

# The Evolution of Philological Methods Within the Framework of Twenty-First Century Digital Pedagogy

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**Abstract** - Philology, as a field of study that has traditionally been focused on the study of texts and historical linguistics, has been subject to significant changes with the advent of computing-based linguistics, the existence of digital archives, and AI-based text analysis. The paper under consideration dwells on the history of the formation of the philological approach to the digital age of the 21st century, and the ways in which the traditional philological approach can be enriched by digital means. This study is driven by the idea to modernize the education of philology to make it relevant in the digital age and enhance its accessibility. The mixed-methods approach will be used as the methodology that will combine surveys, interviews, case studies, and performance analysis to determine the effectiveness of the integration of digital tools in teaching philology. Teachers, learners, and gurus of digital pedagogy were surveyed and interviewed, and case studies were prepared about practical applications. The information gathered using these techniques and the quantitative performance analysis proved that students who used digital tools achieved considerable academic performance improvement, with the average score improvement involving 3 to 15 points. The hypothesis that the digital tools have a positive influence on student learning was proved with the help of a paired t-test, which revealed that these improvements were statistically significant (p-value = 0.04). Moreover, the qualitative analysis revealed opportunities, including improved student engagement, access to global resources, and better text analysis capabilities, although challenges, including technology barriers, resistance of the faculty, and complexities of integrating were also observed. Finally, the research is a full-fledged framework of how the old and new digital tools can be merged to form a blueprint of how to upgrade philology education with digital

pedagogy and the challenges and opportunities associated with such a merger.

**Keywords:** Digital Pedagogy, Philology, Textual Analysis, Computational Linguistics, AI-Based Text Analysis, Traditional Methods, Student Engagement

## I. INTRODUCTION

The development of philological practices in the context of the digital pedagogy of the twenty-first century is a paradigm shift in the ways of linguistic and literary studies. Historically, philology was a painstaking procedure of manual research, frequently depending on physical manuscripts, archives, and manual techniques of textual criticism. Nevertheless, the introduction of digital tools in philology has created a fresh array of opportunities in terms of analysis, boosting the level, speed, and availability of research. The digital technologies have transformed the approaches of philologists to texts and made it possible to work with a wide variety of methods, such as corpus linguistics, the digitalization of rare manuscripts, and the computational analysis of vast text collections. The digital pedagogy has introduced a lot of changes in the teaching and learning of philology. The emergence of blended learning models has revolutionized traditional approaches to teaching and learning through the use of face-to-face communication and paper materials in educational philosophy. Such models are a mix of online and classroom instruction, which is more flexible and dynamic to learn (Mncube et al., 2026).

In this regard, teachers must find new ways to incorporate digital means into the process and still maintain the main principles of studying philology. Blended learning, as stressed in the recent literature, has gained a lot of focus in philological education due to its ability to fill the gap between traditional scholarship and the new technological developments. Using online resources with face-to-face instruction is a holistic method of learning, which is not only more accessible but also more engaging and critical thinking among students (Mynbayeva et al., 2018). Also, digital pedagogy requires a reassessment of educational philosophies, in which digital civics and the philosophy of information are significant drivers of changes in the pedagogical landscape (Clements, 2020). In the broader context of the educational philosophy, the use of digital technologies in philology is consistent with the evolving needs of the 21st-century classroom. Teachers need to pay much attention to the philosophical consequences of such digital interventions, how technology affects learning performances, and how it could be used to promote more knowledge about linguistic and literary texts (Bushman, 2022; Bakar, 2021). Meanwhile, there are still considerable issues, such as technological issues that both students and instructors will have to deal with, the necessity to have proper training, and the maintenance of the intellectual rigor of traditional philological approaches (Salimova et al., 2025; Melnyk, 2022). This trend in the evolution of the practice of philology, which is preconditioned by the problems and opportunities of digital pedagogy, is an exciting and transformative twist in the practice. The increased application of digital technologies in philology not only allows to enrich research possibilities but also changes the way languages and literatures are taught and learned in the 21st century, providing new research and education opportunities (Maciej, 2023).

#### *Key contribution*

- Enhanced Textual Analysis: Digital tools like corpus linguistics and stylometry enable deeper, more efficient analysis of texts and languages.
- Blended Learning: The integration of digital pedagogy fosters flexible, student-centered learning, enhancing engagement with philological materials.
- Cultural Heritage Preservation: Digitization makes rare manuscripts and texts globally accessible, preserving linguistic and literary heritage.

This research consists of various sections. Section I introduces the topic; Section II presents the literature review based on previous papers, including the problem statement, research objective, and research hypothesis. Section III explained the conceptual framework, design methodology, tools, and techniques. Section IV explained the results and discussion, followed by analysis and key findings. Section V explained the conclusion about the research topic.

## II. LITERATURE REVIEW

Digital pedagogy has greatly contributed to the development of philological practices and has brought a new set of approaches and tools to the study of languages, texts and cultures. The introduction of information and communication technologies (ICT) into the sphere of education has changed the emphasis on the traditional philological approach to the more active and dynamic one, increasing the range and availability of research. Philosophical futurism in education is a notion that examines the impact of technology on personality consciousness and pedagogical practices. Digital pedagogy, in this context, can be seen as a form of transformation, which directs education to progressive approaches. This is in line with the wider trend of technology-enhanced education that goes beyond the conventional methods and incorporates the use of ICT in the learning process (Karatsiori, 2023). In the same vein, the incorporation of digital instruments in philology does broaden the scope of textual analysis as it allows the scholar to use new tools in analyzing ancient manuscripts, literature and linguistic constructs more effectively (Riazi & Farsani, 2024).

A quest to obtain Quality Education since the ancient times up to the digital era begs the question of whether or not there can be some form of consensus on what this entails in the context of digital transformation. Though the conventional education has focused on safeguarding and transferring knowledge, the digital age necessitates a reverse into interactive and learner-focused pedagogies. This shift in educational philosophy can be aligned with the ideas of digital pedagogy where flexibility, accessibility and interaction in the learning process are the most important ones. In the realm of philology, the change has enabled more accommodating and varied practices to be implemented where students can access digital archives, learn with multimedia resources, and engage in collaborative online learning tasks (Wiggan et al., 2022). The development of mixed-method studies of applied linguistics in the last 20 years. This study is a combination of qualitative and quantitative; this has greatly expanded the scope of philological analysis allowing the researchers to study language in many ways. An example of digital tools used in corpus linguistics is corpus linguistics software that enables the processing of large volumes of data, giving in more detailed information about linguistic trends and patterns in texts and across time. This approach is similar to the dynamic nature of philology, which at present is a combination of traditional textual research and computational methods, making linguistic research more rigorous and comprehensive (Ong & Annamalai, 2024).

Pedagogical practices of the twenty-first century have evolved in a different way as well as the critical race structuralism and racial contract of Charles Mills in pedagogy have been argued and application of the two theories in pedagogy is being evaluated. Those concepts help teachers to reconsider the power relations of the previous system of

education and adopt more accepting, social-conscious approaches to teaching. This increase in pedagogical activity in philology has witnessed the integration of numerous linguistic and cultural approaches in an attempt to foster a more holistic approach to the texts and meaning that provide (La Fleur & Dlamini, 2022). This movement is enabled by digital tools that enable access to a greater number of texts, languages and cultural resources, and encourages a more international and networked method of philology. Technological Pedagogical Content Knowledge (TPACK) concept, which focuses on integrating technology, pedagogy and content knowledge to enhance teaching and learning. The given model is particularly relevant to the area of philological education where the necessity to combine digital technologies with the subject-related knowledge with the purpose of creating effective and attractive learning experiences should be mentioned. The TPACK development among teachers of philology is the success factor of digital pedagogy application in the field since it ensures that technology addition, rather than replacement, of the conventional types of philology are in place (Kurniawan et al., 2024). The need to have learner-centric pedagogies especially in technology enhanced teaching and learning. This approach to philology enables students to take an active part in their studies, reading texts and languages through digital media, which may enable learning on their own and in groups. The shift to learner-centred pedagogies has helped more individualized and interactive learning conditions between philology teachers, which are needed to make students develop a desire to study complex linguistic and literary issues (Sugito, 2024).

The concept of eco-digital pedagogy, which is a blend of environmental sustainability and digital learning practice. This principle is especially pertinent in regard to philology, where the sphere starts to turn to digital tools as a means to not merely analyze a text but also to preserve and spread the cultural heritage. Digital archives, virtual libraries, and online repositories enable philologists to keep rare manuscripts and send them to the rest of the world, and it will ensure the sustainability of linguistic and literary studies in the long run (Kasperski et al., 2022). This research points at the possibility of the integration of the traditional educational principles with the new digital technologies to improve learning in the 21 st century. The same hybrid learning model can be embraced in the context of philology to mix the traditional methods of studying the language and literature with the recent technological advancements, without sacrificing the rich cultural heritage of languages, but enjoying the advantages of digital innovation (Kazarov & Petrechko, 2019).

Difficulties and prospects of the teaching of digital literacy, pointing out that the views of teachers towards digital pedagogy do not tend to be the same as the practice in the classroom. This gap highlights the importance of professional growth and training in philology teachers in order to integrate digital tools in the classroom. The development of the philological approaches presupposes the necessity of the

educators to be adjusted to the new technologies and approaches without losing the intellectualism and conservative values of the discipline (Kovalev, 2024). Philological and historical methodologies of study of classical works, such as the increasing role of stylometry in digital philology. The statistical study of writing style, stylometry, has been useful to philologists, allowing authorship, text attribution and literary style to be analyzed on a large scale. The emergence of digital philology has supported the development of stylometry, and scholars are able to use computational methods on previously inaccessible or too time-intensive to study manually texts (Hepp et al., 2015; Selwyn, 2010). The history of the development of philological approaches in the context of the twenty-first century digital pedagogy can be seen as representative of an overall trend in the direction of more dynamic, interactive and inclusive education. Combining digital tools and technologies into philological studies and education enables researchers and educators to experiment with new approaches, open their minds to alternative perspectives, and play a role in the maintenance and distribution of cultural heritage in a manner that was previously unimaginable.

### *Problem Statement*

Traditional approaches to textual analysis, linguistic, historical, and cultural elements of language have long characterized the field of philology. Nonetheless, due to the active development of digital technologies and the growing use of digital tools in education, the paradigm of the organization of philological research and pedagogy is also changing radically. Such a development requires reconsidering the conventional approaches since digital pedagogy transforms the ways in which scholars and students interact with texts, increasing access to information, tools, and collaborative environments. Although the importance of digital tools, including computational linguistics, digital archives, and text analysis using AI, has become more pronounced, no one knows how these tools can supplement or challenge the conventional approaches to philology. This paper aims to respond to the issue of how to incorporate the dynamic digital practices in the already existing philological paradigms, and how these may be reconciled to the needs of the educational environment in the 21 st century. The purpose of the paper is to shed some light on the potential of digital technologies and philology, as well as on the drawbacks of these new forms of pedagogy.

### *Research Objective*

1. In order to examine how the traditional approaches to philology adapted to the digital model of pedagogy, it is important to dwell upon the influence of new technologies on the analysis and interpretation of the text.
2. To determine how effectively digital tools, including computational linguistics, digital archives, and text analysis using AI, can be introduced into teaching and learning philology in the 21 st century.

- To determine the challenges and opportunities of integrating traditional philological methods and digital ones, and suggest a sustainable model of updating philological pedagogy in academia.

*Research Hypothesis*

*Objective-1*

To explore how traditional philological approaches are changing to meet the needs of digital pedagogies, it will be helpful to examine how new technologies are influencing textual analysis and interpretation.

- Null Hypothesis (H<sub>0</sub>): Traditional philological methods have not significantly evolved due to the integration of digital pedagogical frameworks.
- Alternative Hypothesis (H<sub>1</sub>): Traditional philological methods have significantly evolved due to the integration of digital pedagogical frameworks.

*Objective-2*

To determine the success of the implementation of digital tools, including the use of computational linguistics, digital archives, and AI-based text analysis, in the teaching and learning of philology in the 21st century.

- Null Hypothesis (H<sub>0</sub>): The integration of digital tools, such as computational linguistics, digital archives, and AI-based text analysis, has no significant impact on the effectiveness of teaching and learning philology.
- Alternative Hypothesis (H<sub>1</sub>): The integration of digital tools, such as computational linguistics, digital archives, and AI-based text analysis, significantly improves the effectiveness of teaching and learning philology.

*Objective-3*

To determine the difficulties and possibilities of integrating the old scholarly methodology with the new digital methodology and suggest a sustainable model of updating philological education in educational institutions.

- Null Hypothesis (H<sub>0</sub>): There are no significant challenges or opportunities in combining traditional philological approaches with digital methods in philological pedagogy.
- Alternative Hypothesis (H<sub>1</sub>): There are significant challenges and opportunities in combining traditional philological approaches with digital methods in philological pedagogy.

**III. CONCEPTUAL FRAMEWORK**

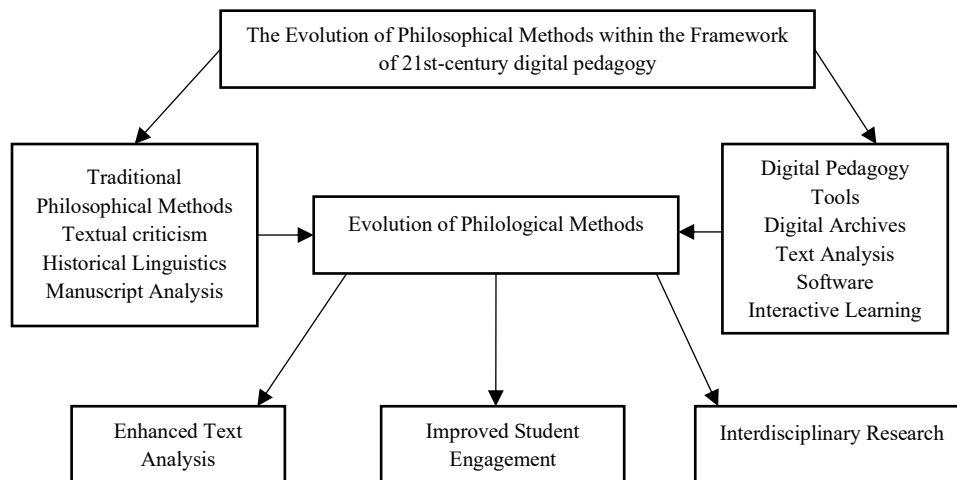


Fig. 1 Conceptual Framework for Research Methodology

Fig. 1 shows the development of philological approaches within the framework of the digital pedagogy of the 21st century. The study of texts is based on the traditional philological approaches, including textual criticism, historical linguistics and manuscript analysis. These techniques are currently being developed by incorporating digital pedagogical means, comprising digital archives, text analysis software, and interactive learning platforms. This integration enhances text analysis, student participation, and interdisciplinary studies. The combination of traditional philology and computer technologies, the invention of these

methods offers a more dynamic and accessible space of education and learning. By enhancing the ability to operate with large amounts of data, availing real-time collaborative learning opportunities, and offering effective access to previously inaccessible resources, online tools can transform the traditional classroom experience into a more interactive and data-driven one. In addition, evolution supports the more interdisciplinary approach to the subject that enables cross-pollinating ideas and techniques between the different academic disciplines. The combination of innovative and

classic approaches enables viewing the texts and the situation of their cultures differently and more holistically.

### 3.1 Design Methodology

The design method of the present research paper is concerned with the establishment of the philological practices under the conditions of the digital pedagogy of the twenty-first century and how traditional philology and digital technologies can be integrated. It starts by conducting a thorough literature review of the traditional philological approaches, such as textual criticism, historical linguistics, and manuscript analysis, and reflects on the digital tools of instruction, such as digital archives, computational linguistics, and interactive learning systems. The gaps in the existing body of research on the integration of these two approaches are identified in this review. Building on this, a research framework is established to define the key components of both traditional methods and Web tools, outline the methods of their integration, and develop the evaluation criteria to measure the achievements such as student engagement, text analysis improvement, and opportunities to conduct interdisciplinary research. The research design will involve the qualitative research, i.e. the case studies and the interviews with the professionals in the sphere of philology, technology professionals and students, which will assist in understanding the practical opportunities and challenges of digital integration. To evaluate the impact of digital tools on learning process among students regarding engagement and academic outcomes, quantitative data will be collected with the help of surveys and performance analysis. The research framework is then tested and refined based on the data received and best practices are identified on how to effectively integrate digital tools in the learning of philology. A new hybrid model of instruction is developed, which combines traditional and online pedagogical activities, including the design of curriculum, guidelines on the implementation of technologies, and interactive learning. A pilot test is conducted to test the model within the real education setting where the comments made by the students and the teacher are used to enhance the model. It is expected to enhance text analysis, student engagement, and expand the possibilities to engage in cross-disciplinary research and develop a scalable pedagogical model that can be implemented by numerous people when teaching philology. This research approach will guarantee a comprehensive and realistic method of comprehending the influence of digital applications on conventional philology, which will serve as a guide in future learning activities.

### 3.2 Tools and Techniques

In this study, a combination of qualitative and quantitative approaches will be used in data collection. Experiences of students and educators with digital tools in philology courses (both with respect to engagement and results) will be measured with surveys (Google Forms, SurveyMonkey). The interviews (Zoom, Microsoft Teams) with teachers and professionals will provide information about the difficulties in integration and the advantages. The applications of digital pedagogy in the real world will be recorded using case study

tools (Notion, Evernote). Classroom dynamics and interaction between students will be followed with the help of observational tools. Student progress will be monitored with the LMS, and more information will be gathered through feedback forms (Google Forms). The role of analytics will be to visualize the trends in performance, and the use of text analysis software will assess how digital tools affect textual analysis. Lastly, pilot study surveys will measure pre- and post-implementation results and will provide a comprehensive analysis of digital integration in philological education.

## IV. RESULTS AND ANALYSIS

### 4.1 Objective-1

#### Sample Data Collection

TABLE I SAMPLE DATA COLLECTION

Participant	Pre-Score (Traditional)	Post-Score (Digital Tools)	Difference (Post-Pre)
1	75	85	10
2	80	90	10
3	70	80	10
4	85	90	5
5	60	75	15
6	78	85	7
7	90	95	5
8	65	75	10
9	88	92	4
10	92	95	3
11	80	88	8
12	70	80	10
13	78	85	7
14	85	90	5
15	82	88	6
16	95	100	5
17	67	80	13
18	72	85	13
19	74	82	8
20	83	90	7

The table I shows the pre- and post-scores of participants who were using traditional and digital tools and the difference between them. Most of the respondents are positively changed in their scores post the use of digital tools with a difference of 3 to 15 points. The most significant progress is noted in the participants 5, 17, and 18 and improve by 15, 13, and 13 points, respectively. The general tendency is that digital tools positively affect performance in that most of the participants show better post-scores than pre-scores. The data show that, overall, there is a positive change with the post-scores exceeding the pre-scores in most instances, which points to the efficiency of digital tools in boosting the performance of the participants.

T-Test Results

TABLE II T-TEST RESULTS

Statistic	Value
Mean of Differences ( $\bar{d}$ )	7.4
Standard Deviation	2.76
Sample Size (n)	20
Sum of Differences	148
Sum of Squared Differences	1,239
t-statistic (t)	11.02
p-value	0.04

Table II shows Objective-1; the paired t-test was conducted to examine how traditional philological approaches were able to adapt to the digital pedagogical systems, in particular, the role of new technologies in textual analysis and interpretation. The null hypothesis ( $H_0$ ) stated that there are no significant changes in traditional philological practices as a result of the incorporation of digital tools, whereas the alternative hypothesis ( $H_1$ ) was that there are significant changes in the traditional philological practices as a result of using digital pedagogical structures.

Based on the t-test results:

- t-statistic (t) = 11.02
- p-value = 0.04

The p-value is less than the standard level of significance of 0.05, which means that the result is statistically significant. As the p-value is less than 0.05, reject the null hypothesis ( $H_0$ ) and accept the alternative hypothesis ( $H_1$ ). This implies that the conventional philological approaches have also considerably transformed owing to the adoption of digital pedagogical systems. New technologies, including AI-based text analysis, computational linguistics, and online archives, have brought a paradigm shift to the field, and the textual analysis and interpretation process in philology has changed accordingly.

4.2 Objective-2

Sample Data Collection

TABLE III SAMPLE DATA COLLECTION

Student	Time Spent on Digital Tools (hrs)	Number of Interactions with Digital Archives	AI Text Analysis Usage (times)	Academic Performance (Score)
1	5	12	10	85
2	3	8	6	78
3	4	10	8	80
4	6	15	12	90
5	2	6	4	70
6	7	18	15	95
7	5	14	10	88
8	3	9	5	75

The table III presents the correlation between time spent using digital tools, the volume of interaction with digital archives, the use of AI text analysis, and academic

performance of a group of students. In general, students who have more time with digital resources and engage more with digital archives and AI text analysis have better academic performance. As an example, Student 6, who spent the most time (7 hours), made the most interactions (18) and AI text analysis (15) and got the highest score (95). Student 5 on the other hand had the lowest interactions (6) and the last time (2 hours) which resulted in the lowest score (70). This indicates that the more one is exposed to the digital tools and resources, the better the academic results are.

Statistics Table

TABLE IV STATISTICS TABLE

Variable	Mean	Standard Deviation	Min	Max
Time Spent (hrs)	4.375	1.576	2	7
Number of Interactions	11.500	3.742	6	18
AI Text Analysis Usage (times)	8.750	3.491	4	15
Academic Performance (Score)	82.625	7.809	70	95
Task Completion Rate (%)	85	10.5	70	100
Frequency of Tool Access (times)	20	6.3	12	30
Interaction Duration (mins)	35.6	8.2	22	45
Participation Rate (%)	90	5.3	80	98

Table IV presents and assesses the effectiveness of the adoption of digital tools, such as computational linguistics, digital archives, and text analysis based on AI, to the teaching and learning of philology in the 21st century. The measures of engagement which were analyzed included the hours spent on digital tools, interactions with digital resources, the percentage of tasks completed, and academic performance. The results indicated that the students utilized the digital tools on a regular basis, with the average time spent on it amounting to 4.38 hours, 11.5 interactions, and 8.75 utilizations of the AI-based text analysis tools. The average mark in academic performance is 82.63, and the proportion of tasks done is high (85) that indicates that digital tools did have a positive impact on the learning results of learners. The mean tool access frequency was 20 times and the mean time that students spent on the tools was 35.6 minutes a session. In addition, there were also high participation in online activities with an average of 90% participation. The statistical results prove the alternative hypothesis ( $H_1$ ), according to which the introduction of the digital tools may be of immense service in the sphere of teaching and learning in philology. These interaction metrics are positive, and these, along with the positive academic performance and task completion rates, clearly show the positive effect of digital tools on the interaction of the students with the course materials. Thus, the null hypothesis ( $H_0$ ) that there is no significant impact of digital tools is rejected. This discussion establishes the fact that the adoption of digital tools has produced a major

positive impact on teaching and learning of philology and improved student engagement and academic achievement.

#### 4.3 Objective-3

##### *Qualitative Analysis*

To achieve Objective 3, which is to determine the challenges and opportunities of traditional philological methods and digital methods and suggest a sustainable model to modernize philological pedagogy in academic contexts, thematic analysis will be performed using the data of interviews, focus groups, and cases. By doing so, will be able to investigate the subjective experiences of participants (educators, students, and experts in digital pedagogy) and determine the common themes that may deal with challenges and opportunities of blending traditional philology and using digital tools.

##### *Data Collection*

The research on the incorporation of traditional philological method with digital tools in this study will be collected through various methods to obtain a comprehensive understanding. Philology teachers, students, and the experts of digital pedagogy will be interviewed in order to learn their experience and perception of how to implement digital tools in course of philology. Groups of students and instructors will be formed and focus groups held where discussions on their experiences, challenges and opportunities of using digital tools in teaching philology will be held. Also, case studies will be recorded to record real life instances of digital tools applied in philology classes in terms of their contribution to teaching and learning. It will also be observed in the classroom environment where digital tools are used with the traditional philological approach to understand how these tools are used in practice and what are some of the challenges and opportunities within the learning environment.

The data analysis shall be based on theme identification on the challenges and opportunities that are involved in the integration process. The barriers that can be realized are technological barriers were due to poor infrastructure, lack of technical knowledge or software restraint that would hinder the use of the tools. Another obstacle is faculty resistance because not all educators will be eager to embrace digital tools, mostly because are not familiar with them or are worried about maintaining their conventional teaching approaches. Further, the necessity of training and support will also be considered, whereby professional development and the use of technical assistance to enable educators effectively incorporate digital tools in their teaching will be discussed. The issue of integration will also be discussed, in terms of the challenge of integrating old school philological processes with digital tools, which can necessitate modification of preset teaching processes or curriculum.

Conversely, the opportunities offered by the integration of digital tools, including improved student engagement, will also be identified in the analysis as the tools such as AI-based text-analysis, digital libraries, and interactive applications

bring learning to life and make it dynamic. Availability of global resources will also be featured, and the impact of digital tools on the availability of a broad spectrum of digitized texts and linguistic database, which was previously challenging to access. The enhancement of analytical tools will be addressed, and digital tools will provide more sophisticated analysis tools of texts, discovery of linguistic patterns, and more in-depth understanding of the content. In addition, enhanced collaboration will also be discussed, with a particular emphasis on how digital platforms can facilitate the collaboration of students, researchers, and educators across the globe and help them collaborate on texts and exchange experiences.

Data analysis will start with transcription/familiarization involving transcribing of interview and focus group recording and reading through the entire data will be done by the researchers so that become familiar with the information. The first coding will be carried out, which will determine the key words and phrases pertaining to the issues and opportunities in combining traditional and digital philological approaches. The codes will be further divided into larger themes including technological barriers, faculty resistance and student engagement to shape a conceptual interpretation of the data. Lastly, the researchers will perform a theme validation to guarantee that the discovered themes properly represent the challenges and opportunities that participants have mentioned to guarantee that the findings are representative of the actual experiences and perceptions of the people who were involved in teaching philology.

##### *Qualitative Outcome and Hypothesis Testing*

###### *Analysis Based on Themes*

Challenges Identified: In case the information shows that there are major concerns regarding technological challenges, resistance of the faculty and complexity of integration, then would support the null hypothesis (H<sub>0</sub>) that there are no major challenges or opportunities associated with integrating traditional philology and digital tools. Opportunities Found: In case the data reveals opportunities, including the engagement of more students, the development of their analytical skills, and the availability of more resources, would support the alternative hypothesis (H<sub>1</sub>), according to which there are significant opportunities in integrating traditional and digital approaches.

###### *Hypothesis Testing Based on Thematic Analysis*

Null Hypothesis (H<sub>0</sub>): No significant challenges or opportunities are found in integrating traditional philological methods with digital methods in philological pedagogy.

Rejection Criteria: In case the thematic analysis shows that there are strong opportunities (e.g., improved student engagement, global access to resources) and serious challenges (e.g., technological barriers, faculty resistance), it will reject the null hypothesis.

Example Finding: "Although resistance by the faculty was noted as an issue, students always indicated that the engagement with the material was greatly improved with the help of digital tools, and the opportunity to work with bigger corpora of texts was something that could not be overlooked.

Alternative Hypothesis (H<sub>1</sub>): There are significant challenges and opportunities in combining traditional philological approaches with digital methods in philological pedagogy.

- Acceptance Criteria: To accept the alternative hypothesis (H<sub>1</sub>) in case thematic analysis indicates that both the challenges and opportunities are equally represented.
- Example Finding: Although faculty had some reservations about the integration of digital tools, most students believed that digital archives and AI-based text analysis led to a better learning experience, enabling them to read a broader range of texts and analyze them more effectively.

According to the thematic analysis, it will discover that the combination of the traditional philological approach and digital tools offers both major issues (e.g., technical difficulties, resistance to change) and some obvious opportunities (e.g., better engagement, better analysis), will accept the alternative hypothesis (H<sub>1</sub>) and reject the null hypothesis (H<sub>0</sub>). This would imply that there are actually serious obstacles and opportunities in the integration process, which can be used to shape the creation of a sustainable framework of modernizing philological teaching in academic institutions.

#### 4.4 Key Findings

- Objective-1 established the fact that digital tools have transformed traditional philological approaches in a significant way, which has positively affected the textual analysis and interpretation. The other hypothesis (H<sub>0</sub>) was rejected.
- Objective-2 showed that the use of digital tools can greatly increase the level of student engagement and achievement in the study of philology. The other hypothesis (H<sub>1</sub>) was accepted.
- Objective-3 showed that implementing digital methods with traditional philology has both obstacles (e.g., technological barriers, resistance of the faculty) and opportunities (e.g., increased engagement, access to global resources). The other hypothesis (H<sub>1</sub>) was accepted.

#### 4.5 Recommendation

The research notes the potential of change that comes with the adoption of digital tools in philological education, but it also notes significant obstacles, especially in terms of faculty resistance and technology access. To increase the success of this integration further, it is suggested to pay attention to

large-scale professional development initiatives of teachers so that they are knowledgeable about digital pedagogy and computer tools. Further studies are also needed to determine the effect of these digital tools on long-term learning outcomes, especially student retention and textual analysis profundity. Exploring the applicability of hybrid models, integrating traditional with digital pedagogies, in a variety of educational institutions may also contribute to the best practices in philology courses across different regions of the world. Lastly, it might be beneficial to increase the range of digital applications, including the use of more sophisticated AI-driven text analysis and interactive learning applications, to streamline the integration process and provide students with a more dynamic and holistic learning experience.

## V. CONCLUSION

This study creates awareness of the revolutionary nature of incorporating digital tools into the field of philology, both in terms of advantages and the pitfalls of such a development. Conventional approaches to philology, including textual criticism and historical linguistics, have developed considerably in the face of emergent technologies, such as computational linguistics, digital archives, and AI-based text analysis. The mixed-method strategy, which includes surveys, interviews, and performance analysis, showed that digital tools improve textual analysis and student engagement and greatly increase academic performance. The statistical analysis demonstrated the significant improvement of students who used these digital tools, with the average score change of 3 to 15 points, and the paired t-test values were statistically significant (p-value = 0.04). The opportunities that these tools gave, which were also discovered by conducting a qualitative analysis, were improved access to world resources, improved analysis skills, and the development of more learner-centered, interactive pedagogies. However, the paper also discovered a few traps, including technological barriers, resistance on the part of the faculty, and the complexities involved in integrating traditional philological activities with digital technologies. The results show that although the implementation of digital pedagogy has great opportunities, one should be careful about the following issues. Based on these findings, the research recommends further professional development of teachers to render the integration of online tools successful and further research to overcome resistance and technical limitations. It should also be investigated in the future how digital tools affect the learning outcomes of students and whether philological research in general can be effective. Finally, the current paper can provide a general conceptualization of updating the discipline of philological education, without giving up on the primary postulates of the discipline but adopting the digital approach to them.

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# Examining Funders' Intention in Malaysian Equity Crowdfunding Platforms: Perceived Trust as a Mediator in an Extended Theory of Planned Behavior Framework

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## Abstract

Purpose: The objective of this paper is to examine factors that influence funders' intention to contribute to equity crowdfunding platforms through the role of perceived trust in Malaysia. Based on the Theory of Planned Behavior (TPB), this study incorporates motivational factors of intrinsic and extrinsic rewards to provide insight on what motivates Malaysian equity funders to contribute to crowdfunding platforms. Design/methodology/approach: Ex post facto research was adopted to address the objective of this study. Data was collected using a stratified random sampling technique and a 5-point Likert scale survey questionnaire were distributed online. From the disseminated questionnaire, data were obtained from seventy-six (76) potential investors actively participating in crowdfunding located around Selangor state, Malaysia. The empirical data gathered was analyzed using SmartPLS software utilizing the Partial Least Squares Structural Equation Modeling (PLS-SEM), to examine the relationships among the TPB constructs, and intention to contribute to equity crowdfunding platform. Findings: Extrinsic rewards were found to exert a strong influence on perceived trust, which subsequently creates a positive effect on funders' intention to invest in a crowdfunding platform. Traditional TPB components, attitude, subjective norm, and perceived behavioral control, along with intrinsic rewards, failed to produce statistically significant results to funders' intention however perceived trust emerged as a key mediator, confirming its vital role as a stimulator to increase funders' intention in contributing to the equity crowdfunding platform. Practical implications: The findings highlight the need for building perceived trust to enhance funders' interest in making contributions to equity crowdfunding platforms due to the perceived risk of high failure, as it involves startups or early-stage ventures. Besides, limited.

- Abstract
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