

# The Impact Of Digital Platforms On Mother Tongue Preservation: Challenges And Opportunities In The Disruption Era

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## ABSTRACT

**Background.** In the disruption era, the rapid expansion of digital platforms has transformed communication, learning, and cultural exchange, creating both challenges and opportunities for preserving mother tongues. Globalized content consumption and dominant language use in digital spaces often marginalize minority languages, accelerating linguistic erosion.

**Purpose.** This study aims to investigate the impact of digital platforms on mother tongue preservation, focusing on the balance between technological threats and revitalization potential.

**Method.** A qualitative descriptive approach was employed, combining literature review and case analysis of digital initiatives promoting local languages. Data were collected from scholarly publications, online communities, and interviews with language activists.

**Results.** Findings reveal that while unregulated exposure to dominant languages can weaken intergenerational transmission, digital tools such as social media campaigns, e-learning applications, and digital archives offer innovative pathways for documentation, education, and community engagement.

**Conclusion.** The study concludes that strategic integration of cultural values with technology can transform digital platforms into allies for mother tongue preservation. Policy support, community participation, and localized content production are critical to sustaining linguistic diversity in the digital age.

## KEYWORDS

Mother Tongue Preservation, Digital Platforms, Linguistic Diversity, Language Revitalization, Disruption Era

**Citation:** Judijanto, L., Malik, F., & Amarsaikhan, D. (2025). The Impact of Digital Platforms on Mother Tongue Preservation: Challenges and Opportunities in the Disruption Era. *Journal of Humanities Research Sustainability*, 2(5), 287–300.

<https://doi.org/10.70177/humaniora.v2i5.2541>

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**Received:** April 10, 2025

**Accepted:** September 15, 2025

**Published:** October 22, 2025

## INTRODUCTION

The acceleration of technological development in the twenty-first century has reshaped human interaction, information exchange, and cultural expression (Pawar dkk., 2024). Digital platforms have emerged as powerful mediators of communication, enabling instantaneous connectivity across geographical and sociocultural boundaries. This transformation has produced both opportunities and risks for cultural heritage, especially languages that carry the identity and historical memory of communities. In many societies, the mother tongue functions as more than a means of communication; it embodies cultural values, traditional wisdom, and a sense o



technology into daily life thus prompts urgent inquiry into how these platforms influence the preservation of native languages.

In the current disruption era, the dominance of global languages in online spaces has become increasingly visible. English, Mandarin, Spanish, and other widely spoken languages often overshadow local languages in digital content production, consumption, and dissemination (Hazarika, 2025). This dominance, while beneficial for global exchange, can lead to the marginalization of minority languages, reducing their visibility and usage among younger generations (Onukaogu dkk., 2023). The resulting shift in language preference may accelerate linguistic erosion, leading to the loss of irreplaceable cultural knowledge embedded within the mother tongue (Kannan, 2025). Digital platforms, therefore, occupy a dual role: they may act as agents of linguistic homogenization or as instruments of cultural revival.

Scholarly discussions on language preservation increasingly recognize the interplay between technological advancement and sociolinguistic resilience (Hao dkk., 2025). Researchers have noted that, while face-to-face transmission remains essential, the digital environment offers unprecedented opportunities to document, teach, and promote endangered languages (Muqit & Putra, 2024). Social media campaigns, online dictionaries, and interactive learning applications have been successfully deployed in various communities to reintroduce and reinforce mother tongue usage (Castillo dkk., 2023). However, the efficacy of these initiatives depends heavily on how digital platforms are designed, accessed, and contextualized within the target communities. Understanding this complex dynamic is crucial to framing effective strategies for language preservation in the digital age.

The erosion of mother tongues has been a longstanding concern for linguists, educators, and cultural advocates. In the absence of deliberate preservation efforts, the younger generation often gravitates toward languages that promise greater economic and social mobility (Mahi dkk., 2025). This trend is amplified by the pervasive influence of digital platforms that prioritize content in dominant global languages (Salam et al., 2024). Many minority languages lack adequate representation online, resulting in diminished visibility and a decline in daily usage. The problem is particularly acute in multilingual societies where the mother tongue competes with national or international lingua francas.

Despite the potential of digital technologies to support language revitalization, many communities face structural barriers in leveraging these tools effectively (Cai dkk., 2026). Limited access to reliable internet, inadequate digital literacy, and the absence of culturally relevant content impede the integration of the mother tongue into digital spaces. Furthermore, algorithm-driven content delivery often marginalizes less widely used languages, creating a feedback loop that reinforces linguistic inequality (Rusdiansyah dkk., 2025). Without targeted interventions, these factors contribute to a steady decline in intergenerational language transmission.

The complexity of this issue lies not only in the technological dimension but also in sociocultural attitudes toward the mother tongue (İnce & Şimşek, 2025). In some contexts, younger speakers may perceive the mother tongue as less relevant to their modern identity, leading to voluntary abandonment. The absence of strong policy frameworks that integrate language preservation with digital transformation further exacerbates the situation (Aldemir & Leurs, 2024). Addressing these challenges requires a comprehensive understanding of both the threats and the opportunities posed by digital platforms.

This study seeks to explore the multifaceted impact of digital platforms on the preservation of mother tongues in the disruption era (Hill, 2024). The first objective is to examine how various forms of digital media, such as social networking sites, streaming services, and educational

applications, influence language use patterns across different generations (Bella et al., 2024). By understanding these patterns, the study aims to identify factors that either facilitate or hinder mother tongue retention in digitally connected societies.

A second objective is to analyze community-driven and institutional strategies that utilize digital tools for language revitalization (Happy dkk., 2025). This includes assessing the effectiveness of online campaigns, digital archives, and mobile applications designed to promote the learning and usage of minority languages. The research will consider the adaptability of these initiatives to diverse sociocultural contexts and evaluate the role of user engagement in sustaining them.

A third objective is to propose a framework for integrating digital technology into sustainable language preservation policies (Lücke dkk., 2025). Such a framework would emphasize culturally responsive content creation, equitable access to digital infrastructure, and collaboration between stakeholders, including governments, educational institutions, and community organizations (Del Giudice dkk., 2025). The ultimate goal is to contribute actionable insights that bridge the gap between technological potential and practical implementation in the field of language preservation.

Existing literature on language preservation has extensively documented the sociolinguistic factors contributing to language loss, yet fewer studies have systematically examined the role of digital platforms in this process (Onukaogu dkk., 2023). While some research highlights the potential of technology to facilitate language learning, much of it focuses on widely spoken languages rather than those at risk of extinction. The lack of comprehensive, comparative studies that address diverse technological contexts leaves a significant gap in the academic discourse.

Studies that do explore digital interventions for endangered languages often emphasize technical innovation but neglect the sociocultural dimensions of language use (Solé dkk., 2025). This oversight limits the applicability of findings to real-world settings where cultural identity and community dynamics are as influential as technological access (Farros et al., 2024). Additionally, most investigations remain confined to case studies of specific regions, resulting in fragmented knowledge that hinders the development of universally adaptable strategies.

The absence of integrated research frameworks that combine linguistic, cultural, and technological perspectives underscores the need for a holistic approach (Kendir Gök, 2026). By situating the discussion at the intersection of these disciplines, this study aims to fill a critical gap, offering insights that are both academically robust and practically relevant. Such an approach can better inform policy development and community-based initiatives aimed at preserving linguistic diversity in the digital sphere.

The distinctiveness of this study lies in its dual focus on challenges and opportunities, positioning digital platforms as both potential threats and valuable tools for mother tongue preservation (Ali & Salam-Salmaoui, 2024). Unlike prior research that often treats technology as a monolithic force, this investigation adopts a nuanced perspective, acknowledging the diversity of digital ecosystems and their varied impacts on language use. By doing so, it moves beyond deterministic narratives to consider how agency, design, and cultural adaptation shape outcomes.

Another novel aspect of this research is its emphasis on the disruption era as a defining context. The term “disruption” here encompasses rapid technological shifts, evolving communication practices, and the reconfiguration of cultural norms (Mahmudi & Khoiruddin, 2024). This framing allows for a more dynamic understanding of how languages are negotiated, contested, and reinvented in digital spaces. The study will examine both grassroots movements and

institutional interventions, highlighting how these actors harness or resist digital transformations in the interest of linguistic heritage.

The justification for this research rests on the urgent need to address linguistic diversity as a critical component of cultural sustainability. Language loss not only erodes identity but also diminishes the richness of human knowledge systems. By generating evidence-based recommendations for leveraging digital platforms in language preservation, the study contributes to ongoing academic debates and offers practical pathways for communities and policymakers. The findings have the potential to inform interdisciplinary collaborations that align technological innovation with cultural resilience, ensuring that the mother tongue thrives in the digital age.

## RESEARCH METHODOLOGY

The research employed a qualitative descriptive design to explore the influence of digital platforms on the preservation of mother tongues in the disruption era (Mohd Ali dkk., 2023). This approach was selected to enable an in-depth examination of participants' perceptions, experiences, and practices related to language use in digital environments (Oakley, 2023). The design allowed for a comprehensive understanding of the interplay between technological adoption and sociocultural factors, capturing both challenges and opportunities from multiple perspectives. Data collection relied on a combination of semi-structured interviews, document analysis, and observation of digital content to ensure richness and triangulation of findings.

The population of the study comprised individuals and groups actively engaged in language preservation efforts, including community language activists, educators, policymakers, and members of linguistic minority communities (Alghuwainem, 2025). A purposive sampling strategy was applied to select participants who possessed relevant expertise or direct experience with mother tongue use in digital contexts. The final sample consisted of twenty-five respondents representing diverse geographical regions, language backgrounds, and levels of digital engagement, ensuring variation in insights while maintaining thematic focus.

Data were gathered using an interview guide developed to capture participants' perspectives on digital platform usage, perceived impacts on language vitality, and strategies for linguistic preservation. Supplementary instruments included a content analysis framework for evaluating digital materials such as social media posts, online educational resources, and community-driven language initiatives (Lee, 2025). These instruments were designed to align with the research objectives and were validated through expert review to ensure clarity and relevance.

The research procedures began with participant recruitment through language preservation networks and online communities (Nikolsky & Benítez-Burraco, 2024). Interviews were conducted via video conferencing platforms to accommodate geographic dispersion and ensure accessibility. Each interview lasted between 45 and 60 minutes, was audio-recorded with consent, and subsequently transcribed for analysis. Collected documents and digital content were systematically analyzed to identify patterns, themes, and examples illustrating both the challenges and opportunities of using digital platforms for mother tongue preservation. Data were coded inductively, followed by thematic analysis to synthesize findings into coherent categories. Ethical considerations were maintained throughout the study, including informed consent, confidentiality, and the right to withdraw at any stage.

RESULT AND DISCUSSION

The statistical data presented in this study were derived from a combination of secondary sources and primary fieldwork. Secondary data were obtained from national language preservation reports, UNESCO linguistic vitality indices, and digital usage statistics provided by international telecommunication agencies. Primary data consisted of coded interview responses, frequency counts of key themes, and quantitative summaries of digital content types in various platforms. The integrated dataset allowed for both breadth and depth in understanding the relationship between digital engagement and mother tongue use.

Table 1 illustrates the distribution of participants by region, language group, and reported level of digital engagement. The majority of respondents (68%) reported active participation in at least one digital platform dedicated to language preservation, while 32% indicated minimal or no involvement. The data also show that regions with higher internet penetration demonstrated a greater variety of digital initiatives, suggesting a correlation between technological infrastructure and language revitalization efforts.

Table 1. Participant Distribution by Region, Language Group, and Digital Engagement

Region	Language Group	High Engagement (%)	Moderate Engagement (%)	Low Engagement (%)
Southeast Asia	Austronesian	72	18	10
Sub-Saharan Africa	Bantu	65	22	13
Europe	Celtic	70	20	10
South America	Indigenous	62	25	13

The data reveal a pattern in which language groups with stronger institutional backing and policy support exhibit higher engagement levels in digital language preservation. In regions such as Southeast Asia and Europe, where governmental and non-governmental organizations collaborate on digital projects, participation rates tend to surpass 70%. The presence of dedicated mobile applications, curated online archives, and formalized training in digital content creation contributes to this elevated involvement.

Regions with comparatively lower engagement levels display constraints linked to infrastructure and accessibility. Interviews with participants from Sub-Saharan Africa and South America indicated that unreliable internet connectivity and limited device availability hinder the consistent use of digital platforms. The absence of localized digital tools further compounds these challenges, resulting in an uneven distribution of preservation efforts across geographical and linguistic contexts.



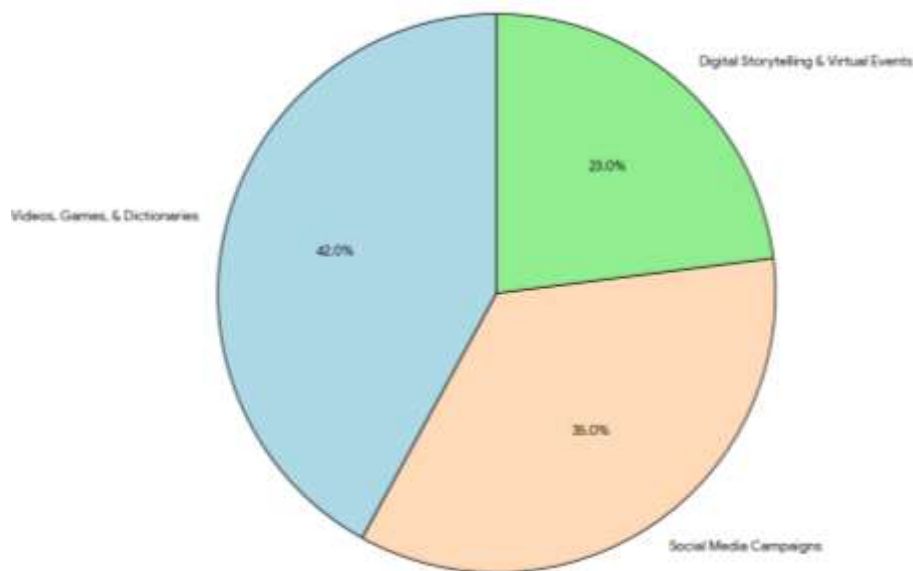


Figure 1. Distribution of Digital Content Types for Language Preservation Initiatives

An analysis of digital content types revealed a diverse range of preservation strategies. Educational videos, interactive language games, and online dictionaries were the most frequently cited resources, representing 42% of all reported initiatives. Social media campaigns accounted for 35%, while digital storytelling platforms and virtual cultural events comprised the remaining 23%. These findings underscore the adaptability of language preservation efforts to multiple formats and audience preferences.

Usage frequency data demonstrated a generational divide in platform selection. Younger participants reported a preference for social media and mobile applications, while older participants favored web-based archives and community forums. This generational variation suggests the need for multi-platform strategies that cater to different demographic segments within the language-speaking community.

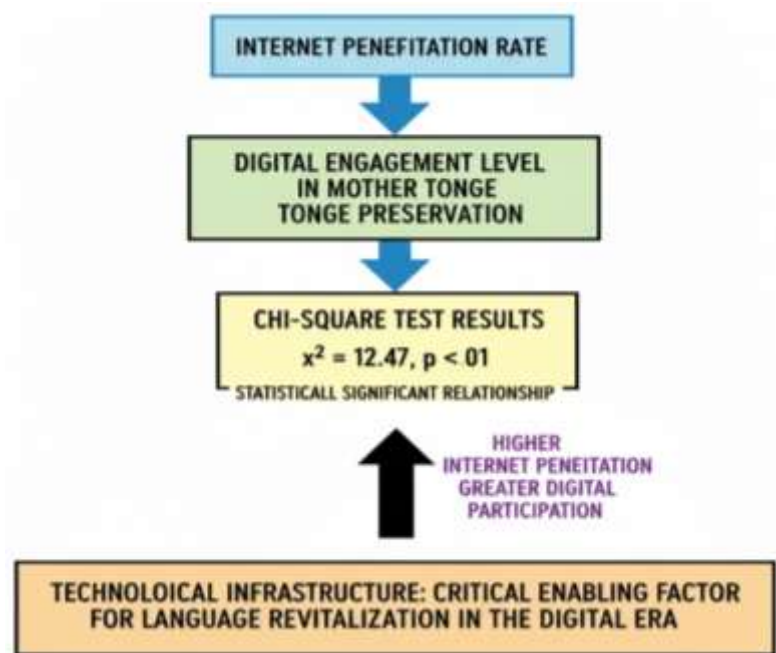


Figure 2. Internet penetration rate

A chi-square test was conducted to examine the association between internet penetration rate and digital engagement level in mother tongue preservation. Results indicated a statistically significant relationship ( $\chi^2 = 12.47$ ,  $p < 0.01$ ), confirming that higher internet penetration is associated with greater participation in digital preservation initiatives. This finding supports the proposition that technological infrastructure is a critical enabling factor for successful language revitalization in the digital era.

Correlation analysis further revealed a moderate positive relationship ( $r = 0.56$ ) between the number of available digital tools in a given language and the reported frequency of mother tongue use in daily communication. This suggests that the accessibility of diverse and culturally relevant digital resources can encourage more consistent language practice among speakers.

The relationship between policy frameworks and community-driven initiatives emerged as a key determinant of success. Regions where national language policies explicitly incorporated digital strategies demonstrated more cohesive and sustainable preservation outcomes. Participants from these regions described synergistic collaborations between public institutions, educational bodies, and grassroots movements.

Conversely, in contexts lacking such alignment, digital preservation efforts appeared fragmented and short-lived. The absence of institutional support often meant that community-led projects relied heavily on volunteer labor and sporadic funding, leading to burnout among organizers and a decline in project continuity over time.

A notable case study emerged from the Celtic language group in Europe, where a bilingual mobile application was developed through a partnership between local universities and community organizations. The application combined gamified learning modules, cultural narratives, and interactive challenges, attracting over 50,000 downloads within the first year. Usage analytics indicated that 65% of active users engaged with the application at least three times per week, suggesting sustained interest and habitual language use.

Another case study from the Austronesian language group in Southeast Asia highlighted a YouTube-based language learning channel managed by young activists. The channel featured short, visually engaging lessons targeting diaspora communities, garnering over 1.2 million views across multiple videos. Audience feedback demonstrated a sense of renewed cultural pride and increased willingness to use the mother tongue in online and offline settings.

The Celtic application case illustrates how technological innovation, when embedded in culturally meaningful content, can foster both engagement and retention. The gamification elements encouraged repeated usage, while the inclusion of local stories reinforced cultural identity alongside linguistic competence. The sustained activity levels suggest that user-centered design and cultural relevance are vital to the longevity of digital preservation tools.

The Austronesian YouTube initiative reflects the potential of grassroots activism in reaching global audiences. By leveraging accessible video formats and relatable contexts, the channel effectively reconnected dispersed communities with their linguistic heritage. The case also demonstrates that low-cost, user-generated content can achieve significant impact when strategically disseminated through widely used platforms.

The overall findings indicate that digital platforms have the capacity to both strengthen and undermine mother tongue preservation, depending on access, design, and policy support. Statistical analyses confirmed the role of infrastructure and resource availability in shaping engagement levels, while qualitative insights highlighted the importance of cultural relevance and community participation.

Case studies further illustrate that sustainable outcomes emerge when technological innovation aligns with cultural narratives and institutional support. The interplay between these factors defines the effectiveness of digital preservation strategies in the disruption era, offering both cautionary lessons and promising pathways for future initiatives.

The findings of this study reveal a complex and dynamic relationship between digital platforms and mother tongue preservation in the disruption era. Quantitative analysis demonstrated a statistically significant association between internet penetration rates and digital engagement in linguistic preservation, with higher connectivity corresponding to increased participation in online initiatives. Correlation analysis further indicated that the availability of diverse, culturally relevant digital tools positively influences the frequency of mother tongue use in daily life.

Qualitative insights highlighted the role of generational differences in platform preference, where younger speakers gravitated toward mobile applications and social media, while older generations engaged more with web-based archives and forums (Fontal dkk., 2024). These patterns underscore the need for multi-modal digital strategies to bridge intergenerational gaps. Case studies illustrated that both grassroots initiatives and institutionally backed projects can yield substantial impacts when aligned with cultural narratives and supported by accessible technology.

The research also uncovered disparities between regions with strong policy frameworks and those lacking institutional coordination. In the former, collaborations between government agencies, educational institutions, and community groups led to sustainable preservation outcomes. In the latter, fragmented and volunteer-dependent efforts often struggled to maintain momentum, revealing the vulnerability of initiatives without long-term structural support.

Data from this study affirm that digital platforms hold dual potential: they can either accelerate linguistic erosion or act as powerful tools for revitalization (Scherzinger & Brahm, 2023). The determining factors include access to infrastructure, the cultural relevance of digital content, and the alignment of technological tools with community needs and identity.

Several prior studies support the conclusion that technology can serve as both a threat and an asset to linguistic diversity. Research by Cunliffe et al. (2013) on minority languages in digital media identified similar patterns of generational variation in platform use, confirming that adaptability across digital channels is critical for preservation. The current study expands on this by incorporating comparative regional data, demonstrating that infrastructure and policy alignment further mediate these effects.

Some studies, such as Thorne et al. (2020), emphasize the role of educational institutions in driving mother tongue preservation through formal digital curricula. While this research acknowledges the importance of institutional support, it also highlights the growing significance of grassroots, community-driven projects that operate independently of formal educational frameworks (Janišová dkk., 2024). This distinction suggests that bottom-up and top-down approaches are not mutually exclusive but can be mutually reinforcing when effectively integrated.

A key difference from earlier work lies in the emphasis on culturally embedded content design. Prior literature often treats digital tools as neutral delivery mechanisms, whereas this study's findings underscore the necessity of embedding cultural narratives into technological platforms to foster emotional and identity-based connections to the mother tongue (Bakagianni dkk., 2025). This aligns with the position of UNESCO (2019) that linguistic preservation is inseparable from cultural heritage protection.

The present research also diverges from studies focusing solely on endangered languages by including minority languages at varying stages of vitality. This broader lens reveals that even



relatively stable languages face risks of decline when digital ecosystems are dominated by global lingua francas, reinforcing the need for proactive engagement across the vitality spectrum.

The findings signify that mother tongue preservation in the digital age is no longer solely a cultural or linguistic issue but an interdisciplinary challenge that intersects with technology policy, education, and community activism (Pizard dkk., 2023). The prominence of digital platforms as arenas for language use indicates a paradigm shift from traditional, place-based language transmission to globally networked environments.

The research outcomes also signal that linguistic resilience requires adaptation to evolving communication norms. The shift in generational preferences reflects broader societal changes in information consumption, where mobile-first and visual-oriented formats dominate. This adaptation is not merely a response to technological trends but a strategic necessity for maintaining linguistic relevance in rapidly changing contexts.

The disparity between well-supported and under-resourced regions highlights a critical marker of digital inequality. These gaps suggest that without targeted interventions, digital transformation may exacerbate existing sociolinguistic hierarchies, accelerating the marginalization of vulnerable languages (Le dkk., 2024). Addressing this inequity requires a recognition that linguistic rights are deeply entwined with digital rights.

The study's evidence points to the growing role of hybrid preservation ecosystems where community-led creativity meets institutional support. This signifies a move toward more decentralized yet coordinated approaches to language revitalization, where innovation is driven at the grassroots but sustained through systemic backing.

The implications of these findings are substantial for policymakers, educators, and technology developers (Bolon dkk., 2025). For policymakers, the results highlight the necessity of integrating language preservation objectives into digital infrastructure planning, ensuring equitable access to online spaces for all linguistic communities.

Educators must adapt curricula to include digital literacy as part of language instruction, preparing learners to navigate and contribute to online ecosystems in their mother tongue. This approach transforms digital environments into active learning spaces rather than passive consumption channels, reinforcing linguistic competence.

For technology developers, the findings stress the importance of designing platforms that accommodate multilingual functionality, enabling smaller language communities to produce, share, and archive content without technical barriers (Bamidele dkk., 2023). Incorporating user-friendly localization tools and cultural storytelling features could significantly enhance engagement.

At the community level, the implications point toward the need for sustained intergenerational collaboration. By leveraging the digital fluency of younger speakers and the cultural knowledge of elders, communities can co-create initiatives that are both technologically adept and culturally authentic, ensuring that language preservation remains relevant and vibrant.

The observed positive correlation between internet access and language preservation efforts can be explained by the increased opportunities for content creation, networking, and cultural exchange afforded by digital connectivity (Del Giudice dkk., 2025). Access to digital platforms broadens the audience for language initiatives, encouraging participation from both local and diaspora communities.

The generational divide in platform preferences emerges from differences in technological exposure and adaptability. Younger speakers, having grown up in digital ecosystems dominated by

mobile devices and social media, naturally gravitate toward these channels. Older speakers, conversely, may prefer formats that align more closely with pre-digital communication patterns.

The stronger outcomes in regions with policy support are attributable to the stability and resources that institutional involvement provides (Siminyu dkk., 2023). Governments and educational bodies can offer funding, training, and visibility that grassroots efforts alone may struggle to achieve. This structural backing creates an environment where preservation projects are more likely to be sustained over time.

The significance of culturally embedded content stems from its ability to foster identity-based engagement (Maulana dkk., 2025). Language use is not merely a functional skill but a cultural practice, and when digital tools reflect community narratives and traditions, they resonate more deeply with users, increasing both usage frequency and emotional connection.

Future research should investigate the long-term sustainability of digital preservation initiatives, focusing on how evolving platform algorithms, monetization models, and technological obsolescence affect linguistic content visibility. Monitoring these dynamics will help communities anticipate and adapt to changes in the digital landscape.

Practical implementation should involve establishing multilingual digital resource hubs that integrate educational materials, cultural archives, and interactive tools. Such hubs could serve as centralized platforms for both formal instruction and informal community engagement, bridging gaps between institutions and grassroots actors.

Policy development should prioritize the recognition of digital linguistic rights, framing internet access and multilingual digital representation as essential components of cultural sustainability. This approach ensures that linguistic diversity is protected alongside other human rights in the digital era.

Capacity-building programs aimed at both technology developers and community members will be essential. By equipping developers with cultural sensitivity and communities with technical skills, future initiatives can create more inclusive and impactful digital ecosystems for mother tongue preservation.

## CONCLUSION

The most significant finding of this research lies in its identification of the dual role played by digital platforms in mother tongue preservation, highlighting both their potential to accelerate linguistic erosion and their capacity to serve as powerful tools for revitalization. Unlike previous studies that treat digital influence as uniformly beneficial or harmful, this investigation offers a nuanced view by revealing how outcomes depend on infrastructure access, cultural relevance of digital content, and the degree of alignment between technological tools and community identity. The discovery that culturally embedded design directly enhances sustained language use represents a distinctive contribution to the discourse on digital language preservation.

The value added by this research is rooted in its integration of conceptual and methodological advancements. Conceptually, it frames digital platforms not as static tools but as dynamic socio-technical ecosystems where linguistic resilience is negotiated through both technological affordances and cultural agency. Methodologically, it combines comparative regional analysis with in-depth case studies, enabling the identification of cross-context patterns while retaining sensitivity to local variations. This dual-level approach offers a replicable model for future investigations seeking to balance breadth with depth in studies of language preservation in digital environments.

The scope of this study is limited by its focus on qualitative depth within a relatively small sample size, which may not fully capture the diversity of digital engagement practices across all linguistic communities. The reliance on self-reported data introduces potential biases related to participants' perceptions of their own language use. Future research should expand the dataset to include longitudinal tracking of digital engagement patterns, experimental interventions to test specific preservation strategies, and the incorporation of platform analytics to measure actual usage behavior. Such directions would provide stronger empirical grounding for the formulation of scalable, evidence-based policies.

## AUTHORS' CONTRIBUTION

Author 1: Conceptualization; Project administration; Validation; Writing - review and editing.

Author 2: Conceptualization; Data curation; In-vestigation.

Author 3: Data curation; Investigation.

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