



Literature Review on the Application of Digital Media in the Preservation of Dialectal Culture

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ABSTRACT

This paper employs a scoping review method to retrieve and screen relevant literature on the application of digital media in dialect culture preservation from core journals such as CSCI and Peking University Core, totaling 9 core journals and 32 general journals. It analyzes dimensions such as reasons, specific usage forms, effects, and problems encountered during use, summarizing the current state and shortcomings of research in this field. The results indicate: (1) Existing research on the reasons for the use of digital media in the preservation of dialect cultures is rich, but lacks comparative analysis of different types of dialects, and the reasons derived mostly stay at the level of describing phenomena; (2) In terms of effectiveness, there is a proposal of both positive and negative dual aspects, but some studies use 'traffic' as an indicator, while others use 'user interest,' lacking a comparable unified evaluation dimension; (3) In terms of usage forms, research is primarily focused on exhibitions, with a lack of systematic classification. Future researchers can explore and delve deeper into the specific usage forms of digital media in dialect preservation from this perspective.

Keywords: Digital Media, New Media, Dialect Culture, Preservation and Inheritance, Scoping Review.

Introduction

Dialect is a living fossil of language, a carrier of regional culture, and a repository of hometown emotions. At the same time, 'dialect culture' refers to cultural phenomena with local characteristics expressed through specific dialect forms, including local specialties, folk activities, verbal taboos, idioms and proverbs, and folk arts (Wang & Kang, 2022). The history, thoughts, knowledge, art, and folk customs of a place have been passed down orally through dialects since ancient times (Cao, 2017). This shows the irreplaceable role of dialects for contemporary people. However, with the acceleration of urbanization, frequent population mobility, and the widespread use of Mandarin in educational and professional settings, the usage scenarios of dialects are gradually shrinking. How to protect dialect culture has become a crucial issue.

For dialect culture, the best way to protect and inherit it is through use, to protect and inherit it in use (Cao, 2017). Therefore, dialect culture needs a platform to showcase itself, so that people can understand, value, and use it. In recent years, the rapid development of the internet has made digital media penetrate all aspects of social life. This paper equates new media with digital media (Bai, 2010). The 57th 'China Internet Development Status Statistical Report' shows that by December 2025, the number of internet users in China reached 1.125 billion, with internet penetration rates exceeding 80%, and the fruits of digital development have benefited a broader group of people. Digital media has a vast user base, and with the advancement of technology, its technology is constantly improving. Compared to traditional media, such as television, newspapers, and magazines, which are less attended to and used by the younger generation, digital media has gradually become the main force in disseminating dialect culture, becoming a platform to showcase the rich linguistic, artistic, and social values of dialect culture.

However, many people lack a comprehensive understanding of the current forms of digital media usage and insufficient knowledge of how digital media is applied in the preservation of dialectal culture, resulting in the underutilization of digital media for preservation. Therefore, it is

necessary to summarize and systematically analyze relevant literature to clarify the overall development trajectory of research in this field, particularly the reasons for using digital media in the preservation of dialectal culture, and to provide direction and reference for subsequent exploration of methods to protect dialectal culture. This paper adopts the method of scoping review to summarize and synthesize the reasons, forms of use, effects, and issues of digital media in the preservation of dialectal culture in China. A scoping review is an effective method for integrating and analyzing research evidence, based on strict inclusion and exclusion criteria, and systematically and structurally analyzes studies within a specific scope, providing a comprehensive and in-depth presentation of the current state of research in this field (Xu & Yang, 2023). This paper aims to explore the following two research questions: (1) What is the current status of the development, reasons, and forms of use of digital media in the preservation of dialectal culture? (2) What are the effects of digital media in the preservation of dialectal culture, and what are the remaining issues?

Data Retrieval and Analysis

The data in this article is derived from relevant literature on the application of digital media in the preservation of dialect culture, published in core journals and general journals such as CSSCI and Peking University Core Journals, and the search platform is CNKI. The Chinese search keywords include two groups: (1) 'Digital media + New media + Impact'; (2) 'Language + Dialect + Culture + preservation and Inheritance'. The search formula 'and' is used between the groups, with no time range limit. A total of 94 papers from core journals such as CSSCI and Peking University Core Journals, and 202 papers from general journals were obtained.

Following the inclusion and exclusion criteria shown in Table 1, the author screened the initially retrieved literature item by item, ultimately including 9 core journal articles from sources such as CSSCI and Peking University Core Journals, and 32 articles from general journals. (Table 1)

Table 1: Inclusion and exclusion criteria for literature

Inclusion criteria for literature	Literature exclusion criteria
Research on the theme of dialect culture preservation	Research unrelated to dialect and cultural preservation
Examine the application of digital media/new media in the preservation of dialect culture (reasons, effects, forms, shortcomings, etc.)	No investigation into the use of digital media/new media in the preservation of dialect culture (reasons, effects, forms, shortcomings, etc.)
Journal articles, conference papers, theses, and other academic papers	News reports, self-media articles, non-academic comments, and other non-academic documents

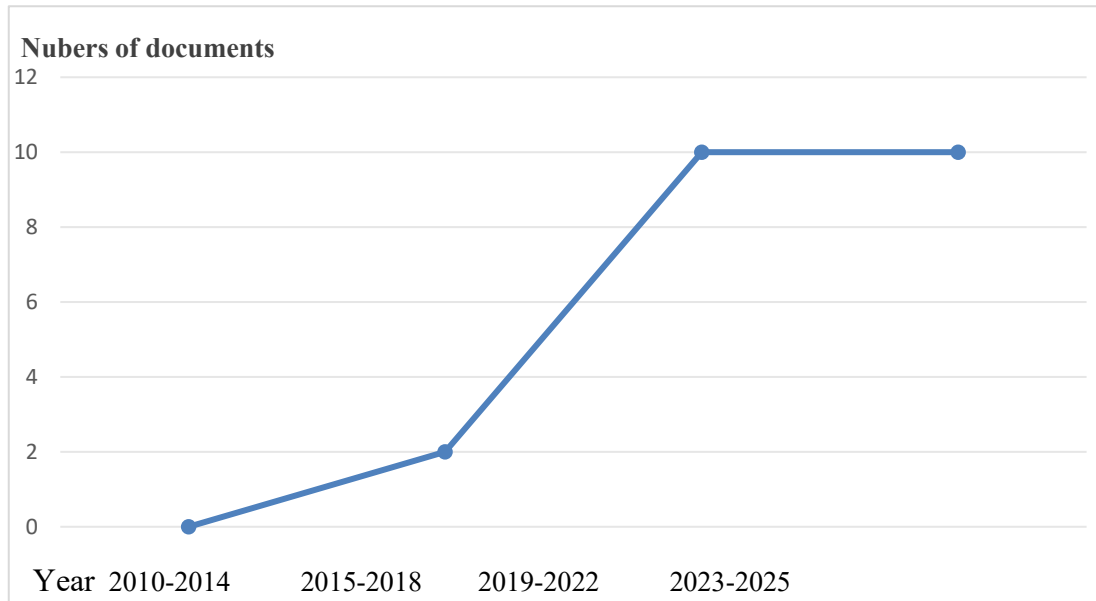


Figure 1: Annual publication situation of the application of digital media in dialect preservation

After identifying the target literature, coding the literature was conducted from the bottom up based on the research questions. The four authors jointly completed the coding for the first 20 articles and discussed any ambiguities until a consensus was reached. Subsequently, the second, third, and fourth authors were assigned to code the remaining articles, which were then reviewed by the first author. Finally, the four authors jointly conducted a secondary coding of all the codes to further refine and categorize the information obtained.

Data Retrieval and Analysis

Overall Development Trends

From the perspective of the number of publications, research on dialect preservation exhibits clear phased characteristics. From 2010 to 2014, the number of related publications was zero. Although research on new media in the field of cultural heritage had begun during this period, it was primarily focused on the digitalization of intangible cultural heritage in a broad sense, and dialects had not yet been included as an independent topic in research. From 2015 to 2018, the number of documents began to increase from zero to about 2, with research in the preliminary exploration stage, mainly discussing the macro possibilities and challenges of new media in dialect preservation. From 2019 to 2022, the number of publications showed a significant increase, reaching about 10, becoming an active period for research in this field. Not only did the quantity increase, but highly cited results also emerged, indicating that the research began to gain attention and recognition from the academic community. From 2023 to 2025, the number of publications remained at about 10, roughly the same as the previous phase, showing that the research has entered a relatively stable development period.

Overall, research in the field of dialect preservation in new media has shown a trend of development from non-existent to existing, from superficial to in-depth, and from single

to diverse. This trend reflects both the promoting role of new media technology in dialect preservation research and the gradual maturation of the field. In the future, with the continuous emergence of new technologies and the deepening of cross-disciplinary integration, research perspectives are expected to further expand, and the depth of research is also expected to continue to improve.

Reasons for Using Digital Media

Now it is the era of digital media, and measures related to the preservation of dialect culture have been applied to digital media to some extent, compared to the past, here including new media (Bai, 2010). Understanding the reasons for the use of digital media in dialect culture preservation can help comprehend the role of digital media in preserving dialect culture, thereby answering the question of 'Why can digital media be used for dialect culture preservation.' The coding results of the reasons for the sample data show that 6 articles did not mention any reasons, while the remaining 35 articles primarily involved five reasons (Table 2).

Table 2: The Use of Digital Media in Dialect Culture preservation and Reasons for Its Use

Reason Category	Number of documents	Representative literature
It can increase public interest in dialect preservation	16	Zhu & Chen (2024); Wang & Kang (2022); Jia (2020); Cao (2017)
Realize the living inheritance of dialects, permanent inheritance	10	Zhu & Chen (2024); Li (2022)
Fast spread speed, wide spread range	18	Zhu & Chen (2024); Li & Li (2021); Shi (2017); Cao (2017); Ji (2014)
Break the constraints of physical space, expand breadth and depth	12	Zhu & Chen (2024); Ji (2014)
Provide technical support	14	Gan & Chen (2017)

Table 2 shows that the reasons for the use of existing digital media in the preservation of dialect culture are diverse, including fast dissemination speed, wide dissemination range, and the ability to enhance public interest in dialect preservation. These reasons do not differ significantly in frequency. Among them, the most frequently occurring reason is the fast dissemination speed and wide dissemination range, especially the way short videos enable an increasing number of ordinary people to participate in dialect dissemination (Li, 2022). This characteristic of digital media makes the dissemination of dialects easier, as the public can simply use their fingers to hear familiar accents, and it only takes a few seconds for more people, even those not from the same place, to learn about a particular dialect. The second most frequent reason is the ability to enhance public interest in dialect preservation. In recent short videos or short dramas, the frequency of dialects

has increased, such as those from Chongqing, Henan, and Northeast China. The content combines regional characteristics, using fluent dialects to mock and depict various aspects of daily life in an entertaining way, which has been favored by contemporary people (Li, 2022), making dialects no longer a symbol of being ‘rustic’ and attracting more young people to join in. The remaining reasons are also representative in the sample data, all of which indicate that the use of digital media in dialect culture preservation is feasible and aligns with the trend. It is worth noting that most of the sample literature focuses only on the digital dissemination of specific dialects, lacking comparative analysis of different dialect types and failing to reveal more practically guiding issues such as ‘the effectiveness of digital preservation in different dialects.’ Future research can focus on such issues.

Specific Forms of Digital Media in Dialect Preservation

As can be seen from Table 3, the dissemination of short videos and micro-videos on platforms is the most frequently mentioned form in current literature, often cited as the ‘most common, with the best mass base, and the most influential application type’. This form relies on platforms such as Douyin and Kuaishou, achieving dissemination by publishing content like dialect short dramas, voice-overs, and knowledge popularization. Its characteristics include integrating multiple media forms such as text, images, and video, with fast dissemination speed and broad coverage, making it the main stage for dialect dissemination. The literature points out that these platforms ‘can integrate text, images, and video, serving as the main stage for cultural dissemination’.(Table 3)

Table 3: Specific Forms of Digital Media in Dialect Preservation

Specific form	Brief description
Short video and micro-video platform dissemination	Using platforms such as Douyin and Kuaishou to release short dramas in dialects, dubbing, and narration content, with strong communication power and a solid mass base.
Dialect Dubbing/Editing/Commentary Videos	Including forms such as dialect dubbing, clip editing, and narration, it is entertaining and popular among young people.
Digital Dialect Database/Museum	Establish spoken dialect databases or online museums using digital technology for academic preservation and public education.
Social media challenge event	Initiate dialect challenges on platforms like Douyin and Weibo to attract user participation and expand the reach.
Combining AI technology with intelligent voice applications	Utilize AI to achieve standardized pronunciation of dialects, such as AI anchors and speech recognition tools, enhancing the technical quality of dialect dissemination.
Public Space Dialect Broadcast	Conducting bilingual announcements in dialects in public transportation and other settings to serve local residents, especially facilitating the elderly group.

It is particularly worth mentioning that the younger generation, the main force in protecting dialect culture, tends to use interactive and highly entertaining forms. Short video and micro-video platform dissemination: The younger generation innovates and performs dialects through short video platforms, gaining high attention; Dialect voice-over/editing/commentary videos: Bilibili users are primarily aged 18-35, and the bullet comments on dialect videos reflect the activity of the younger generation; Social media challenge activities: These align with the participatory culture of young people, emphasizing fun and community involvement; In the current society, digital media often combine with AI technology. Through AI technology and intelligent voice applications, it can be reflected that: young people have a high acceptance of new technologies and are willing to try intelligent dialect applications. These forms emphasize fun, participation, and social attributes, aligning with the media usage habits of young people.

Overall, the specific forms of digital media in the preservation of dialect cultures are rich and diverse, and combining with AI technology is the current trend. However, most research focuses on display, lacking systematic classification. Future researchers can explore and delve deeper into its specific forms of use in dialect preservation from this perspective.

The Effect of Digital Media in Dialect Preservation

The impact of digital media on dialects exhibits a distinct duality: on one hand, it provides new communication environments and development opportunities for the preservation and inheritance of dialects through technological empowerment, scenario expansion, and innovative forms, enriching the expressive forms of dialects and enhancing their value in regional cultural identity and local cultural tourism economic development. On the other hand, some dialect content tends to be excessively entertaining and vulgarized in new media dissemination, weakening the cultural depth of dialects and even causing negative impacts on the standardized inheritance and cultural image of dialects. Therefore, digital media is both an important aid for the living transmission of dialects and requires us to be vigilant about the potential risks of cultural dilution while leveraging its advantages, thereby better achieving the healthy development of dialects in the digital age.

Table 4: Effect of Digital Media on the preservation of Dialect

	Aspect	Effect
Positive	Digital Technology Empowers the preservation, Inheritance, and Dissemination of Dialects	1. Conducive to the preservation and inheritance of dialects. 2. Provided a better environment for the spread of dialects. 3. Innovative forms like dialect memes and dialect rap have made dialects popular among the younger generation.
	Cultural Identity and	1. Dialect becomes the "traffic password" of regional culture, with various places using dialect hot words to

Economic Value Enhancement	revitalize regional culture and boost local tourism and culture.
Negative	1. Some dialect content is overly entertaining, indulging in 'rustic' expressions, weakening the cultural depth of the dialect.

However, existing literature still has significant limitations in effect evaluation, such as the lack of unified assessment criteria: different studies vary greatly in defining the 'effect' of dialect dissemination, with some using user interest and interaction as indicators, others focusing on dissemination range and play volume, and some emphasizing cultural identity or economic conversion benefits, making it difficult to compare and comprehensively judge research conclusions.

Issues in the preservation of Dialect Culture by Digital Media

Admittedly, the application of digital media to dialect culture preservation has also given rise to a series of prominent issues. (Table 5)

Table 5: Issues in Digital Media-Based Dialect Culture Preservation

Problem Category	Document Count	Representative Literature
The anonymity of online creation (lack of regulation)	3	Zhu & Chen (2024)
Arbitrariness in Content Creation (Low-Quality Dissemination, Homogenization, Lack of Innovation)	7	Huang & Zhang (2025); Zhu & Chen (2024); Li (2022)
Insufficient Topic Diversity	5	Li (2022)
Inauthenticity in Dialect Communication (Linguistic Inaccuracy & Non-Normativity, Dilution of Dialect Culture's Seriousness)	7	Zhu & Chen (2024)
Weak Dissemination of Digital Works	6	Li & Li (2021); Cao (2017)

Table 5 shows that many issues still arise in the use of digital media for the preservation of dialect culture at the current stage, among which, 'arbitrary creation of content' and 'non-authentic dissemination of dialects' occur most frequently. Creators choose content based on personal preferences, resulting in inconsistent quality and a high degree of homogenization, leading to creative exhaustion among many dialect content creators. Additionally, dialect-related works on relevant online platforms in recent years have shown a clear tendency towards entertainment, even to the point of excessive commercialization. Such dialectal usage exhibits normative

deviations, including vulgarization and arbitrary expression, which undermines the cultural authority of linguistic signs and may further exacerbate biases in regional cultural cognition (He & Ma, 2025). The issue of anonymity in online creation occurs least frequently, yet it still warrants due consideration and in-depth analysis. Online creators frequently adopt anonymous identities, rendering it difficult to verify the intentionality and authenticity of their content. If certain creators maliciously disseminate false information, audiences who are familiar with the local dialect but lack understanding of its cultural connotations may be misled (Zhu & Chen, 2024). These problems reflect a critical phenomenon: the review mechanism for dialect-related content remains inadequate. This is specifically manifested in the insufficient supervision on platforms such as short-video and WeChat Official Accounts, as well as the shortage of reviewers with genuine dialect expertise (He & Ma, 2025). Consequently, a vicious cycle has ensued wherein a declining frequency of dialectal usage leads to the proliferation of low-quality content, which in turn exacerbates the shortage of proficient reviewers and ultimately compromises the overall dissemination efficacy.

Research Findings and Research Nomenclature

This paper adopts a scoping review approach, selecting 41 research articles on the application of digital media in dialect culture preservation as samples. These articles are sourced from core journals indexed in CSSCI and the Peking University Core Journal List. It systematically organizes and outlines the research landscape and practical dimensions of digital media-enabled dialect culture preservation in the context of urbanization, covering four aspects: overall developmental trends, specific application forms, driving factors for adoption, and practical implementation effects. Based on the research content and core objectives, the findings of this study are presented as follows. Research findings: First, existing research has elaborated on the rationales for applying digital media to dialect culture preservation, yet it lacks comparative analyses across different dialect types, with most discussions remaining at a descriptive level. Second, regarding the effects, a duality of positive and negative impacts has been observed. However, some studies employ “viewership” as an evaluation indicator, while others adopt “user engagement,” resulting in a lack of unified evaluative dimensions and compromised comparability. Third, regarding usage forms, most studies primarily focus on enumeration rather than systematic classification. Future researchers may conduct in-depth explorations into the specific application forms of digital media in dialect preservation from this perspective.

In summary, digital media offers a valuable platform for the presentation and preservation of dialect culture. Its integration with the intergenerational transmission of dialects in the context of urbanization has become an important research direction in the humanities and social sciences. Future research should further strengthen the integration of theory and practice, focusing on localized digital preservation studies of dialects in specific regions, and deepening the analysis of behavioral mechanisms of core participants such as university students. Meanwhile, by incorporating empirical research methods, a closed-loop model of “technology empowerment—participant engagement—cultural inheritance” should be constructed.

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