

The Reality of Digital Literature Phenomena in Saudi Arabia: An Exploratory Study

By

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Abstract

With globalization, digitalization is increasing all over the world across academic and educational specialties, digital literature is no exception. Yet, perceptions concerning digital literature have been little explored, especially with respect to challenges encountered and solutions adopted. The present study used a questionnaire to investigate those issues with randomly selected 71 specialists in literature and criticism, poets, writers, and officials in literary and cultural bodies. Findings show that the level of knowledge of digital literature, its influence, and preferences is high. It was also found that in terms of dissemination level, it was average from the point of view of the respondents. The results also indicated that the reasons for preferring an event of digital literature, and the level of reasons for reluctance to attend an event of digital literature was high. The study recommended chiefly providing modern and accessible digital programs as well as training creators and writers on how to use these programs to publish their digital creations. In addition, it is also suggested that moving digital literature from the theoretical stage, which relied on holding seminars and events by which it is known to the applied creative stage, through which writers can use digital programs and technologies to write their literary works.

Keywords: Digital literature, Saudi Arabia, virtual evenings, virtual spaces.

Introduction

Literature is one of the most important cultural ways for preserving the heritage of peoples and civilizations (Ibrahim, 2022). Literary writing is still a reflective mirror of society and reality (Childs & Fowler, 2006). The literary text has gone through several stages that represent the most important developments and changes in human life since ancient times, starting from the oral stage, to the written stage and up to the stage of technology, which is one of the most important features of the modern era. The changes brought about by modern technology have had the most prominent impact in the development of new images, compositions and vocabulary in the literary text, and in the emergence of a new literary term, which is digital literature, that includes many genres (Eagleton, 2002).

Interactive creativity in general is the totality of creations (and literature is one of the most prominent) that were generated with the use of the computer, and did not exist before that, or developed with old forms, but took with the computer new images in production and reception (Yaqteen, 2005). By definition, the interactive literature is the literature that employs modern technological means, whether in its production, writing, or receiving. Also, it can be concluded that digital literature has several forms:

- 1- Literary texts published through electronic means, whether through websites, forums or social media.

- 2- Literary texts written through computer programs and modern electronic media, using modern technologies and converting them into hypertext in which sounds, images and visual arts overlap and output them in an attractive interactive form, which is known as branching text.
- 3- Texts that give the reader the characteristic of participating in writing a literary text through empty spaces left by the writer for readers, and this characteristic cannot be achieved without an electronic medium.

Moreover, Interactive literature acquires three most important features:

- 1- Interactivity , which gives the recipient a free space to participate in literary work, and this work is not only limited to the writer's creativity as "interactive literature provides an open text, a text without borders, as the creator can create a text and throw it on the websites, leaving readers and users the freedom to complete the text as they please" (Al-Biriki, 2006, p. 120).
- 2- Textual coherence, which is a technique for building digital text. The link produces meaning by linking two information, and this link produces meaning, which is characterized by a different color indicated by a word, a sentence or a symbol. This technique allows the reader to create with each reading an interconnected text that is not similar to the previous one (Karram, 2009).
- 3- Electronic space and the power of the image, which requires the writer to have other technical skills such as programming, directing, design,...etc. Literary work is no longer limited in its production to the word, but there are new tools that contribute to the formation and production of this text (Alsoami, 2018).

The beginnings of digital literature date back to the beginning of the emergence of technology in the twentieth century. This genre had been absent from Arabic literature since the eighties of the twentieth century (Binsahl et al., 2020; Yaqteen, 2005), so its beginnings were limited to the appearance of the first interactive electronic novel by the writer Mohammed Sanagleh in 2001 entitled *z̄lāl ālwāḥd* (Shades Of One) based on hypertext that could not be read without a computer (Al-Biriki, 2006). Then he wrote his novel *šāt* (Chat), followed by a number of novels that showed the impact of digital technology, including the narrative novel *āābinā'u āldymwqrāṭyī* (Sons of Democracy) in 2006 by Yasser Shaaban from Egypt *ḥabybūñ āāwaanulāyinu* (My beloved online) by Ahmed Kafafi from Egypt and others (ElSayed, 2020).

There will be a new literary theory that will restore unity to the arts. As the aesthetics of the digital text is shared by color, light, crafts, sound, movement and literary traditions, the boundaries of alliteration disappear with the fluidity of the new world (Benesch & Specq, 2016). Creativity is a linguistic and technical imagination and the creator is a programmed writer. The readers are an essential part of the creative process and active partners in it (Quarry, 2013); therefore, "digital literature is no longer literature, but has become the art of making text and the art of its language" (Diop, 2012, p. 12).

The significance of the research has been linked to the importance of digital literature and its connection with modern technological means and the novelties of the new era. Literature is still an art based on the public, which requires the writer to keep up with various new expressive means and tools that enable him to communicate his creativity (Leavy, 2020). It informs multiple segments of the public because the world of digitalization is no longer just a means or tool, but a contemporary national vision, a new scientific orientation, an attraction of

human energies (Gere, 2009), and the largest institutions and companies in all fields of work are urged to invest in it.

Some may believe that digital literature is still in the process of experimentation in the Arab world, and the models proposed in the Arab world have not reached the maturity stage that literature has reached in the Western world. (Alkhatib, 2011). Even the recognition and independence as an independent literary genre, is still a matter of disagreement among critics (Alghamdi & Alotaibi, 2022).

The fact that the world is currently witnessing an advanced digital revolution in various fields of life, and the trend of all segments of society from officials, workers, intellectuals and writers to the electronic world in its various forms and means (Brynjolfsson & McAfee, 2012; Schreibman & Siemens, 2013). This has made an urgent need to identify this phenomenon and its manifestations. Saudi Arabia has a prominent impact and an important role in this revolution, where digital transformation has become a key pillar in building the 2030 Vision, technology has been a key tool to help achieve the milestones of national transformation, and drive scientific, economic and industrial progress (Brdsee, 2021).

The phenomena of digital literature

There are many phenomena of digital literature in the Saudi Arabia. This is the result of the popularity of this new genre by a number of cultural and literary bodies. Digital literature is manifested in several images related to its interactive feature, and its reliance on electronic media and the virtual world, whether in publishing texts or holding virtual evenings and seminars The most important of these images are:

First, the connection of digital literature and/or using electronic media has created a wide digital space for literature and culture audiences. Many literary and cultural bodies have been able to hold many literary events, poetry evenings and dialogues through it, which bring together audiences from different countries, and are not limited to the locals. This is common in Saudi Arabia, where many writers and intellectuals have tended to revive seasonal, monthly or weekly virtual evenings, which are difficult to be researched accurately.

Secondly, digital literature appears in its creative concept, which is based on writing texts and digitizing them using one of the electronic media or programs. Hence, there is a multiplicity of genres of digital literature (interactive poem, interactive novel, interactive theater, interactive essay) and others. These genres in the Arab World have not reached advanced stages so far in their production and composition, but rather this image was limited to the publication of texts through websites in general, and some social media platforms. Only a few trials were found among these races: the attempt of the poet Mohammed Habibi, the first Saudi poet who attempted the multimedia poem, and the attempt of the Hail Literary Club by issuing audio books for poets within the *baʿwḥ ʾalšāwta* series (Hindi, 2022).

Thirdly, the new genres generally take a long time to clarify their features, adjust their concepts, and make their way towards literary and critical studies. This explains the existence of many phenomena that interpret the interest of the audience of literature and culture in this new genre. Simultaneously, they represent the real beginnings of the launch of digital literature in the Kingdom. Therefore, the researcher observed the most important cultural activities and events and digital literature that dealt with digital literature by studying and critiquing, through the use of some digital literary platforms that support this new theme and attract as many people as possible.

Table 1 *Types of digital literature phenomena in Saudi Arabia*

Type of event	Title	Aims	Executor	Date
Scientific symposium	The future of digital literature	Identify the future of digital literature by virtue of the fact that it is a result of the communication and information revolution that the world has been experiencing in recent years	Dammam Cultural Forum / Dammam culture and Arts Association	19/ 10/ 2019 CE
	Approaches in digital literature	Discuss the theme of digital literature and the literary critical movement on Electronic Literature and its future, which is still dependent on the state of humble Arab technology.	Poetry unit at the Department of Arabic language at King Saud University	10-10-2019 CE
	Digital literature		Faculty of education and Arts / University of Tabuk	17-11-2021 CE
	Digital Literature and Language Digitization (Aspirations and Constraints)	Making students aware of this new type of literature, and opening the door for discussion about it.t. Hosting the most important media of digital literature to talk about this literary genre to draw a future vision for it, and discuss its most important difficulties and challenges.	The Cultural Committee at Souk Okaz under the supervision of Taif University	30-6-2018 CE
	Arabic Language and Artificial Intelligence	Linking the language and the modern technical field in several themes and conducting scientific sessions hosted by professors specializing in literature, criticism and computer science.	Imam Abdul Rahman Bin Faisal University in Dammam	18-12-2019 CE

	<p>The first : Protect and preserve the contemporary Arabic literary digital text by advanced electronic archiving methods, and create an electronic reference for researchers to view and study the</p> <p>The first one contemporary Arabic deals with " digital text, and make The Memory it available in its of Digital current form for Literature" future generations</p> <p>The second Second: audio deals with " recordings program</p> <p>The Voice "podcast "in the form of episodes of Literature" highlighting literature from the literary point of view of" theater, poetry, and story " in a digital template, by bringing the ideas that exist internationally about the theater and taking its benefits and methods that benefit the Arab and Saudi audience in particular.</p> <ul style="list-style-type: none"> • Increasing the book's reach to beneficiaries • Promoting diversity in publishing vessels 	<p>Jeddah cultural and Literary Club within the participation in the Mecca Cultural Forum</p>	<p>1- 31-9-2020 CE</p>
<p>Initiative</p> <p>Digital Publishing</p>	<ul style="list-style-type: none"> • Enriching the Arabic content of digital books • Supporting and improve the business model of the Saudi publisher 	<p>Literature, Publishing and translation Authority / Ministry of culture</p>	<p>Ongoing</p>

		<ul style="list-style-type: none"> • Discussing digital literature. • Defining its literature. • Highlighting its aesthetics. • Monitoring the impact of technological interaction in the production of digital literature. • Holding the Arab and international digital literary discourse accountable in the form of questions about its vision, arts, and the role of technology in it, as well as the manifestations of its production and reception and what its future is moving towards, through five aspects which are: <ol style="list-style-type: none"> 1-the digital age and the philosophy of transformation 2-digital poetic and textual experience Arabic and internationally 3-digital poetic and critical comparison 4-digital capillary receptors 5-the space of partnership between the creator and the programmer 		
Cultural Forum	Digital Poetic Novelties and Challenges of Digital Literature		Sixth Makkah Cultural Forum / Emirate of Makkah Region	From October 25-27, 2022 CE
Scientific Session	Saudi Literature and its Interactions	Focusing on modern technologies in social networking sites and their relationship to writing and literary creativity	Makkah Cultural and Literary Club	22/11/2019 CE

	Digital Literature in the Arab World, Reality and Future	Answering the questions raised by the term digital literature about what it is, whether it can be applied, and whether its existence will eliminate or marginalize written literature .	King Abdulaziz University in Jeddah	14-1-2020	CE
Lecture	The Digital Intellectual	Defining the digital intellectual, and clarifying the most important differences between him and the traditional intellectual	Al-Jouf Cultural and Literary Club	14- 12-	2021 CE
	Number's poeticism and The controversialism of digitalism	Talk about the phenomenon of digital writing, Arabic poetry and digitalism.	Tabuk Literary Club	6-4-	2021 CE
website	Adab Site (World Encyclopedia of Arabic literature)	Documenting Arabic literature projects and Translating world literature	https://www.adab.com/		Ongoing
digital literature platform	Farqad Digital Group	<ul style="list-style-type: none"> • A collection of writers and their publications, • A number of literary and cultural events were held periodically. • The group has established its own scientific journal (farqad digital magazine). Holding many scientific and literary seminars and meetings with leading specialists and university professors on the latest literary and critical issues	Taif Literary Club	2-	ongoing
digital literature platform	Adabiyat Virtual Salon		https://www.adabiatsalon.com/		Ongoing

digital literature platform	Digital Literature Forum (Raqemoon)	<ul style="list-style-type: none"> Serving researchers and publishing a series of articles, research papers and academic theses related to digital literature, and digital literature websites . Holding a number of seminars, conferences and his own recipients with leading specialists and media in the field of digital literature. Enriching the literary scene with all that is useful and valuable in the field of poetry, criticism in particular and 	Twitter platform @digital_r	Ongoing
digital literature platform	Rawi Digital Forum	<ul style="list-style-type: none"> literature in general.. Raising to a high literary and critical level that takes the side of the language and equalizes it from an academic perspective. Paying attention to the contemporary Saudi poetic achievement. Seeking to reveal its relationship with modern digital technology and showing its impact on the process of creating and receiving the poetic text. 	Twitter platform @Rawi_stage	Ongoing
A publication in Saudi digital literature	Manifestations of the Digital Poem in Saudi Arabia . by Ashgan Hindi	<ul style="list-style-type: none"> reveal its relationship with modern digital technology and showing its impact on the process of creating and receiving the poetic text. 	A published book, issued by Al-Ahsa Literary Club .	3- 2022 CE

Examining the previous table, we find the following :

- Despite their diversity and multiplicity of names, the phenomena of digital literature in Saudi Arabia converge in their goals and functions.
- This convergence also included virtual literature platforms, so it qualitatively combined them under the name (Virtual Literary Platform); prominently, these phenomena took from the global Twitter platform the official virtual platform for all its events and activities .

The official in charge of the (Raqemoon) Forum explained that the purpose of choosing the name of a forum for this virtual literary platform, despite the slight similarity between this name and the rest of the names, is that the forum is the meeting point, whether it takes a personal or virtual shape. Dr Najla Matari, founder of literary salon, stated that the reason for calling the salon by this name is that it grew up in during the Corona pandemic, where people needed their homes, and they began to follow its activities and activities through the blue screen like a salon where female and male writers meet, virtually, though.

- Scientific seminars took the lead among the rest of the events. Perhaps this is due to the fact that digital literature is a new literary genre, which takes a long time for critics and writers to define its concept and trends, and this requires several theoretical scientific seminars devoted to research into this new concept, and studying its most important issues and problems.
- Literary clubs have significantly outperformed educational institutions and universities in holding conferences, seminars and lectures on digital literature. This may reflect the importance of digital literature in increasing cultural and literary mobility, while some professors of literature and criticism at universities refuse to introduce such new terms to the literary and critical lesson at first.
- The objectives of the digital literature events held so far have focused on the definition of the term and its circumstances, the link of literature with technology, and the future of digital literature.

The most important motives for choosing the research objectives were:

1. The dominance of the digital world and modern technology and the continuous expansion of its fields around the world .
2. The desire to explore the themes of this world and its most important images and forms
3. The study of this theme is one of the images of Keeping Up With the changes of the current era and its novelties in literature .
4. Many articles and studies have pointed out the need to identify this important phenomenon as a result of its lagging behind its counterpart in the Western world, and the scarcity of studies about it (Yunus, 2015).
5. Despite the multiplicity of studies and research that dealt with Arabic digital literature in general, the Saudi digital literature has not received much attention and attention among all those studies.

Therefore, the research will focus on images of the phenomena of digital literature in the Saudi Arabia, through which I can reveal the dimensions of this phenomenon, its most prominent images, forms and developments, the impact of all this on the cultural and literary movement, and its importance in attracting writers and writers to the world of digital creativity in its various media and modern features .

The research thus leads to a number of questions The most important of which are:

1. Did modern technological revolution in the country involve the literary field?
2. What are the most prominent manifestations of digital literature in Saudi Arabia?
3. Did digital literature appear in the Kingdom in different forms or was it limited to just one image?
4. Has digital literature had a prominent and important impact on the activity of the cultural and literary movement between writers and authors?
5. Can the phenomena of digital literature replace paper writing and the well-known literary heritage?

6. What is the role of literary and cultural bodies in establishing the phenomenon of digital literature and attracting writers to it ?

Methods

Research design

This study obtained the descriptive approach which means the study of the current situation, or the prevailing conditions that concern a group of people, things, or events. Thus, the answer to any questions through this approach is reached by collecting evidence from the actually prevailing conditions. this approach also includes measurement, narration, classification, analysis, extrapolation, and statistical treatments (Ibrahim, 2000). The descriptive approach will be employed in this study as follows:

1. Collecting information about the importance of digital literature and its goals, and identifying its reality,
2. Clarifying and defining the research problem,
3. Conducting research procedures.

Sample

The study population consists of different categories related to literature, whether from specialists in literature and criticism, poets, writers, or officials in literary and cultural bodies. The sample was selected randomly through direct sending via e-mail and receiving responses valid for statistical processing, and amounted to 71 responses.

Instruments

The study tool was developed in the form of a questionnaire in order to clarify the most important phenomena of digital literature among the public, search for the reasons behind their acceptance or reluctance to it, find out the extent of its impact on society and on literary heritage resources, and then measure the activity of literary and cultural centers in Saudi Arabia as well as the extent of their interest in activating this phenomenon and spreading it among the public. It was applied to a segment of literary writers and those interested in the literary aspect from various regions of Saudi Arabia.

The research also resorted to the designing of a questionnaire in order to combine the element of originality required by the study of the theme in the framework of previous studies, and the element of innovation resulting from the novelty of the theme. After consideration and review of those studies, the research reached a number of issues related to the phenomena of digital literature that have been highlighted. The results of this questionnaire may help the researcher to reach the most important facts related to digital literature that will contribute as much as possible to pave the way for literary and cultural bodies for identifying the trends of digital literature, and to provide them with everything necessary to energize this phenomenon and increase its activity. The questionnaire derived its content through a review of the literature, writings, studies, and previous research, which concerned literature in general, and digital literature in particular. The questionnaire in its initial form had eight themes:

1. The phenomena of digital literature in the Kingdom and its most prominent forms .
2. The most widespread phenomena of digital literature in your point of view.
3. The most influential phenomena of digital literature in society in your point of view.
4. The best phenomena of digital literature have in terms of their ability to attract the audience, and keep up with the changes of the Times.
5. The reasons for preferring an event of digital literature.

6. The reasons that cause reluctance to attend an event of digital literature.
7. The phenomena of digital literature and its impact on heritage sources.
8. The activity of cultural and literary centers in the Kingdom in spreading the phenomenon of digital literature.

Validity

To confirm the validity of the study tool, it was presented to a group of arbitrators specialized in the field of literature, criticism, digital literature, curricula, and educational measurement from university professors, with the aim of:

- a) ensuring that the elements of the resolution are met and that they cover all themes,
- b) ensuring that the language in which the contents of the questionnaire are written is clear,
- c) ensuring that the contents of the questionnaire are suitable for the purpose for which it was developed.
- d) ascertaining the extent to which the items belong to the axis in which they are listed..
- e) ensuring the correctness of the wording of the clauses.

The arbitrators provided guidance that benefited the study. The researcher made amendments that were agreed upon by 90% of the arbitrators, whether by deleting or adding some items. After the initial survey of the phenomena of digital literature was presented to a group of experts and specialists, amendments were made in the light of their opinions in order to reach the final image of the survey. Finally, the survey became valid for application and publication.

The questionnaire was prepared through the Google Form Program and published in all virtual literary groups through all social media to more than 100 people. The target groups were specialists in literature and criticism, poets, writers, officials in literary and cultural bodies, owners of digital literary platforms in social media, and interested and active in the literary and cultural environment. the study included six themes that were analyzed based on the Five-point Likert Scale and in proportion to the scale.

Table 2 *Study themes and measurements*

Theme	Scale
The phenomena of digital literature in the Kingdom and its most prominent forms.	I know perfectly, I know, I know to some extent, I don't know, I don't know at all.
The most widespread phenomenon of digital literature in your point of view.	Widespread, spread, moderately spread, rarely spread, not spread.
The most influential phenomenon of digital literature in society is in your point of view.	Very influential , influential , somewhat influential , weakly influential , not influential
The best phenomena of digital literature have in terms of their ability to attract an audience, keep up with the changes of the Times.	I strongly prefer it, I prefer it, I prefer it somewhat, I don't prefer it, I don't prefer it at all.
The reasons for preferring an event of digital literature.	Strongly agree, agree, somewhat agree, disagree, Disagree at all.
The reasons that cause reluctance to attend an event of digital literature.	Strongly agree, agree, somewhat agree, disagree, Disagree at all.
The phenomena of digital literature and their impact on heritage sources.	Strongly agree, agree, somewhat agree, disagree, Disagree at all.
The activity of cultural and literary centers in the Kingdom in spreading the phenomenon of digital literature.	Strongly agree, agree, somewhat agree, disagree, Disagree at all.

Reliability

The researcher extracted the Cronbach's Alpha reliability coefficient to verify the reliability of the study tool, and to confirm the internal consistency of the tool paragraphs for each of its dimensions in an individual way, and then to establish that all the study variables have acceptable reliability and consistency for the purposes of scientific research, where the reliability values are acceptable if the percentage of internal consistency within the acceptable periods is at least 0.60. In this study, the results of the reliability test of the study tool were as shown in Table 3.

Table 3 *Coefficients of the reliability of the study themes*

Theme	Cronbach's Alpha coefficient
The phenomena of digital literature in the Kingdom and its most prominent forms.	0.845
The most widespread phenomenon of digital literature in your point of view.	0.847
The most influential phenomenon of digital literature in society is in your point of view.	0.814
The best phenomena of digital literature have in terms of their ability to attract an audience, keep up with the changes of the times.	0.890
The reasons for preferring an event of digital literature. 0.823. The reasons that cause reluctance to attend an event of digital literature	0.823
The phenomena of digital literature and their impact on heritage sources	0.858
The activity of cultural and literary centers in the Kingdom in spreading the phenomenon of digital literature	0.854
Total	0.862

Table 3 indicates that the reliability coefficients for all dimensions of the study theme are fixed, and the study variables can be measured to a high degree. The reliability coefficients ranged from 0.823-0.890, with a total reliability coefficient of (0.823), and the dimensions of the theme of organizational behavior were within (0.858-0.889), and with a total reliability coefficient of (0.895). This is a strong indicator of the reliability of the study instrument and its ability to measure what is intended to be measured by the reliability of the results.

Results and Discussion

To answer the questions of the study, the arithmetic mean and the standard deviation were used.

The results presented in Table 4 indicate that the level of knowledge of various phenomena of digital literature is high, with an arithmetic mean of (4.05) and a standard deviation of (0.709). The results also showed that virtual poetry evenings with an arithmetic average of (4.39) and a standard deviation of (0.902), and virtual and virtual scientific seminars with an arithmetic average of (4.28) and a standard deviation of (0.897) are the most prominent phenomena of digital literature known to respondents in the Kingdom, while the phenomenon of initiatives to preserve and publish digital literature was the lowest with an arithmetic average of (3.41) and a standard deviation of (1.237).

Table 4 *The degree of knowledge of the phenomena of digital literature in the Kingdom and its most prominent forms*

Variables	Number	Arithmetic Means	Standard Deviation	Rank	Degree Of Knowledge
Virtual poetry evenings	71	4.39	0.902	1	high
Real-time and virtual scientific seminars	71	4.28	0.897	2	high
Digital books and literature	71	4.27	0.94	3	high
Soundtracks via Twitter	71	4.14	0.99	4	high
Websites specialized in digital literature	71	3.82	1.15	5	high
Initiatives for the preservation and dissemination of digital literature	71	3.41	1.237	6	Average
The phenomena of digital literature in the Kingdom and its most prominent forms	71	4.05	0.70911		high

This result can be explained by the extent to which the literary public is very interested and aware of this new type of literature. The phenomena of digital literature have become noticeably known in the literary and cultural scene.

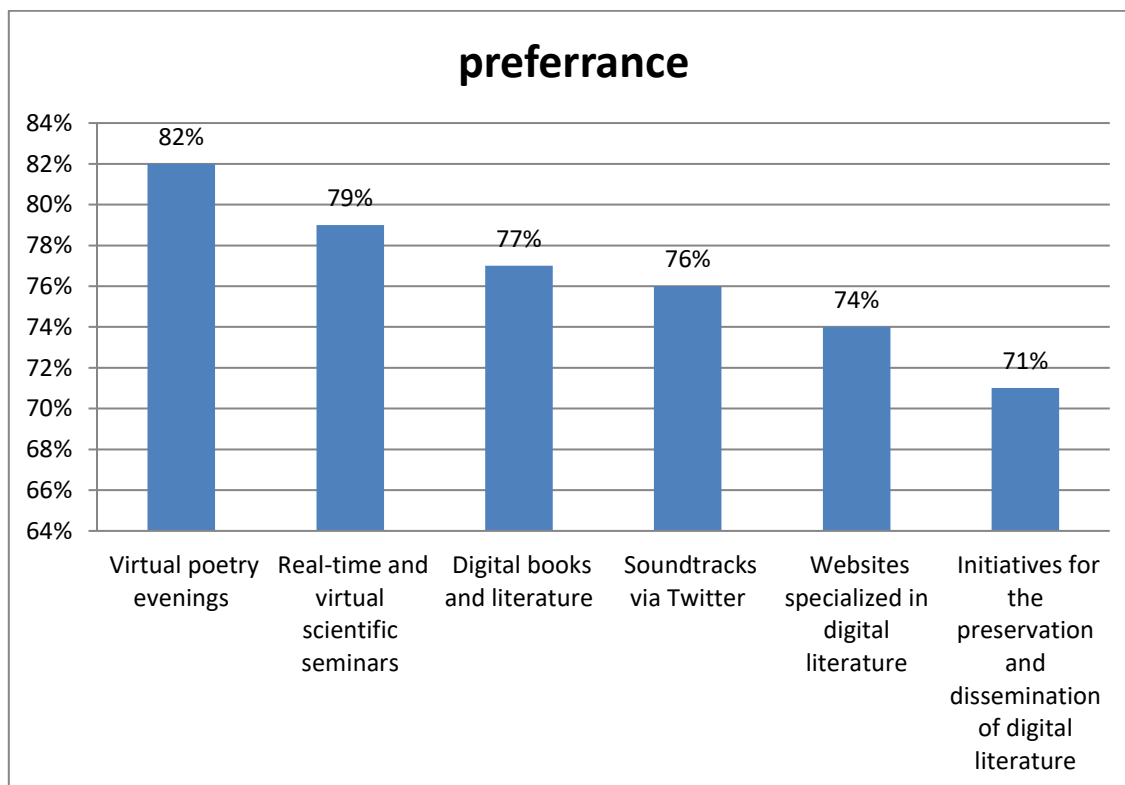


Figure 1. *The degree of knowledge of the phenomena of digital literature in the Kingdom and its most prominent forms*

Table 5 *The most widespread of digital literature from the point of view of the participants*

Variable	Number	Arithmetic Means	Standard Deviation	Rank	Spread Extent
Virtual poetry evenings	71	3.87	1.068	1	high
Real-time and virtual scientific seminars	71	3.86	.990	2	high
Digital books and literature	71	3.77	.944	3	high
Soundtracks via Twitter	71	3.75	.890	4	high
Websites specialized in digital literature	71	3.27	.985	5	Average
Initiatives for the preservation and dissemination of digital literature	71	2.96	1.034	6	Average
The most widespread phenomena of digital literature from the point of view of respondents	71	3.5956	.69399		Average

Table 5 indicates that the amplitude of the spread of various phenomena of digital literature from the point of view of participants is average, with the arithmetic mean of (3.59) and the standard deviation of (0.69). The results also showed that public and virtual scientific seminars with an average arithmetic of (3.87), a standard deviation of (1.06), virtual poetry evenings with an average arithmetic of (3.86) and a standard deviation of (0.990) are the most widespread phenomena of digital literature from the point of participants in the Kingdom, while the phenomenon of initiatives to preserve and publish digital literature was the lowest with an average arithmetic of (2.96) and standard deviation of (1.034).

These results are consistent with the exploratory study also in Table 1, which showed the interest of literary clubs in holding virtual scientific seminars in abundance, and the lack of digital literature preservation initiatives, which were limited to one initiative of the Jeddah literary club. However, the increase in the prevalence of digital books and literature on which the concept of creativity in digital literature is based to a rate of 75%, contradicts previous studies that indicated that digital literature is still in the process of experimentation in the Arab world, and the models proposed from it in the Arab world have not reached the maturity stage reached by literature in the Western world, and the study of Yunus, in which she stated that digital literature still faces many technical difficulties, including computer illiteracy, i.e. the inability of Arab writers to keep up with new computer developments (Yunus, 2015), and the spread of digital books and literature according to the result is an indicator of the development of digital literature in the Kingdom, reaching maturity, and then progress little by little. Figure 2 shows the most widespread phenomena of digital literature from the point of view of the participants.

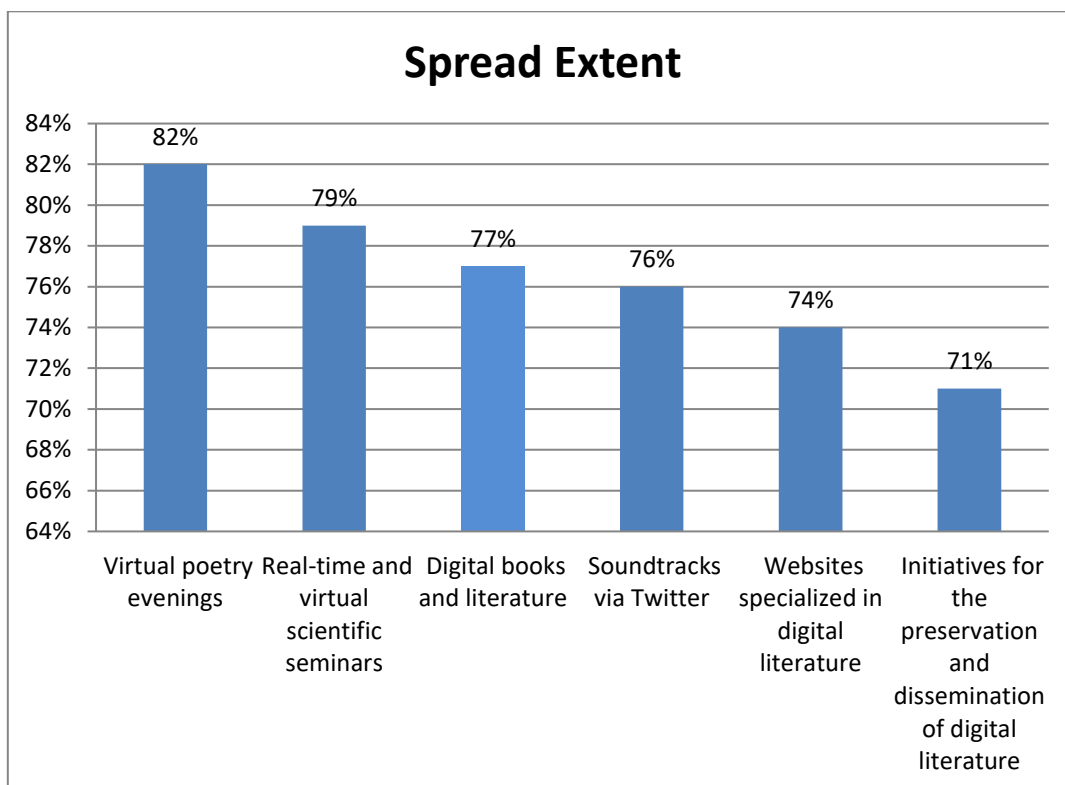


Figure 2. *The most widespread phenomenon of digital literature from the point of view of participants*

Table 6 *The most influential phenomena of digital literature in society from the point of view of the participants*

Variables	Number	Arithmetic Mean	Standard Deviation	Rank	Impact size
Virtual poetry evenings	71	3.87	.940	1	high
Real-time and virtual scientific seminars	71	3.76	.933	2	high
Digital books and literature	71	3.75	1.052	3	high
Soundtracks via Twitter	71	3.69	1.064	4	high
Websites specialized in digital literature	71	3.37	.975	5	average
Initiatives for the preservation and dissemination of digital literature	71	3.25	1.143	6	average
The most influential phenomena of digital literature in society from the point of view participants	71	3.6157	.68110		average

The results presented in Table 6 indicates that the magnitude of the influence of various phenomena of digital literature from the point of view participants is average, and with an arithmetic mean of (3.61) and standard deviation of (0.681). The results also showed that audio spaces via tweets with an average arithmetic of (3.87) and a standard deviation of (0.940), and virtual and virtual scientific seminars with an average arithmetic of (3.76) and a standard deviation of (0.933) are the most influential phenomena of digital literature from the point of view of the sample in the Kingdom, while the phenomenon of initiatives to preserve and publish digital literature was the least with an average arithmetic of (3.25) and standard deviation of (1.143).

The influence of the phenomena of digital literature in society to an average degree is due to the insufficient spread of these phenomena. The relationship between the spread of the phenomena of digital literature and their impact on society is a direct relationship. The greater the spread of these phenomena, the greater is their impact. However, the less their spread, the less is their impact on society.

The fact that audio spaces on Twitter have the highest arithmetic average in the size of their impact among digital literature phenomena is due to their ease of use because they depend on the global Twitter platform, which is one of the social media platforms that is highly popular, and it is also a free platform available to everyone, it does not need technical expertise to use it, its ease of use has helped to make it more influential than other digital literary phenomena that require attendance, or financial fees to subscribe. Figure 3 shows the most influential phenomena of digital literature in society from the point of view of the participants

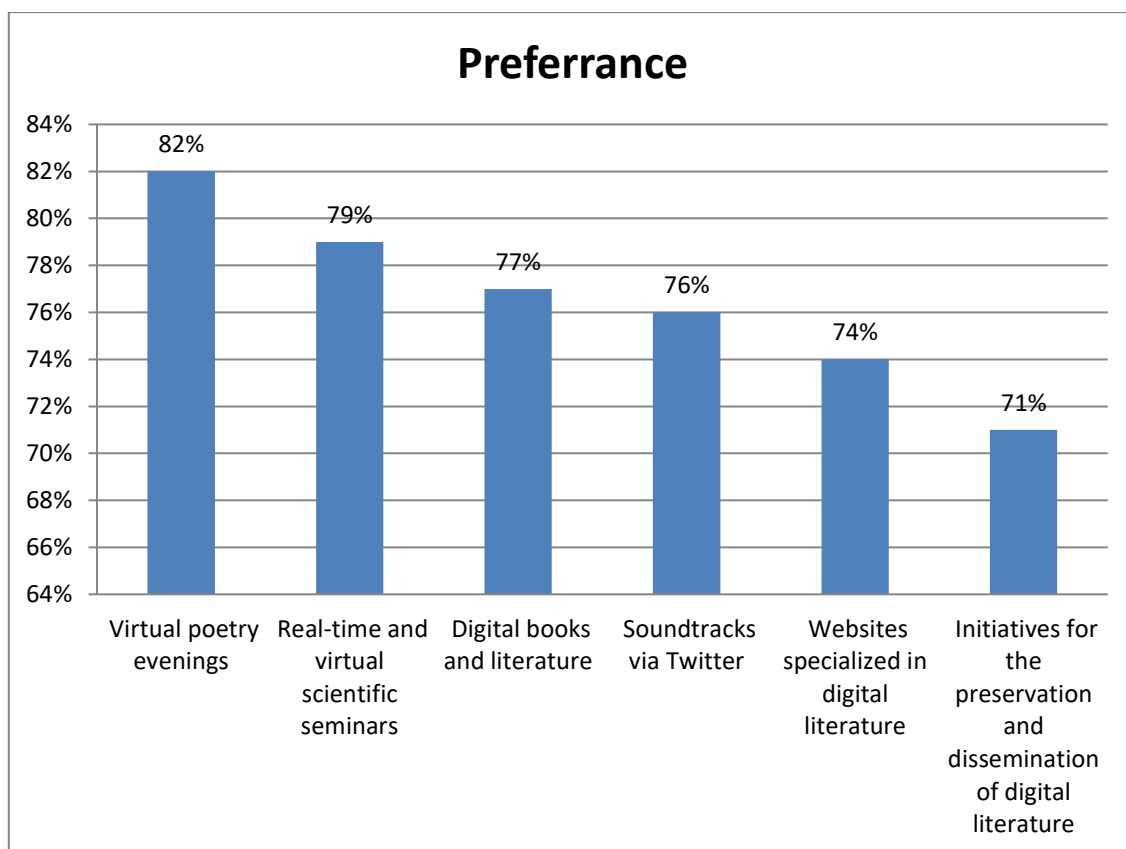


Figure 3. *The most influential phenomena of digital literature in society from the point of view of respondents.*

Table 7 *Participants' best digital literature phenomena in terms of their ability to attract an audience, and keep up with the changes of the times*

Variables	Number	Arithmetic Mean	Standard Deviation	Rank	Level of preference
Virtual poetry evenings	71	4.08	.824	1	high
Real-time and virtual scientific seminars	71	3.96	.963	2	high
Digital books and literature	71	3.87	.844	3	high
Soundtracks via Twitter	71	3.82	1.060	4	high
Websites specialized in digital literature	71	3.72	.959	5	high
Initiatives for the preservation and dissemination of digital literature	71	3.54	1.040	6	average
The most widespread phenomena Your best digital literature phenomena in terms of their ability to attract an audience, and keep up with the changes of the times	71	3.8169	.57862		high

Table 7 shows that the level of preference for the phenomena of digital literature from the point of view of the respondents is high, with an arithmetic mean of (3.81) and a standard deviation of (0.57). The results also showed that virtual poetry evenings with an average of (4.08) and standard deviation(0.82), and Twitter audio spaces with an average of (3.96) and standard deviation(0.963) are the most influential phenomena of digital literature from the point of view of the sample in the Kingdom, while the phenomenon of initiatives to preserve and publish digital literature was the least with an average mean of (3.54) and a standard deviation of (1.040).

The high public preference for the phenomena of digital literature can be explained for several reasons, including: its keeping pace with modern technological means (Karram, 2009), its ease of access and spread among all segments of society; because it is not related to a particular time or place, the comprehensiveness of digital literature of various well-known literary genres. Figure 4 shows your best digital literature phenomena in terms of their ability to attract an audience and keep up with the changes of the times.

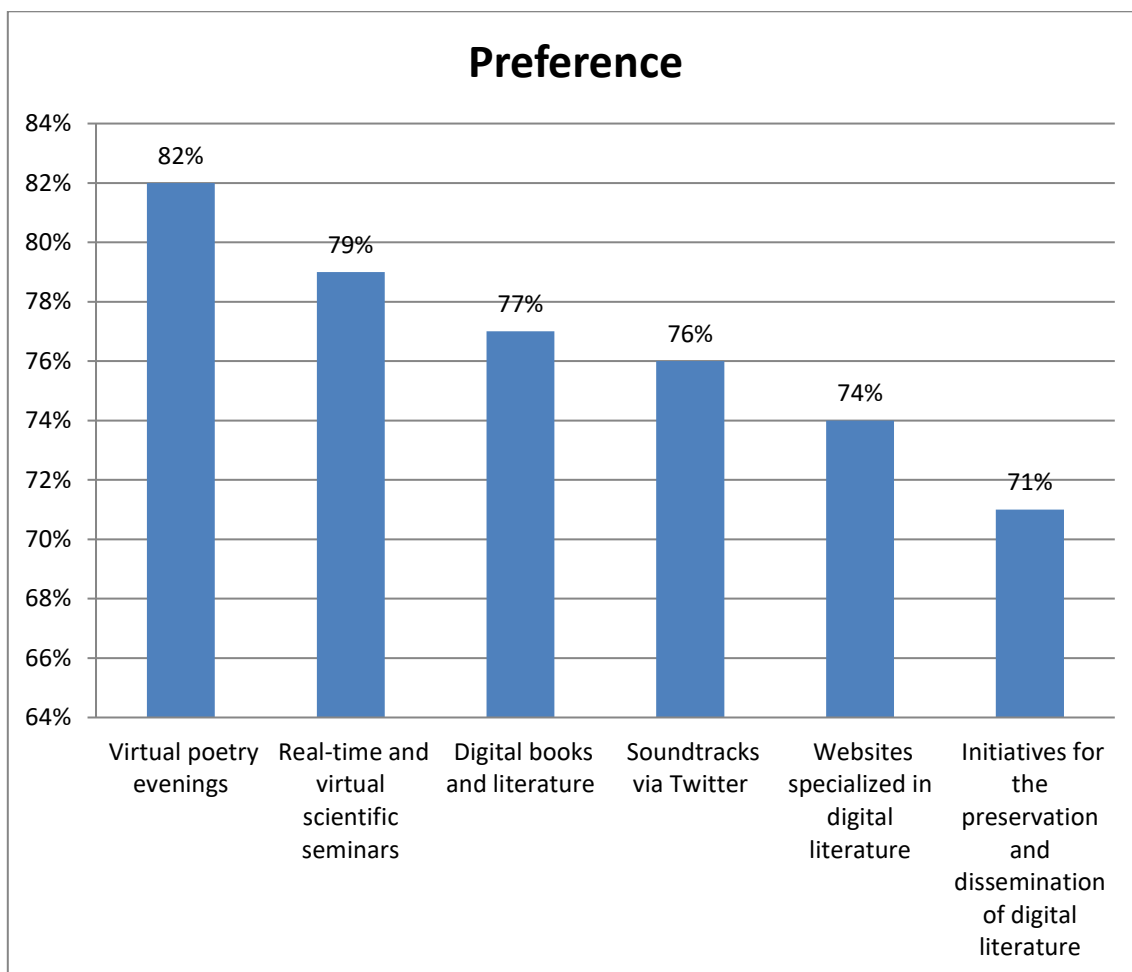


Figure 4. Participants' preference of digital literature phenomena in terms of their ability to attract an audience, and keep up with the changes of the Times.

Table 8 Reasons to prefer a digital literature event

Variables	Number	Arithmetic Mean	Standard Deviation	Rank	Degree of Significance
The style of the guest and his ability to attract the audience	71	4.08	.824	1	High
Easy attendance and registration process	71	3.96	.963	2	High
The event should be free of charge	71	3.87	.844	3	High
Your preference for her/his literary genre	71	3.82	1.060	4	High
Guest fame	71	3.72	.959	5	High
Your personal knowledge of guests	71	3.54	1.040	6	High
Reasons to prefer a digital literature event	71	3.8169	.57862		High

Table 8 indicates that the degree of importance of the reasons for preferring an event from the digital literature from the point of view of the sample is high, with the arithmetic mean of (4.19) and standard deviation(0.614). The results also showed that the style of the guest and the extent of his ability to attract the audience with an mean of (4.59) and a standard deviation of (0.688), and the ease of the attendance and registration process with an average of(4.24) and a standard deviation of (0.783) are the most important reasons for preferring an event of digital literature from the point of view of the sample in the Kingdom, while the reason was your personal knowledge of the guests was the least with a mean of (3.99) and standard deviation of (0.837).

This can be explained by previous studies that unanimously concluded that style is a factor of attraction for the reader or recipient, including Aristotle's study, in which he pointed out that the difference in styles is one of the reasons for the variation in types of poetry, and the theory of imitation, in which he highlighted the issue of the response of the receiving audience to the work, and the ability of some literary genres to entice the audience, such as theatrical work (Badawi, 1953). Also, the stylistic action is composed in such a way as to lead the recipient to what is substantial, and the style is the stimulus that awakens his attention (Funaikhra, 2016).

Perhaps this reason indicates the connection of digital literature with the interactive feature that literature acquires from the presence of a recipient interacting with him (Alkhaiari, 2022). And the thrill of the reader is one of the images that achieve this interaction, which necessarily confirms that the awakening of the style to the attention of the recipient necessarily means his excitement and excitement, which came at the forefront of the reasons for preferring an event of digital literature. Figure (5) shows the degree of importance of the reasons for preferring an event of digital literature.

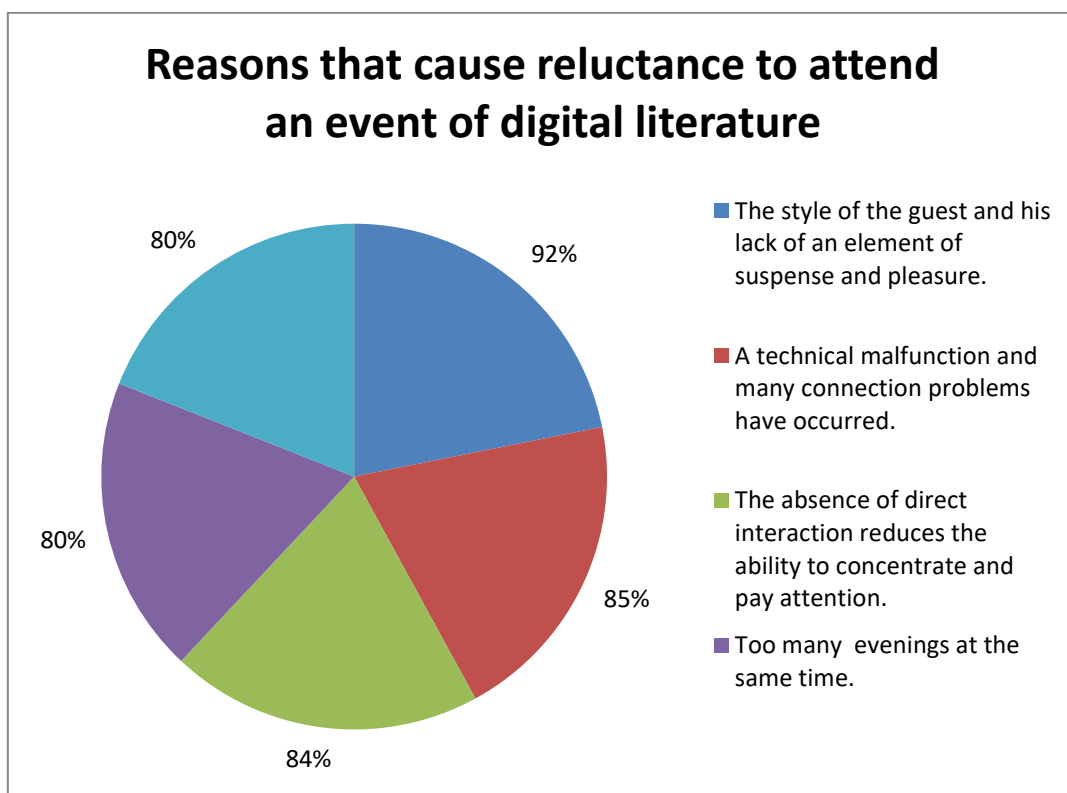


Figure 5. The degree of importance of the reasons for preferring an event of digital literature.

Table 9 *Reasons that cause reluctance to attend an event of digital literature*

	Number	Arithmetic Mean	Standard Deviation	Rank	Degree of Significance
The style of the guest and his lack of an element of suspense and pleasure.	71	4.48	.694	2	High
A technical malfunction and many connection problems have occurred.	71	4.28	.897	1	High
The absence of direct interaction reduces the ability to concentrate and pay attention.	71	4.06	.954	4	High
The phenomena of digital literature in the Kingdom and its most prominent forms.	71	4.0543	.70911	6	High
Too many evenings at the same time.	71	4.00	1.056	3	High
Charging a fee for attendance.	71	3.80	1.249	5	High
Reasons that cause reluctance to attend an event of digital literature	71	4.1239	.68982		High

Table 9 indicates that the reasons causing reluctance to attend an event of digital literature from the point of view of the sample are high, with an arithmetic mean of (4.12) and standard deviation(0.689). The results also showed that the style of the guest and his lack of the element of thrill and enjoyment with an arithmetic average of (4.48) and a standard deviation of (0.694), and the occurrence of a technical defect and many communication problems with an arithmetic mean of (4.28) and a standard deviation of (0.897) are the most important reasons that cause reluctance to attend an event of digital literature from the point of view of the sample in the kingdom, while the reason for charging fees for attendance was the lowest with an arithmetic average of (4.12), and a standard deviation of (0.689).

This result can be explained by many previous studies in digital and paper literature (Hassounah et al. 2020; Hoover et al., 2016; Murray, 2018), which confirmed the strength of the link between literature and the recipient, and being at the most important reasons for preferring an event of digital literature, and therefore the lack of the element of suspense is one of the most important reasons that causes reluctance to those events, and this result is consistent with the results of the previous axis in preferring the style of the guest and his ability to attract the recipient, to conclude that the style of the guest is at the forefront of the most important factors of attraction and reluctance to digital literary phenomena. Figure 6 shows the reasons that cause reluctance to attend an event of digital literature.

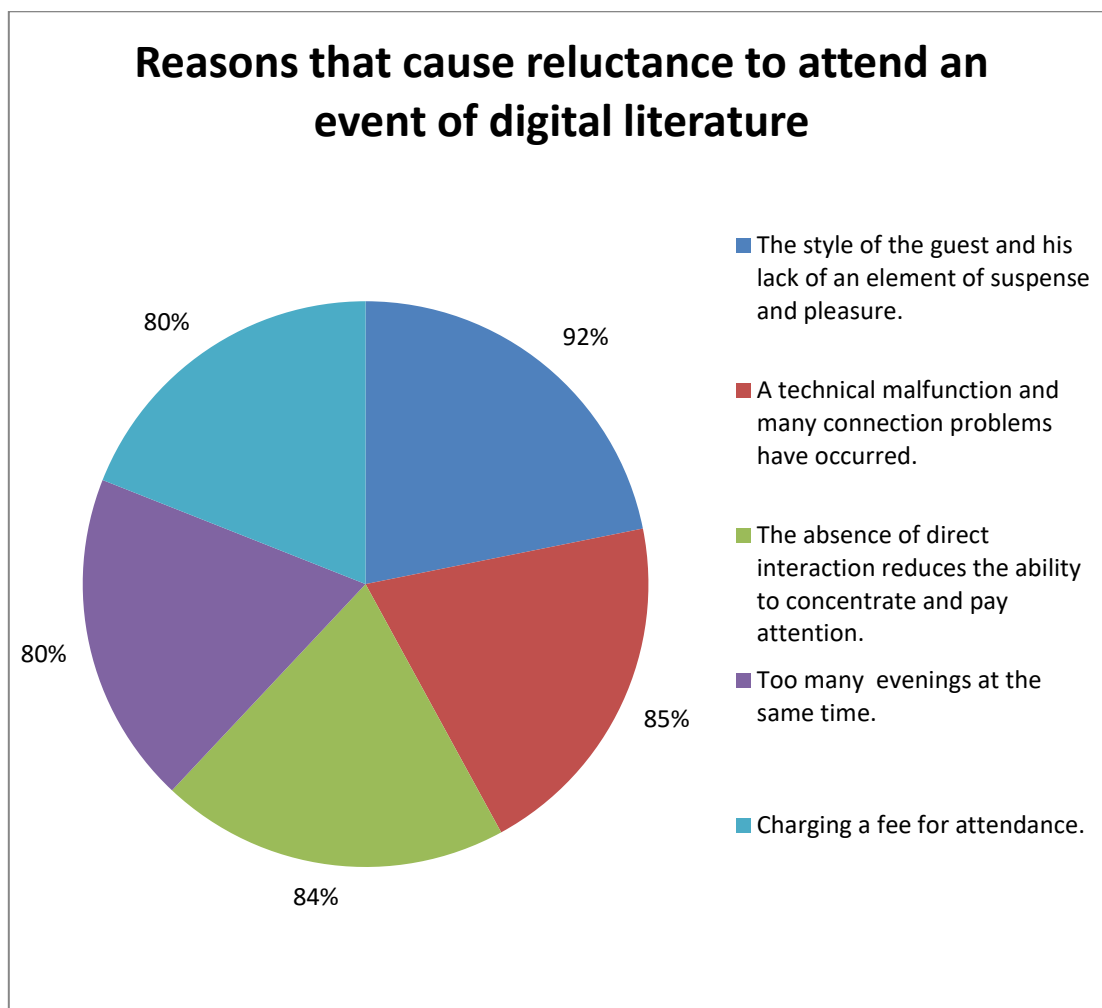


Figure 6. *The reasons that cause reluctance to attend an event of digital literature.*

The phenomena of digital literature and its impact on heritage sources

Table 10 *The phenomena of digital literature and their impact on heritage sources*

	Number	Arithmetic Mean	Standard Deviation	Rank	Degree of Impact
Electronic media excel in their low material cost relative to paper literature.	71	3.89	1.10	1	High
Electronic media formats (sound, image, clip, links, music) are more accommodating to the characteristics of literature than paper literature	71	3.59	1.15	2	Average

The phenomena of digital literature preserve the literary heritage in its familiar form as in previous literary eras.	71	3.49	.88	3	Average
The phenomena of digital literature in the matter of receiving a literary text lack contact with the emotional and sentimental side, while this aspect is realized in paper literature.	71	3.03	1.12	4	Average
Modern technical media on which digital text literature is based are losing their value.	71	2.83	1.13	5	Average
Technical media are an alternative to the paper literary legacy in its various forms and forms in modern times.	71	2.68	1.16	6	Average
The phenomena of digital literature contradict the originality of the literary heritage and its cognitive resources.	71	2.56	1.01	7	Average
The phenomena of digital literature and their impact on heritage sources	71	3.49	.88	8	Average

The results in Table 10 showed that the degree of impact of digital literature phenomena on heritage sources is average from the point of view of the sample, where the arithmetic mean was (3.49) with a standard deviation of (0.88).. The results indicated that the paragraphs: "electronic media excel in their low material cost relative to paper literature are more accommodating to the characteristics of literature than paper literature", with an arithmetic mean of (3.89) and a standard deviation of (1.10), and "electronic media formats (sound, image, clip, links, music) are more accommodating to the characteristics of literature than paper literature" are the two most influential features of the phenomena of digital literature in heritage sources, with an arithmetic mean of (3.59) and a standard deviation of (1.115).

This result reflects the awareness of the literary and cultural audience about the features of digital literature, and its connection with paper literature, and the result did not prove the possibility of digital literature replacing paper literature. Koskimaa (2000) previously indicated in the theoretical aspect while talking about the opinions of some on the issue of the absence of paper literature and its demise with the emergence of digital literature.

The activity of cultural and literary centers in the Kingdom in spreading the phenomenon of digital literature

Table 11 *The activity of cultural and literary centers in the Kingdom in spreading the phenomenon of digital literature*

Variable	Number	Arithmetic Means	Standard Deviation	Rank	Degree of Impact
The activity of cultural and literary centers in the Kingdom in spreading the phenomenon of digital literature	71	3.59	1.06338	1	average

It is clear from Table 11 that the activity of cultural and literary centers in the Kingdom in spreading the phenomenon of digital literature came with an average degree, where the arithmetic mean was of (3.599, and the standard deviation was(1.06). Table 12 shows the results of the answer to the second question in this theme related to the most interested cultural institutions in digital literature from the point of view of the participants

Table 12 *Cultural establishments interested in digital literature from the point of view of the participants*

Establishment	Frequency	Percentage
Literary clubs	26	41%
Culture and arts associations	7	11%
Volunteer clubs	17	27%
Literary associations	7	11%
Cultural centers	5	8%
Saudi Ministry of culture	1	2%
Social networking sites	2	3%

By reviewing the results in Table 12, we find that literary clubs are one of the most interested institutions in digital literature, with a percentage of (41%). While the results showed that the Saudi Ministry of culture and social networking sites are the least interested in digital literature by (2%) and(3%), respectively, from the point of view of the participants. This result is consistent with the results of the observatory study in Table 1 which highlighted the superiority of literary clubs in holding conferences, seminars and lectures on digital literature.

Conclusion

Digital literature has been explored, especially with respect to challenges encountered and solutions adopted. Findings show that the level of knowledge of digital literature, its influence, and preferences is high. It was also found that in terms of dissemination level, it was average from the point of view of the respondents. The reasons for preferring an event of digital literature, and the level of reasons for reluctance to attend an event of digital literature were high.

Recommendations

Based on the results of the study, the researcher makes the following recommendations:

- a) Urging all literary and cultural institutions in the Kingdom to familiarize the public with the phenomena of digital literature and its events in various forms and forms, and linking them to social media.
- b) Identifying the difficulties and problems that limit the spread of the phenomena of digital literature and its effectiveness and work to remedy them.
- c) Transitioning digital literature from the theoretical stage, which relied on the holding of seminars and events that are known to him to the creative applied stage through which writers can use digital programs and technologies to write their literary works.
- d) Devoting the attention of experts and specialists in the fields of digital literature to training writers and writers on creative methods that attract recipients to the world of digital literature .
- e) Encouraging writers and creative people to write digitally, and motivating them financially and morally in exchange for publishing their works and creations in digital literature.
- f) Conducting more research and studies on digital literary genres that address the phenomena of digital literature in the Kingdom of Saudi Arabia .
- g) Providing facilitated digital programs and training creators and writers on how to use them, and using them to publish their digital creations .

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