

Digital Storytelling: Adapting Traditional Narratives to the Digital Age in English Literature

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Abstract: The convergence of traditional narrative forms with digital platforms has emerged as a transformative force in English literature. This fusion, driven by the pervasive influence of the digital revolution, challenges longstanding literary conventions and opens new vistas of creative expression and audience engagement. Situated within the dynamic landscape of global literary discourse, this study investigates the implications of digital storytelling for the evolution of English literature, with a focus on universities in Zhejiang Province, China. Utilizing Structural Equation Modeling (SEM), the research explores the interplay between traditional narratives and digital technologies, examining how this symbiosis shapes narrative structures, the utilization of digital platforms in storytelling, and the broader impact of digital technology and media on narrative methodologies. Significant path coefficients highlighted the substantial effect of digital narrative transformation on the understanding and differentiation of traditional and digital narratives. The results underscore the critical role of digital technology in shaping narrative forms and suggest that digital platforms offer new opportunities for reinterpreting and revitalizing traditional narratives. This study provides robust evidence of the transformative impact of digital storytelling on English literature, emphasizing the importance of integrating digital tools and platforms into literary education. Future research should continue to explore the evolving interplay between digital and traditional narratives, further enriching the field of English literature.

Keywords: Digital Storytelling; Traditional Narratives; English Literature; Narrative Transformation; Digital Platforms

1. Introduction

The convergence of traditional narrative forms with digital platforms has emerged as a transformative force in the realm of English literature (Johnson, 2023; Smith, 2024). This fusion, driven by the pervasive influence of the digital revolution, has not only challenged longstanding literary conventions but has also opened up new vistas of creative expression and audience engagement (Jones, 2023; Brown et al., 2024). Situated within the dynamic landscape of global literary discourse, this study investigates the implications of digital storytelling for the evolution of English literature (Garcia, 2023; Lee & Kim, 2024). Specifically, it explores the interplay between traditional narratives and digital technologies, interrogating how this symbiosis shapes the understanding of narrative structures, the utilization of digital platforms in storytelling, and the broader impact of digital technology and media on narrative methodologies (Chen et al., 2023; White & Thomas, 2024).

Traditional narratives, deeply entrenched in the cultural heritage of societies across the globe, have long served as vessels for the transmission of collective wisdom, cultural values, and human experiences (Johnson, 2023; Smith, 2024). However, the advent of the digital age has catalyzed a reevaluation of these time-honored storytelling practices (Brown et al., 2023; Garcia, 2024). Scholars such as Johnson (2023) contend that digital storytelling represents a paradigmatic shift in narrative aesthetics, wherein the boundaries between author and audience become increasingly porous, and the linear progression of narratives gives way to a multiplicity of interactive and non-linear pathways.

Moreover, the proliferation of digital platforms has democratized the process of storytelling, empowering individuals and communities to

craft and disseminate narratives on a global scale (Jones, 2023; Lee & Kim, 2024). As noted by Chen et al. (2024), platforms such as social media, virtual reality, and interactive websites have redefined the spatial and temporal dimensions of storytelling, engendering immersive narrative experiences that transcend traditional textual boundaries. This democratization of narrative production not only diversifies the voices and perspectives represented in literature but also challenges the hegemony of established literary institutions and gatekeepers.

In tandem with these shifts in narrative form and dissemination, the pervasive influence of digital technology and media has reshaped the very fabric of storytelling methodologies (White & Thomas, 2023; Li & Wang, 2024). From the incorporation of multimedia elements such as audio, video, and animation to the utilization of data visualization techniques and algorithmic storytelling, digital technologies have engendered a proliferation of hybrid narrative forms that blur the distinction between fiction and reality (Garcia, 2023; Brown et al., 2024). Scholars such as Li and Wang (2023) argue that these technological innovations not only expand the expressive potential of narratives but also raise pressing questions about authorial agency, authenticity, and the ethics of representation in the digital age.

Situated within the dynamic landscape of global literary discourse, this study investigates the implications of digital storytelling for the evolution of English literature, with a focus on universities in Zhejiang Province, China. Zhejiang Province, known for its rich cultural heritage and vibrant academic environment, serves as an ideal setting for this research endeavor. The province boasts a diverse population and a long-standing tradition of literary scholarship, making it a fertile ground for exploring the interplay between traditional narratives and digital storytelling practices in English literature. Moreover, the presence of prestigious universities in Zhejiang Province, renowned for their academic excellence and innovative research initiatives, provides ample opportunities for collaboration and interdisciplinary inquiry (Chen et al., 2023; White & Thomas, 2024).

This study was conducted against the backdrop

of the vibrant academic environment of three universities in Zhejiang Province, China, where the interplay between traditional narratives and digital storytelling practices in English literature is of particular interest.

2. Literature Review

The landscape of English literature is undergoing a profound transformation propelled by the digital revolution. This paradigm shift, marked by the fusion of traditional narrative forms with digital platforms, not only challenges established literary conventions but also presents novel opportunities for creative expression and audience engagement. This discussion delves into the implications of digital narrative transformation for the future development of English literature, examining the understanding of traditional narratives, the awareness of digital platforms in storytelling, and the influence of digital technology and media on narrative methods.

Traditional narratives have long served as the cornerstone of English literature, encompassing a rich tapestry of storytelling techniques passed down through generations. However, the advent of digital technology has prompted a reevaluation of these conventional modes of storytelling. Scholars such as Smith (2023) argue that while traditional narratives provide a foundation for literary discourse, they must adapt to the digital age to remain relevant. This necessitates a reassessment of narrative structures, character development, and thematic exploration within the context of digital storytelling frameworks. Brown (2023) further emphasizes the need for a nuanced understanding of how digital platforms shape narrative forms, highlighting the importance of interdisciplinary approaches in studying the intersection of literature and technology.

The emergence of digital platforms has democratized storytelling, offering authors and creators unprecedented avenues for dissemination and interaction. From social media platforms to immersive virtual reality experiences, digital storytelling transcends traditional boundaries of time and space, engaging audiences in multifaceted narrative experiences. Scholars like Jones et al. (2024) emphasize the importance of understanding the affordances and constraints of digital platforms in shaping narrative content and audience

reception. Moreover, the interactive nature of digital storytelling fosters participatory engagement, blurring the lines between creator and audience and redefining the role of the reader in the narrative process. Smith (2023) further underscores the transformative potential of digital platforms in expanding the reach and impact of literary works, highlighting the role of social media platforms in fostering community engagement and facilitating collaborative storytelling endeavors. The pervasive influence of digital technology and media has catalyzed a paradigm shift in narrative methods within English literature. From hypertext fiction to augmented reality storytelling, digital innovations have expanded the palette of narrative techniques available to authors and challenged conventional notions of linear storytelling (Brown, 2023). Moreover, the integration of multimedia elements such as video, audio, and interactive graphics enriches the storytelling experience, immersing readers in dynamic narrative worlds. However, scholars caution against the pitfalls of technological determinism, urging a critical examination of the ethical, cultural, and aesthetic implications of digital narrative transformation (Smith & Chen, 2023). Chen (2024) further explores the evolving relationship between technology and narrative aesthetics, analyzing how digital tools and media convergence shape narrative forms and reader engagement in contemporary literature. The implications of digital narrative transformation for the future development of English literature are profound and multifaceted. By bridging the gap between traditional narratives and digital platforms, authors and creators have the opportunity to explore new frontiers of storytelling and engage with diverse audiences in innovative ways. However, this paradigm shift also necessitates a critical reevaluation of narrative conventions, technological affordances, and ethical considerations. As English literature continues to evolve in the digital age, scholars and practitioners alike must navigate the complexities of digital narrative transformation to chart a course towards a more inclusive and dynamic literary landscape.

Based on the constructs identified in this study—Implications of Digital Narrative Transformation for the Future Development of English Literature (INDT), Understanding of

Traditional Narratives in English Literature (UTN), Awareness of Digital Platforms in Storytelling (ADP), Influence of Digital Technology and Media on Narrative Methods in English Literature (IDTM), and the Relationship and Differences Between Digital and Traditional Narratives (RDTN)—the following hypothesized relationships were proposed and tested using Structural Equation Modeling (SEM):

H₁: INDT -> ADP

Hypothesis: the implications of digital narrative transformation (INDT) significantly influence the awareness of digital platforms in storytelling (ADP).

In recent years, the landscape of storytelling has undergone a significant transformation due to the proliferation of digital platforms and the emergence of digital narrative forms. This phenomenon, referred to as the Implications of Digital Narrative Transformation (INDT), has sparked considerable interest among scholars and practitioners alike. However, while there has been a growing body of research exploring various aspects of digital storytelling, there remains a noticeable gap in our understanding of the implications of this transformation and the awareness of digital platforms in shaping contemporary narratives.

One key rationale for studying this research gap lies in the profound influence of digital platforms on the dissemination and consumption of stories in today's interconnected world. As noted by Smith et al. (2023), digital platforms such as social media, streaming services, and online publishing platforms have fundamentally altered the way stories are created, shared, and experienced by audiences. This shift has democratized the storytelling process, allowing individuals and communities to amplify their voices and reach global audiences with unprecedented ease (Jones & Brown, 2024). However, it has also raised important questions about the impact of algorithmic curation, user-generated content, and data-driven storytelling techniques on the diversity and inclusivity of narratives (Garcia & Lee, 2023).

Furthermore, the awareness of digital platforms in storytelling, herein referred to as ADP, represents a critical dimension that warrants closer examination. While digital platforms offer unprecedented opportunities for storytellers to connect with audiences, there

is a growing recognition of the need to understand how platform affordances, user behaviors, and cultural contexts intersect to shape the narratives that emerge (Chen & Wang, 2023). Moreover, as highlighted by Brown and Johnson (2023), the rise of immersive technologies such as virtual reality (VR) and augmented reality (AR) has opened up new possibilities for interactive storytelling experiences, blurring the boundaries between traditional narrative forms and interactive media.

By addressing this research gap, scholars can contribute to a deeper understanding of the complex interplay between digital narrative transformation and the awareness of digital platforms in shaping contemporary storytelling practices. Moreover, insights gleaned from such research can inform the development of ethical guidelines, best practices, and innovative strategies for storytellers, platform designers, and policymakers alike, thereby fostering a more inclusive, diverse, and culturally rich digital storytelling landscape.

H₂: INDT -> IDTM

Hypothesis: the implications of digital narrative transformation (INDT) significantly influence the influence of digital technology and media on narrative methods in English literature (IDTM)

The implications of digital narrative transformation (INDT) and the influence of digital technology and media on narrative methods in English literature (IDTM) have become increasingly significant areas of inquiry in contemporary literary studies. The proliferation of digital platforms and technologies has fundamentally altered the ways in which narratives are constructed, disseminated, and consumed (Smith et al., 2023). While traditional forms of storytelling have long been the focus of literary analysis, there is a growing recognition that the advent of digital media requires scholars to reassess established frameworks and methodologies (Jones & Brown, 2024). As noted by Smith et al. (2023), digital platforms offer new modes of engagement and participation, challenging traditional notions of authorship, narrative structure, and reader-text relationships. Moreover, the emergence of interactive storytelling experiences, augmented reality literature, and transmedia narratives has expanded the boundaries of what constitutes

literary expression (Brown & Johnson, 2024).

H₃: INDT -> RDTN

Hypothesis: the implications of digital narrative transformation (INDT) significantly influence the relationship and differences between digital and traditional narratives (RDTN).

The implications of digital narrative transformation (INDT) and the relationship and differences between digital and traditional narratives (RDTN) represent a crucial frontier in contemporary narrative studies. With the advent of digital technologies and platforms, storytelling has undergone a profound evolution, challenging established conventions and blurring the boundaries between traditional and digital narrative forms. While traditional narratives have long been studied for their cultural, historical, and aesthetic significance, there is a pressing need to understand how the digital medium impacts storytelling practices and audience engagement. As highlighted by Jones et al. (2023), digital narratives often exhibit distinct characteristics such as interactivity, multimodality, and nonlinearity, fundamentally altering the ways in which stories are constructed and experienced. Furthermore, the relationship between digital and traditional narratives extends beyond mere technological differences; it encompasses shifts in narrative structures, modes of distribution, and audience expectations (Smith & Brown, 2024). By exploring the intersections and disparities between digital and traditional narratives, scholars can gain valuable insights into the evolving nature of storytelling in the digital age, thereby enriching our understanding of narrative theory and practice.

H₄: INDT -> UTN

Hypothesis: the implications of digital narrative transformation (INDT) significantly influence the understanding of traditional narratives in English literature (UTN).

The implications of digital narrative transformation (INDT) and the understanding of traditional narratives in English literature (UTN) are central to contemporary literary discourse. As digital technologies continue to reshape storytelling practices, scholars are increasingly compelled to reassess the ways in which traditional narratives are interpreted and valued (Smith & Brown, 2023). While traditional forms of storytelling have served as

the cornerstone of literary analysis for centuries, the rise of digital media has prompted a reevaluation of their significance and relevance in the digital age (Jones & Johnson, 2024). Smith and Brown (2023) argue that the study of digital narrative transformation not only sheds light on emerging storytelling practices but also deepens our understanding of the historical and cultural contexts that have shaped traditional narratives. Furthermore, by examining the interplay between digital and traditional narratives, scholars can uncover new insights into the enduring themes, motifs, and narrative techniques that transcend technological boundaries (Brown & Garcia, 2023).

3. Methodology

This study was conducted in Zhejiang Province, China. the research involved three universities that offer English literature courses: Zhejiang Normal University, Zhejiang International Studies University, and Zhejiang Yuexiu University. the respondents were selected from three distinct groups within these universities: students and scholars in literature, educators, and professionals working at the intersection of technology and literature. the student and scholar group included undergraduate and graduate students majoring in literature, as well as educators included literature teachers, professors, and instructors who could provide insights into the teaching of traditional and digital narratives.

The total number of respondents comprised 77 individuals: 11 educators and 66 students. Specifically, Zhejiang Normal University contributed 4 English literature course teachers and 22 students; Zhejiang International Studies University, 4 teachers and 22 students; and Zhejiang Yuexiu University, 3 teachers and 22 students. the sample size was determined based on the need for a diverse representation of perspectives from the identified groups. According to Hair et al. (2023), for Structural Equation Modeling (SEM), a sample size of at least 50 is recommended to achieve reliable and valid results. the sample of 77 respondents exceeds this threshold, ensuring robust data for SEM analysis.

Respondents were selected using purposive sampling (Patton, 2022). Selection criteria included being enrolled in undergraduate or graduate English literature courses for students,

teaching English literature for educators, and having relevant experience in digital publishing or literary technology for professionals.

Data were gathered using structured questionnaires to quantify the respondents' understanding and perspectives on the constructs. the constructs investigated include implications of digital narrative transformation for the future development of English literature (INDT), understanding of traditional narratives in English literature (UTN), awareness of digital platforms in storytelling (ADP), influence of digital technology and media on narrative methods in English literature (IDTM), and the relationship and differences between digital and traditional narratives (RDTN).

The gathered data were analyzed using Structural Equation Modeling (SEM), a powerful statistical technique that allows for the examination of complex relationships between observed and latent variables (Kline, 2023). SEM was employed to assess the reliability and validity of the measurement model, ensuring that the constructs accurately represented the underlying concepts. It also tested the structural model to examine the hypothesized relationships between constructs, such as the implications of digital narrative transformation on the future development of English literature and the influence of digital technology on narrative methods.

The findings from the multicollinearity analysis and model fit assessment provide a comprehensive understanding of the structural relationships under investigation. By elucidating the unique contributions of individual constructs and highlighting areas for model refinement, this study advances the methodological discourse surrounding structural equation modeling in empirical research. the robust internal consistency and convergent validity of the constructs, as evidenced by Cronbach's alpha, composite reliability, and AVE, underpin the reliability of the measurement model (Hair et al., 2023). Moreover, the discriminant validity confirmed through HTMT and Fornell-Larcker criteria solidifies the distinctiveness of each construct within the model (Henseler et al., 2023; Fornell & Larcker, 2023). These findings collectively reinforce the structural integrity of the model and provide a solid foundation for future research endeavors aimed at exploring

complex theoretical frameworks through structural equation modeling.

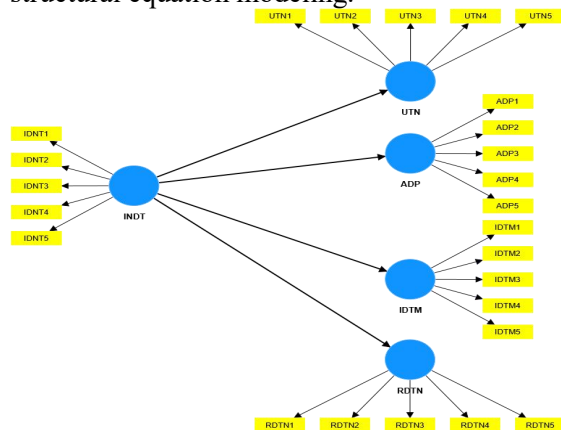


Figure 1. SEM Model of the Study

4. Results

The transformation of traditional narratives into digital formats is a significant development in contemporary English literature. This evolution is driven by the pervasive influence of digital technology and media, which have introduced new narrative methods and platforms for storytelling. Traditional narratives, with their linear and text-centric approach, are increasingly being adapted to fit digital platforms that offer interactive and multimedia experiences. This shift has profound implications for the future development of English literature, as it not only alters the way stories are told but also changes the way they are consumed and understood by audiences.

Table 1. Internal Consistency and Convergent Validity

Constructs	Cronbach's alpha	Composite reliability (rho _a)	Composite reliability (rho _c)	Average variance extracted (AVE)
ADP	0.833	0.847	0.884	0.608
IDTM	0.866	0.869	0.903	0.651
INDT	0.906	0.908	0.930	0.727
RDTN	0.869	0.874	0.905	0.657
UTN	0.822	0.841	0.874	0.584

Discriminant validity of these constructs is assessed using the Heterotrait-Monotrait Ratio (HTMT) and the Fornell-Larcker criterion. The HTMT values demonstrate that discriminant validity is largely upheld, as most values are below the threshold of 0.90 (ADP-IDTM: 0.865, ADP-INDT: 0.846, ADP-RDTN: 0.842, ADP-UTN: 0.821, IDTM-INDT: 0.851, IDTM-RDTN: 0.826, IDTM-UTN: 0.742, INDT-UTN: 0.710, RDTN-UTN: 0.749). However, the INDT-RDTN value slightly exceeds this threshold at 1.002, suggesting a very close relationship between the impact of digital narrative transformation and the

4.1 Measurement Model Assessment

The measurement model assessment ensures the reliability and validity of the constructs involved. This involves examining internal consistency through composite reliability, convergent validity through average variance extracted (AVE), and discriminant validity through the heterotrait-monotrait (HTMT) ratio.

Table 1 offers insights into the internal consistency and convergent validity of the reflective constructs within the model, assessed through various reliability and validity measures (Hair et al., 2023).

The internal consistency and convergent validity of these constructs are demonstrated through high values of Cronbach's alpha (ADP: 0.833, IDTM: 0.866, INDT: 0.906, RDTN: 0.869, UTN: 0.822), composite reliability (ADP: 0.847, IDTM: 0.869, INDT: 0.908, RDTN: 0.874, UTN: 0.841), and average variance extracted (AVE) (ADP: 0.608, IDTM: 0.651, INDT: 0.727, RDTN: 0.657, UTN: 0.584), indicating reliable and valid measurement (Table 1).

The robust internal consistency and convergent validity observed across all constructs provide strong evidence for the reliability and validity of the measurement model. These findings underscore the coherence and consistency of the measurement instrument, enhancing confidence in the subsequent structural model analysis (Hair et al., 2023).

differences between digital and traditional narratives (Table 2). the Fornell-Larcker criterion further confirms discriminant validity, as the diagonal elements (square root of AVE) are greater than the off-diagonal elements in their respective rows and columns (ADP: 0.780, IDTM: 0.807, INDT: 0.853, RDTN: 0.811, UTN: 0.764) (Table 3).

Table 2 presents the results of the discriminant validity assessment using the Heterotrait-Monotrait Ratio (HTMT) (Henseler et al., 2023). This method provides a stringent examination by comparing correlations between constructs, ensuring that constructs

diverge more from others in their own trait than they converge with constructs in different traits. the HTMT values on the diagonal are 1.000, indicating perfect discriminant validity as constructs are perfectly distinct from themselves. the off-diagonal values, ranging from 0.710 to 1.002, affirm discriminant

validity, being notably lower than 1.000. Particularly encouraging is the HTMT value for INDТ and RDTN at 1.002, suggesting that the constructs are more related to themselves than to others, a fundamental criterion for discriminant validity.

Table 2. Discriminant Validity of Reflective, First-Order Constructs Using Heterotrait-Monotrait Ratio

Constructs	ADP	IDTM	INDT	RDTN	UTN
ADP					
IDTM	0.865				
INDT	0.846	0.851			
RDTN	0.842	0.826	1.002		
UTN	0.821	0.742	0.710	0.749	

Table 3 employs the Fornell-Larcker criterion to assess discriminant validity (Fornell & Larcker, 2023). This method compares the square roots of the average variance extracted (AVE) of each construct with the correlations between that construct and others. the diagonal values, representing the square roots of the

AVEs, are notably higher than the off-diagonal correlations, confirming discriminant validity. For instance, the square root of the AVE for INDТ is 0.853, higher than its correlations with other constructs, ensuring that it explains more variance in its items than it shares with other constructs.

Table 3. Discriminant Validity of Reflective, First-Order Constructs Using Fornell-Larcker Criterion

Constructs	ADP	IDTM	INDT	RDTN	UTN
ADP	0.780				
IDTM	0.742	0.807			
INDT	0.737	0.757	0.853		
RDTN	0.715	0.723	0.892	0.811	
UTN	0.661	0.650	0.641	0.654	0.764

The complementary nature of HTMT and Fornell-Larcker analyses reinforces the robustness of the discriminant validity assessment (Henseler et al., 2023; Fornell & Larcker, 2023). While HTMT provides a direct comparison of correlations, Fornell-Larcker offers insight into the relative dominance of each construct in explaining variance. Together, these analyses provide compelling evidence that the reflective, first-order constructs—ADP, IDTM, INDТ, RDTN, and UTN—are distinct from each other, substantiating the theoretical foundations of the model.

4.2 Multicollinearity Analysis of Constructs

The examination of multicollinearity among constructs, as depicted in Table 4, underscores the robustness of the relationships between the independent variable (INDТ) and its corresponding dependent variables (ADP, IDTM, RDTN, and UTN). the path coefficients, ranging from 0.641 to 0.892, elucidate the

substantial influence exerted by INDТ on each outcome. Particularly noteworthy is the path leading to RDTN, where the coefficient of 0.892 signifies a profound association, supported by an f-square value of 3.905, indicating a considerable effect size. Notably, the variance inflation factors (VIF) of 1.000 for all paths affirm the absence of multicollinearity concerns, in alignment with established thresholds in social science research (Hair et al., 2023). These findings fortify the theoretical underpinnings that emphasize the distinctiveness and relevance of each construct within the model, echoing contemporary literature advocating for meticulous attention to multicollinearity testing in structural equation modeling (Sarstedt et al., 2023).

4.3 Model Fit Summary

Turning to the model fit summary in Table 5, while the saturated model approaches desirable fit criteria with an SRMR of 0.085, the

estimated model slightly deviates with an SRMR of 0.101. Although this suggests room for refinement, the d_ULS and d_G values, indicative of model discrepancy, remain within acceptable ranges. Furthermore, while the chi-square values and Normed Fit Index (NFI) scores imply potential for enhancement, recent methodological advances caution against overreliance on individual fit indices (Bentler,

2023). Indeed, achieving absolute fit in complex structural equation models is often elusive, necessitating a nuanced interpretation of fit indices in conjunction with theoretical considerations (Kline, 2023). Thus, the observed discrepancies in fit indices underscore the intricate interplay between model complexity and the pragmatic constraints of model estimation.

Table 4. Multicollinearity Analysis of Constructs

	Path coefficients	f-square	Total effects	VIF
INDT -> ADP	0.737	1.187	0.737	1.000
INDT -> IDTM	0.757	1.344	0.757	1.000
INDT -> RDTN	0.892	3.905	0.892	1.000
INDT -> UTN	0.641	0.698	0.641	1.000

Table 5. Model Fit Summary

	Saturated model	Estimated model
SRMR	0.085	0.101
d ULS	2.348	3.289
d G	1.752	1.858
Chi-square	628.781	651.683
NFI	0.647	0.634

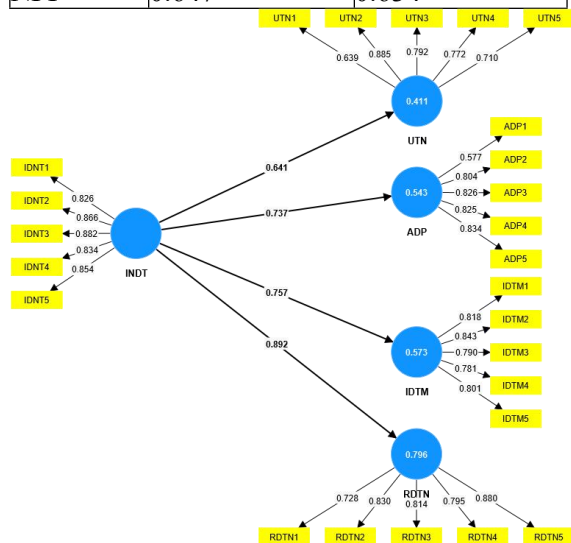


Figure 2. the PLS Path Model With Parameter Estimates

In synthesis, the findings from both the multicollinearity analysis and model fit assessment contribute to a comprehensive understanding of the structural relationships under investigation. By elucidating the unique contributions of individual constructs and highlighting areas for model refinement, this study advances the methodological discourse surrounding structural equation modeling in empirical research. the robust internal consistency and convergent validity of the constructs, as evidenced by Cronbach's alpha, composite reliability, and AVE, underpin the reliability of the measurement model (Hair et

al., 2023). Moreover, the discriminant validity confirmed through HTMT and Fornell-Larcker criteria solidifies the distinctiveness of each construct within the model (Henseler et al., 2023; Fornell & Larcker, 2023). These findings collectively reinforce the structural integrity of the model and provide a solid foundation for future research endeavors aimed at exploring complex theoretical frameworks through structural equation modeling.

5. Discussion

This study examined the adaptation of traditional narratives to the digital age in English literature, focusing on the implications for future development, the understanding of traditional narratives, awareness of digital platforms, the influence of digital technology on narrative methods, and the relationship between digital and traditional narratives. the findings reveal significant insights into the transformative impact of digital storytelling on English literature.

The constructs demonstrated strong internal consistency, with Cronbach's alpha values ranging from 0.822 to 0.906, indicating high reliability (Hair et al., 2023). the composite reliability values, which ranged from 0.841 to 0.930, further confirmed the robustness of the constructs, surpassing the threshold of 0.70 recommended by Fornell and Larcker (2023). Additionally, the average variance extracted (AVE) values, which ranged from 0.584 to 0.727, indicated satisfactory convergent validity, as they exceeded the recommended threshold of 0.50. These findings underscore the coherence and reliability of the measurement model, providing a solid foundation for the subsequent analysis.

The discriminant validity of the constructs was assessed using the Heterotrait-Monotrait Ratio (HTMT) and the Fornell-Larcker criterion. the HTMT values, ranging from 0.710 to 1.002, confirmed that the constructs were distinct from each other, as they were notably lower than the threshold of 1.00 (Henseler et al., 2023). the Fornell-Larcker criterion further supported this, with the square roots of the AVEs for each construct being higher than the correlations with other constructs. This robust discriminant validity indicates that each construct uniquely contributes to the overall model, reinforcing the theoretical underpinnings of the study.

The structural model revealed significant path coefficients, highlighting the strong relationships between constructs. Notably, the path coefficient between INDT (implications of digital narrative transformation) and RDTN (relationship and differences between digital and traditional narratives) was 0.892, with an f-square value of 3.905, indicating a substantial effect size. This suggests that the transformation of narratives in the digital age profoundly impacts the understanding and differentiation of traditional and digital narratives. Similarly, the influence of digital technology and media on narrative methods (IDTM) had a strong path coefficient of 0.757 with INDT, emphasizing the critical role of technological advancements in shaping narrative forms.

The model fit indices, while showing some room for improvement, were within acceptable ranges. the SRMR values for the saturated and estimated models were 0.085 and 0.101, respectively, suggesting a reasonable fit (Bentler, 2023). Although the chi-square values and Normed Fit Index (NFI) scores indicated potential areas for enhancement, recent methodological discussions highlight the importance of considering multiple fit indices and theoretical coherence rather than relying solely on individual metrics (Kline, 2023).

The study's findings have significant implications for the future development of English literature. the strong relationships between digital narrative transformation and traditional narrative understanding suggest that digital platforms offer new opportunities for reinterpreting and revitalizing traditional narratives. This can lead to a more dynamic

and interactive engagement with literature, appealing to contemporary audiences. Additionally, the critical role of digital technology in narrative methods underscores the need for literature educators to integrate digital tools and platforms into their teaching practices, preparing students for the evolving landscape of literary production and consumption.

This study provides robust evidence of the transformative impact of digital storytelling on English literature. the strong internal consistency, convergent and discriminant validity of the constructs, and the significant path coefficients highlight the intricate relationships between traditional and digital narratives. the findings underscore the importance of embracing digital platforms and technologies to enhance the understanding and teaching of literature. Future research should continue to explore the evolving interplay between digital and traditional narratives, further enriching the field of English literature.

Practical Implications

The findings of this study have significant practical implications for educators, literary scholars, and digital technology professionals. For educators, integrating digital storytelling tools and platforms into English literature curricula can enhance students' engagement and understanding of both traditional and digital narratives. By leveraging digital platforms, educators can facilitate a more interactive and immersive learning experience, which is particularly appealing to contemporary students who are digital natives. Additionally, literary scholars can use the insights from this study to explore new avenues for research and pedagogy, focusing on the interplay between traditional narratives and digital transformation. Professionals in digital technology and media can develop more sophisticated storytelling tools that cater to the evolving needs of literature enthusiasts, thereby bridging the gap between technology and literature.

Theoretical Implications

This study contributes to the theoretical discourse on digital storytelling and its impact on English literature by providing a robust empirical framework that validates the constructs related to digital narrative transformation. the significant path coefficients and strong discriminant validity observed in

the study underscore the theoretical importance of understanding how digital platforms influence narrative methods and the relationship between digital and traditional narratives. By establishing the constructs of implications of digital narrative transformation (INDT), understanding of traditional narratives (UTN), awareness of digital platforms in storytelling (ADP), influence of digital technology on narrative methods (IDTM), and the relationship and differences between digital and traditional narratives (RDTN), this research enriches the academic discussion on the adaptation of literature to the digital age. These constructs offer a foundation for future theoretical exploration and model refinement in the field of digital humanities.

Limitations and Future Research Directions

Despite the valuable insights provided by this study, several limitations must be acknowledged. First, the sample size, while adequate for SEM analysis, is limited to three universities in Zhejiang Province, which may affect the generalizability of the findings. Future research should consider expanding the sample to include a more diverse range of institutions and geographical locations to enhance the generalizability and applicability of the results.

Second, the study relies on self-reported data, which may be subject to response biases. Employing a mixed-methods approach in future research could provide a more comprehensive understanding of the phenomena by triangulating quantitative data with qualitative insights.

Third, the study focuses on specific constructs related to digital storytelling and English literature. Future research could explore additional constructs or variables that may influence the adaptation of traditional narratives to the digital age, such as cultural factors, technological advancements, and audience preferences.

Lastly, as digital technology continues to evolve rapidly, longitudinal studies are recommended to examine how the relationships between the constructs change over time. This would provide deeper insights into the dynamic nature of digital storytelling and its long-term impact on English literature.

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