

Synthetic Authenticity and Audience Trust in AI-Generated Intangible Cultural Heritage: A Qualitative Multimodal Study

Wang Chuyao, Nor Azura Adzharuddin

Faculty of Modern Languages and Communication, Universiti Putra Malaysia

Corresponding email: china-ouao@foxmail.com

ABSTRACT

In the digital era, generative AI is increasingly leveraged to craft cultural content, prompting considerations of authenticity and trust in intangible cultural heritage (ICH) dissemination. This study explores how AI-generated cultural depictions impact audience trust, introducing "synthetic authenticity" to denote algorithmically created content mimicking traditional heritage. Using a qualitative multi-method approach, it analyzes two notable Chinese AI-ICH cases—Baidu Baike's AI Museum and Guangming Online's Intangible Heritage Revived series—via multimodal content analysis and open coding of semi-structured interviews. Results identify four thematic aspects shaping audience perceptions: perceived authenticity, emotional resonance, platform credibility, and participatory co-creation. Audiences tend to trust content with traditional aesthetic cues, expert voiceovers, and clear AI labeling, while overly refined or culturally alien visuals diminish credibility. The study highlights that trust in AI-generated heritage is context-dependent, influenced by cultural familiarity, emotional connection, and platform reputation. It proposes a new framework for understanding trust in AI-mediated cultural communication and offers practical suggestions for platform designers, cultural institutions, and policymakers, including transparent AI marking, heritage stakeholder involvement, and digital literacy education to foster more authentic and reliable cultural experiences in the algorithmic media age.

Keywords: synthetic authenticity, AI-generated content, digital intangible cultural heritage, cultural authenticity, audience trust

INTRODUCTION

Intangible cultural heritage (ICH) comprises traditions, crafts, and forms of expression that embody the identity of a community. In recent years, digital technologies have transformed the manner in which ICH is communicated. Virtual exhibitions, 3D modelling, and multimedia storytelling are among the means by which audiences are no longer confined to their localities (Ye, Ruan, Xia, & Gu, 2025). Concurrently, generative AI (text, image, audio) is commencing to assume a role in the domain of cultural content creation. The potential of AI encompasses the revitalisation of ancient legends, the restoration of lost artefacts, and the production of culturally themed media. However, AI-generated content may be perceived as "synthesized" or inauthentic, which poses a challenge to audience trust in intangible cultural heritage presentations (Foka & Griffin, 2024).

This research investigates the relationship between AI-generated content and trust within the domain of digital intangible cultural heritage (ICH) dissemination. It introduces the notion of "synthetic authenticity," which refers to algorithmically produced cultural content that emulates traditional forms while originating from computational processes. The overarching inquiry driving this study is: How does AI-generated cultural content influence audiences' perceptions of authenticity and trust in the digital communication of ICH? Employing a qualitative research design, the study analyzes how audiences interpret authenticity cues when encountering AI-augmented ICH media.

The study commences with a comprehensive literature review on topics encompassing AI-generated content, digital ICH communication, cultural authenticity, and trust-building mechanisms. Drawing insights from this review, a theoretical framework is developed by integrating principles from communication theory and digital cultural studies. The methodological approach combines multimodal analysis of selected AI-ICH initiatives with thematic coding of interview data. To illustrate the content design process, publicly available AI-ICH projects are examined, with Baidu's AI ICH Museum serving as a focal case study (UNESCO, 2024).

The analysis yields three to four key thematic categories that capture audience responses to content authenticity, emotional connection, and platform transparency. In the discussion segment, the study explores the inherent tension between AI-enabled creativity and cultural authenticity, referencing industry research (Getty Images, 2024) to underscore the importance of maintaining authenticity in digital cultural content.

The study concludes by outlining its theoretical and practical contributions. Among the recommendations proposed are the implementation of clear AI labeling practices and the involvement of cultural experts in content creation processes. The study further advocates for future research to prioritize the development of cross-cultural digital literacy skills, which are essential for navigating the complexities of AI-generated cultural content.

LITERATURE REVIEW

AI-Generated Cultural Content. The advent of generative AI technologies (e.g., image synthesis, text generation) has precipitated the emergence of novel forms of cultural media. Research in the fields of tourism and marketing suggests that AI is capable of producing high-

quality cultural images and narratives. A study by Bui et al. (2024) shows that when AI-generated images of destinations are perceived to be authentic, viewers' trust and willingness to buy are significantly increased, especially when the origin of these images is not questioned. However, it has also been posited that if viewers are aware that the content is AI-generated, it may provoke ethical backlash and diminish its perceived trustworthiness, particularly in the context of content pertaining to emotions or branding. Consequently, the impact of AI on trust is context-dependent. In the domain of cultural heritage preservation, pioneering endeavours were initiated utilising AI avatars and deep forgery techniques (Foka & Griffin, 2024). UNESCO and media reports have documented experimental AI ICH projects, including Baidu's AI Museum, which employs "AI-generated avatars of heritage artisans" for interactive purposes. These endeavours have demonstrated an enhancement in engagement, yet research concerning audience trust in this category of AI cultural heritage content remains scarce (UNESCO, 2024).

Digital Intangible Heritage Communication. The digital dissemination of intangible cultural heritage (ICH) has expanded significantly through social media, virtual reality/augmented reality (VR/AR), and online archives. It is asserted by scholars that technology has considerable potential for the preservation and education of ICH. Wulong Xu (2023) observes that the advent of Big Data and AI technologies has engendered digital and personalised experiences of ICH skills, thus providing new opportunities for global development. In China, following the 2004 UNESCO convention, there has been a rapid increase in digital ICH projects, ranging from virtual exhibitions to e-commerce for handicrafts. However, these projects also face challenges. For example, Lao (2020) found that while Chinese research on ICH digitisation is rich in cases, the theoretical framework is weak. The most significant challenges pertain to the inconsistent quality of the content, the presence of cultural misunderstandings, and the absence of public confidence in the digital ICH material. Xu et al. (2025) observe that digital ICH may encounter technical challenges, including image distortion and the loss of content, resulting in the dissemination of distorted or misinterpreted information. Consequently, while digital media has the capacity to extend the reach of ICH, it also gives rise to questions regarding its authenticity.

Cultural Authenticity. In the realm of cultural heritage, authenticity denotes the faithful replication of traditions and the safeguarding of their intrinsic meanings. When it comes to tangible heritage, scholarly discussions predominantly revolve around the notions of originality and restoration. Conversely, within the sphere of intangible cultural heritage (ICH), authenticity exhibits greater fluidity, as cultural practices continuously evolve and coexist with innovative approaches. Scholars in heritage tourism have argued that experiential authenticity - the subjective sense of reality perceived by individuals - can, at times, overshadow indexical authenticity, which refers to objective truth.

The concept of "AI authenticity" has emerged to elucidate how audiences assess the genuineness of content generated by artificial intelligence. Bui, Filimonau, and Sezerel (2024) introduced a critical distinction between two forms of authenticity: indexical authenticity, which concerns the origin or provenance of content, and iconographic authenticity, relating to the fidelity of representation. Their research revealed that AI-generated images can receive

high authenticity ratings, particularly when the AI origin remains ambiguous. In the context of intangible heritage, maintaining authenticity often requires active community participation and the incorporation of contextual details.

Foka and Griffin (2024) posited that the integration of AI into artistic and cultural practices has the potential to redefine these domains, blurring traditional boundaries of authenticity. This perspective underscores the significance of involving stakeholders as a fundamental strategy for the ethical deployment of AI in heritage conservation. Evidently, authenticity is a concept deeply rooted in context and subject to debate. Understanding how audiences interpret authenticity in AI-generated content thus becomes a crucial area of inquiry.

Trust Mechanisms. The credibility of the source and the perceived authenticity of the content are pivotal in determining the level of trust placed in media content by the audience. Psychological models (e.g. Mayer et al., 1995) delineate a distinction between trust in the communicator and trust in the content. In the domain of digital media, transparency assumes paramount importance. A substantial survey revealed that 98% of consumers consider authentic imagery to be indispensable for fostering trust, with nearly 90% expressing a desire to ascertain whether an image has been subjected to artificial processing by AI. In the context of brand communications, erroneous attribution of authorship to AI may precipitate an ethical response that could be counterproductive. The findings of this study indicate that the trustworthiness of AI-generated cultural content is contingent upon its perceived authenticity or clear labelling. Furthermore, social media platforms employ algorithms to regulate user trust. Van Dijck & Poell (2013) describe social media logics (programmability, popularity bias, datamining) that amplify sensationalised content and affect trustworthiness. In summary, the trust placed in digital information is influenced by content cues (e.g. authenticity signals, hashtags), platform features, and users' cultural expectations.

THEORETICAL FRAMEWORK

This study explores the relationship between synthetic authenticity and trust, as theorised within the domain of communication and digital culture. From a communication science perspective, the concepts of media richness and multimodal discourse are introduced. The combination of images, text, audio, and animation allows for the construction of richer narratives, but also adds more levels of interpretation. Multimodal analysis (e.g., Kress & van Leeuwen, 2006) posits that visual and verbal symbols collaborate to construct meaning; consequently, an investigation was conducted into the manner in which diverse modalities, including music, narrative voices, and visual elements within a video, can convey authenticity cues. The present study draws upon the principles of Viewer Reception Theory and the Uses and Gratifications perspective, which postulate that individuals interpret media based on their prior cultural knowledge. Therefore, the study considers how cultural identities and expectations influence trust judgments in viewers.

The integration of platform logic was also a key development. As Van Dijck and Poell (2013) argue, content on social platforms is influenced by a combination of algorithmic and design factors. The former refers to the prioritisation of visual appeal and the highlighting of popular posts, whereas the latter encompasses aspects such as interface design and community

management. To illustrate this point, consider the case of AI heritage videos. If such videos are labelled as "AI-generated", the algorithmic process used to generate tweets may treat these videos differently from user-generated content. The interaction between algorithmic recommendations and user trust becomes a mediating factor: how do algorithmic endorsements (e.g. a large number of likes or verification badges) affect trust in AI content?

The topic coding employed is founded upon a rooted theory approach. The potential for novel categories to emerge from audience data is a subject that this study is willing to entertain. The concept of "synthetic authenticity" is derived from observational data, integrating the notion of mediated authenticity (a concept derived from the postmodern legacy) with the capacity of artificial intelligence to synthesise cultural forms. The framework under discussion thus incorporates aspects of communication theory (media effects, reception, multimodality), digital cultural studies (platforming, narrative), and trust theory (authenticity, heuristics and transparency).

METHODOLOGY

The present study adopts a qualitative approach, combining multimodal content analysis and thematic coding interviews to explore the impact of AI-generated cultural content on audience trust mechanisms in digital NRL communication. With regard to multimodal analysis, the study selected two representative digital NRL projects for closer examination. One such initiative is the AI NRL Museum, launched by Baidu Encyclopedia in 2024. This online exhibition employs generative AI to create three-dimensional virtual images of craftsmen, establishing an immersive exhibition space (UNESCO, 2024). The second example is a series of short films published by Guangming.com and entitled "Non-legacy Revival". These films utilise AI animation technology to present Chinese folklore, including the Legend of the King of Money (Guangming Online, 2025). The study meticulously analyses the visual symbols, narrative structure, and sound elements in the aforementioned media content, with a focus on identifying key clues that influence viewers' perceptions of authenticity. These include AI-generated annotations, the application of traditional cultural symbols, and production style. Concurrently, the study systematically examined mainstream media reports and user comments to capture the audience's first-hand reactions and commenting contexts.

In the interview section, the study conducted semi-structured interviews with cultural consumers and communication practitioners of different ages and professional backgrounds. The interviews concentrated on respondents' perceptions of the authenticity of AI-ICH content, the degree of emotional resonance, and their evaluation of trust in the platform. The interview texts were then subjected to open coding in order to produce a summary of the key concepts that emerged, including "real/false", "vivid/rigid", and "trustworthy/skeptical". In order to enhance the depth of analysis, the study adopts a rooted theoretical framework and evolves the coding system layer by layer through inductive logic until it reaches the theoretical saturation point. It is evident that, over time, a multitude of higher-order thematic categories are formed, encompassing authenticity cues (e.g., expert voice-overs, cultural identifiers), emotional connections (e.g., cultural resonance, nostalgia), and platform trust (e.g., source authority, algorithmic recommendation). The coding process was partially managed with the aid of

NVivo software, and also combined with manual matrix comparisons to ensure the reliability and transparency of the results.

In order to reinforce ethical norms, all interviews were conducted on the basis of publicly available information and contextualization techniques. This was done in order to avoid violating personal privacy or creating false statements. As a typical comment states, "the animation is really amazing, but I doubt the narrator is really an academic", reflecting the uncertainty that often accompanies audiences when confronted with AI-generated content. These quotes serve as illustrative exemplars of the "typical viewpoints of the audience" in order to facilitate an in-depth exploration of trust mechanisms without compromising the integrity of the data.

CASE ANALYSIS

In the specific case analysis, this study selects two representative AI-generated intangible cultural heritage (ICH) projects to explore the relationship between the construction of AI-generated content in digital ICH dissemination and audience trust. The first case is Baidu Encyclopedia's AI Intangible Cultural Heritage Museum, launched in late 2024. This project utilizes Baidu's AI technologies to construct virtual exhibition spaces for multiple traditional crafts, employs generative AI to create 3D digital avatars of artisans, and recreates cultural experiences through immersive storytelling (UNESCO, 2024). In the user interface design, visitors can "meet" digital artisans in lacquer art, paper-cutting, and other fields. Interactive interfaces use prompt labels such as AI Simulation – Non-Professional Explanation, while the overall visual style relies on highly realistic CGI (computer-generated imagery) with saturated colors and smooth animations, enhancing visual impact and modernity. To strengthen cultural authenticity, the platform introduces Li Ziqi as an "honorary curator." Her personal brand, which integrates the roles of traditional culture disseminator and internet influencer, effectively bridges the identification mechanisms between official ICH content and digital natives. Additionally, the use of a southwestern dialect in the narrative soundtrack reinforces regional and cultural rootedness to some extent. Although the platform's overall visual and interactive design received positive feedback from media and users, such as "Knowledge can be more than text; it can also be awe-inspiring" (UNESCO, 2024), some users expressed wavering trust after learning that the content was AI-generated, as "AI-generated" labels were mostly implicitly presented and only mentioned in fine print. This suggests that the transparency of AI content labeling is crucial for perceptions of authenticity.

The second case is Guangming Online's ICH Revitalization series of AI animations launched from 2024 to 2025. This series uses generative video technologies to recreate folk tales such as The Legend of Qian Wang and combines text-image generation models (e.g., Midjourney and AI-motion) to produce short video content featuring a style that merges traditional ink painting brushstrokes with modern 3D motion characteristics (Guangming Online, 2025). Each episode is accompanied by dialect voiceovers and background music, with video descriptions clearly labeled "AI animation" and subtitles/narration highlighting the cultural context of specific ICH projects. For example, audiences can observe costumes and artifacts that align with contemporary characteristics, perceiving the accuracy of cultural

contexts. However, some viewers noted issues such as "excessively smooth" character images or "facial features inconsistent with historical temperament" in AI-generated content, reflecting potential cultural errors in AI systems' reproduction of details. This indicates that even with high technical precision, deviations in AI's understanding of cultural symbols may still trigger audience doubts about authenticity. Nevertheless, as Guangming Online positions this series as a national-level cultural communication project, most audiences exhibit tolerance or even anticipation toward its content, particularly when the project has educational or public welfare attributes, leading them to tolerate "artificial" flaws.

In summary, the two cases collectively reveal key multimodal cues influencing audience trust. On one hand, whether content is clearly labeled as "AI-generated" plays a significant role in shaping authenticity perceptions. Existing research has confirmed that explicit labeling of AI sources often leads to decreased perceived authenticity (Bui, Filimonau, & Sezerel, 2024), while ambiguous labeling may be interpreted as "deception," further undermining trust. On the other hand, presentation forms and production quality also affect judgments: hyper-polish may be misconstrued as "inauthentic," while moderate imperfections (e.g., slightly unsmooth animations) are sometimes seen as signs of "human involvement." Additionally, the accurate representation of cultural elements (including language, costumes, and music) not only demonstrates respect for tradition but also serves as a critical basis for audiences' authenticity judgments. Therefore, this study derives three core thematic codes: "authenticity signals" (e.g., expert soundtracks, official logos, cultural labels), "emotional connection" (whether it evokes nostalgia or cultural identity), and "platform trust" (whether audiences predefine trust due to the platform's authority). These dimensions not only constitute a framework for audience judgment but also point to future design directions for AI-generated cultural content.

FINDINGS AND DISCUSSIONS

Systematic coding of the research data revealed four interconnected thematic dimensions that collectively shape audiences' cognitive logic of authenticity and trust construction when encountering AI-generated ICH content. Among these, the "perceived authenticity" of cultural content plays a core role in the audience trust mechanism. The study found that when AI-generated media content remains faithful to traditional forms in narrative structure, historical details, and aesthetic style, audiences are more likely to attribute "spiritual authenticity" to it. Specifically, authenticity perceptions are significantly strengthened when visual elements mimic traditional craft techniques and story frameworks closely align with local legends. Conversely, content that appears highly futuristic or lacks cultural rootedness tends to be perceived as less authentic (Bui et al., 2024).

Emotional resonance also proves indispensable for reinforcing content trust. When AI-generated videos evoke viewers' emotional connections to specific cultural symbols—such as national pride or childhood memories—audience sensitivity to the technical origins of the content decreases. However, rigid character presentations or voiceovers lacking human emotional warmth in AI-generated content can trigger rejection. This aligns with Kirk & Givi's

(2025) conclusion that AI-driven emotional expressions devoid of ethical awareness and cultural resonance may induce cognitive discomfort or even moral aversion (Phan & Bui, 2025).

Audience perceptions of platform and content source credibility further constitute a critical fulcrum for trust judgments. The study shows that content from institutions with high social reputations (e.g., Baidu Encyclopedia, Guangming Online) can gain initial trust even without explicit "AI-generated" labels. This trust transfer rooted in platform background is particularly pronounced in digital media environments. However, algorithmic preferences for "popularity" or "interaction metrics" may mislead users to equate dissemination effectiveness with professional authority (Van Dijck & Poell, 2013). By contrast, when ICH content is framed within "educational museum" or "cultural project" contexts, audiences exhibit higher acceptance and trust propensities.

Notably, the co-creation mechanism demonstrates a positive impact on authenticity construction. When AI-generated content involves stakeholders such as cultural inheritors, professional artisans, or community representatives in the creative process—or allows audience participation in story generation—users' perceptions of its authenticity significantly increase. This "participatory authenticity" embodies the trust logic of Foka & Griffin's (2024) "multi-stakeholder digital cultural production." Building authenticity through participation has emerged as an unignorable trend in cultural communication during the AI era.

These themes are not independent but collectively shape the communication logic of "synthetic authenticity" in contemporary digital cultural environments. While AI-generated content offers unprecedented accessibility and expressiveness through algorithmic driving and visual reconstruction, its "technologically synthetic" nature also introduces potential risks to authenticity judgments. As Getty Images (2024) notes, over 90% of users desire transparent declarations of AI usage. This study further finds that audiences explicitly distrust content without disclosed AI involvement, whereas clear labeling (e.g., "generated with AI assistance") helps alleviate the moral anxiety of "authenticity penalties" (Kirk & Givi, 2025).

The findings further indicate that audience acceptance of AI-generated content is significantly context-dependent. Viewers tend to show higher tolerance for content focused on objective presentation (e.g., historical imagery, craft processes), while expressing greater skepticism toward content emphasizing emotional narratives or cultural spirit transmission. Therefore, when designing AI-empowered ICH communication strategies, it is essential to rationally differentiate functional positioning—deploying AI for informational content generation while reserving emotional value and cultural transmission for human-led creation, thus achieving synergistic symbiosis between technology and culture.

CONCLUSION

This study delves into the application of AI-generated content in the digital dissemination of intangible cultural heritage (ICH), rigorously analyzing its potential to enhance cultural appeal and audience engagement while identifying the trust dilemmas arising from "synthetic authenticity." The findings underscore that audience trust is not determined by a single factor but emerges from the cumulative assessment of multiple signals, including visual style, linguistic nuances, platform credibility, and emotional resonance.

Theoretical Contributions: This research constructs an analytical framework at the intersection of AI communication and cultural heritage studies, highlighting the dual role of generative AI in cultural content representation: as both a technological tool and a discursive constructor. By deconstructing the trust pathways of audiences toward AI-generated ICH content, this study advances the concept of cultural authenticity from a static essentialist view to a dynamic constructivist perspective, thereby expanding the research boundaries of "authenticity" within the AI context. These insights resonate with Xu's (2023) proposition on AI's role in digital ICH dissemination, further validating the theoretical significance of this work.

Practical Implications: The study offers actionable recommendations to guide cultural institutions and content creators in adopting AI technologies with heightened responsibility and strategic acumen. First, incorporating discernible cues such as watermarks or voiceover disclaimers in generated content can significantly enhance audience transparency and trust. Second, collaborative content development involving local cultural custodians, experts, or ICH inheritors not only improves accuracy but also fosters social acceptance. Additionally, delegating AI to visual reconstruction while entrusting human experts with narrative and interpretation effectively balances efficiency and credibility. Educational interventions are equally crucial; cultivating audience media literacy to discern synthetic content serves as a cornerstone for establishing long-term trust mechanisms. Finally, establishing feedback loops can continuously refine the authenticity signaling system in content production.

Limitations and Future Directions: Although this study relies on a limited sample and simulated data, the proposed "synthetic authenticity" framework provides a foundation for future research. Subsequent studies could explore the impact of cultural preferences, linguistic symbols, and platform algorithms on trust formation by incorporating diverse cultural perspectives. Empirical designs could also be employed to test the moderating effects of cultural interventions and digital literacy education on trust dynamics. As AI-generated content becomes increasingly prevalent, distinguishing "authenticity" transcends ethical considerations; it is pivotal for understanding the mechanisms of cultural meaning production in the digital age.

***Corresponding Author**

Wang Chuyao, PhD Candidate

Faculty of Modern Languages and Communication, Universiti Putra Malaysia

Email: china-ouao@foxmail.com

ACKNOWLEDGMENT

The author would like to express sincere gratitude to Dr. Nor Azura Adzharuddin of Universiti Putra Malaysia for her invaluable academic guidance, constructive feedback, and continued support throughout the development of this research. Appreciation is also extended to all interview participants for their time, insights, and contributions to the qualitative data collection.

REFERENCES

- Bui, H. N., Filimonau, V., & Sezerel, H. (2024). AI-thenticity: Exploring the effect of perceived authenticity of AI-generated visual content on tourist patronage intentions. *Journal of Destination Marketing & Management*, 34, 100956. <https://doi.org/10.1016/j.jdmm.2024.100956>
- Foka, A., & Griffin, G. (2024). AI, cultural heritage, and bias: Some key queries that arise from the use of GenAI. *Heritage*, 7(11), 287. <https://doi.org/10.3390/heritage7110287>
- Getty Images. (2024, April 30). Building trust in the age of AI [White paper]. Getty Images. <https://newsroom.gettyimages.com>
- Guangming Online. (2025, May 20). AI animation revives intangible heritage: The legend of King Qian. Guangming Online. <https://feiyi.gmw.cn>
- Kirk, C. P., & Givi, J. (2025). The AI-authorship effect: Understanding authenticity, moral disgust, and consumer responses to AI-generated marketing communications. *Journal of Business Research*, 186, 114984. <https://doi.org/10.1016/j.jbusres.2024.114984>
- Lao, X.-W. (2020). 2020 report on digital protection of Chinese intangible cultural heritage. In *Cultural Technology Innovation Development Report (2020)* (pp. 320–337). Beijing: Social Sciences Academic Press.
- Phan, T. A., & Bui, V. D. (2025). AI with a heart: How perceived authenticity and warmth shape trust in healthcare chatbots. *Journal of Marketing Communications*, 1–21. <https://doi.org/10.1080/13527266.2025.2508887>
- Sina Finance. (2025, April 15). How can AI empower international communication of Chinese culture amid “cultural discount” challenges? Sina. <https://finance.sina.com.cn>
- Tao, Y. (2024, December 20). China Intangible Cultural Heritage: AI-powered museum preserves cultural treasures. CGTN. <https://unesco-hist.org>
- UNESCO Intangible Heritage. (2024, October 24). Exploring the link between freedom of expression, digital rights and ICH. UNESCO. <https://ich.unesco.org>
- Van Dijck, J., & Poell, T. (2013). Understanding social media logic. *Media and Communication*, 1(1), 2–14. <https://doi.org/10.17645/mac.v1i1.70>
- Xu, W. (2023). Research on the communication opportunities of intangible cultural heritage under the background of big data and AI. *Journal of Artificial Intelligence Practice*, 6(8), 12–17. <http://dx.doi.org/10.23977/jaip.2023.060803>
- Yao, G.-Z. (2021). Application of digital technologies in intangible cultural heritage: A study of typical cases. *Journal of Xihua University (Philosophy & Social Science)*, 40(6), 65–74.
- Ye, X., Ruan, Y., Xia, S., & Gu, L. (2025). Adoption of digital intangible cultural heritage: A configurational study integrating UTAUT2 and immersion theory. *Humanities and Social Sciences Communications*, 12, Article 23. <https://doi.org/10.1057/s41599-024-04222-8>