communities.

Family relationships are also strongly influenced by digital communication technologies. Video calls, messaging applications, and social networks enable Azerbaijani families to maintain daily communication despite geographical separation. Family celebrations, routine conversations, emotional support, and even traditional holiday gatherings are increasingly carried out through digital platforms. As a result, social media partially reduces the emotional distance created by migration and

strengthens family cohesion. For many migrants, regular communication through digital platforms helps preserve emotional attachment to relatives and everyday family life in Azerbaijan.

Another important aspect is social support. Many migrants receive practical information related to employment, education, accommodation, healthcare, and legal procedures through online groups and digital communities. Especially for students and newly arrived migrants, social media functions as an informal support network that facilitates adaptation to life in Europe. Users often share recommendations concerning universities, language courses, migration procedures, and job opportunities. Such exchanges simplify everyday life and contribute to the formation of mutual support networks within diaspora communities.

The influence of social media is also visible in language use. Azerbaijani youth living abroad frequently combine Azerbaijani with English, German, and other European languages in their online communication. Such multilingual practices reflect the multicultural social environment of diaspora life and demonstrate the emergence of flexible identity models shaped by both local and global influences. In some cases, users switch between several languages within the same post or conversation, reflecting their connection to multiple cultural environments simultaneously.

At the same time, social media may also create certain negative effects. Idealized lifestyles presented on digital platforms can lead to social comparison and psychological pressure, particularly among younger users. Digital popularity, follower numbers, and online visibility are sometimes perceived as indicators of social success. In addition, political disagreements and ideological differences expressed online may contribute to social tension and fragmentation within diaspora communities. The rapid spread of information through digital networks may also increase the circulation of misinformation and emotionally charged content.

Social media influences the social behavior of Azerbaijanis living in Europe in different ways. Alongside strengthening cultural attachment and collective solidarity, digital communication also creates new social and psychological challenges connected with contemporary online life.

The table below summarizes the main directions of the influence of social media on the social behavior of Azerbaijanis living in Europe:

Table 3

**Main Areas of the Influence of Social Media on the Social Behavior
of Azerbaijanis Living in Europe**

Area of Social Behavior	The Impact of Social Media	Example
Digital Self-Expression	Representation of Personal and National Identity	Novruz Posts and National Music Videos
Social Solidarity	Formation of Collective Emotional Reactions	Digital Campaigns Related to Karabakh
Family Relationships	Maintenance of Daily Long-Distance Communication	Video Calls and Family Groups
Social Support	Sharing Practical Information for Migrants	Employment and Housing Groups
Language Use	Emergence of a Multilingual Communication Model	Combined Use of Azerbaijani and European Languages
Cultural Identity	Digital Sharing of National Values	National Cuisine and Folklore Videos
Psychological Effects	Social Comparison and Digital Pressure	The Influence of "Ideal Life" Images

Source: Prepared on the basis of the author's theoretical analysis and observations of diaspora social media activities

Thus, social media exerts a multidimensional influence on the daily behavioral patterns, social relationships, and cultural identities of Azerbaijanis living in Europe. While digital platforms foster social closeness, collective solidarity, and cultural attachment on the one hand, they also contribute to the emergence of new social and psychological challenges on the other. In this regard, social media can be regarded as both an integrative and a transformative component of diaspora life.

Digital Identity and Cultural Transformation

The digital environment plays an important role in shaping the identity of Azerbaijanis living in Europe. Social media enables diaspora members to present both national and global identity elements simultaneously. Digital platforms today function not only as communication tools but also as spaces where cultural belonging, social values, and personal identity are expressed and reproduced.

This process is particularly visible among younger generations. Azerbaijani youth living in Europe actively participate in European social life while continuing to preserve elements of Azerbaijani culture through digital communication. Their online content often combines European lifestyles with national traditions, music, language, and cultural symbols. Such practices reflect the emergence of hybrid identity models formed under the influence of both local and global cultural environments.

Social media also contributes to preserving collective cultural memory. Azerbaijani music, national cuisine, folklore traditions, and historical symbols are widely shared through online platforms. During Novruz celebrations and other national events, digital activity among diaspora members becomes especially intensive. These online practices strengthen cultural attachment and create a sense of collective belonging among Azerbaijanis living abroad.

Language use represents another important aspect of digital identity formation. Many diaspora members, especially young people, use Azerbaijani together with English, German, and other European languages in their social media communication. In some cases, several languages appear within the same post or conversation. This multilingual communication style reflects both integration into European societies and continued attachment to Azerbaijani cultural identity.

Visual representation also plays a major role in the construction of digital identity. Shared photographs, videos, profile images, music preferences, and cultural symbols demonstrate how individuals choose to represent themselves in digital environments. Some users emphasize national identity more strongly through Azerbaijani symbols and traditions, while others present more cosmopolitan and global lifestyles. This diversity shows that digital identity remains flexible and constantly evolving.

The digital environment also accelerates cultural transformation processes. Young Azerbaijanis growing up in Europe are influenced simultaneously by Azerbaijani traditions and global digital culture. In some cases, this creates differences between generations. While older generations tend to preserve more traditional cultural practices, younger people often adopt more flexible and hybrid cultural behaviors shaped by global media and online interaction.

At the same time, digital communication may increase the influence of global popular culture and weaken certain traditional cultural practices. International trends, entertainment content, and global visual culture sometimes reduce the visibility of national traditions in everyday life. Nevertheless, many Azerbaijanis living in Europe attempt to balance global cultural influences with the preservation of national identity and cultural belonging.

Overall, digital identity has become an important component of the cultural transformation processes experienced by diaspora communities. Through social media, Azerbaijanis living in Europe preserve connections with their homeland while simultaneously adapting to multicultural social environments. In this regard, digital platforms function as dynamic spaces where identity, culture, and social belonging are continuously negotiated and reshaped.

Conclusion. The study shows that digital transnationalism plays an important role in shaping the social relations, everyday behavior, and cultural identity of Azerbaijanis living in Europe. Social media has become more than a communication tool for diaspora communities; it now functions as a space where cultural belonging, collective interaction, and social solidarity are maintained.

The findings indicate that Azerbaijanis living in different European countries actively use digital platforms to preserve ties with Azerbaijan, maintain family and friendship relations, and participate in discussions related to national and social issues. Online communication has reduced the sense of distance created by migration and strengthened everyday interaction within diaspora communities.

The research also demonstrates that social media contributes to preserving and reproducing national identity. Azerbaijani language, music, folklore, traditional cuisine, and cultural symbols are widely represented in digital environments. Among younger generations, the combination of Azerbaijani and European cultural elements reflects the development of hybrid identity models shaped by multicultural social environments.

At the same time, digital communication increases opportunities for collective mobilization and public participation within diaspora communities. During important social and political events, Azerbaijanis living in Europe use online networks to share information, express solidarity, and organize collective activities. However, the study also shows that digital environments may create challenges such as social comparison, misinformation, and online fragmentation, particularly among younger users.

These tendencies demonstrate that digital communication technologies have become one of the central elements of contemporary diaspora life. The experiences of Azerbaijanis living in Europe show how social media influences identity formation, cultural transformation, and everyday social interaction within transnational communities.

Further research may focus on the psychological and cultural dimensions of digital diaspora life, especially the online behavior of second-generation migrants, the preservation of collective memory, and the transformation of identity in virtual environments.

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