



A Study on the Effect of Digital Distribution Mechanism of Classical Music on Perceived Artistic Value Based on Logistic Regression and Structural Equation

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SUMMARY: *Classical music is a treasure of human civilization, carrying a profound historical and cultural heritage. Entering the new media era, the dissemination and development of classical music are facing new opportunities and challenges. Currently, the social communication mechanism of classical music in digital media is mainly through short videos, virtual experiences, music communities, etc. These social communication mechanisms and the artistic value of classical music have formed a relationship of mutual promotion and balanced development. This paper uses logistic regression and structural equations to empirically analyze the interaction between the two. It is verified that the above three social communication mechanisms can enhance the perceived artistic value of classical music audiences, and that the artistic value of classical music prompts the transformation of digital media. However, the current social communication mechanism also brings problems such as homogenization of content and weakening of artistic integrity. In response to these problems, strategies such as encouraging original creation, optimizing the form of dissemination, and creating exclusive zones can effectively improve the efficiency and quality of classical music dissemination and achieve its sustainable development.*

KEYWORDS: *Logistic regression; structural equations; digital media; artistry value*

1 Introduction

When it comes to classical music, most people who have little contact with classical music or who have not been specialized in classical music have a deep understanding of it. Moreover, classical music is characterized as “dull” and “difficult to understand” [1, 2]. Few non-classical music lovers make listening to classical music a part of their daily lives unless they need to. Therefore, the dissemination and promotion of classical music has always been the focus of scholars' attention. Or rather, how to broaden the channels of classical music dissemination has become the top priority of scholars' research [3-5]. With the change of the times, science and technology are widely applied to media communication, and nowadays the communication technology of digital media is fully applied to our daily life, changing our way of life [6, 7].

Similarly, the digital medium also influences the dissemination of classical music. In the era of digital media, the social communication mechanism and artistic value of classical music interacts through the use of Internet communication technology, broadening the dissemination channels and is fully embodied [8-10]. At present, the general increase in digital media and the increase in intellectual content reflects that more and more users are beginning to tend to pay attention to deeper cultural and artistic knowledge, and this general improvement in the mass

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<https://doi.org/10.65102/is2026704>

social and cultural environment and aesthetic concepts is very favorable to the dissemination of classical music [11-14]. At the same time, the digital media has the characteristics of openness and sharing, and the large volume and variety of information disseminated in the era of big data, and the fast update speed, which makes the new media users who have never been exposed to classical music have more chances to get in touch with and learn about classical music, thus broadening the dissemination channels of classical music [15-18]. Classical music under the digital media has personalized characteristics, and there are abundant classical music resources in the Internet, with a huge amount of audio and video available for users to choose from, and big data will also analyze the user's viewing or listening behavior, accurately grasp the audience's preferences, so that a large number of classical music with similar musical styles or musical genres can be accurately pushed, thus promoting its dissemination and promotion [19-23].

The study explores the interaction between social communication mechanisms and artistic value of classical music in digital media. It is proposed that the current social communication mechanism can enhance the perception of artistic value of classical music audiences, the new digital media promotes the perception of artistic value of classical music, and the artistic value of classical music can promote the innovation of digital media, and the three hypotheses are verified by logistic regression and structural equations. In view of the problems existing in the current social communication mechanism, corresponding measures are proposed to promote the creative transformation and innovative development of classical music.

2 Theoretical foundations

2.1 Mechanisms of Social Communication of Classical Music in Digital Media

2.1.1 Dissemination mechanisms based on short videos

Short video platforms not only allow classical music to be presented in new and interesting ways, but also promote the public's knowledge and understanding of traditional culture. In the past, the protection of traditional culture was mainly limited to the material level, such as repairing ancient buildings and preserving cultural relics. While spreading classical music through short videos is to awaken people's interest and love for traditional culture at the spiritual level. In the short video interaction, the audience from the initial unfamiliarity and curiosity, and gradually develop a deeper understanding and love of classical music, so that people can really get close to the classical music, feel the deep cultural connotation contained in it. Through this kind of subtle cultivation, the short video has awakened more people's cultural confidence and sense of national identity. This is a kind of cultural inheritance at the value level, so that the traditional art in the new era of vitality.

2.1.2 Dissemination mechanisms based on virtual experiences

Immersive digital concerts not only bring unprecedented sensory experience to the audience, but also trigger people's deep thinking about classical music at the spiritual level. Traditional concerts are limited by time and space, the performance form is single, the audience often can only passively appreciate. The digital concert breaks this shackle, allowing the audience to feel the charm of music immersive. For example, in the virtual concert hall, the audience seems to travel through time and space, and the composer to start a soulful conversation across the centuries. The immersive experience closely intertwines the music with the historical and cultural background, leading the audience to comprehend the deeper connotation of the work

in the audio-visual feast. This sense of participation and immersion makes classical music no longer an unattainable art, but the sound of the heart that can resonate with personal emotions [24]. Immersive concerts use digital technology as a medium to bridge the communication between classical music and modern people at the spiritual level, so that the traditional art has a more lasting vitality.

2.1.3 Communication mechanisms based on music communities

The new media environment provides a convenient communication platform for classical music lovers. The establishment of music communities not only provides a convenient communication platform for classical music lovers, but also builds a long-term mechanism for cultural inheritance at the spiritual level. This kind of community ecology goes beyond simple information sharing, but through multi-party interactions, it unites the common value pursuit of promoting traditional culture. In the community, novice listeners learn the mysteries of artistic expression from the performers' explanations and improve their music appreciation. Experienced music fans deepen their understanding of classical works through sharing their experiences. These interactive exchanges stimulate people's continued passion for classical music, and the community is thus endogenously motivated to pass on its culture. This spiritual cohesion makes the music community an important position for cultural inheritance. In the benign interaction, each participant becomes a practitioner and disseminator of traditional culture, and the community becomes an important carrier for the continuity of the vitality of classical music.

2.2 The relationship between digital media and the value of artistry

2.2.1 The digital medium drives the development of classical music

Artistic value is the most direct embodiment of art, and the classical music of the new era has been promoted by the digital medium, which is more in line with the aesthetics of modern people from an aesthetic point of view. In terms of technical ability, it can better and perfectly penetrate the connotation that the creators want to express. The enhancement of artistic value is not only to satisfy the aesthetic view. Creative techniques alone are not enough to meet the needs of people in the new era. Through the application of corresponding software, to combine people's needs, to carry out more artistic classical music, in order to let the classical music gradually towards perfection, and into the splendor.

2.2.2 Artistic value for innovation in digital media

The artistic values of classical music can be subdivided into interactive, social and educational values. These values promote the transformation and innovation of digital media. With the rapid development of digital media technology, classical music exhibitions are experiencing an unprecedented media evolution. This media evolution not only affects the presentation of the event, but also profoundly shapes the subjectivity of the event to carry and extend. In today's information age, the extension of the breadth of communication technology, the technical construction of media space, and the evolution of space and the presentation of subjects have become the key issues that cannot be ignored in the classical music exhibition and performance activities. Digital media art can be regarded as the crystallization of the fusion of information technology and art innovation, and its evolution process is the result of the deep integration of technological progress, way of thinking and conceptual renewal. Compared with traditional art forms, digital media art creates a unique perceptual experience with its unique virtual reality experience and rich presentation. The integration of computer technology and media

technology constitutes the basic ecological environment for the use of digital media art in grand scenarios, and the integration of art and technology further enhances the sense of on-site immersion of digital media art in these activities. Nowadays, digital media art has revolutionized the way traditional art interacts with the market and spreads. Through the diversified platforms constructed by computer technology, digital media art reaches the audience directly, making the exchange and popularization of ideas, concepts and emotions more rapid and straightforward than using traditional channels.

3 Research hypothesis and research design

3.1 Research hypotheses

The above theoretical analysis shows that classical music can be socially transmitted through short videos, virtual experiences, and music communities under the role of digital media, and these digital media can promote the prosperous development and dissemination of classical music, while the interactive, social, and educational values of classical music contribute to the transformation of digital media. In this regard, this paper explores the interaction between the social communication mechanism and the artistry value of classical music based on structural equations, and proposes the following hypotheses:

H1: The three digital media based on short videos, virtual experiences, and music communities enhance the perception of interactive, social, and educational values of classical music audiences.

H2: The new digital media promote the perception of interactive value, social value and educational value of classical music by the audience.

H3: The artistic value of classical music promotes the innovation of digital media and changes the social communication mechanism.

3.2 Subjects of the study

Convenience sampling was used to select 500 classical music lovers in Province A as the study population. The questionnaire was distributed to classical music lovers of different age groups using a combination of online and offline methods, thus ensuring accuracy and positivity, and a high recovery rate of the questionnaire. In order to ensure the validity of the questionnaire, invalid questionnaires with short response time as well as those filled in wrongly or randomly were eliminated. A total of 489 valid questionnaires were obtained, with a validity rate of 97.8%.

3.3 Research tools

(1) Classical Music Artistic Value Perception Scale

The Perceived Value Scale of Classical Music Artistry designed in this paper contains 15 questions and is scored from 1 (strongly disagree) to 5 (strongly agree). The scale includes three dimensions: interactive value, social value and educational value, with higher scores indicating a higher degree of perceived value.

(2) Digital Media Usage Scale

The social dissemination mechanism of classical music is measured through the way digital media are used, with a score ranging from 1 to 4. "1" represents experiencing the artistic value of classical music through short videos, "2" represents experiencing the artistic value of classical music through virtual experiences, and "3" represents experiencing the artistic value of classical music through music communities. "4" indicates the use of other new digital media to experience the artistic value of classical music.

(3) Modeling tools

Data were organized and analyzed using SPSS 25.0 and Mplus 8.3, including latent profile analysis [25], logistic regression, and structural equation mixed models.

4 Empirical analysis

4.1 Sample data composition

An overview of the questionnaire sample is shown in Table 1. Observing the gender distribution of the respondents, 52.1% and 47.9% of the total number of respondents were male and female respectively, with the number of males slightly higher than that of females, but the overall proportion of males and females was equal. Observing the age distribution of the respondents, 189 respondents, or 38.7% of the total, were between 40 and 49 years of age, which accounted for the largest proportion of the total. Observing the distribution of respondents' education level, there are 256 respondents with bachelor's degree, accounting for 52.4% of the total, which is the largest proportion. Observing the monthly household income of the respondents, the proportion of those with a monthly income of 50,000 to 70,000 yuan is high, accounting for 32.1% of the total.

Table 1: Sample survey of questionnaire survey

	Statistical project	Sample size	Effective percentage
Gender	Male	255	52.1%
	Female	234	47.9%
Age	<20	21	4.3%
	20~29	36	7.4%
	30~39	93	19.0%
	40~49	189	38.7%
	>50	150	30.7%
Educational background	Junior college	103	21.1%
	Undergraduate	256	52.4%
	Master's degree	130	26.6%
Revenue	<10000	66	13.5%
	10000~30000	65	13.3%
	30000~50000	107	21.9%
	50000~70000	157	32.1%
	>70000	94	19.2%

4.2 Reliability analysis

The questionnaire designed for this paper contains the Perceived Artistic Value of Classical Music Scale and the Digital Media Usage Scale, with a total of 19 items, both scored in a positive manner.

This study utilized SPSS 21.0 statistical software to analyze the reliability of each variable. The Cronbach's alpha values of interactive value (V1), social value (V2), educational value (V3), short video channel (V4), virtual experience channel (V5), music community channel (V6), and new digital media (V7) were 0.936, 0.845, 0.912, 0.914, 0.955, 0.874, and 0.922, which are all greater than 0.7, indicating that the reliability of this study meets the research criteria.

In terms of validity, this study first used exploratory factor analysis for content validity test.

The results of the validity test for each variable are shown in Table 2. The mean KMO value of each structural variable in the study is 0.831, which is far beyond the minimum standard of 0.5, and the mean value of the overall explanatory rate is 81.1%, which is higher than the general research standard, indicating that the selected factors have well retained most of the information in the original data. The experimental results show that the factor loading values of the measurement indicators on a single dimension are all greater than 0.5, and no cross-loading situation occurs. Therefore, all the measurements in the study meet the criteria for further research and should be retained in their entirety.

Table 2: Test results of variable validity

Variable	KMO	Approximate card	Freedom	Sig.	Eigenvalue	Overall interpretation
V1	0.832	1985.554	6	0	3.33	87.03
V2	0.826	2104.706	6	0	3.29	91.03
V3	0.832	1432.091	6	0	3.062	83.31
V4	0.854	230.417	6	0	3.403	78.71
V5	0.807	1799.436	6	0	3.239	73.45
V6	0.837	1951.843	6	0	3.243	73.57
V7	0.831	1863.553	10	0	3.641	80.63

4.3 Regression analysis

In this paper, using short video channel (V4), virtual experience channel (V5), music community channel (V6), and new digital media (V7) as independent variables, and interactive value (V1), social value (V2), and educational value (V3) as dependent variables, the regression analysis was conducted, and the results of the influence of the social communication mechanism on the perceived value of the artistry of classical music are shown in Table 3. The social communication mechanisms of classical music in the form of short video channel, virtual experience channel and music community channel all significantly increased the respondents' perception of interactive value, social value and educational value ($P < 0.05$), and hypothesis 1 was established. The new digital media significantly increased respondents' perception of interactive, social and educational value ($P < 0.05$), and Hypothesis 2 was established.

Table 3: The social communication mechanism is aware of the artistic value

Dependent variable	Independent variable	Regression coefficient	Sig.
Interactive value (V1)	Short range channel (V4)	0.31	$P < 0.05$
	Virtual experience channel (V5)	0.35	$P < 0.05$
	Music community channel (V6)	0.33	$P < 0.05$
	New digital media (V7)	0.36	$P < 0.05$
Social value (V2)	Short range channel (V4)	0.34	$P < 0.05$
	Virtual experience channel (V5)	0.26	$P < 0.05$
	Music community channel (V6)	0.29	$P < 0.05$
	New digital media (V7)	0.34	$P < 0.05$
Education value (V3)	Short range channel (V4)	0.26	$P < 0.05$
	Virtual experience channel (V5)	0.35	$P < 0.05$
	Music community channel (V6)	0.27	$P < 0.05$
	New digital media (V7)	0.31	$P < 0.05$

Regression was conducted with interactive value (V1), social value (V2), and educational value (V3) as independent variables and new digital medium (V7) as dependent variable, and

the results are shown in Table 4. It shows that the artistic value of classical music promotes the innovation of digital media Hypothesis 3 is valid.

Table 4: The effect of classical music artistic value on new digital media

Independent variable	Normalization factor	T	Sig.
Interactive value (V1)	0.36	5.63	P<0.05
Social value (V2)	0.45	2.47	P<0.05
Education value (V3)	0.41	5.33	P<0.05

4.4 Structural equation modeling analysis

Based on the results of the questionnaire, structural equation mixed modeling was used for the analysis [26]. Fit metrics (e.g., AIC, BIC, and aBIC), Entropy (quality of categorization), and LMR, BLRT (comparing the fit of k and k-1 models) were used to determine the type of potential profiles. The results of the analysis of potential profiles for perceived artistic value of classical music are shown in Table 5.7 Model 7 had the lowest AIC (82453.643), BIC (83947.29), and aBIC (83694.74), but the LMR was not significant ($p>0.05$), which indicated that it was not as suitable as Model 6.5 Model 5 had the largest value of Entropy (0.977), which indicated that the classification was more Accurate. The purpose of this study is to investigate the influence of digital media on the perception of artistic value of classical music, and the more accurate the classification is, the better it is for subsequent research, therefore, model 5 is considered the optimal model in this study.

Table 5: Analysis of the potential profile of classical music artistic value perception

Model	AIC	BIC	aBIC	Entropy	LMR	BLRT
1	122438.212	123652.96	122963.63	-	-	-
2	103452.524	112563.65	112563.95	0.955	0	0
3	95423.142	105236.96	105623.63	0.964	0	0
4	85243.045	96523.66	96352.52	0.974	0	0
5	84532.515	85663.63	85412.63	0.977	0	0
6	83244.542	84523.65	84526.63	0.953	0.036	0
7	82453.643	83947.29	83694.74	0.964	0.096	0

In order to investigate the role of perceived value of classical music artistry on digital media and social communication mechanisms, this study explores the variability of mediation models across potential types based on the validation of mediation models. The relationship between social communication mechanisms and other variables was analyzed separately using logistic regression. The results show that the mediating role of digital media in the relationship between perceived value of classical music artistry and social communication mechanisms is significant. The validation results are shown in Table 6. It can be seen that there is a significant predictive role between perceived value of classical music artistry, digital media, and social communication mechanisms under different paths. It shows that digital media can change the social communication mechanism, which in turn affects the perceived artistic value of classical music, and the perceived artistic value of classical music can promote the innovation of digital media.

Table 6: Path coefficient

	Class 1	Class 2	Class 3	Class 4	Class 5
Social communication mechanism → Artistic value perception	0.423***	0.063	0.451***	0.014	0.065
Artistic value perception → Digital medium	0.263*	0.463***	0.364***	0.164***	0.164*
Digital medium → Social communication mechanism	0.164*	1.234***	1.304***	0.912***	1.634***

5 Strategies of the digital media for the development of artistic forms of communication in classical music

The rapid development of digital music new media has made the dissemination of classical music works more convenient, but it has also led to the increasing homogenization of content. The rise of short video platforms has changed the way music is disseminated, but it has also brought about the problem of weakened musical integrity. Excessive commercialization tends to compress the space for artistic expression in music works, making creators have to compromise between artistic pursuit and market demand. This paper proposes strategies to promote the development of classical music communication.

5.1 Encourage original content creation and build a diversified support system

Original music is an important source of the vitality of music art, and also the key to promote the quality of classical music art communication. Original content not only carries the creators' unique thoughts and emotional expression, but also injects a constant innovative power into the art of classical music. Compared with the copying of popular elements, original works can impress people with their uniqueness and attract a wider audience, thus promoting the sustainable development of classical music art. By encouraging original content creation, the problem of content homogenization can be effectively avoided, and the diversity and depth of music communication can be enhanced. In addition, supporting original content also helps platforms to enhance their core competitiveness and bring users a higher quality audiovisual experience. In the digital music new media environment, platforms should establish a diversified support system, including financial support programs, traffic exposure mechanisms, and special promotion channels for original music.

5.2 Optimize the design of communication forms to enhance the complete experience of music

The integrity of music not only reflects the artistic value of the work, but is also an important factor in enhancing the emotional resonance of the audience. However, with the rise of short video platforms, the fragmented mode of communication has gradually become the mainstream, resulting in many music works being split into fragments, and the original narrative and artistic infectiousness have been greatly weakened. Although this mode of communication can enhance the exposure rate of music in a short period of time, it is unable to completely convey the connotation and emotion of music creation. Therefore, optimizing the design of the communication form and providing space for the full display of complete classical music works can enable the audience to deeply perceive the overall beauty of the music, and at the same time

better understand the ideas and cultural values contained in the music. Digital music new media should make full use of the advantages of long video format, MV narrative expression and multi-channel promotion to enhance the artistic infectivity and communication effect of classical music.

5.3 Create an exclusive zone for traditional music to pass on the essence of culture

In the rapid development of digital music new media, classical music has been gradually marginalized due to its single mode of communication and fixed audience groups, facing the dilemma of a narrow scope of dissemination and a declining audience. While focusing on popular music, digital platforms should shoulder the responsibility of classical music inheritance and open up a stable and sustainable communication channel for classical music. By creating an exclusive zone for traditional music, it can not only focus on the charm of classical music, but also let the younger generation reacquaint themselves with and love these classics in a digitized and innovative way.

6 Conclusion

This paper analyzes and verifies the interactive relationship between the social communication mechanism of classical music in digital media and artistry value through regression analysis and structural equation modeling, and draws the following conclusions:

(1) The social communication mechanism of classical music in short video channel, virtual experience channel and music community channel, as well as the new digital media, can significantly enhance the perceived artistry value of classical music fans ($p < 0.05$).

(2) The artistic value of classical music can promote digital media innovation ($p < 0.05$).

The current social communication mechanisms in the form of short videos, virtual experiences, and music communities have facilitated the dissemination of classical music, and at the same time brought many profound challenges. Against the background of both opportunities and problems, the only way to achieve high-quality communication of music art is to deal with the problems of content homogenization, fragmented communication, and traffic orientation with innovative thinking and practical strategies. By optimizing the form of communication, supporting original content and balancing the relationship between business and art, the potential of new media platforms can be better utilized, so that the classical music art can be communicated with both cultural depth and market influence, thus promoting the classical music art to take on a new vitality in the wave of globalization and digitization.

About the Author

Nan Jing was born in Lanzhou, Gansu, China, in 1995. He obtained his bachelor's degree from Luoyang Normal University in China and his master's degree from Dankook University in South Korea. He completed his Doctor of Musical Arts (DMA) studies at the College of Music, Kookmin University, South Korea. His research focuses on Western classical music and vocal performance.

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