

Narrative as the Architect of Civilization

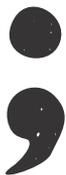
Navigating Morality in the Age of Algorithms

Een Nurhasanah

Narrative as the Architect of Civilization: Navigating Morality in the Age of Algorithms

Een Nurhasanah

Universitas Singaperbangsa Karawang, Indonesia



DeepScience

Published, marketed, and distributed by:

Deep Science Publishing, 2026
USA | UK | India | Turkey
Reg. No. MH-33-0658412
www.deepscienceresearch.com
editor@deepscienceresearch.com
WhatsApp: +91 7977171947

ISBN: 978-93-7185-744-4

E-ISBN: 978-93-7185-939-4

<https://doi.org/10.70593/978-93-7185-939-4>

Copyright © Een Nurhasanah, 2026.

Citation: Nurhasanah, E. (2026). *Narrative as the Architect of Civilization: Navigating Morality in the Age of Algorithms*. Deep Science Publishing. <https://doi.org/10.70593/978-93-7185-939-4>

This book is published online under a fully open access program and is licensed under a Creative Commons Attribution-NonCommercial 4.0 International License (CC BY-NC 4.0). This open access license allows third parties to copy and redistribute the material in any medium or format, provided that proper attribution is given to the author(s) and the published source. The publishers, authors, and editors are not responsible for errors or omissions, or for any consequences arising from the application of the information presented in this book, and make no warranty, express or implied, regarding the content of this publication. Although the publisher, authors, and editors have made every effort to ensure that the content is not misleading or false, they do not represent or warrant that the information-particularly regarding verification by third parties-has been verified. The publisher is neutral with regard to jurisdictional claims in published maps and institutional affiliations. The authors and publishers have made every effort to contact all copyright holders of the material reproduced in this publication and apologize to anyone we may have been unable to reach. If any copyright material has not been acknowledged, please write to us so we can correct it in a future reprint.

Table of Contents

Chapter 1: Entertainment Illusion versus Education	1
Chapter 2: The Historical Roots of Moral Storytelling	8
Chapter 3: The Modern Narrative Engine: Accelerating Cultural Transmission and Amplifying Perspectives	26
Chapter 4: When Drama Dictates: Features or Drawbacks?	40
Chapter 5: Navigating a World Shaped by Stories	50
Chapter 6: Epilogue: Becoming an Architect of Consciousness in the Era of Relentless Narrative	68

References

- [1] NRN, Hartono B, S.S S. Pengembangan Buku Pengayaan Keterampilan Mengonversi Teks Cerita Pendek Menjadi Teks Drama Bemuatan Nilai-Nilai Kemanusiaan Untuk Siswa Kelas XI SMA. 2017.
- [2] Rahmanto B. Modul 1 Konsep Dasar Drama.
- [3] Gustiawan R, Mayar F, Desyandri D. Analisis Pembelajaran Seni Drama Untuk Melatih Kreativitas Pada Siswa Sekolah Dasar Kelas Tinggi. 2023.
- [4] Croom AM. The practice of poetry and the psychology of well-being. *Journal of Poetry Therapy* [Internet]. 2014 Dec 1 [cited 2025 Oct]; 28 (1) : 21. Available from: <https://doi.org/10.1080/08893675.2015.980133>
- [5] Huang Z. Why Story Matters: The Fitness Enhancing Strategies in Storytelling. *Lecture Notes in Education Psychology and Public Media* [Internet]. 2023 May 17 [cited 2025 Aug]; 7 (1): 208. Available from: <https://doi.org/10.54254/2753-7048/7/20220786>
- [6] Bilandzić H, Busselle RW. Enjoyment of films as a function of narrative experience, perceived realism and transportability. *Communications* [Internet]. 2011 Jan 1 [cited 2025 Oct];36(1). Available from: <https://doi.org/10.1515/comm.2011.002>
- [7] Mulder HNMD, Hakemulder F, Klaassen F, Junge C, Hoijtink H, Berkum JJAV. Figuring out what they feel: Exposure to eudaimonic narrative fiction is related to mentalizing ability. *Psychology of Aesthetics Creativity and the Arts* [Internet]. 2021 Sep 30 [cited 2025 Oct]; 16 (2): 242. Available from: <https://doi.org/10.1037/aca0000428>
- [8] Bartsch A. Emotional Gratification in Entertainment Experience. Why Viewers of Movies and Television Series Find it Rewarding to Experience Emotions. *Media Psychology* [Internet]. 2012 Jul 1 [cited 2025 Oct]; 15 (3): 267. Available from: <https://doi.org/10.1080/15213269.2012.693811>
- [9] Jensen T, Vistisen P. Strategic Design Fiction : A Plausible Reality & its Implications. *Research Portal Denmark* [Internet]. 2018 Jan 1 [cited 2025 Jul]; 17: 53.
- [10] Gretter S, Yadav A, Gleason B. Walking the Line between Reality and Fiction in Online Spaces: Understanding the Effects of Narrative Transportation. *Journal of Media Literacy Education* [Internet]. 2017 Jan 1 [cited 2025 Sep]; 9 (1): 1. Available from: <https://doi.org/10.23860/jmle-2017-9-1-2>
- [11] Fortunati L, Edwards A. Human-Machine Communication [Internet]. 2021 Apr 18 [cited 2025 Oct]; 2. Available from: <https://doi.org/10.30658/hmc.2>
- [12] Hutcheon L. A Theory of Adaptation [Internet]. 2006 [cited 2025 Nov]. Available from: <https://doi.org/10.4324/9780203095010>
- [13] Busselle RW, Bilandzić H. Measuring Narrative Engagement. *Media Psychology* [Internet]. 2009 Nov 23 [cited 2025 Oct]; 12 (4): 321. Available from: <https://doi.org/10.1080/15213260903287259>
- [14] Jääskeläinen IP, Klucharev V, Panidi K, Шестракова А. Neural Processing of Narratives: From Individual Processing to Viral Propagation. *Frontiers in Human Neuroscience* [Internet]. 2020 Jun 26 [cited 2025 Nov]; 14. Available from: <https://doi.org/10.3389/fnhum.2020.00253>
- [15] Fitzgerald K, Green MC. Chapter 3. Narrative persuasion. 2017 Nov 15 [cited 2025 Nov]; 49. Available from: <https://www.jbe-platform.com/content/books/9789027265135-lal.27.04fit>

- [16] Landy J. Formative Fictions: Imaginative Literature and the Training of the Capacities. *Poetics Today* [Internet]. 2012 Jun 1 [cited 2025 Oct]; 33 (2): 169. Available from: <https://doi.org/10.1215/03335372-1586581>
- [17] Yarova A. Narrating Humanity : Children’s Literature and Global Citizenship Education [Internet]. 2021 [cited 2025 Oct]. Available from: <https://doi.org/10.24834/isbn.9789178771684>
- [18] Hong AL, Tan KH. A Review of Theories and Practices of Multiliteracies in Classroom: Issues and Trends. *International Journal of Learning Teaching and Educational Research* [Internet]. Tresorix Ltd; 2020 Nov 30 [cited 2025 Oct]; 19 (11): 41. Available from: <https://doi.org/10.26803/ijlter.19.11.3>
- [19] Zubaidah S. Keterampilan Abad Ke-21: Keterampilan yang Diajarkan Melalui Pembelajaran. 2016.
- [20] Braddock K, Dillard JP. Meta-analytic evidence for the persuasive effect of narratives on beliefs, attitudes, intentions, and behaviors. *Communication Monographs* [Internet]. 2016 Feb 25 [cited 2025 Nov]; 83 (4): 446. Available from: <https://doi.org/10.1080/03637751.2015.1128555>
- [21] Seitz RJ, Angel H, Paloutzian RF, Taves A. Believing and social interactions: effects on bodily expressions and personal narratives. *Frontiers in Behavioral Neuroscience* [Internet]. 2022 Oct 6 [cited 2025 Aug]; 16. Available from: <https://doi.org/10.3389/fnbeh.2022.894219>
- [22] Foroni F, Mayr U. The power of a story: New, automatic associations from a single reading of a short scenario. *Psychonomic Bulletin & Review* [Internet]. 2005 Feb 1 [cited 2025 Nov];12(1):139. Available from: <https://doi.org/10.3758/bf03196359>
- [23] Barraza JA, Alexander V, Beavin LE, Terris ET, Zak PJ. The heart of the story: Peripheral physiology during narrative exposure predicts charitable giving. *Biological Psychology* [Internet]. 2015 Jan 21 [cited 2025 Nov]; 105: 138. Available from: <https://doi.org/10.1016/j.biopsycho.2015.01.008>
- [24] Gaillard R, Cohen L, Adam C, Clémenceau S, Hasboun D, Baulac M, et al. Subliminal words durably affect neuronal activity. *Neuroreport* [Internet]. 2007 Oct 8 [cited 2025 Nov];18(15):1527. Available from: <https://doi.org/10.1097/wnr.0b013e3282f0b6cd>
- [25] Ruch S, Züst MA, Henke K. Subliminal messages exert long-term effects on decision-making. *Neuroscience of Consciousness* [Internet]. 2016 Jan 1 [cited 2025 Nov]; 2016 (1). Available from: <https://doi.org/10.1093/nc/niw013>
- [26] Moin SMA. *Brand Storytelling in the Digital Age* [Internet]. Springer eBooks. Springer Nature; 2020 [cited 2025 Sep]. Available from: <https://doi.org/10.1007/978-3-030-59085-7>
- [27] Laer T van, Ruyter K de, Visconti LM, Wetzels M. The Extended Transportation-Imagery Model: A Meta-Analysis of the Antecedents and Consequences of Consumers’ Narrative Transportation. *Journal of Consumer Research* [Internet]. 2013 Aug 29 [cited 2025 Oct];40(5):797. Available from: <https://doi.org/10.1086/673383>
- [28] Vitz PC. The use of stories in moral development: New psychological reasons for an old education method. *American Psychologist* [Internet]. American Psychological Association; 1990 Jan 1 [cited 2025 Nov]; 45 (6): 709. Available from: <https://doi.org/10.1037//0003-066x.45.6.709>

- [29] Tappan MB, Brown LM. Stories Told and Lessons Learned: Toward a Narrative Approach to Moral Development and Moral Education. *Harvard Educational Review* [Internet]. 1989 Jul 1 [cited 2025 Nov];59(2):182. Available from: <https://doi.org/10.17763/haer.59.2.d364up55vx875411>
- [30] Regagliolo A. Telling Phaedrus' fables to children. A cruel language? A linguistic analysis in Italian books. *The journal of classics teaching* [Internet]. 2024 Mar 26 [cited 2025 Sep]; 1. Available from: <https://doi.org/10.1017/s2058631024000291>
- [31] Trouvé A, Gladieu MM, Pottier JM. La résonance lectorale. HAL (Le Centre pour la Communication Scientifique Directe) [Internet]. 2016 Jan 1 [cited 2025 Jan]; Available from: <https://hal.univ-reims.fr/hal-02890649>
- [32] Pelletier J, Beatty R. Children's understanding of Aesop's fables: relations to reading comprehension and theory of mind. *Frontiers in Psychology* [Internet]. 2015 Oct 6 [cited 2025 Oct]; 6. Available from: <https://doi.org/10.3389/fpsyg.2015.01448>
- [33] Lewin D. Between horror and boredom: fairy tales and moral education. *Ethics and Education* [Internet]. 2020 Feb 17 [cited 2025 Oct]; 15 (2): 213. Available from: <https://doi.org/10.1080/17449642.2020.1731107>
- [34] Sulistyarini D. Nilai Moral Dalam Cerita Rakyat Sebagai Sarana Pendidikan Budi Pekerti.
- [35] Yusriansyah E, Vivian YI, Nugroho BA, Vivian YI. *Pengantar Drama Teori, Sejarah, dan Perkembangannya*. 2023.
- [36] Kuch H. Problems of communication in Greek Drama. *Acta Antiqua Academiae Scientiarum Hungaricae* [Internet]. 2001 Dec 1 [cited 2025 Jan]; 41: 313. Available from: <https://doi.org/10.1556/068.2001.41.3-4.11>
- [37] Hau LI. Moral History from Herodotus to Diodorus Siculus [Internet]. 2016 [cited 2025 Oct]. Available from: <https://doi.org/10.3366/edinburgh/9781474411073.001.0001>
- [38] Paczkowski P. The moral power of the word: Ethical literature in Antiquity. *Ethics & bioethics* [Internet]. 2020 Dec 1 [cited 2025 Feb]; 10: 107. Available from: <https://doi.org/10.2478/ebce-2020-0012>
- [39] Volf M. Illegal heirs of Demodocus: a sophistic logos as a tool for the transformation of the universe. *Philosophy Journal* [Internet]. 2022 Jan 1 [cited 2025 Aug];47. Available from: <https://doi.org/10.21146/2072-0726-2022-15-2-47-63>
- [40] Major-Smith D, Schlaepfer P, Major-Smith K, Dyble M, Page AE, Thompson J, et al. Cooperation and the evolution of hunter-gatherer storytelling. *Nature Communications* [Internet]. 2017 Nov 23 [cited 2025 Nov];8(1):1853. Available from: <https://doi.org/10.1038/s41467-017-02036-8>
- [41] Dwipayana Ika. *Humanisasi Melalui Pembelajaran Sastra Lisan dalam Perspektif Tri Hita Karana: Kajian Etnopedagogik*. 2023.
- [42] Padiatra AM. *Sejarah Lisan: Sebuah Pengantar Ringkas*. 2021.
- [43] Sudarisman Y, Pauji RR. Formula dan Fungsi Sasakala Sunda dalam Kumpulan Dongeng Ki Umbara. *Al-Tsaqafa Jurnal Ilmiah Peradaban Islam* [Internet]. 2022 Jun 30 [cited 2025 Oct];19(1):16. Available from: <https://doi.org/10.15575/al-tsaqafa.v19i1.18525>
- [44] Winarti W, Amri SH. Sastra Lisan sebagai Refleksi Kearifan Lokal dalam Menjaga Sikap, Perilaku, dan Etika. *Sabbhata Yatra Jurnal Pariwisata dan Budaya* [Internet]. 2020 Dec 30 [cited 2025 Sep]; 1 (2): 139. Available from: <https://doi.org/10.53565/sabbhatayatra.v1i2.259>

- [45] Santosa P, Priyo D. Metodologi penelitian sastra: paradigma, proposal, pelaporan, dan penerapan. 2015 Jan 1 [cited 2025 Nov]; Available from: https://bbaceh.kemdikbud.go.id/perpustakaan/index.php?p=show_detail&id=913
- [46] Yuliyanti, Sadhono K, Wibowo PAW. The Moral Values in Jaka Tarub and Nawangwulan Folklore from Javanese Literature. *Journal of Hunan University Natural Sciences* [Internet]. 2022 Jan 28 [cited 2025 Oct];49(1):239. Available from: <https://doi.org/10.55463/issn.1674-2974.49.1.30>
- [47] Tondang NS, Rudy R, Sembiring YBr. Nilai Budaya dalam Legenda Nusantara: Mengembangkan Nilai Budaya melalui Pembelajaran Bahasa Indonesia di Sekolah. *Journal of Education Research* [Internet]. 2024 Oct 13 [cited 2025 Nov];5(4):4868. Available from: <https://doi.org/10.37985/jer.v5i4.1691>
- [48] Hasanah LU, Andari N. The Social and Cultural Values Transmission of an Oral Tradition. *Indonesian Journal of Social Research (IJSR)* [Internet]. 2020 Dec 24 [cited 2025 Oct]; 2 (3): 196. Available from: <https://doi.org/10.30997/ijrs.v2i3.70>
- [49] Botangen KA, Vodanovich S, Yu J. Preservation of Indigenous Culture among Indigenous Migrants through Social Media: The Igorot Peoples. In: *Proceedings of the . Annual Hawaii International Conference on System Sciences/Proceedings of the Annual Hawaii International Conference on System Sciences* [Internet]. 2017 [cited 2025 Sep]. Available from: <https://doi.org/10.24251/hicss.2017.278>
- [50] Iswidayanti S. Fungsi Mitos Dalam Kehidupan Sosial Budaya Masyarakat Pendukungnya (the Function of Myth in Social Cultural Life of Its Supporting Community). 2007 Jan 1 [cited 2025 Nov]; 8 (2): 64751. Available from: <https://journal.unnes.ac.id/nju/index.php/harmonia/article/download/790/721>
- [51] Angeline M. Mitos dan Budaya. *Humaniora* [Internet]. 2015 Apr 30 [cited 2025 Oct];6(2):190. Available from: <https://doi.org/10.21512/humaniora.v6i2.3325>
- [52] Baumann D. Thrivance is My Identity: Moving Beyond Survival. *Journal of Ethnic and Cultural Studies* [Internet]. 2023 Sep 19 [cited 2025 Oct]; 10 (4): 1. Available from: <https://doi.org/10.29333/ejecs/1669>
- [53] Waliyudin, Suyatno S, Indarti T, Annisah A. Integrating Bima's Traditional Expressions in the Education of Social Ethics and Norms. *Journal of Lifestyle and SDGs Review* [Internet]. 2024 Dec 5 [cited 2025 Nov]; 5 (1). Available from: <https://doi.org/10.47172/2965-730x.sdgsreview.v5.n01.pe03281>
- [54] Abiog EB, David R. More than words: A documentation and a morphological analysis of an indigenous language in the Philippines. *Journal of Language and Linguistic Studies* [Internet]. 2020 Dec 30 [cited 2025 Oct]; 16 (4): 1774. Available from: <https://doi.org/10.17263/jlls.850999>
- [55] Demetrio F. The Engkanto Belief: An Essay in Interpretation. *Asian Folklore Studies* [Internet]. 1969 Jan 1 [cited 2025 Nov]; 28 (1): 77. Available from: <https://doi.org/10.2307/1177781>
- [56] Vale FJ. Having a New Point in each Story: Potential Insertions of Theater in Childhood Education. In: *IntechOpen eBooks* [Internet]. IntechOpen; 2023 [cited 2025 Aug]. Available from: <https://doi.org/10.5772/intechopen.113002>
- [57] Nowell A. Oral Storytelling and Knowledge Transmission in Upper Paleolithic Children and Adolescents. *Journal of Archaeological Method and Theory* [Internet]. 2022 Nov 19 [cited 2025 Nov]; Available from: <https://doi.org/10.1007/s10816-022-09591-5>

- [58] Burgess S, Rogers M, Jefferies D. Empathy and Narrative: A Discussion of Contemporary Stories from Childcare and Healthcare. *International Electronic Journal of Elementary Education* [Internet]. 2022 Jun 25 [cited 2025 Oct]; Available from: <https://doi.org/10.26822/iejee.2022.268>
- [59] M, Sudarsana IK. *Ajaran Moralitas Dalam Serat Kalatidha: Perspektif Pendidikan Agama Hindu*. 2019.
- [60] Carr D. Spiritual, Moral and Heroic Virtue: Aristotelian character in the Arthurian and Grail narratives. *Journal of Beliefs and Values* [Internet]. 2003 Apr 1 [cited 2025 Sep];24(1):15. Available from: <https://doi.org/10.1080/1361767032000052962>
- [61] Dobson D. Archetypal Literary Theory in the Postmodern Era. *Journal of Jungian Scholarly Studies* [Internet]. 2005 Jun 1 [cited 2025 Sep];1. Available from: <https://doi.org/10.29173/js91s>
- [62] McGrath C. Master Narratives of Ukrainian Political Culture. *Future Human Image* [Internet]. 2018 Jan 1 [cited 2025 Oct];9:74. Available from: <https://doi.org/10.29202/fhi/9/7>
- [63] Gündüz M. An Analysis of Mürsel Gündoğdu's Novel "In the City of the Heart" Within the Context of Joseph Campbell's Monomyth Theory. *DergiPark (Istanbul University)* [Internet]. 2024 Jun 4 [cited 2025 Oct]; Available from: <https://dergipark.org.tr/en/pub/ytea/issue/88315/1594063>
- [64] Shahid MS, Rehman TU, Mukhtar R. Investigate How the Archetypal Hero's Journey is Represented in Literature Across Different Cultures and Genres. *Bulletin of Business and Economics (BBE)* [Internet]. 2024 Jun 1 [cited 2025 Dec]; 13 (2): 1040. Available from: <http://dx.doi.org/10.61506/01.00439>
- [65] Nalam H, Soudi S. Revealing Shadows of War Through Unmasking Hero and Villain Archetypes. In 2025 [cited 2025 Nov]. p. 249. Available from: <https://doi.org/10.4018/979-8-3373-7589-2.ch009>
- [66] Neuhaus T, Vogt M. The Concept of German Bildung as a Realization of the Hero Archetype. *Historia scholastica* [Internet]. 2022 Dec 1 [cited 2025 Oct]; 8 (2): 11. Available from: <https://doi.org/10.15240/tul/006/2022-2-001>
- [67] Susanto A, Saputra C, Suriaputra R. *Imajinasi Nusantara Budaya Lokal dan Pengetahuan Tradisional dalam Masyarakat Indonesia Kontemporer*. 2021.
- [68] Shang A. Who are Heroes? An Analysis of the Literary Hero and an Interpretation of the Modern Hero [Internet]. *Texas ScholarWorks (Texas Digital Library)*. Texas Digital Library; 2018 [cited 2025 Nov]. Available from: <http://hdl.handle.net/2152/65285>
- [69] Uchiyama R, Muthukrishna M. Archetypes are a Poor Primitive for a Theory of Mental Representations. *Psychological Inquiry* [Internet]. 2019 Apr 3 [cited 2025 Oct]; 30 (2): 87. Available from: <https://doi.org/10.1080/1047840x.2019.1614806>
- [70] Rahayu SP, Doyin M, Nuryatin A. *Peningkatan Keterampilan Menulis Teks Drama dengan Menggunakan Media Gambar Siswa Kelas XI IA SMA Muhammadiyah 1 Semarang Skripsi untuk memperoleh gelar Sarjana Pendidikan Pendidikan Bahasa dan Sastra Indonesia*. 2007.
- [71] Kurt B. The Evaluation of The Öksüz Girl's Tale According to Max Luthi's Style Analysis Method. *DergiPark (Istanbul University)* [Internet]. 2021 Sep 26 [cited 2025 Mar]; Available from: <https://dergipark.org.tr/tr/pub/asbider/issue/65093/1000772>

- [72] Gasong D. Apresiasi Sastra Indonesia [Internet]. Deepublish eBooks. 2019 [cited 2025 Aug]. Available from: <http://repository.um-palembang.ac.id/id/eprint/9856/>
- [73] Hafiidha Sari R, Kholifatul Amalia A. Apresiasi Sastra Indonesia, Puisi, Prosa dan Drama. 2023.
- [74] Antwi E.K.E., Adjei IF, Asuming JK. Understanding Wisdom in the Old Testament through Its Akan (Ghana) Parallels: Linkages and Disconnections. *Old Testament Essays* [Internet]. 2020 Jan 1 [cited 2025 Oct]; 33 (33). Available from: <https://doi.org/10.17159/2312-3621/2020/v33n3a4>
- [75] Tural M. Fenomenologik Açidan ‘Thor’ Filmindeki Tanrı Tipolojisinin Analizi. *Medya ve Din Araştırmaları Dergisi* [Internet]. 2022 Dec 30 [cited 2025 Oct]; 5 (2): 481. Available from: <https://doi.org/10.47951/mediad.1208616>
- [76] Optima Pictures T. 101 Cerita Nusantara Kumpulan Dongeng, Epos, Fabel, Legenda, Mitos, dan Sejarah.
- [77] Braithwaite E. ‘Many a story is but a crooked way to the truth’? *Papers Explorations into Children s Literature* [Internet]. 2023 Oct 30 [cited 2025 Aug]; 27 (1): 77. Available from: <https://doi.org/10.21153/pecl2023vol27no1art1707>
- [78] Reyes-García V, Fernández-Llamazares Á. Sing to Learn: The Role of Songs in the Transmission of Indigenous Knowledge among the Tsimane’ of Bolivian Amazonia. *Journal of Ethnobiology* [Internet]. 2019 Sep 19 [cited 2025 Nov]; 39 (3): 460. Available from: <https://doi.org/10.2993/0278-0771-39.3.460>
- [79] Sanga K. Ethics curriculum in Indigenous Pacific: a Solomon Islands study. *AlterNative An International Journal of Indigenous Peoples* [Internet]. 2019 Sep 1 [cited 2025 Oct]; 15 (3): 243. Available from: <https://doi.org/10.1177/1177180119874505>
- [80] Mikhail J. Toward a Universal Moral Grammar. In: Cambridge University Press eBooks [Internet]. Cambridge University Press; 2011 [cited 2025 Nov]. p. 307. Available from: <https://doi.org/10.1017/cbo9780511780578.015>
- [81] Mikhail J. Universal moral grammar: theory, evidence and the future. *Trends in Cognitive Sciences* [Internet]. 2007 Feb 28 [cited 2025 Nov]; 11 (4): 143. Available from: <https://doi.org/10.1016/j.tics.2006.12.007>
- [82] Dueñas M, Mandel A. The structure of global cultural networks: Evidence from the diffusion of music videos. *PLoS ONE* [Internet]. 2023 Nov 13 [cited 2025 Oct]; 18 (11). Available from: <https://doi.org/10.1371/journal.pone.0294149>
- [83] Kim H, Choo HJ. How “K-Style” has influenced the younger generation through local Vietnamese influencers. *Fashion and Textiles* [Internet]. 2023 Oct 24 [cited 2025 Oct]; 10 (1). Available from: <https://doi.org/10.1186/s40691-023-00359-3>
- [84] Lorenz-Spreen P, Mønsted B, Hövel P, Lehmann S. Accelerating dynamics of collective attention. *Nature Communications* [Internet]. 2019 Apr 15 [cited 2025 Nov]; 10 (1): 1759. Available from: <https://doi.org/10.1038/s41467-019-09311-w>
- [85] Öz D, Zahn M von, Lowin M, Reichman S, Hinz O. The Power of Recommendations: Sculpting Culture in the Digital Era. In: Emerald Publishing Limited eBooks [Internet]. 2025 [cited 2025 Sep]. p. 11. Available from: <https://doi.org/10.1108/s0733-558x20250000094002>
- [86] Gupta T, Bansal S. Beyond Echo Chambers: Unraveling the Impact of Social Media Algorithms on Consumer Behavior and Exploring Pathways to a Diverse Digital

- Discourse. *Journal of Marketing Studies* [Internet]. 2024 Apr 7 [cited 2025 Dec]; 7 (1): 15. Available from: <https://doi.org/10.47941/jms.1799>
- [87] Baumann F, Arora N, Rahwan I, Czaplicka A. Dynamics of Algorithmic Content Amplification on TikTok. arXiv (Cornell University) [Internet]. 2025 Mar 26 [cited 2025 Nov]; Available from: <http://arxiv.org/abs/2503.20231>
- [88] Ta N, Jiao F, Lin C, Shen CP. Examining Platformization in Cultural Production: A Comparative Computational Analysis of Hit Songs on TikTok and Spotify. arXiv (Cornell University) [Internet]. 2024 Nov 17 [cited 2025 Sep]; Available from: <http://arxiv.org/abs/2411.11205>
- [89] Sun J. TikTok and Cultural Diffusion: A Study of the Platform's Impact on Global Cultural Exchange. *Frontiers in Humanities and Social Sciences* [Internet]. 2024 Dec 19 [cited 2025 Sep]; 4 (12): 356. Available from: <https://doi.org/10.54691/dbzvb587>
- [90] Priniski JH, Linford B, Krishna S, Morstatter F, Brantingham J, Lu H. Online network topology shapes personal narratives and hashtag generation. arXiv (Cornell University) [Internet]. 2024 May 30 [cited 2025 Aug]; Available from: <https://arxiv.org/abs/2405.20457>
- [91] Xiao L, Zikre A, Karkhanis Y. Narrative Persuasion in Social Media: Case Studies of Reviews, News, and Discussions. 2024 Jan 1 [cited 2025 Sep]; Available from: <https://doi.org/10.2139/ssrn.4695563>
- [92] Molem A, Makri S, McKay D. Keepin' it Reel: Investigating how Short Videos on TikTok and Instagram Reels Influence View Change. 2024 Mar 8 [cited 2025 Nov]; 317. Available from: <https://doi.org/10.1145/3627508.3638341>
- [93] Osler L. Narrative Railroad. *Topoi* [Internet]. 2024 Dec 6 [cited 2025 Nov];44(2):379. Available from: <https://doi.org/10.1007/s11245-024-10146-4>
- [94] Hastuti H, Maulana HF, Lawelai H, Suherman A. Algorithmic influence and media legitimacy: a systematic review of social media's impact on news production. *Frontiers in Communication* [Internet]. *Frontiers Media*; 2025 Oct 14 [cited 2025 Nov];10. Available from: <https://doi.org/10.3389/fcomm.2025.1667471>
- [95] Leung E, Urminsky O. The narrow search effect and how broadening search promotes belief updating. *Proceedings of the National Academy of Sciences* [Internet]. 2025 Mar 24 [cited 2025 Dec]; 122 (13). Available from: <https://doi.org/10.1073/pnas.2408175122>
- [96] Piccardi T, Saveski M, Jia C, Hancock JT, Tsai JL, Bernstein MA. Reranking partisan animosity in algorithmic social media feeds alters affective polarization. arXiv (Cornell University) [Internet]. 2024 Nov 22 [cited 2025 Dec]; Available from: <http://arxiv.org/abs/2411.14652>
- [97] Huszár F, Ktena SI, O'Brien CC, Belli L, Schlaikjer A, Hardt M. Algorithmic amplification of politics on Twitter. *Proceedings of the National Academy of Sciences* [Internet]. 2021 Dec 21 [cited 2025 Nov]; 119 (1). Available from: <https://doi.org/10.1073/pnas.2025334119>
- [98] Berman R, Katona Z. The Impact of Curation Algorithms on Social Network Content Quality and Structure. *SSRN Electronic Journal* [Internet]. 2016 Jan 1 [cited 2025 Oct]; Available from: <https://doi.org/10.2139/ssrn.2848526>
- [99] Akyüz SS, Akpınar G. The Effect of Political and Personal Affinities on Reactions to False Information and Fake News on Social Media. *DergiPark (Istanbul University)* [Internet].

- 2023 Mar 6 [cited 2025 Aug]; Available from: <https://dergipark.org.tr/tr/pub/ejnm/issue/77129/1260611>
- [100] Sousa H. Digital Media Inequalities: Policies Against Divides, Distrust and Discrimination. *European Journal of Communication* [Internet]. 2019 Nov 18 [cited 2025 Oct]; 34 (6): 701. Available from: <https://doi.org/10.1177/0267323119886749>
- [101] Deolankar V. Essays on Polarization on Social Media. Deep Blue (University of Michigan) [Internet]. 2025 Jan 1 [cited 2025 Oct]; Available from: <https://hdl.handle.net/2027.42/197249>
- [102] Soleh DR. Pembelajaran Sastra Lisan Berbasis Soft Skill dalam Penerapan Literasi Digital. 2020 Oct 21 [cited 2025 Oct];1(1):160. Available from: <https://ejournal.unib.ac.id/index.php/semiba/article/download/13633/6637>
- [103] Nagy G. The Epic Hero [Internet]. 2005 [cited 2025 Nov]. p. 71. Available from: <https://doi.org/10.1002/9780470996614.ch7>
- [104] Amor L, Lacalle JM. El mundo artúrico y la literatura infantil y juvenil en proyectos editoriales argentinos. *Elos Revista de Literatura Infantil e Xuvenil* [Internet]. 2024 Dec 10 [cited 2025 Sep];1. Available from: <https://doi.org/10.15304/elos.11.10088>
- [105] Sapawuryandari N, Atisah, Yoesoef M, Sunarti S, Rohim A, Moses F, et al. Sastra dan Ekologi [Internet]. Penerbit BRIN eBooks. 2023 [cited 2025 Nov]. Available from: <https://doi.org/10.55981/brin.304>
- [106] Blaniari NP. Transmedial Prometheus: from the Greek Myth to Contemporary Interpretations. *Revista ICONO14* [Internet]. 2017 Jan 1 [cited 2025 Oct];15(1):88. Available from: <https://doi.org/10.7195/ri14.v15i1.1040>
- [107] Nurti HT, Purnamasari H, Amrullah I. Fungsi dan Nilai Mantra Upacara Wuat Wa'i Pada Masyarakat Rempo Desa Pondo Kabupaten Manggarai Barat-NTT. *Kode Jurnal Bahasa* [Internet]. 2023 Sep 20 [cited 2025 Oct];12(3). Available from: <https://doi.org/10.24114/kjb.v12i3.49005>
- [108] Jacobsen MH. Emotions Through Literature: Fictional Narratives, Society and the Emotional Self. *Emotions and Society* [Internet]. 2020 May 1 [cited 2025 Nov]; 2 (1): 105. Available from: <https://doi.org/10.1332/263168920x15804676752273>
- [109] Gerrig RJ. moral judgments in narrative contexts. *Behavioral and Brain Sciences* [Internet]. 2005 Aug 1 [cited 2025 Nov]; 28 (4): 550. Available from: <https://doi.org/10.1017/s0140525x05300094>
- [110] Cruz HD, Smedt JD. Emotional Responses to Fiction: An Evolutionary Perspective. In: *Routledge eBooks* [Internet]. Informa; 2017 [cited 2025 Jan]. p. 387. Available from: <https://doi.org/10.4324/9781315764863-28>
- [111] Ahmed R, Brimble P, Kovvuri A, Saia A, Yang D. Ancient Epics in the Television Age: Mass Media, Identity, and the Rise of Hindu Nationalism in India. *SSRN Electronic Journal* [Internet]. 2025 Jan 1 [cited 2025 Dec]; Available from: <https://doi.org/10.2139/ssrn.5122134>
- [112] Jackson EA. Rethinking Epistemology: Narratives in Economics as a Social Science. *SSRN Electronic Journal* [Internet]. 2023 Jan 1 [cited 2025 Aug]; Available from: <https://doi.org/10.2139/ssrn.4492832>