

Reviving folk music of the southeast in Shanxi: cultural revitalization and citizen engagement through digital platforms and facilitation through information systems

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ABSTRACT

Digital platforms have become significant vehicles in supporting cultural expressions, thanks to the increasing prevalence of technology and ubiquitous internet access. These platforms provide a wealth of resources, such as online archives, digital databases, and social media, that allow users to easily access information about folk music, cultural events, and historical customs. This quantitative study set out to investigate the relationship between citizen participation in folk music and cultural revitalization and the frequency of digital platform usage and access to information systems. The study also sought to determine how information accessibility mediated these correlations. The study used a cross-sectional methodology and an explanatory quantitative research design to gather data from a sample of 470 individuals, comprising music students from Southeast and Shanxi. Information on the use of digital platforms, access to information systems, participation of citizens in folk music, and cultural renewal was gathered using a structured questionnaire. The data analysis found strong beneficial correlations between citizen participation and cultural renewal and the use of digital platforms. Access to information systems was also favorably linked to civic involvement and cultural renaissance. According to the mediation study, information accessibility plays a critical role in tying the use of digital platforms and access to information systems to civic involvement and cultural renaissance. This study advances academic knowledge by deepening our understanding of how technology, information accessibility, and cultural involvement interact. The results emphasize the significance of information accessibility as a crucial element in encouraging public participation in folk music and assisting cultural revitalization initiatives.

Keywords: Digital Platform Usage, Folk Music, Information Systems, Information Accessibility, Cultural Revitalization.

INTRODUCTION

Widespread dissemination can convey cultural and historical information to the audience and stimulate people's interest and love for traditional culture (Meng & Liu, 2023). Digital platforms have emerged as crucial tools in this attempt. The growing use and accessibility of digital media has opened up new avenues for global promotion and dissemination of folk music. These platforms act as virtual stages for communities to share their traditional music with people all around the world (Freeland, O'reilly, Fleury, Adams, & Vostanis, 2022). Digital platforms encourage cross-cultural contact by overcoming geographical borders, boosting enjoyment and knowledge of various folk music

traditions (Airoldi, 2021). Aside from folk music marketing, digital technology has cleared the door for the construction of digital archives, which are critical in cultural preservation. Traditional folk music recordings, which are frequently maintained in fragile formats, can now be digitized and saved, protecting them from physical degradation and loss (Kim & Oh, 2021). These digital archives not only maintain the music's authenticity, but they also serve as vital resources for researchers and scholars studying and interpreting cultural heritage across varied cultures. Digital platforms also have enormous potential for fostering virtual communities of people who are passionate about folk music and cultural heritage (Alves, Di Gabriele, Carillo, Masullo, &

Maffei, 2021). Online forums, social media groups, and digital networks allow like-minded enthusiasts to connect, share knowledge and skills, and collaborate on preservation projects. This participative feature of internet interaction enhances citizen involvement in cultural revival, encouraging individuals to claim their heritage (C. He, Liu, He, Lu, & Li, 2022).

Citizen engagement is a driving force behind successful cultural revitalization programs. Individuals who actively participate in preserving their cultural heritage become its caretakers, advocates, and champions (Wu, 2020). Citizen participation generates a sense of ownership and pride in cultural identity, spurring the transmission of traditional knowledge, skills, and practices from one generation to the next. Local communities are critical in maintaining and performing folk music. They offer cultural events, workshops, and festivals to let members to actively participate with their musical history (Schniter, Kaplan, & Gurven, 2022). Digital platforms supplement these efforts by allowing communities to reach a bigger audience and connect with other fans all over the world. Furthermore, the virtual aspect of these platforms creates a sense of inclusivity, as individuals from various cultural origins may join together to appreciate and celebrate their shared human heritage (Morgan, Television, & 2021, 2021).

Most studies on digital platforms and cultural heritage preservation and distribution have focused on museums, art, and historical artifacts. Few research have examined how internet platforms preserve and promote traditional folk music, an important intangible cultural treasure (Li, Ping, Zhong, & Misra, 2023). Furthermore, previous research frequently lacks a thorough investigation of the various degrees of digital platform usage and how varied levels of access to information systems may influence citizen participation (Váradi, Józsa, Fodor, Molnár-Tamus, & Szűcs, 2023). Furthermore, while the relevance of public engagement in cultural restoration is well-documented, the role of information accessibility as a mediating factor in this relationship has been generally disregarded. The extent to which public participation with folk music and cultural heritage is influenced by information accessibility via digital platforms is largely unknown (Nurullaev, 2022). Understanding this mediating role is critical because it reveals how digital platforms work as bridges, linking communities to their cultural roots and legacy while also empowering them to actively participate in preservation efforts. By filling this research gap, the study aims to provide a more comprehensive and nuanced knowledge of the impact of digital platforms on citizen engagement in folk music and cultural renewal (Luo & Xiao, 2022). The study will look into how the frequency of use of digital platforms and access to information systems related to folk music affects citizen engagement in various cultural preservation activities such as performing, learning traditional music, organizing cultural events, and collaborating with other enthusiasts (C. He et al., 2022).

This work is important for its academic contributions and policy and practice implications in cultural preservation and citizen engagement. This study examines how digital

platform usage and information accessibility affect citizen engagement in folk music and cultural renewal. The study advances understanding regarding digital platforms, information accessibility, and citizen engagement in folk music. The research advances theories about information behavior and technology adoption in the digital era by investigating the mediating role of information accessibility. Furthermore, identifying factors impacting digital platform usage and access to information systems helps to a more nuanced understanding of the digital divide, providing insights for future research on technology adoption and cultural engagement.

LITERATURE REVIEW

Frequency of Digital Platform Usage and Citizen Engagement in Folk Music

The variable of frequency of digital platform usage refers to how often individuals access and interact with digital platforms for folk music-related activities. Digital platforms encompass a wide range of online platforms, including social media, music streaming services, digital archives, websites, and virtual communities focused on folk music and cultural heritage (Dobija et al., 2023). The frequency of usage can vary from occasional access to regular, daily interactions with these platforms. Citizen engagement in folk music refers to the active involvement, participation, and interaction of individuals in various cultural revitalization activities related to traditional music (Cardoso-Andrade, Cruz-Jesus, Souza Troncoso, Queiroga, & M. S. Gonçalves, 2022). The impact of digital platform usage on citizen engagement in folk music has garnered significant attention in recent years. Various studies have explored how digital platforms, such as social media, music streaming services, and online forums, influence individuals' engagement with folk music and cultural heritage (Cui, Kumar, & Orr, 2023). Several research works have highlighted the positive influence of digital platforms in facilitating greater access to folk music. Online music streaming services offer vast collections of traditional music, making it readily available to a global audience (Yong, Xinxin, Su, Yao, & Rui, 2020). This increased accessibility has led to a broader appreciation of folk music among individuals from diverse cultural backgrounds, fostering cross-cultural exchange and dialogue. Furthermore, digital platforms offer direct interactions between musicians, enthusiasts, and folk music communities (D. He, Liu, Yang, & Ma, 2022). Social media platforms, in particular, have evolved into effective tools for linking artists and audiences, enabling real-time connection, feedback, and collaboration. Live streaming sessions and virtual performances allow musicians to reach a larger audience, increasing awareness and support for folk music (Zimmermann, Schmidt, & Sandkuhl, 2020). Digital platforms have also made it simpler to plan and advertise cultural events relating to folk music. Communities may now promote workshops, folk music festivals, and performances, drawing participants and spectators from all over the nation thanks to websites, event platforms, and social media. Through these venues, which serve as catalysts for citizen involvement, people can actively

take part in and contribute to the preservation and promotion of folk music.

Frequency of Digital Platform Usage and Cultural Revitalization

The preservation and accessibility of cultural material, especially traditional folk music, has been transformed by digital technologies. Folk music recordings are preserved and made available to future generations through internet repositories and digital libraries (Sim, Park, Cho, Smith, & Jung, 2022). The growing usage of digital platforms like music streaming services and social media democratizes access to cultural material, encouraging cross-cultural interchange and appreciation. Furthermore, digital platforms have been critical in the rebirth of cultural practices that were on the edge of extinction. Young musicians and lovers can quickly access tutorials, videos, and collaborations, facilitating the transmission of traditional music knowledge and abilities (Cherukunnath & Singh, 2022). Social media platforms enable artists to share their interpretations of folk music, fostering community and inspiring the continuation of cultural practices. Digital platforms also make collaboration and community participation possible. In order to record and conserve their cultural history, enthusiasts and scholars collaborate, amplifying community voices and fostering communal ownership (Rivero Moreno, 2019). Digital and traditional traditions coming together to create new forms of cultural expression has attracted a wide range of viewers and preserved cultural essence in the modern world.

Access of Information System and Citizen Engagement in Folk Music

Access to information enables people to actively participate in folk music activities, opening the door to learning traditional music and exploring cultural heritage. Digital platforms include huge information repositories, such as lessons, historical archives, and performances, allowing aficionados to become active participants in maintaining oral traditions and playing folk music (Hanson, 2018). Furthermore, online forums, social media groups, and virtual networks build a sense of community among folk music aficionados. These platforms cross geographical boundaries, forming global networks of people who are passionate about cultural heritage (Girfanova, Cheremisina Harrer, Anufryenka, & Kavaliova, 2019). The capacity to share experiences and communicate online fosters a sense of belonging and collective identity, which encourages citizen participation in cultural restoration projects. Through live streaming and video sharing, digital platforms also give artists the ability to reach a larger audience while overcoming physical restrictions (Perdana & Mokhtar, 2022). People have the opportunity to actively connect with folk music and cultural expressions regardless of where they are thanks to access to virtual performances and exhibitions, which promotes greater involvement and support for folk music initiatives (Al-Husban, 2020). Information systems also make it easier for people to work together on collaborative projects since they provide digital archives and virtual tools for communities and individuals to use. Citizens are empowered to contribute their knowledge to cultural

preservation initiatives and events thanks to the simplicity with which information and resources can be shared, bolstering group efforts to promote and protect folk music.

Access to Information System and Cultural Revitalization

Intergenerational knowledge transfer is made possible by the accessibility of cultural information through digital platforms, which helps to preserve traditional traditions and enhance the connection between the past and present. Younger generations can learn from seasoned practitioners by participating in online seminars and interactive forums, preserving cultural practices (Huang & Liang, 2020). By reviving cultural legacy in modern situations, information dissemination enhances cultural revitalization initiatives. Digital platforms also foster community participation by acting as online gathering places for scholars, practitioners, and enthusiasts. Online discussion boards and social media groups promote communication, generating a sense of group ownership over cultural preservation initiatives (Rivero Moreno, 2019). Communities actively participate in event planning, performance organization, and heritage documentation. Individuals are empowered to contribute their knowledge and resources as information becomes more widely available, revitalizing old customs and instilling a sense of cultural pride (Du, Chen, Chi, & King, 2019). Furthermore, digital channels facilitate international collaboration and raise the global profile of cultural revitalization activities. Cultural practitioners can share their work with a worldwide audience, encouraging cross-cultural engagement and mutual respect (Yang, 2021). The use of modern technologies with traditional activities also results in novel cultural expressions that resonate with a wide range of people, ensuring that cultural legacy stays dynamic and current.

Information Accessibility as a Mediator

Accessibility to information relates to how simple and convenient it is to find important and useful information. The degree to which people and communities can easily access cultural resources, historical documents, traditional music recordings, educational materials, and other pertinent information related to their cultural heritage through various channels, particularly digital platforms and information systems, is referred to as information accessibility in the context of cultural revitalization and citizen engagement in folk music (Y. Wang et al., 2022). Folk music-related information and resources can be found in profusion on digital platforms including social media, online forums, music streaming services, and digital archives. These platforms make it simple to access a wide range of content, such as traditional music recordings, live performances, historical archives, academic research, and debates among enthusiasts and practitioners (Alves et al., 2021). Individuals now have more opportunity to engage with and explore the rich tapestry of folk music from diverse cultures and locations, thanks to the growing frequency of digital platform usage. With access to tutorials, courses, and professional insights, folk music aficionados can actively participate in activities such as learning to play traditional instruments, performing folk songs, and working with artists

and cultural specialists (Khudoinazarovich, 2021).

Citizens can immerse themselves in their cultural heritage through information accessibility, promoting a deeper understanding and appreciation for varied cultural expressions. Digital platforms, by bridging the knowledge gap, provide vital tools that foster a sense of ownership and pride in cultural heritage, motivating individuals to actively participate in cultural preservation and promotion projects (Kwihangana, 2020). Furthermore, information accessibility serves as a crucial mediator between the use of digital platforms and cultural restoration activities. Digital platforms help communities to communicate, plan cultural events, and document traditional activities through facilitating knowledge diffusion and cultural transmission (M. Zhang & Xiao, 2023). Individuals and communities are empowered by the availability of information technologies to preserve and promote their cultural legacy, making it relevant and engaging for current and future generations (Geurts & Cepa, 2023). Virtual connectivity and cross-cultural exchange, made possible by information accessibility, are critical to cultural regeneration. Digital platforms encourage cooperation and respect amongst various cultures by allowing them to learn from and inspire one another (Zimmermann et al., 2020). This contact strengthens the ties of cultural heritage across boundaries and increases the impact of digital platform usage on cultural restoration initiatives. Additionally, information accessibility acts as a moderating factor between citizen participation in folk music and access to information systems (Bender, Gal-Or, & Geylani, 2021). People may now find, use, and share a greater variety of cultural resources, such as music recordings, educational materials, and notices of cultural events and performances, thanks to improved access to information systems. More people have access to information systems, allowing hobbyists and professionals to interact, work together, and share knowledge online (Z. Wang et al., 2023). People are inspired to offer their expertise, talents, and resources to cultural preservation initiatives as a result of this sense of community and shared involvement, which promotes active participation in activities related to folk music.

Theoretical Framework

In the context of folk music and cultural renewal, the theoretical framework for this study provides a conceptual model that connects digital platform usage, information accessibility, and citizen engagement. According to the paradigm, digital platforms play an important role in giving access to cultural knowledge and resources, which influences citizen participation in folk music and cultural restoration activities. The model is built around three primary constructions. First, digital platform utilization denotes how frequently and to what extent people utilize digital platforms to access cultural knowledge, traditional music recordings, performances, tutorials, and discussions about folk music. Second, information accessibility works as a moderator between the use of digital platforms and public involvement. It denotes the ease with which individuals can access and use cultural resources and information via digital platforms and information systems. Finally, citizen participation in folk

music and cultural regeneration assesses citizens' active participation, involvement, and support in folk music-related activities. According to the concept, increased digital platform usage leads to increased information accessibility, which boosts citizen engagement in folk music and cultural rehabilitation activities. The role of information accessibility as a moderator shows that it acts as a catalyst, enhancing the positive influence of digital platform usage on citizen engagement in the context of cultural restoration. Thus on the basis of theoretical framework, we develop the following hypotheses and conceptual framework (Figure 1).

H1: There is a significant relationship between frequency of digital platform usage and citizen engagement in folk music.

H2: There is a significant relationship between frequency of digital platform usage and cultural revitalization.

H3: There is a significant relationship between access to information system and citizen engagement in folk music.

H4: There is a significant relationship between access to information system and cultural revitalization.

H5a: Information accessibility mediates the relationship between frequency of digital platform usage and citizen engagement in folk music.

H5b: Information accessibility mediates the relationship between frequency of digital platform usage and cultural revitalization.

H5c: Information accessibility mediates the relationship between access to information system and citizen engagement in folk music.

H5d: Information accessibility mediates the relationship between access to information system and cultural revitalization.

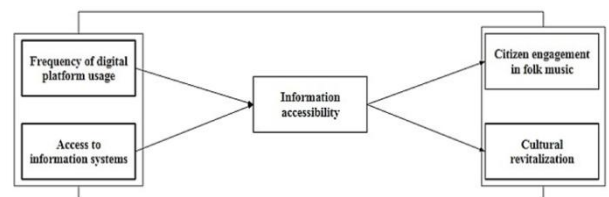


Figure 1. Conceptual Framework

METHODOLOGY

An explanatory quantitative study methodology was used to investigate the links between digital platform usage, information accessibility, and citizen engagement in folk music and cultural renewal. The purpose of this design was to study the cause-and-effect linkages between the variables and the mediating function of information accessibility in changing public participation. The researchers were able to derive relevant and strong conclusions concerning the impact of digital platforms on cultural renewal and citizen participation in folk music by quantifying the factors and studying their interconnections. A cross-sectional approach was used to carry out the research, allowing data to be obtained from a broad set of individuals at a particular point

in time. This method gave a snapshot of the state of digital platform utilization, information accessibility, and citizen participation in folk music and cultural renewal at the time. It allowed the researchers to collect a diverse range of viewpoints and experiences from the target demographic. Individuals actively interested in folk music and cultural rehabilitation initiatives in Shanxi province's Southeast region were identified as the study's target demographic. Folk music fans, practitioners, cultural specialists, and music students comprised this population, all of whom played critical roles in conserving and promoting their cultural heritage through folk music activities. A random sampling technique was used to assure the findings' representativeness and validity. Every person had an equal chance of being selected for the study since participants were chosen from the target group using a random selection method. This method reduced potential biases and made it possible to extrapolate the findings to a larger population of interest. The sample size calculation formula for an infinite population was used to establish the sample size for the investigation. To guarantee the study's statistical power and precision in reaching trustworthy results, a sample size of 470 participants was chosen after taking into account a 95% confidence level and a 5% margin of error. A systematic questionnaire with closed-ended questions was used to obtain the research's quantitative data on the use of digital platforms, the accessibility of information, and citizen participation in folk music and cultural renewal. The questionnaire covered a range of topics, such as how frequently digital platforms are used, the kinds of digital platforms that are accessed, the ease with which information is accessible, and the degree to which citizens participate in folk music-related activities. SmartPLS 4 software was used to analyze the data that was gathered. As a popular tool for route analysis and structural equation modeling (SEM), SmartPLS is ideally suited for examining intricate interactions between numerous variables inside of the conceptual model. SmartPLS's capacity to evaluate mediating effects gave it useful insights into how citizen participation, information accessibility, and the use of digital platforms interact in the context of folk music and cultural renewal. A relevant interpretation of the data and implications for the study's findings were produced by its user-friendly interface and powerful statistical capabilities.

ANALYSIS AND RESULTS

The method of "structural equation modeling" (SEM) is utilized to analyse the study model. Structural Equation Modeling (SEM) is a statistical technique that is commonly employed in multivariate analysis to examine the underlying structural relationships between latent constructs and their corresponding indicators. One of the primary rationales for selecting structural equation modeling (SEM) lies in its ability to examine the relationships among latent constructs while minimizing error within the research framework (Hair et al., 2019). Structural Equation Modeling (SEM) encompasses two primary methodologies, namely variance-based, also known as Partial Least Squares (PLS), and covariance-based (CB). In recent years, there has been a shift

in the dominant technique used for analyzing intricate connections between observed and latent constructs. While CB-SEM has historically held this position, there has been a notable increase in the utilization of PLS-SEM in the past decade. Contrary to popular belief, it is often assumed that PLS-SEM is most suitable for small sample sizes. However, empirical evidence suggests that PLS-SEM can yield accurate and reliable results even when applied to large datasets (Ahmed et al., 2021). The researchers opted to utilize SmartPLS 4 software for the study (Avotra, Chenyun, Yongmin, Lijuan, & Nawaz, 2021).

This study has employed partial least squares structural equation modeling (PLS-SEM) for analysis for the following justifications. According to (Obeidat, 2017) digital platform usage, it is argued that PLS-SEM is a more suitable method for estimation compared to CB-SEM. Furthermore, This is particularly applicable to models that involve mediation and moderation. Moreover, according to (Mohammed Saleh Ba wazir, Ahmed Amaamari, & Ali Hasan, 2020), PLS-SEM is considered to be superior to regression analysis when it comes to evaluating estimations for conducting mediation. Furthermore, it is not necessary to assess the normality assumption when employing the SmartPLS software, as stated by (Igbinoba, Salau, Atolagbe, & Joel, 2023). In comparison to other path modeling software such as LISREL and AMOS, PLS exhibits a notably more user-friendly graphical user interface (GUI) (Nawaz & Guribie, 2022). The Partial Least Squares Structural Equation Modeling (PLS-SEM) employs a two-stage model estimation approach, consisting of a measurement model and a structural model.

Measurement Model

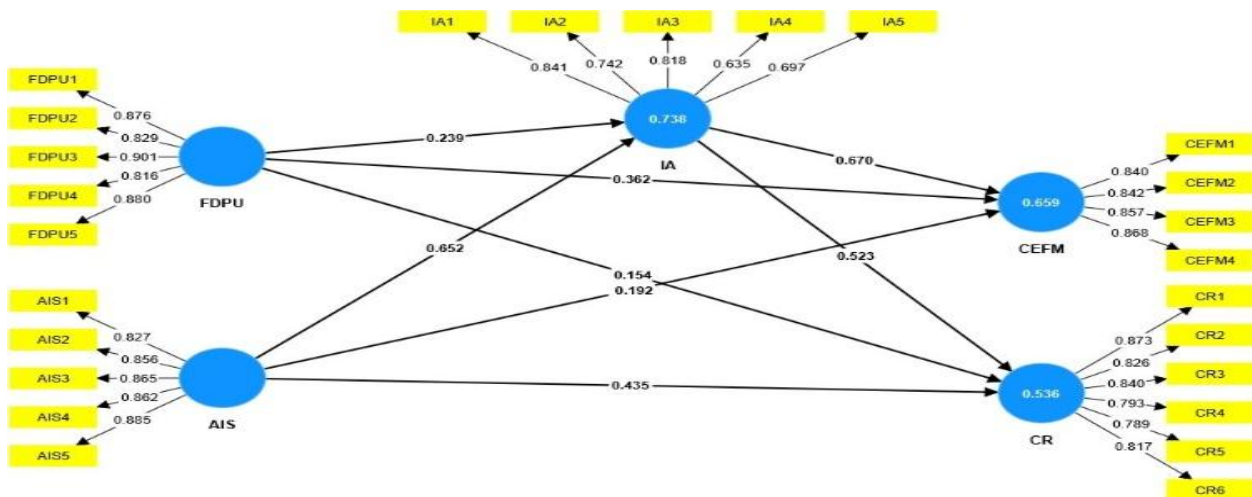
The measurement model encompassed four assessments, which comprised factor loadings, scale reliability, as well as convergent and discriminant validities. According to the findings presented in **Table 1** and **Figure 2**, it is evident that all item loadings surpass the threshold of 0.5, thereby satisfying the criteria outlined by (Hayat, Shateri, Amini, & Shokrpour, 2020). Composite reliability (CR) is the established metric for assessing the reliability of scales, and it is imperative that the CR value exceeds 0. According to the study conducted by (Raza, Khan, & Salam, 2023), it was found that... The composite reliability (CR) values for all constructs exceed 0.7, thus confirming the internal reliability of the scales. Convergent validity refers to the degree to which a construct effectively explains the variability observed in its constituent items (Alwan & Alshurideh, 2022). The convergent validity is verified when the Average Variance Extracted (AVE) value is equal to or greater than 0.5, as stated by Fornell and Larcker (1981). **Table 1** presents the results indicating that transformational leadership exhibits the lowest average variance extracted (AVE) value of 0.556, while job performance demonstrates the highest AVE value of 0.763. Consequently, the establishment of convergent validity has been observed. The Variance Inflation Factor (VIF) was employed to assess the presence of multicollinearity issues, with a criterion that necessitates values below 3 (Akbari, Bagheri Anilu, Bigdeli, & Rezasoltany, 2023). **Table 1** presents the VIF scores, which have been found to be below the established threshold of 3.

This observation provides confirmation that there is no presence of multicollinearity.

Table 1. Reliability and Convergent Validity of the Study Constructs

Construct	Item	Outer loadings	VIF	Alpha	Composite Reliability	AVE
AIS	AIS1	0.827	2.479	0.911	0.934	0.738
	AIS2	0.856	2.786			
	AIS3	0.865	2.844			
	AIS4	0.862	2.863			
	AIS5	0.885	3.555			
CEFM	CEFM1	0.841	2.069	0.874	0.914	0.726
	CEFM2	0.842	2.186			
	CEFM3	0.857	2.538			
	CEFM4	0.868	2.653			
CR	CR1	0.877	3.082	0.905	0.927	0.678
	CR2	0.825	2.233			
	CR3	0.845	2.708			
	CR4	0.795	2.034			
	CR5	0.778	1.996			
	CR6	0.817	2.297			
FDPU	FDPU1	0.876	2.806	0.912	0.935	0.741
	FDPU2	0.829	2.148			
	FDPU3	0.901	3.445			
	FDPU4	0.816	2.159			
	FDPU5	0.880	2.808			
IA	IA1	0.846	2.725	0.803	0.865	0.564
	IA2	0.747	1.698			
	IA3	0.826	2.676			
	IA4	0.625	1.523			
	IA5	0.688	1.591			

Note: FDPU=Frequently usage of Digital platform, AIS=Access to Information system, IA=Information accessibility, CEFM=Citizen engagement in Folk Music, CR=Cultural revitalization.



Note: FDPU=Frequently usage of Digital platform, AIS=Access to Information system, IA=Information accessibility, CEFM=Citizen engagement in Folk Music, CR=Cultural revitalization.

Figure 2. Measurement Model

Discriminant Validity

Discriminant validity pertains to the degree to which a particular construct is empirically distinguishable from other constructs within the structural model (Hair et al., 2019). The present study employed two criteria in order to assess the discriminant validity. The Fornell and Larcker (1981)

criterion, a commonly used approach, proposes that the Average Variance Extracted (AVE) of each construct should be compared to the squared inter-construct correlation. This correlation serves as an indicator of the shared variance between the construct in question and all other constructs that are measured reflectively in the structural model. According to (Hair et al., 2019), it is recommended that the

shared variance among all model constructs should not exceed their average variance extracted (AVEs). According to (Hair et al., 2019), the Heterotrait-Monotrait ratio (HTMT) of correlation suggests that the correlation between two

constructs should not exceed 0.85. The findings presented in **Table 2** demonstrate that discriminant validity has been successfully established based on the selected criteria.

Table 2. Discriminant Validity

(Fornell-Larker-1981 Criteria)					
	AIS	CEFM	CR	FDPU	IA
AIS	0.859				
CEFM	0.672	0.852			
CR	0.663	0.810	0.824		
FDPU	0.818	0.722	0.635	0.861	
IA	0.851	0.783	0.716	0.774	0.751
Discriminant Validity (HTMT)					
	AIS	CEFM	CR	FDPU	IA
AIS					
CEFM	0.752				
CR	0.726	0.911			
FDPU	0.897	0.805	0.694		
IA	0.582	0.440	0.844	0.600	

Structural Model

Table 3 and **Figure 3** display the outcomes of hypothesis testing, which were conducted to examine the associations among the variables under investigation in this study. The coefficients, denoted as Beta, serve to indicate the magnitude and direction of the relationships between variables, whereas the standard deviation (SD) quantifies the extent of variability present in the dataset. The t-values are used to evaluate the statistical significance of each relationship, while the p-values are employed to determine whether the hypotheses are supported or rejected. The coefficient of 0.368 indicates a statistically significant positive correlation between the Frequency of Digital Platform Usage (FDPU) and Citizen Engagement in Folk Music (CEFM). The t-value of 6.445, which is highly significant ($p < 0.001$), offers robust evidence in favor of the hypothesis. This finding implies that an increased frequency of utilizing digital platforms is linked to heightened citizen involvement in folk music, underscoring the significant influence of digital platforms in fostering cultural engagement. Therefore, the null hypothesis H1 is accepted. The coefficient of 0.279 suggests a statistically significant positive correlation between the variables of

FDPU and Cultural Revitalization (CR). The hypothesis is supported by a significant t-value of 4.618 ($p < 0.001$), indicating that there is a positive relationship between increased usage of digital platforms and efforts in cultural revitalization. This observation underscores the capacity of digital platforms to facilitate and enhance efforts aimed at preserving cultural heritage. Therefore, it can be concluded that H2 is accepted. The coefficient of 0.194 signifies a statistically significant positive association between Access to Information Systems (AIS) and Citizen Engagement in Folk Music (CEFM). The t-value of 1.673 demonstrates marginal significance ($p = 0.047$), thereby offering support for the hypothesis. Therefore, H3 is accepted. The coefficient of 0.435 demonstrates a positive correlation between AIS and Cultural Revitalization (CR). The t-value of 5.040 ($p < 0.001$) demonstrates strong statistical significance, providing support for the hypothesis that increased access to information systems is associated with heightened efforts in cultural revitalization. The aforementioned statement underscores the significance of ensuring the accessibility of information as a means to advance cultural preservation endeavors. Therefore, the acceptance of H4 is warranted.

Table 3. Hypothesis Testing

Hypotheses	Coefficient (Beta)	SD	t	p	Status
H1	FDPU -> CEFM	0.368	0.057	6.445	0.000
H2	FDPU -> CR	0.279	0.060	4.618	0.000
H3	AIS -> CEFM	0.194	0.116	1.673	0.047
H4	AIS -> CR	0.435	0.086	5.040	0.000

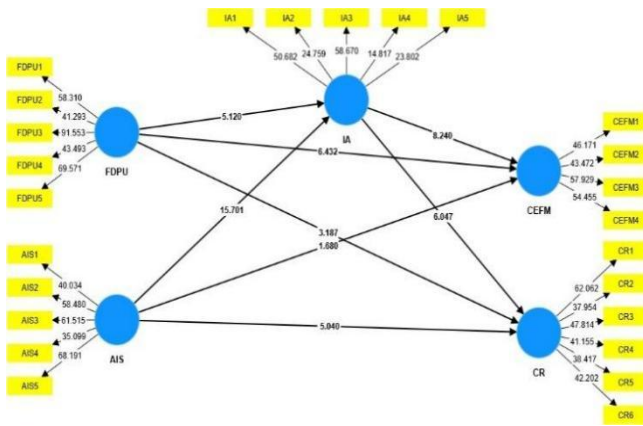


Figure 3. Structure Model

Mediation Analysis

The findings of the mediation analysis are displayed in Table 4, which explores the mediating influence of information accessibility (IA) on the associations between the independent variables (frequency of digital platform usage - FDFU and access to information systems - AIS) and the dependent variables (citizen engagement in folk music - CEFM and cultural revitalization - CR). The coefficients, denoted as Beta, serve to quantify the magnitude and direction of the relationships between variables. On the other hand, the standard deviation (SD) provides a measure of the dispersion or variability observed within the dataset. The t-values are used to evaluate the statistical significance of each mediating relationship, while the p-values provide evidence for the presence of mediation. The coefficient of 0.160 suggests that the relationship between FDFU and CEFM is influenced by information accessibility acting as a mediator. The obtained t-value of 4.193 demonstrates a high level of

statistical significance ($p < 0.001$), thereby offering robust evidence in favor of the mediation hypothesis. This implies that the accessibility of information plays a vital role in facilitating the positive impact of using digital platforms on the engagement of citizens in folk music. Hence The acceptance of H5a is acknowledged. The coefficient of 0.125 indicates that the relationship between FDFU and CR is influenced by information accessibility as a mediating factor. The obtained t-value of 3.466 is statistically significant at a significance level of $p < 0.001$, providing support for the mediation hypothesis. This suggests that the accessibility of information plays a role in mediating the influence of digital platform usage on initiatives aimed at revitalizing culture. Therefore, the acceptance of H5b is warranted. The coefficient of 0.437 indicates that the relationship between AIS and CEFM is influenced by the mediating factor of information accessibility. The mediation hypothesis receives strong support, as evidenced by the highly significant t-value of 7.491 ($p < 0.001$). The significance of information accessibility is underscored in its crucial role in establishing a connection between access to information systems and citizen engagement in folk music. Therefore, it can be concluded that H5c is accepted. The coefficient of 0.341 signifies that the relationship between AIS and CR is influenced by the mediating factor of information accessibility. The obtained t-value of 6.083 demonstrates a high level of significance ($p < 0.001$), which offers strong empirical support for the mediation hypothesis. This highlights the significance of ensuring the accessibility of information in shaping endeavors for cultural revitalization by means of information systems access. Hence The acceptance of H5d is acknowledged.

Table 4. Mediation Analysis

Hypotheses	Coefficient (Beta)	SD	t	p	Status
H5a	FDFU -> IA -> CEFM	0.160	0.038	4.193	0.000
H5b	FDFU -> IA -> CR	0.125	0.036	3.466	0.000
H5c	AIS -> IA -> CEFM	0.437	0.058	7.491	0.000
H5d	AIS -> IA -> CR	0.341	0.056	6.083	0.000

DISCUSSION

The data analysis results substantially corroborate H1, indicating a significant and positive association between digital platform usage frequency and citizen participation in folk music. This discovery emphasizes the transformative impact of internet platforms on cultural involvement, particularly in the context of folk music. Individuals can immerse themselves in the rich legacy of folk music by having access to a varied array of cultural resources, traditional music recordings, performances, and online groups (Mannarelli & Serrano, 2022). This fosters a deeper connection and sense of belonging to the cultural community. Individuals can actively participate in folk music-related activities like as studying traditional instruments, playing folk songs, and attending cultural events thanks to the

convenience and accessibility of digital platforms (Kwihangana, 2020). These findings are consistent with previous studies on the impact of digital technology on cultural participation, and they provide important insights into the role of digital platforms in conserving and fostering traditional cultural manifestations such as folk music.

H2 is highly supported by the data analysis, which reveals a considerable and favorable association between the frequency of digital platform usage and cultural renewal. This discovery emphasizes technology's revolutionary role in cultural preservation and promotion, particularly in the context of folk music. Individuals' understanding and appreciation of their cultural history are enhanced by digital platforms' unequalled access to a large array of cultural resources, traditional music recordings, historical records,

and educational materials (F. Zhang, 2023). Individuals create a stronger feeling of cultural identification and pride when they interact with digital platforms more regularly, increasing their commitment to conserving and reviving cultural practices. Furthermore, digital platforms act as dynamic centers for cultural communities, allowing people from all walks of life to connect, collaborate, and unify around similar cultural aspirations (Mukherjee & Mulimani, 2022). The ease of contact and collaboration made possible by digital platforms enables collective efforts in cultural restoration, crossing geographical barriers and cultivating a global network of like-minded fans and experts (Hansen, Sun Han Chang, & Suresh Canagarajah, 2023). This enhanced visibility and connectivity aid in the dissemination of folk music and cultural events, generating support and recognition from a larger audience.

The data analysis provides persuasive evidence in support of H3, revealing a significant and positive association between citizen engagement in folk music and access to information systems. This discovery emphasizes the critical significance of information accessibility in encouraging active involvement in cultural activities, particularly in the context of folk music (Y. Wang et al., 2021). Individuals with greater access to information systems, such as online databases, archives, and cultural repositories, are more likely to be deeply involved in folk music-related activities. Several variables can be ascribed to the considerable association between information system availability and public participation (Nie, 2021). For starters, having access to a wide range of cultural material and resources allows people to gain a better understanding and enjoyment of folk music. Individuals can improve their knowledge and skills in folk music traditions by having access to historical recordings, tutorials, and educational resources through information systems. This knowledge instills confidence and excitement in individuals, inspiring them to actively participate in folk music-related events (Suteja, Saifuddin, Farihin, Aris, & Winarso, 2022). Furthermore, information systems act as educational platforms, allowing individuals to learn about many aspects of folk music and its cultural relevance. Individuals have a greater feeling of cultural identification and connection to their heritage as they gain insights into the historical and cultural context of folk music (Alves et al., 2021). Individuals acknowledge their role in conserving and developing their cultural heritage, which fosters active participation in folk music festivals, seminars, and performances.

The data analysis results show a strong correlation between access to information systems and cultural renewal, supporting hypothesis 4 in a major way. The statistical results show that people are more likely to actively participate in and support cultural revival projects when they have better access to information systems, such as online databases, archives, and cultural repositories (Vereshchahina-Biliavska, Mazur, Burska, Iskra, & Teplova, 2022). The argument and backing for H4 are based on the revolutionary effects of information accessibility on the preservation and promotion of cultural heritage. People who have access to information systems have access to a

multitude of cultural knowledge and resources, such as historical documents, recordings of traditional music, and educational tools (Martin, 2019). People's access to these materials increases as they obtain a deeper grasp of their cultural heritage and a sense of cultural pride and identity. Folk music may now be explored by people as a part of their cultural legacy because to the material that is readily available on digital platforms. This has increased interest in and participation in cultural revival activities (Yang, 2021). People are more likely to actively participate in conserving and fostering cultural manifestations like folk music as they come to understand the importance and worth of such traditions.

The mediation analysis's findings firmly support hypotheses H5a, H5b, H5c, and H5d, showing that information accessibility plays a significant mediating role in the connections between the use of digital platforms, access to information systems, and both citizen participation in folk music and cultural revitalization. These results emphasize how important information accessibility is in determining how digital technologies affect involvement in and preservation of cultural heritage. Regarding H5a, the mediation analysis shows that information accessibility is key in directing the beneficial effects of using digital platforms on people's participation in folk music (O'Rourke, Main, Gray, & Lovering, 2021). People receive access to a variety of cultural resources and content as a result of their regular use of digital platforms, and this helps them to understand and appreciate folk music better. This easier access to knowledge encourages people to feel more a part of their culture, which encourages them to take part in folk music-related events (Alves et al., 2021). The mediation study for H5b emphasizes the relevance of information accessibility in enabling the relationship between digital platform usage and cultural renewal. Digital platforms provide unprecedented access to cultural resources and information, enabling people to study, cooperate, and actively participate in cultural restoration activities (Griffiths, 2020). Individuals become more committed in maintaining and promoting their cultural heritage as they use digital platforms more regularly and acquire access to rich cultural content. Furthermore, H5c shows that information accessibility acts as a moderator in the relationship between access to information systems and citizen participation in folk music. Information systems assist individuals to acquire knowledge and skills linked to folk music by improving access to cultural resources (Griffiths, 2020). This enhanced availability to information enables people to actively participate in folk music events, workshops, and performances, creating greater citizen participation in cultural activities (M. Zhang & Xiao, 2023). Finally, H5d emphasizes the importance of information accessibility as a bridge between information system access and cultural revival. Individuals are exposed to a plethora of cultural resources and possibilities to participate in cultural revitalization activities as their access to information systems improves (Gao, Wu, Bian, & Gao, 2023). These systems' greater information accessibility encourages active participation in maintaining and promoting cultural heritage.

CONCLUSION

This study investigated how access to information systems and the use of digital platforms affected people's participation in folk music and cultural renewal, with information accessibility acting as a mediating element. The study found important connections between the use of digital platforms, the availability of information, and the participation of citizens in folk music, as well as their impact for cultural renewal. The study's results showed how important digital platforms are to cultural preservation since they make it simple to access cultural resources and encourage a sense of community among practitioners and lovers. People were better able to comprehend and appreciate their cultural heritage thanks to increased information accessibility, which encouraged them to actively engage in folk music-related activities and cultural events. The study also emphasized the crucial function of information accessibility as a mediator, directing the impact of digital platforms and access to information systems on citizen involvement and cultural renewal. Information systems promoted educational opportunities and collaborative efforts by facilitating simple access to a variety of cultural resources, encouraging active involvement in maintaining and celebrating cultural traditions. The study acknowledged several of its shortcomings, such as the cross-sectional design's generalizability, self-report bias, and the inability to prove causation. Future study should take into account longitudinal, comparative, and experimental methodologies in order to solve these restrictions and broaden our understanding of how technology affects cultural involvement. The study's application highlights the value of utilizing digital technology to promote cultural revitalization plans, improve educational programs, and conduct online cultural events. Digital platforms can become more welcoming and inclusive by placing an emphasis on information accessibility, encouraging greater participation in cultural preservation. Theoretical repercussions improved our comprehension of how information accessibility and the digital change of cultural involvement function as mediators. The study dispelled myths about the suitability of folk music and cultural expressions with contemporary technologies and underlined their relevance in the digital age.

IMPLICATIONS

Practical Implications

For those who develop cultural policies, organizations, and educational institutions, the study's findings have a number of real-world applications. The need of utilizing digital platforms and easily available information systems in cultural restoration methods is first brought to light. Policymakers can promote better access to cultural resources and encourage active citizen engagement in folk music and cultural events by developing user-friendly online repositories and virtual communities. With this strategy, cultural expressions can be efficiently preserved and promoted among various audiences. Second, incorporating digital platforms and information technologies into curricula

can help educational activities. Teachers can help students appreciate and value their cultural heritage by utilizing internet resources and teaching materials linked to folk music. This participation can instill a sense of pride and identity in pupils, motivating them to actively participate in cultural preservation activities. Cultural groups can also host virtual cultural events and performances in order to reach a global audience. These events can use digital platforms to establish an interactive forum for enthusiasts and practitioners to share experiences and expertise, fostering a feeling of community and encouraging active participation in cultural activities.

Theoretical Implications

The theoretical implications of this study shed light on the role of information accessibility as a mediating factor in cultural involvement. The study extends our understanding of the routes via which technology changes cultural participation by demonstrating how information accessibility influences the linkages between digital platform usage, access to information systems, and citizen engagement. This can serve as a foundation for future research into the role of information accessibility in other areas of cultural heritage and preservation. Furthermore, the research adds to the theoretical understanding of the digital revolution of cultural involvement. It expands our understanding of how digital platforms and information systems improve access to cultural materials, stimulate cooperation, and promote cultural identity and involvement. This information contributes to the conversation of how technology might overcome geographical and cultural gaps, allowing various populations to actively interact with their cultural legacy in the digital age. Finally, the study reaffirms folk music and traditional cultural expressions' value in the digital era. In contrast to fears about the degradation of cultural heritage in modern times, this study demonstrates the continuous vibrancy of folk music via digital media. It emphasizes the significance of maintaining and celebrating folk music as an essential component of the larger cultural environment.

LIMITATIONS AND FUTURE DIRECTIONS

Limitations

One of the study's major weaknesses is its lack of generalizability. The conclusions are based on a specific geographic region or target group, such as music students in Southeast or Shanxi. As a result, when projecting the results to other locations or cultural situations, caution should be exercised. Cultural practices, digital infrastructure, and socioeconomic considerations may all have an impact on the relationship between digital platform usage, information accessibility, and citizen participation in folk music in various situations. Longitudinal studies could provide a more complete knowledge of how these variables evolve and interact over time, allowing for potential changes in technology uptake and cultural engagement patterns. Another issue is the reliance on self-reported data collected via structured questionnaires. This method presents the possibility of self-report bias, in which individuals may

provide socially desired answers or overestimate their digital platform usage and cultural involvement levels. Incorporating objective measures or qualitative research methodologies could improve the findings' validity and dependability. Furthermore, while the study reveals correlations between digital platform usage, information accessibility, and citizen engagement in folk music, it does not establish causality. Relationships observed may be bidirectional or impacted by unmeasured confounding variables. Future study using experimental or longitudinal methods could aid in the more rigorous investigation of causal relationships.

Future Directions

Future study could take a number of approaches to address the issues and broaden our understanding of how digital platforms affect civic participation and folk music cultural rejuvenation. In order to get a dynamic picture of these interactions, longitudinal research could monitor changes in technology adoption and cultural engagement patterns across time. Comparative research across various geographic areas, cultural groupings, and age demographics may show differences in how digital platforms affect civic participation and cultural preservation. Understanding how cultural contexts influence technology adoption and its effects on cultural engagement can result in treatments that are more individualized and situation-specific. Incorporating qualitative research techniques, such as focus groups and interviews, could provide deeper insights into people's perceptions and experiences with using digital platforms and how that usage affects cultural involvement. With the use of these qualitative data, quantitative results can be supplemented to create a more comprehensive knowledge of the cultural importance of folk music. The establishment of causal links may be aided by experimental manipulations of information accessibility or digital platform use. It is possible to evaluate interventions to see how they affect civic engagement and cultural renewal, such as improving access to cultural materials or hosting online cultural events. Identifying potential obstacles or opportunities for improving information accessibility and cultural participation can be done by examining trends of technology uptake and usage among various age groups and demographics. Greater inclusion in cultural preservation initiatives can be achieved by comprehending the digital divide and designing interventions accordingly. Last but not least, future studies should look into how folk music preservation and cultural engagement are affected by cutting-edge digital developments like virtual reality, artificial intelligence, and augmented reality. Innovative techniques to use technology in cultural preservation initiatives can be informed by an understanding of the consequences of cutting-edge technologies.

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