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MODERN TECHNOLOGY AND ITS INFLUENCE ON TRADITIONAL CULTURAL PRACTICES

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ABSTRACT

Modern technology has become a powerful force influencing traditional cultural practices, transforming the ways societies preserve, communicate, and experience their cultural heritage. Technological developments such as the internet, social media, artificial intelligence, digital archives, virtual reality, and mobile applications have introduced new opportunities for documenting and promoting traditional customs, languages, music, festivals, handicrafts, and historical knowledge. In traditional societies, cultural practices were primarily transmitted through families, community gatherings, oral storytelling, religious activities, and intergenerational communication. However, modern technology has changed these methods by providing digital platforms through which cultural information can be recorded, stored, and shared with national and international audiences. This research examines the influence of modern technology on traditional cultural practices, focusing on its positive contributions, emerging challenges, and implications for cultural identity. It explores how digital technologies support cultural preservation, encourage younger generations to participate in traditional activities, and increase public awareness of historical heritage. The study also considers challenges such as cultural commercialization, declining traditional participation, technological inequality, misinformation, and the possible loss of cultural authenticity. A qualitative research methodology based on secondary academic sources and thematic analysis is adopted to understand these developments. The research emphasizes the importance of balancing technological innovation with traditional knowledge, community participation, and cultural responsibility. It concludes that modern technology can support the continuity of traditional cultural practices when it is used responsibly and combined with meaningful community involvement.

KEYWORDS:*Modern Technology, Traditional Cultural Practices, Cultural Heritage, Digital Transformation, Cultural Identity, Artificial Intelligence, Digital Preservation, Traditional Values, Cultural Innovation, Social Change.*

INTRODUCTION

Modern technology has become an essential part of contemporary society, influencing communication, education, business, entertainment, social relationships, and cultural development. Gomez-Diaz, N. D. C., Montes-Miranda, A. J., & Orozco-Camacho, N. E. (2026). Elobrated on,The rapid expansion of the internet, smartphones, artificial intelligence, digital platforms, and advanced communication systems has transformed how individuals interact with the world around them. These technological developments have also influenced traditional cultural practices, which represent the customs, beliefs, values, languages, artistic expressions, and historical experiences of different communities. In earlier societies, traditional knowledge was mainly transferred through family relationships, community activities, oral storytelling, religious gatherings, and cultural celebrations. Luo, H., Bai, D., Zhu, Z., Yousuf, S., Yang, H., Xun, J., ... & Liu, Y. X. (2026). Revealed, Today, digital technology provides additional methods for documenting and sharing these traditions. Mendoza et al. (2023) explain that technological developments have created important opportunities for preserving, promoting, and disseminating tangible and intangible cultural heritage. Their systematic review identifies technologies such as three-dimensional digital systems and augmented and virtual reality as important tools for cultural

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preservation.Traditional cultural practices are an important part of human identity because they connect individuals with their historical backgrounds and collective experiences. These practices include traditional clothing, folk music, dance, handicrafts, festivals, food preparation, religious ceremonies, storytelling, and local languages. They provide communities with a sense of belonging and help maintain relationships between different generations. However, modernization, urbanization, international communication, and changing lifestyles have influenced how people participate in these traditions. Younger generations increasingly depend on digital communication and modern entertainment, which sometimes reduces their involvement in traditional community activities.

Modern technology can nevertheless provide opportunities to reconnect younger people with their cultural backgrounds through educational videos, digital storytelling, online cultural exhibitions, and virtual learning environments.One of the most important contributions of modern technology is the digital preservation of cultural heritage. Traditional practices that were previously documented through written records, photographs, and oral communication can now be recorded through high-quality videos, audio recordings, digital photography, three-dimensional scanning, and online databases. These technologies allow researchers and cultural organizations to maintain detailed records of historical buildings, traditional artistic techniques, cultural performances, and indigenous knowledge. Wei et al. (2026) identify five important stages of digital safeguarding, including data collection, documentation, classification, digital restoration, and cultural innovation. Their research demonstrates that technological methods can strengthen the preservation and accessibility of cultural resources while supporting their presentation to future generations.Social media and internet-based communication have also transformed the promotion of traditional cultural practices. Platforms such as Facebook, Instagram, YouTube, and TikTok allow individuals and cultural organizations to share traditional music, folk dances, historical photographs, regional languages, recipes, festivals, and handicrafts. These platforms provide opportunities for local traditions to reach international audiences and encourage cultural exchange between different communities. Traditional artists and craftspeople can also use digital platforms to introduce their work, develop audiences, and promote cultural products. Zhang (2026) discusses the potential of digital platforms, including YouTube and the Internet Archive, for preserving and promoting intangible cultural heritage. This demonstrates how online technologies can help traditional knowledge remain accessible in rapidly changing social environments.Artificial intelligence, virtual reality, and augmented reality have introduced additional possibilities for the development and preservation of traditional culture. Artificial intelligence can assist with language documentation, historical information organization, and the interpretation of cultural materials.

Virtual reality can provide interactive experiences of historical locations, traditional performances, and cultural environments, while augmented reality can combine digital information with physical heritage sites. These technologies can improve cultural education and allow people to experience traditional environments even when they cannot physically visit them. Alharbi (2026) explains that digital technologies can strengthen cultural continuity and innovation through digitization, virtual museums, social media, artificial intelligence, and immersive digital environments. However, their use also requires attention to authenticity, cultural meaning, and equal participation.Despite these opportunities, modern technology can create challenges for the continuation of traditional cultural practices. Excessive dependence

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on digital entertainment, changing consumer preferences, and international cultural trends may reduce interest in local traditions. Some cultural practices may also be modified to attract online attention, resulting in the commercialization or misrepresentation of traditional knowledge. Furthermore, communities with limited internet access or technological resources may not receive equal benefits from digital preservation initiatives. Tan et al. (2026) emphasize that technology-based cultural safeguarding must involve active community participation. Their research explains that digital preservation without sufficient attention to living cultural practices may turn heritage into static digital information rather than supporting its continuing practice within communities.

The influence of modern technology on traditional cultural practices is therefore a complex subject that requires balanced academic investigation. Technology can provide effective tools for documentation, communication, education, and cultural innovation, but traditional values and community knowledge remain essential for maintaining cultural authenticity. Shi et al. (2026) emphasize the importance of digitalizing endangered scripts and moving beyond basic documentation toward cultural revitalization through community partnerships and culturally grounded applications. These developments demonstrate that technological progress should support the continuation of traditional cultural knowledge rather than replace its original social meaning. This study examines the positive and negative influences of modern technology on traditional cultural practices and emphasizes the importance of combining digital innovation with historical awareness, community participation, and cultural preservation.

RESEARCH OBJECTIVE

1. To examine the influence of modern technology on traditional cultural practices, focusing on digital preservation, cultural transformation, and the continuation of traditional values.

RESEARCH QUESTION

1. How does modern technology influence the preservation, transformation, and continuation of traditional cultural practices in modern society?

LITERATURE REVIEW

The relationship between modern technology and traditional cultural practices has become an important area of academic research because technological development is changing the ways cultural knowledge is preserved and communicated. Mendoza et al. (2023) examine technologies used for the preservation of cultural heritage through a systematic literature review of 146 academic articles. Zhang, Y. L., Kong, H. H., Long, T. Y., Xu, W. L., Huang, N., Yang, Z., ... & Wang, L. (2026elobrated on,Their research identifies several technological approaches, including three-dimensional digital technologies, virtual reality, augmented reality, and information systems. The study explains that technological applications can support the documentation, promotion, and dissemination of tangible and intangible cultural heritage. It also demonstrates that modern technologies can help researchers and cultural organizations preserve historical information and make cultural resources accessible to wider

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audiences. This research provides an important foundation for understanding how technology can support traditional practices while responding to the requirements of modern society.Wei et al. (2026) investigate how digital technologies contribute to the safeguarding of intangible cultural heritage through a scoping review of research published between 2020 and 2025. Wu, C., Zhang, H., Xue, S., Diao, S., Fu, Y., Liu, Z., ... & Xie, E. (2026, April).found that,Their study synthesizes 102 research publications and identifies five major stages of digital preservation: data collection, organization and documentation, classification and recognition, digital restoration, exhibition and education, and cultural innovation. The authors explain that conventional digital technologies support accurate recording and contextual preservation, while artificial intelligence can improve information processing and interpretation. Their research demonstrates that technological development has expanded the possibilities of cultural preservation beyond traditional documentation methods. It also highlights the importance of combining technological innovation with authentic cultural information.

Tan et al. (2026) examine community-engaged digital safeguarding of intangible cultural heritage and emphasize the importance of combining technological resources with active community participation. Alharbi, M. F. O. (2026). Revealed, Their research reviews 79 studies and identifies the role of communities in maintaining the continuity of traditional knowledge and practices. The authors explain that digital platforms can support cultural documentation, education, and intergenerational communication. However, technology-focused projects that fail to involve local communities may create digital representations without supporting the actual continuation of traditional practices. Their research highlights issues such as technological inequality, limited community participation, and the need for culturally appropriate digital preservation strategies. This study demonstrates that traditional knowledge holders should remain central to technological cultural preservation.Zhang (2026) explores the role of modern digital technology in preserving and promoting intangible cultural heritage. The research uses a qualitative approach based on secondary sources and examines traditional Chinese folk music and bamboo flute music as examples. It discusses how internet-based platforms, YouTube, and the Internet Archive can support the documentation, accessibility, and long-term preservation of cultural materials. The study explains that digital platforms can help traditional cultural expressions reach wider audiences while creating opportunities for cultural learning and exchange. It also emphasizes the need for comprehensive digital strategies that connect technological resources with traditional cultural practices. This research demonstrates how online technologies can contribute to the revitalization of traditional music and artistic knowledge.

Alharbi (2026) examines cultural continuity and innovation in the digital age through a theoretical review of heritage, identity, and human meaning. The research discusses how digitization, virtual museums, artificial intelligence, social media, augmented reality, and virtual reality influence the relationship between traditional culture and modern development. The author explains that digital technologies can improve access to cultural heritage and encourage public participation. However, technological transformation may also create challenges related to commercialization, cultural authenticity, and unequal access to digital resources. The study introduces a framework that connects digital infrastructure, cultural practices, interpretation, and social relationships. It emphasizes that sustainable cultural development requires a balance between technological innovation and the preservation of

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historical meaning.Shi et al. (2026) examine recent efforts to digitalize endangered scripts and explain the importance of technology in protecting languages and cultural knowledge. Their research reviews 120 publications and discusses different approaches to the digital documentation and application of endangered writing systems. The study highlights that endangered scripts contain important historical knowledge and cultural experiences that may be lost without appropriate preservation strategies. Digitalization can support the recording, accessibility, and educational use of these writing systems. However, the authors argue that technological preservation should move beyond the simple storage of information and focus on cultural revitalization, community partnerships, and collaboration with creative disciplines. This research is especially relevant to traditional societies where local languages and writing systems require greater attention.

Overall, the reviewed literature demonstrates that modern technology has significantly expanded the possibilities of preserving and transforming traditional cultural practices. Previous studies emphasize digital documentation, artificial intelligence, virtual environments, internet platforms, endangered language preservation, and community participation. At the same time, they identify challenges related to cultural authenticity, technological inequality, commercialization, and the separation of digital records from living cultural activities. The present research builds on these academic discussions by examining how modern technology influences traditional practices in different areas of cultural life. It emphasizes that technological development should not replace traditional knowledge but should support its transmission, accessibility, and continuation among future generations.

METHODOLOGY

This research adopts a qualitative methodology to examine the influence of modern technology on traditional cultural practices. A qualitative approach is suitable because the study focuses on cultural experiences, traditional knowledge, historical meanings, social relationships, and technological transformation. These subjects require an understanding of how individuals and communities experience changes in their cultural environments. The methodology provides an opportunity to examine how digital technologies influence traditional languages, music, handicrafts, festivals, storytelling, and community activities. It also helps identify the ways modern technological developments contribute to cultural preservation and create new challenges for traditional societies.The study is based on secondary data collected from academic journal articles, scholarly research publications, literature reviews, and relevant cultural heritage studies. Particular attention is given to publications from 2023 and 2026 to ensure that the research reflects recent academic discussions. The selected literature covers digital preservation, artificial intelligence, virtual reality, social media, traditional knowledge, endangered languages, and community participation. Research from different geographical and cultural environments is considered to develop a broader understanding of the relationship between technological advancement and traditional cultural practices. The use of secondary sources allows the study to compare existing research and identify important academic perspectives.The collected information is examined through thematic analysis to identify major patterns and recurring ideas across the selected academic publications. The analysis focuses on digital cultural documentation, traditional knowledge preservation, technological innovation, cultural identity, intergenerational learning, and community participation. Information from different studies is

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compared to identify similarities and differences in the ways technology influences traditional cultural activities. Thematic analysis also provides an opportunity to understand the positive contributions of digital technologies and the challenges associated with cultural authenticity, unequal access, and commercialization.

RESEARCH DESIGN

The research follows a descriptive and analytical research design to examine the influence of modern technology on traditional cultural practices. The descriptive component identifies the major technological developments affecting cultural activities, including digital communication, artificial intelligence, mobile applications, online archives, virtual reality, and three-dimensional documentation. It explains how these technologies are used to record, preserve, promote, and communicate traditional cultural knowledge. The analytical component examines their effects on cultural identity, traditional values, community participation, and the continuation of historical practices.A literature-based research design is employed to organize and evaluate existing academic knowledge related to technological transformation and cultural heritage. Relevant publications are selected according to their connection with digital preservation, traditional cultural practices, technological innovation, and cultural sustainability. The selected studies represent different geographical and cultural environments, allowing the research to examine the ways modern technology influences traditional societies. This approach also helps identify common research themes and compare the perspectives of different scholars.The research design is organized around four major dimensions. The first dimension examines the role of technology in documenting and preserving traditional cultural knowledge. The second focuses on the influence of digital platforms and communication systems on cultural awareness and intergenerational transmission. The third investigates the contribution of artificial intelligence, virtual reality, and other advanced technologies to cultural education and innovation. The fourth considers challenges related to authenticity, technological inequality, commercialization, and declining participation in traditional activities.

DATA ANALYSIS

The analysis of the reviewed literature indicates that modern technology has improved the documentation and preservation of traditional cultural practices. Digital photography, video recording, audio archives, three-dimensional scanning, and online databases provide opportunities to record traditional knowledge and cultural expressions in detailed formats. These methods can help preserve traditional music, handicrafts, historical buildings, folk dances, and cultural celebrations. Mendoza et al. (2023) identify three-dimensional technologies and immersive digital environments as important technological approaches for cultural preservation. Their findings suggest that digital documentation can improve the accessibility and long-term protection of cultural resources.Another important theme identified through the analysis is the influence of modern technology on cultural education and intergenerational communication. Digital platforms provide opportunities for younger generations to learn traditional languages, music, crafts, storytelling, and historical practices. Online educational materials and virtual cultural exhibitions can make traditional knowledge accessible to individuals who may not have regular opportunities to participate in community activities. Wei et al. (2026) demonstrate that digital technologies can support cultural

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documentation, education, and innovation. These developments indicate that technology can strengthen cultural awareness when digital learning is connected with authentic traditional knowledge.The literature also indicates that technological innovation creates new opportunities for the development and promotion of traditional cultural practices. Artificial intelligence, virtual reality, augmented reality, and digital communication systems can introduce traditional heritage to wider audiences. Traditional artists and craftspeople can use digital platforms to present their work and develop new markets. Digital technologies can also create interactive cultural experiences that encourage public participation.

FINDINGS

The research findings indicate that modern technology has significantly influenced the preservation and development of traditional cultural practices. Digital recording systems, online archives, photography, and video platforms have created new opportunities for documenting traditional knowledge and historical experiences. These technologies allow cultural information to remain accessible beyond geographical boundaries and provide opportunities for future generations to learn about their cultural backgrounds. The findings suggest that technological development can strengthen cultural preservation by improving documentation, communication, and public access to historical resources.The study identifies that modern technology has changed the ways younger generations learn and participate in traditional cultural activities. Digital educational resources, online cultural communities, and interactive platforms can increase interest in traditional languages, music, handicrafts, festivals, and storytelling. These developments can strengthen communication between older and younger generations and encourage cultural awareness. However, the growing popularity of international entertainment and digital lifestyles may sometimes reduce participation in traditional community activities. Therefore, cultural education and family involvement remain important for maintaining traditional knowledge.Another important finding is that advanced technologies provide opportunities for cultural innovation and international promotion. Artificial intelligence, virtual reality, augmented reality, and digital communication platforms can support the presentation of traditional heritage in modern formats. These technologies can help museums, cultural organizations, artists, and educational institutions reach wider audiences. Nevertheless, the research identifies potential risks related to cultural commercialization, inaccurate representation, and the loss of traditional authenticity.

CONCLUSION

This research examined the influence of modern technology on traditional cultural practices, focusing on digital preservation, cultural transformation, and the continuation of traditional values. The study demonstrates that technological advancements have changed how societies document, communicate, and experience cultural heritage. Digital archives, social media, artificial intelligence, virtual reality, and online educational platforms provide new opportunities for preserving traditional knowledge and introducing cultural practices to wider audiences. These developments have expanded the possibilities of cultural preservation and created new ways for communities to maintain connections with their historical backgrounds.The study concludes that modern technology can play an important role in strengthening cultural awareness and intergenerational learning. Digital platforms provide

opportunities for younger generations to explore traditional languages, music, festivals, handicrafts, and historical knowledge. They also allow cultural practitioners to share their experiences and introduce traditional practices to international audiences. However, the influence of modern lifestyles, commercial interests, and digital entertainment can create challenges for the continuation of traditional activities. Therefore, societies should maintain a balance between technological development and the preservation of traditional values.The research further emphasizes that technological innovation should be supported by community participation and responsible cultural policies. Governments, educational institutions, families, and cultural organizations should encourage digital preservation initiatives while protecting the authenticity of traditional knowledge. Traditional artists, craftspeople, and cultural practitioners should be actively involved in technological projects to ensure that cultural practices are represented accurately. Greater attention should also be given to endangered languages, traditional skills, historical documentation, and cultural education. These efforts can help ensure that technology contributes positively to cultural development.

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