

## **Cultural Resilience in the Digital Age: Exploring Taiwanese Indigenous Performing Arts**

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### **Abstract**

In recent years, technology has brought about groundbreaking changes in how people live and explore various fields. However, these changes have not only altered how people interact but have also redefined how culture and art are presented and received in the physical world. In response, artists in Taiwan's indigenous music and performing arts industries are actively seeking new roles in this dynamic environment. Therefore, this study focuses on these industries in Taiwan and employs in-depth interviews with cultural respondent, including curators, educators, and representatives of cultural organizations, aiming to gain a deeper understanding of the role of technology in promoting and innovating culture. The findings reveal that technology plays a crucial role in cultural promotion and innovation, expanding cultural influence and providing innovative dissemination methods. However, the study also underscores the importance of using technology judiciously to protect the authenticity of culture and maintain a balance between heritage and innovation. Successfully integrating traditional and modern, local and global elements is identified as a crucial strategy for ensuring cultural transmission and sustainability. This research provides valuable insights for artists striving to maintain cultural resilience in the digital era and highlights the need for ongoing adaptation and integration of technology in artistic practices. The study proposes five recommendations: appropriate application of technology, the importance of cross-disciplinary collaboration, continuous monitoring of contemporary trends, cultural preservation and inheritance, and flexible innovation strategies. These recommendations aim to provide artists with references to maintain cultural resilience in the digital age.

Keywords: Digital Transformation, Cultural Resilience, Innovation Diffusion Theory

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## Introduction

In the wave of the digital era, the fields of culture and art have undergone unprecedented transformations. The creative and performance activities of Taiwan's indigenous musician Abao provide a profound perspective, showcasing how digital technology enhances the resilience of cultural and artistic fields in facing modern challenges. For instance, from returning to the tribe to collect ancient tunes, releasing albums in the Paiwan language, publishing books, exploring non-fungible tokens (NFTs), to immersive projection concerts that integrate the virtual and physical worlds, these activities demonstrate how digital technology empowers cultural and artistic fields to face modern challenges with greater resilience and how it strengthens cultural revitalization through the promotion of innovative diffusion. This example symbolizes the profound impact of the digital era on culture and art, not only reshaping the landscape of cultural participation and creativity but also having far-reaching effects on institutions and markets. Arsenijević (2022) noted that this era has not only reshaped the landscape of cultural participation and creativity but has also had far-reaching effects on institutions and markets. The advancement of technology and the proliferation of digital media have changed the ways in which art is created, disseminated, and received. Bharat (2023) further emphasized that digital technology has expanded the boundaries of creation, promoted the integration of art and technology, and opened up infinite possibilities for creative exploration. Meanwhile, Huang (2023) mentioned that this transformation has enriched the pathways for artistic development and increased the diversity of people's participation in arts and cultural activities. As the cultural and artistic fields enter a new era of creating, presenting, and sharing works, the interaction between audiences, users, and cultural and artistic works has also changed. Lazzeretti (2022) believes that this transformation has not only revolutionized the forms of cultural and artistic expression and dissemination but also, in the process of integrating traditional and contemporary trends, digital technology has opened up unprecedented opportunities and challenges for culture. The challenges brought by this transformation include how to adapt to contemporary digital trends to attract the younger generation while preserving the core essence of culture (Carignani et al., 2023). Taiwan's indigenous music and performing arts organizations are actively incorporating technological means to expand their cultural influence through innovative expressions. The introduction of digital technology helps improve service quality and acts as a catalyst for innovation in the experiential process (Ng, 2022). Unru (2022) argues that in the process of digital transformation, it is crucial to reassess and incorporate the unique culture and meanings of indigenous peoples. More importantly, it is essential to educate others about the value of indigenous culture and the importance of its preservation. Lazzeretti (2022) states that these cultural and creative organizations need to formulate new strategies to thrive in the digital age, which involves adopting new technologies and innovations. Additionally, Bannikova (2023) points out that digital transformation has had a significant impact on the production and dissemination of cultural arts. It not only challenges creative elements but also brings new challenges and opportunities to the cultural and artistic fields. In this process, maintaining the ethical, spiritual, and aesthetic values of culture and art becomes particularly important. Therefore, appropriate guidelines need to be developed to help coordinate and regulate cultural development, ensuring that culture can maintain its uniqueness, value, and vitality during the digital transformation process, and promoting a positive interaction and development between culture and digital technology. In light of this, this study aims to delve into how digital transformation impacts the resilience, sustainability, and diffusion of innovation in Taiwan's indigenous music and performing arts and seeks effective strategies to protect and promote cultural heritage in this process.

First, the paper explores how Taiwan's indigenous music and performing arts utilize digital technology to maintain cultural resilience, preserving core values and characteristics in the face of a rapidly changing global environment. Secondly, we discuss how digital technology aids these art forms in achieving sustainable development, exploring new ways to leverage digital technology to drive the long-term survival and growth of the cultural and artistic fields. Finally, we investigate the generation and diffusion process of cultural innovation in the digital age, examining how new technologies inspire new forms of creative expression and how these innovations are accepted by society and integrated into daily life. Through in-depth interviews and analysis of cultural respondent, this paper reveals key strategies and practices for maintaining cultural resilience in the context of digital transformation, providing specific references and guidance to promote sustainable cultural development and the diffusion of innovation. This study offers in-depth insights and practical recommendations for the continuous development of the cultural and artistic fields in the digital era.

## **1. Literature Review**

### **1.1 The Impact of Digital Technology on Art**

The advancement of technology and the proliferation of digital media have changed the ways in which art is created, disseminated, and received. Bharat (2023) emphasizes that digital technology has expanded the boundaries of creation, facilitated the integration of art and technology, and opened up infinite possibilities for creative exploration. Tetiana (2023) believes that digital technology in the performing arts helps create unique visual forms, enhance audience experiences, create new forms of interaction, and expand the possibilities of theater production. Meanwhile, Huang (2023) mentions that this transformation has enriched the pathways for artistic development and increased the diversity of people's participation in arts and cultural activities. Through the application of technology and digitization, cultural heritage can be better protected, cultural and artistic preservation can be promoted, and the cultural resilience of cities can be enhanced, thus achieving sustainable development and prosperity (Deniz, 2023). These innovations brought by digital technology not only change the way art is created but also influence the forms in which art is presented, further promoting the deep integration between art and technology.

### **1.2 The Impact of Digital Transformation on Culture and Arts**

As the cultural and artistic fields enter a new era of creating, presenting, and sharing works, the ways audiences and users interact with cultural and artistic works have also changed. The introduction of digital technology helps improve service quality and acts as a catalyst for innovation in the experiential process (Ng, 2022). Arsenijević (2022) pointed out that this era has not only reshaped the landscape of cultural participation and creativity but has also had far-reaching effects on institutions and markets. Bannikova (2023) further reminds us that digital transformation has had a significant impact on the production and dissemination of cultural arts, challenging creative elements and bringing new challenges and opportunities to the cultural and artistic fields. In this process, maintaining the ethical, spiritual, and aesthetic values of culture and art becomes particularly important. Based on the above, these challenges and opportunities are driving the cultural and artistic fields towards a more digital, open, and innovative direction.

### 1.3 Challenges and Opportunities

Tetiana<sup>1</sup> (2022) pointed out that digital technology has shaped the environment and conditions for artistic creation, profoundly changing the way artists create and affecting the dissemination and presentation of artworks. Lazzeretti (2022) believes that this transformation has not only revolutionized the forms and methods of cultural and artistic expression but also, in the process of integrating traditional and contemporary trends, opened up unprecedented new opportunities and challenges for culture through digital technology. Digital transformation has expanded the possibilities for cultural and artistic creativity, promoted global collaboration, simplified prototyping, and enabled interactive and immersive experiences (Bharat, 2023). The challenges brought by this transformation include how to adapt to contemporary digital trends to attract the younger generation while preserving the core essence of culture (Carignani et al., 2023). These challenges require the cultural and artistic fields to find new strategies and methods to cope with the changes brought about by digital transformation.

### 1.4 Strategies for Cultural and Creative Organizations

According to Lazzeretti (2023), individual culture and creativity can be effective tools for addressing the challenges posed by new technologies. By leveraging the knowledge and skills within their own culture, individuals can find ways to coexist with new technologies. Lazzeretti (2022) further points out that cultural and creative organizations need to develop new strategies to thrive in the digital age. These strategies involve adopting new technologies and innovations. Therefore, appropriate guidelines need to be formulated to help coordinate and regulate cultural development, ensuring that culture can maintain its uniqueness, value, and vitality during the digital transformation process, and promoting positive interaction and development between culture and digital technology. In summary, digital transformation has profoundly changed the cultural and artistic fields. Through positive interaction with digital technology, it has achieved cultural protection and development, expanded creative possibilities, and brought new potential for enhancing cultural resilience.

### 1.5 Case Study of Abao

Naji (2020) emphasizes that the essence and manifestation of resilience are rooted not only in individual traits or abilities but also in the capital resources stored within the larger community, such as cultural wealth and inherited wisdom. This concept of shared capital resources fosters cooperation and sustainable development in the cultural and artistic fields. Taiwan's indigenous musician Abao (Aljenljeng) (2022) provides a profound perspective. In 2014, she collaborated with her grandmother (Mitsuko) and mother (Ai-ching) to release the album "Eastern Paiwan Tribal Songs: Three Generations." From 2015 to 2020, she conducted the "Nanguaq Island-Wide Recording Project," visiting 50 tribes to collect ancient tunes. In 2016, she released the album "Vavayan · Women" in the Paiwan language. In 2020, she released "Kinakaian: Mother's Tongue." In 2021, she established an indigenous cultural music label and gathered seven young indigenous creators to release the compilation album "N1: Nanguaq Project No. 1." That same year, she held Taiwan's first virtual-physical integrated immersive projection concert, "The Unceasing Voice of the Forest." In 2022, she published the book "Ari: Moving Forward with Questions" and launched a series of millet wine NFTs at the "Adu Movement Concert," which could be exchanged for millet wine at the concert. In 2023, she collaborated with the studio "Kinoshita Japan" to create a fantasy-style MV animation through AI-generated illustrations. However, Abao's efforts are only part of

the broader context of Taiwan's indigenous culture in the digital age. The development of digital technology not only affects the creative methods of Taiwan's indigenous musicians but also has a profound impact on the entire cultural and artistic field.

## Summary

The gradual disappearance of traditional indigenous music under the influence of popular music is a global issue (Aljenljeng, 2023). However, the niche nature of indigenous music means that to expand its audience, it must attract listeners from other groups (Aljenljeng, 2023). In this context, Taiwan's indigenous musician Abao (Aljenljeng) has looked to international performances for inspiration, seeking new creative directions from electronic music to establish a connection between the modern and the traditional. In her albums, she has included dance tracks, pop music elements, love songs, and gospel songs to cater to different musical preferences. She emphasizes that tradition and innovation are not opposites but can coexist. Therefore, she has based her music on the Paiwan language and ancient tunes, blending generational changes and challenging styles such as R&B and electronic music to create a refreshing new style. She believes that only by fully understanding tradition can new works be reinterpreted. By reinterpreting culture in ways acceptable to modern audiences without desecrating or misusing it, marginalized cultures can gradually be introduced to more people. Abao's efforts demonstrate how digital technology can enhance the resilience of the cultural and artistic fields and strengthen cultural revitalization by promoting innovation. She incorporates indigenous music into popular elements and uses digital platforms and new presentation formats for promotion and performance, making indigenous culture more vibrant and able to attract a broader audience. Abao's endeavors not only impact young indigenous people but also foster cultural identity among the next generation of indigenous youth.

## 2. Methods and Design

### 2.1 Research Participant

This study focuses on the Taiwanese indigenous musician Abao (Aljenljeng) as the primary case for observation and analysis. Additionally, three cultural respondents from different professions were invited for in-depth interviews. These cultural respondents come from various fields, including regional design, digital archiving, and cultural consultancy.

### 2.2 Research Methods

This study will employ in-depth interviews and the theory of innovation diffusion to explore the role of technology in promoting and innovating within Taiwan's indigenous music and performing arts industries. The in-depth interviews will collect insights from the perspectives of cultural respondent to supplement the understanding of the case study of Abao and provide diverse viewpoints. The theory of innovation diffusion will serve as the theoretical framework for analyzing the case of Abao, using this theory to explain and understand Abao's innovative practices in indigenous music and how technology influences the diffusion process of these innovations.

Furthermore, Rogers (1962) in his theory of innovation diffusion, mentioned the diffusion process of innovations within a society or culture, emphasizing that the diffusion process must consider factors of innovation, communication channels, time, and social systems. Moore (1991) expanded on the theory of innovation diffusion, suggesting that when an

innovative product enters the mainstream market—transitioning from "early adopters" to the "early majority"—it must cross a "chasm." This chasm represents the critical point at which an innovative product's survival in the customer market is determined.

Therefore, this study will base its analysis on Rogers' theory, exploring the transformation and development strategies of Taiwan's indigenous music and performing arts industries through the lens of innovation diffusion. It will also introduce the concept of the "chasm" to examine whether a niche market can transition to the mainstream market. The theoretical foundation aims to help deeply understand and analyze the practical impact of technology on cultural innovation and promotion.

### **2.3 Research Stage**

The process is divided into three stages: acquiring theoretical knowledge and case analysis, conducting in-depth interviews with cultural respondent, and analyzing through the lens of innovation diffusion theory.

**Acquiring Theoretical Knowledge and Case Analysis:** This stage marks the starting point of the research. The focus is on obtaining relevant theories and cases through literature review and case analysis. Constructed theoretical knowledge and shared cases generate new ideas. Additionally, by discussing and reflecting on the experiences and knowledge of Taiwan's indigenous music and performing arts industries, this literature and case analysis provide a foundation for understanding innovation.

**In-Depth Interviews with Cultural Respondent:** Data will be collected from cultural respondent with different professional backgrounds to supplement diverse perspectives and insights. The interviews will focus on the impact of technology on cultural promotion and innovation in Taiwan's indigenous music and performing arts industries, including their views and experiences, and attempt to propose relevant suggestions.

**Analysis through Innovation Diffusion Theory:** In this final stage, the collected data will be examined from the perspective of innovation diffusion theory, exploring the innovative practices in the case study and the impact of technology on innovation. This stage aims to combine theoretical knowledge with practical situations.

## **3. Data Analysis and Results**

The following sections will detail the interview results and the analysis of innovation diffusion elements. Finally, we integrated the interview results with the analysis from the innovation diffusion theory to fully comprehend the impact of technology on the role of cultural promotion and innovation in Taiwan's indigenous music and performing arts industries.

### **3.1 Interview Content Summary and Analysis**

This stage describes the views of the three respondents on the application of technology in cultural performances and summarizes their perspectives.

### **(1) Respondent D**

Believes that integrating digital interactive media technology can add value to performances and provide immersive experiences. He mentioned that with the digital development of urban and rural areas in Taiwan, integrating technology into performances is a feasible trend. He emphasized the importance of modern innovative technologies and methods in performances and advocated for incorporating technology into performances, such as using audio-visual recording technology and holographic projections. Overall, he believes that technology is an important auxiliary tool in indigenous cultural performances but also stressed that technology should be used appropriately and not excessively to maintain the purity and authenticity of the culture.

### **(2) Respondent E**

Emphasized the importance of technology in supplementing elements that cannot be achieved on stage, such as controlling projections and stage lighting, and using the latest technologies like AR, the metaverse, and immersive experiences to enhance the audience's sensory experience. He mentioned that technology can help make the story of the performance more complete and can be used to highlight main characters or key plot points. Although he supports the use of technology, he also stressed that it should not be overly flashy but rather serve as a tool to highlight important aspects. Overall, he believes that the moderate use of technology in performances can enrich the audience's experience but also mentioned that technology needs to be used cautiously to avoid affecting the quality of the performance.

### **(3) Respondent F**

Believes that technology can bring new possibilities to performances, such as using AR technology to recreate historical scenes, combining cultural experiences with AR, and exploring immersive interactive methods and live streaming platforms. He emphasized the integration of technology with performances and the application of innovative technology in performances, even integrating images and interactions on the performance stage as a worthwhile approach. He advocated for using modern technology to resonate with the audience, thereby bringing a richer experience and broader audience participation.

In summary, all three respondents hold positive attitudes, believing that technology can bring new possibilities to cultural performances and enrich the audience's experience. They also mentioned the importance of immersive experiences, believing that technology can create a more engaging performance environment. However, their views vary depending on personal experiences and understanding of technology applications. For example, Respondent D emphasized the role of technology as an auxiliary tool, Respondent E focused on the integration of technology and performance, while Respondent F paid more attention to the interactivity that technology brings to the audience. Therefore, although there are some differences in the views of the three respondents on the application of technology in cultural performances, they all agree that technology can bring new possibilities to Taiwan's indigenous music and performing arts industries, making it worth exploring and applying.

## **3.2 Analysis of Innovation Diffusion Elements**

Secondly, this study uses the perspective of innovation diffusion theory to analyze the case through the five factors of innovation. The four factors of innovation diffusion theory are: (1)

innovation itself, (2) communication channels, (3) social systems, (4) time, and (5) characteristics of the innovation adopters. The analysis of these factors explains the innovative practices and their impact on Abao's music creation and promotion process.

### **(1) Innovation Factors**

Abao combines traditional indigenous music elements with modern pop music, using electronic music production techniques. This innovation gives her music a unique position in both the indigenous music circle and the mainstream music market.

### **(2) Communication Channels**

Abao uses various communication channels to promote her music, including establishing a music label, cross-disciplinary collaborations, social media, NFT platforms, and immersive venues. Through these channels, Abao's music reaches a wider audience and achieves diffusion across different platforms.

### **(3) Social Factors**

Abao's works incorporate native languages and ancient tunes, describing the details of indigenous life. By using pop music, she raises awareness about the preservation and transmission of indigenous culture, showcasing modern society's recognition of multiculturalism. This also promotes cultural identity, understanding, and respect.

### **(4) Time Factors**

Abao's music creation and promotion processes reflect her sensitivity to contemporary trends. She continuously adjusts her music style and performance methods to cater to the preferences and needs of audiences at different times.

### **(5) Characteristics of the Innovation Adopters**

Abao creates a space for dialogue on indigenous issues and practices bridging indigenous and mainstream cultures through her work and life.

By analyzing these factors, we can understand the innovative practices in Abao's music creation and promotion process and their impact.

## **3.3 Crossing the Chasm Strategy Analysis**

This study applies specific strategies from the Crossing the Chasm framework to analyze the case through six key factors: (1) clear value proposition, (2) strong market communication, (3) user experience and support, (4) product proof and case studies, (5) strategic partnerships, and (6) flexible product strategy. Using these strategies, we analyze Abao's innovative practices in music creation and promotion and their impact.

**(1) Clear Value Proposition:** Abao positions herself as a bridge between indigenous music and mainstream culture, enhancing the quality of musical performances through digital technology while preserving the cultural essence of indigenous peoples. This clear value

proposition explains how she creates new forms of artistic expression while protecting and transmitting cultural heritage.

**(2) Strong Market Communication:** Abao actively uses social media, press conferences, concerts, and other platforms for market communication, conveying her unique and innovative cultural values. Her brand recognition has gradually increased among mainstream audiences, further solidifying her brand image.

**(3) User Experience and Support:** Abao's music performances incorporate new technologies such as virtual reality and NFTs, enhancing the immersion of the music and providing unique digital collectibles. These innovations offer audiences unprecedented experiences, clearly explaining how they address the limitations of existing performance forms and provide more attractive options.

**(4) Product Proof and Case Studies:** Abao has conducted several successful virtual-physical integrated concerts, showcasing the practical effects of new technologies and receiving positive feedback from audiences. These case studies provide strong evidence for other potential early majority adopters, reducing their perceived risk of new technologies.

**(5) Strategic Partnerships:** Abao can strengthen collaborations with technology companies, cultural promotion organizations, and distribution channels to enhance the credibility and visibility of new technological products. Such partnerships will help promote new technologies and attract a broader audience.

**(6) Flexible Product Strategy:** Abao remains sensitive to market feedback and adjusts based on audience needs and responses. For example, she can add interactive segments to her performances or adjust the specific applications of technology based on feedback, further enhancing audience satisfaction and experience.

Through these strategies, we analyze the innovative practices in Abao's music creation and promotion processes and their impact, providing a comprehensive understanding of how technology influences cultural promotion and innovation.

## Summary

The innovation factors explain Abao's success in Taiwan's indigenous music and performing arts. He has gained a unique position in both the indigenous music circle and the mainstream music market, reaching a wider audience through various communication channels, thereby increasing his visibility and influence. Additionally, by adapting to contemporary trends, his music and performances remain attractive, fostering cultural identity among the next generation of indigenous youth. Thus, Abao successfully crossed the chasm, further expanding his social impact. Secondly, insights from the interviews with cultural respondent reveal the diverse applications and importance of technology in cultural performances. The respondent's views also reflect a cautious and prudent approach to the use of technology. Their perspectives remind us that technology should serve as a beneficial aid in performances, rather than the dominant factor. It should be utilized to its full potential while maintaining the purity and authenticity of the performances, providing audiences with rich and memorable experiences. Abao's success demonstrates the significant role of technology in performances. However, the respondent also remind us that technology should be appropriately applied to protect the core essence of the culture.

## **4. Conclusions and Recommendations**

Our findings highlight the critical role of technology application, which not only expands the cultural impact but also provides innovative dissemination methods. However, caution must be exercised when utilizing technology to ensure the authenticity of the culture and maintain a balance between preservation and innovation. In addition to the application of technology, we should also consider the importance of innovation decision factors in the development of the industry.

### **(1) Appropriate Application of Technology**

When applying technology to cultural performances, a balance should be maintained to fully utilize the potential of technology while preserving the purity and authenticity of the culture. This requires continuous careful consideration and balance.

### **(2) Importance of Cross-Disciplinary Collaboration**

Cultural respondent should strengthen cross-disciplinary collaboration with the technology sector to develop more innovative performance methods and tools, promoting industry development and cultural heritage.

### **(3) Continuous Monitoring of Contemporary Trends**

Musicians and cultural respondent should remain sensitive to contemporary trends, continuously adjusting and innovating to meet audience needs and preferences. Keeping an eye on technological advancements and incorporating them into performances is a key way to maintain competitiveness.

### **(4) Cultural Preservation and Inheritance**

In addition to commercial success, emphasis should also be placed on the preservation and transmission of indigenous culture. The application of technology can promote this goal to some extent, such as through digital archiving to preserve and transmit the rich connotations of indigenous music.

### **(5) Flexible Innovation Strategies**

When formulating innovation strategies, it is important to consider the characteristics and needs of different groups and design targeted innovation solutions. For large organizations, the focus can be on the economic returns and risk control of innovation; for small and medium-sized organizations, the emphasis can be on the convenience and practicality of innovation; for individual creators, more technical support and space for self-expression should be provided.

In conclusion, the findings and recommendations of this study aim to guide the future development direction of Taiwan's indigenous music and performing arts industries, promoting their continuous prosperity and cultural heritage. It is hoped that these recommendations will provide valuable references for the development of the industry and guide artists in maintaining cultural resilience in the digital age.

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