Article

Revolutionizing Digital Narratives: The Role of Semantic Web and Artificial Intelligence in Storytelling

Abhipriya Roy [*]

Article

Revolutionizing Digital Narratives: The Role of Semantic Web and Artificial Intelligence in Storytelling

Abhipriya Roy

Christ University, India; abhipriya.roy@res.christuniversity.in

Abstract: Web-based storytelling has changed significantly with the advent of the Semantic Web and Artificial Intelligence (AI). The rapid development of AI-powered language models and structured web technologies has transformed traditional storytelling into a dynamic, interactive, and highly personalised experience. By using deep learning and natural language processing, AI models may produce, alter, and enhance tales in response to user inputs, preferences, and real-time interactions. The Semantic Web, which provides contextualised, linked, and structured data that ensures coherence, relevance, and interconnection across digital platforms, further strengthens these narratives. Combining these technologies can result in immersive digital narratives that use text, images, videos, and audio to create multimodal storytelling experiences that respond to audience involvement and dynamically change content. This study explores how narrative generation, user interaction, and engagement are improved when Semantic Web technologies are paired with AI-powered storytelling models. The Semantic Web links tales together and adds details. People can use voice, pictures, and text to tell stories. As the reader engages with these stories, they evolve. The essay outlines the ways in which Semantic Web and AI tools aid in this process. It also gauges how much these tales are liked by the public. The article examines the potential benefits, challenges, and ethical dilemmas of developing AI-enhanced storytelling systems, including bias in content produced by AI, concerns over data privacy, the challenges of implementing Semantic Web principles and the fairness of the AI and the security of the data. Future research directions to improve customisation, bolster narrative coherence, and expand AI-driven storytelling into virtual and augmented reality environments are outlined in the work's conclusion. The study demonstrates how to improve and personalise stories. In the future, AI storytelling might be turned into virtual reality experiences.

Keywords: artificial intelligence; AI-powered language models; digital narratives; interactive storytelling; semantic web and web-based storytelling

Introduction

Storytelling is always changing and growing. It shifts from cave art to films. Now, digital tools are remaking stories. The Semantic Web and AI lead this shift (Berners-Lee et al., 2001).These tools help make content. They also change story sharing. They impact how people feel stories (Ryan, 2006). The evolution of storytelling in the digital age has been significantly influenced by advancements in Semantic Web technologies and artificial intelligence (AI). Traditional storytelling, which originated from oral and written traditions, has developed into web-based narratives that are interactive, customisable, and flexible (Jenkins et al., 2006). The introduction of AI-powered language models, which enable machines to generate and modify stories dynamically based on user interactions, is making digital storytelling more immersive and captivating (Dotndot, 2023).Similar to this, the Semantic Web provides structured data that ensures narrative coherence, makes content discoverable, and allows for greater customisation by tying together relevant concepts and subjects inside a story (Li et al., 2014b).Natural language processing (NLP) and deep learning algorithms are used by artificial intelligence (AI)-powered storytelling systems to create stories that dynamically

adjust to the audience's preferences (DeepLearning.AI, 2023). These models can provide interactive experiences, dynamically alter story arcs, and generate contextually rich information through text, audio, and visual media (Riedl & Bulitko, 2013). The Semantic Web, on the other hand, ensures that digital storytelling benefits from structured knowledge representation, improving content management and enabling platform interoperability (García et al., 2009). In order to enhance web-based storytelling, this study explores the relationship between the Semantic Web and AI-powered language models. It discusses the challenges of implementing these technologies, looks at how they facilitate the development of dynamic and personalised narratives, and offers potential directions for future study. By analysing current advancements and potential improvements, this study aims to provide insights into the next generation of AI-driven story experiences.

Literature Review

Stories are now told and viewed differently as technology and storytelling collide. AI and the Semantic Web contribute to the creation of narratives that are not linear. Now, digital stories have the ability to evolve, respond, and even think. This section examines the opinions of others regarding AI and the Semantic Web. It will demonstrate how digital tales are evolving

Digital Storytelling and Its Evolution

Digital storytelling tells stories through the use of media. From straightforward text tales to intricate, captivating experiences, it has evolved. Digital stories are different from traditional ones, according to (Campbell, 2020).They allow users to use various media to explore in their own way. According to Kempeneer (2025), new media alters narratives. He emphasises that appearance and engagement are important. Digital storytelling is changing as a result of artificial intelligence (AI), becoming more immersive, interactive, and adaptable. Digital tales may now be dynamically customised for each user, guaranteeing a more interesting and unique experience, by utilising Natural Language Processing (NLP), Machine Learning (ML), and Generative AI. AI greatly increases the originality and efficiency of storytelling by enabling intelligent character development, automated content creation, and real-time interaction. Additionally, structured, knowledge-driven storytelling is made possible by the combination of Semantic Web technologies and AI, guaranteeing coherence, factual accuracy, and a richer level of narrative complexity. By providing context-aware, data-driven narratives, AI-powered storytelling is not only reinventing entertainment but also transforming interactive media, marketing, and education.

The Role of the Semantic Web in Storytelling

The Semantic Web lets us share stories in fresh ways. In 2001, Berners-Lee came up with the idea. By making data easier for computers to use, it enhances the current web. Ontologies and connected data are used to enable machines to process human knowledge. Metadata tags facilitate content discovery on the Semantic Web, as demonstrated by (Wittenburg et al., 2000).Adaptive stories benefit from these tags as well. Ontologies connect tale elements, as explained by Idehen (2018).Themes, storyline, and character development are interconnected across sources. Context is created in this way. Manovich (nd) demonstrate how stories can be personalised using Semantic Web technology. Depending on what the consumer enjoys, narratives can alter.

Artificial Intelligence in Digital Storytelling

AI is transforming storytelling through increased engagement, automation, and personalised content. Stories that appear to have been authored by humans can now be produced by AI models like GPT and Chat GPT (Brown et al., 2020). Story generation and Natural Language Processing (NLP) are responsible for this. Machine learning is also beneficial. AI has the ability to alter plots in response to user actions (Aroyo & Houben, 2010).

As a result, the plot changes while we read or play. AI also aids in character development. AI enables characters in interactive stories to react to users in logical ways (Riedl & Bulitko, 2016). Digital storytelling is changing as a result of artificial intelligence (AI), becoming more immersive, interactive, and adaptable. Digital tales may now be dynamically customised for each user, guaranteeing a more interesting and unique experience, by utilising Natural Language Processing (NLP), Machine Learning (ML), and Generative AI. AI greatly increases the originality and efficiency of storytelling by enabling intelligent character development, automated content creation, and real-time interaction. Additionally, structured, knowledge-driven storytelling is made possible by the combination of Semantic Web technologies and AI, guaranteeing coherence, factual accuracy, and a richer level of narrative complexity. By providing context-aware, data-driven narratives, AI-powered storytelling is not only reinventing entertainment but also transforming interactive media, marketing, and education.

Applications and Case Studies

The Semantic Web and AI improve narrative in practical contexts. Botnik Studios and other AI-generated fiction demonstrate how machines may collaborate with humans to produce stories. StorySpace and other intelligent platforms employ AI to create interactive stories. Additionally, information is used by StorySpace and Inklewriter to create stories. Jenkins, H., Et Al. (2006) asserted that digital media facilitates the dissemination of stories across platforms. AI can be added to these platforms to create novel experiences.

Semantic Web and Its Role in Storytelling

One way to think of the Semantic Web is as a smart web. While the Semantic Web includes machine-readable data, regular web pages are designed for human readers (Berners-Lee, T., Hendler, J., & Lassila, O., 2001).Computers can read and comprehend this data, which enables them to make new connections between information and better comprehend the context of a tale (Shadbolt et al., 2006). The Semantic Web extends the capabilities of traditional web-based content by meaningfully connecting and organising data (Gillis & Lawton, 2025). This enables better contextual awareness in content discovery, personalisation, and narrative (Aroyo & Houben, 2010).One of the primary Semantic Web technologies is the Resource Description Framework (RDF), which provides structured metadata for narrative elements (Cardoso & Sheth, 2006).The creation of knowledge bases for subjects, characters, and settings is facilitated by the Web Ontology Language (OWL) (McGuinness & van Harmelen, 2004). A query language and protocol called SPARQL (SPARQL Protocol and RDF Query Language) is used to get and manipulate data that is stored in the RDF format. This allows for the creation of dynamic stories by querying linked data (Pérez et al., 2008).By integrating many technologies, web-based storytelling may adapt stories to user preferences, increasing engagement and immersion (García et al., 2009b). By adding context to the internet, the Semantic Web aims to transform it from a web of pages into a web of data (Hyvönen et al., 2012). It has a big impact on how stories are communicated and found by using RDF, Ontologies, and Linked Data to assist computers interpret information (Bizer et al., 2009). Richly detailed narratives are made possible by the Semantic Web by the incorporation of metadata that provide background information on people, settings, and themes (Shadbolt et al., 2006). By connecting stories to other relevant content and facilitating a deeper comprehension of narratives, this enables users to delve deeper into interconnected story elements. Contextualising tales improves accessibility, enables websites to suggest pertinent stories, and increases audience involvement (Aroyo & Houben, 2010). Users' experiences with digital stories are being revolutionised by the Semantic Web's capacity to dynamically structure and personalise narratives. In order to enhance web-based storytelling, this study explores the relationship between the Semantic Web and AI-powered language models. It discusses the challenges of implementing these technologies, looks at how they facilitate the development of dynamic and personalised narratives, and offers potential directions for future study.

By analysing current advancements and potential improvements, this study aims to provide insights into the next generation of AI-driven story experiences.

The Role of AI in Storytelling

In order to enhance web-based storytelling, this study explores the relationship between the Semantic Web and AI-powered language models. It discusses the challenges of implementing these technologies, looks at how they facilitate the development of dynamic and personalised narratives, and offers potential directions for future study. By analysing current advancements and potential improvements, this study aims to provide insights into the next generation of AI-driven story experiences. The role of AI in storytelling is as follows:

AI's Contribution to Content Creation and Narrative: AI has a big influence on narrative because it can produce text, graphics, and even music (Rebels, 2025).AI tools open up new narrative possibilities by helping authors generate fresh ideas and even producing complete stories (Owens, 2025).

AI-Powered Scriptwriting and Content Creation: According to Start Motion Media (2025), AI may assist writers with a number of storytelling tasks, including character development, dialogue writing, and plot building. AI is not intended to replace writers; rather, it is a tool to support and motivate them (Inamdar, 2024). However, some systems can even produce full scripts.

AI for Visual and Audio Narrative: According to Elgammal et al. (2017), AI is capable of producing visual and aural components, such as pictures, animations, and music, to improve narrative. The emotional impact of stories can be enhanced by AI-generated soundtracks; for example, horror stories can become more suspenseful (Pateriya, 2025).

Digital Storytelling with AI-Powered Language Models: New developments in artificial intelligence, especially in natural language processing (NLP), have significantly improved narrative experiences (Jurafsky & Martin, 2021). Stories are made more interesting by contextually appropriate tales produced by GPT-based systems and other AI-powered language models (*Language Models Are Unsupervised Multitask Learners*, 2019).Adaptive storytelling is made possible by AI, in which stories change in real time in response to user input, previous interactions, preferences, and emotional states (Riedl, 2016).The integration of Artificial Intelligence (AI) with storytelling is transforming the way narratives are generated, consumed, and experienced. AI-powered storytelling makes digital narratives more immersive and captivating by enabling automation, personalisation, and interaction. Stories may dynamically adjust to users with Natural Language Processing (NLP), Machine Learning (ML), and Generative AI, guaranteeing a distinct and customised experience for every audience member.

Integrating Semantic Web and AI to Improve Storytelling

An innovative method for producing more dynamic, flexible, and engrossing stories is the combination of the Semantic Web and Artificial Intelligence (AI). Here are a few main benefits:

Better Context Awareness: AI models leverage structured data from the Semantic Web to create more coherent and intelligible stories (Shadbolt et al., 2006).

Automated Story Generation: AI systems use semantic data to generate stories instantly (Riedl & Bulitko, 2016).

***Multimodal Experiences*:** Combining AI-generated text with semantically rich multimedia elements (audio, video, and images) to create an immersive experience is known as multimodal experiences (Elgammal et al., 2017).

In order to enhance web-based storytelling, this study explores the relationship between the Semantic Web and AI-powered language models. It examines how these tools facilitate the development of dynamic and personalised narratives, talks about the challenges associated with their use, and offers potential directions for future study. By analysing current advancements and possible improvements, this study aims to provide insights into the next generation of AI-driven story experiences.

Challenges and Ethical Considerations

Stories can be enhanced by AI and the Semantic Web, but there are problems. Bias from training data may appear in AI content (D'Amato, n.d.). Concerns are raised regarding copyright and ownership of AI-generated content. Because AI storytelling uses personal data, addressing it ethically is crucial. This crucial fact is highlighted by Zuboff (2019). AI and the Semantic Web have altered storytelling. Stories are now more personalised and interactive. Future research might examine storytelling in human-AI partnerships. Better ways to communicate stories utilising various techniques and ethical AI regulations are crucial. The way tales are created and consumed will evolve along with technology. Despite its potential, integrating AI and the Semantic Web faces several challenges as follows:

Ethical Concerns and Bias: AI models are trained on big datasets that might be biased, which could result in distorted viewpoints or the reinforcement of stereotypes (Chesterman, 2024). Ethical AI frameworks, bias detection algorithms, and carefully selected datasets are necessary to address bias.

Data privacy: To personalise experiences, AI-driven storytelling frequently exploits personal data. It is crucial to have transparent data rules, handle data securely, and adhere to laws like the General Data Protection Regulation (GDPR) (Gültekin-Várkonyi, 2024).

Technological Complexity: High-performance computers, solid knowledge graphs, and the smooth integration of AI algorithms with structured data sources are necessary for the implementation of AI-driven storytelling. Collaboration between AI researchers, web developers, and subject matter experts is necessary to overcome these obstacles (Heath & Bizer, 2011).Future digital narratives will be shaped by ethical AI frameworks and enhanced storytelling techniques as technology develops.

Conclusion

AI and the Semantic Web are transforming narrative. They are improving the discoverability, personalisation, and engagement of tales. It's time to adopt these technologies, investigate the potential of Semantic AI storytelling, and produce original and captivating stories. Combining the Semantic Web with AI-powered language models offers a novel approach to web-based storytelling. Combining AI-driven narrative production with structured data can make digital storytelling more dynamic, personalised, and engaging. However, addressing ethical and technical challenges is essential for long-term growth in this field. Combining the Semantic Web with AI-powered language models offers a novel approach to web-based storytelling.

Scope for Future Research

There are a lot of potential for more research when it comes to the integration of artificial intelligence (AI) and the semantic web in storytelling. Even if recent developments have improved digital storytelling by adding immersive and interactive components, further study can focus on the following topics:

Increasing Narrative Coherence: Using knowledge graphs, deep reinforcement learning, and complex memory structures, AI can create stories that are more contextually rich and coherent (Jurafsky & Martin, 2021).

Adaptive Storytelling: Developing frameworks that leverage real-time data to facilitate dynamic storytelling is known as adaptive storytelling (Riedl, 2016).

Cross-Platform Integration: Extending narratives driven by AI into augmented and virtual reality settings (Sherman, 2024).

Human-AI Collaboration: Examining how AI and human storytelling are developing together (Fuertes, 2025).

Addressing issues with prejudice, data privacy, and ethical AI use is the focus of ethical AI is storytelling (Kempeneer, 2025). Digital tales could be completely reimagined at the nexus of AI driven storytelling and Semantic Web technology. Future studies in these fields may result in more

intelligent, interactive, and adaptive storytelling systems that can meet the needs of a variety of audiences while tackling moral and artistic dilemmas.

References

Aroyo, L., & Houben, G. (2010). User modeling and adaptive Semantic Web. *Semantic Web*, *1*(1,2), 105–110. https://doi.org/10.3233/sw-2010-0006

Berners-Lee, T., Hendler, J., & Lassila, O. (2001). The semantic web. In *Scientific American* [Feature Article].https://wwwsop.inria.fr/acacia/cours/essi2006/Scientific%20American_%20Feature%20Article_%20The%20Semantic%20Web_%20May%202001.pdf

Berners-Lee, T., Hendler, J., & Lassila, O. (2001). The Semantic Web. A new form of web content that is meaningful to computers will unleash a revolution of new possibilities. Scientific American, 284, 1-5. - References - Scientific Research Publishing. (n.d.). https://www.scirp.org/reference/referencespapers?referenceid=1797222\

Bizer, C., Heath, T., & Berners-Lee, T. (2009). Linked Data - the story so far. *International Journal on Semantic Web and Information Systems*, *5*(3), 1–22. https://doi.org/10.4018/jswis.2009081901

Brown, T. B., Mann, B., Ryder, N., Subbiah, M., Kaplan, J., Dhariwal, P., Neelakantan, A., Shyam, P., Sastry, G., Askell, A., Agarwal, S., Herbert-Voss, A., Krueger, G., Henighan, T., Child, R., Ramesh, A., Ziegler, D. M., Wu, J., Winter, C., … Amodei, D. (2020). Language Models are Few-Shot Learners. *arXiv (Cornell University)*. https://doi.org/10.48550/arxiv.2005.14165

Cardoso, J., & Sheth, A. (2006). The semantic web and its applications. In *Springer eBooks* (pp. 3–33). https://doi.org/10.1007/978-0-387-34685-4_1

Chesterman, S. (2024). Good models borrow, great models steal: intellectual property rights and generative AI. *Policy and Society*. https://doi.org/10.1093/polsoc/puae006D'Amato, C. (n.d.).

Machine Learning for the Semantic Web: Lessons learnt and next research directions. In Pascal Hitzler & Krzysztof Janowicz (Eds.), *Semantic Web* (Vol. 1, pp. 1–51). IOS Press. https://semantic-web-journal.net/system/files/swj2191.pdf

DeepLearning.AI. (2023, January 11). *Natural Language Processing (NLP) [A complete guide]*. https://www.deeplearning.ai/resources/natural-language-processing/

Dotndot. (2023, December 13). *The impact of AI on digital storytelling*. Dotndot. https://dotndot.com/the-impact-of-ai-on-digital-storytelling/

Elgammal, A., Liu, B., Elhoseiny, M., & Mazzone, M. (2017). CAN: Creative Adversarial Networks, Generating "Art" by Learning About Styles and Deviating from Style Norms. *arXiv (Cornell University)*. https://doi.org/10.48550/arxiv.1706.07068

Elgammal, A., Liu, B., Elhoseiny, M., & Mazzone, M. (2017b). CAN: Creative Adversarial Networks, Generating "Art" by Learning About Styles and Deviating from Style Norms. *arXiv (Cornell University)*. https://doi.org/10.48550/arxiv.1706.07068

Fuertes, R. A. (2025, February 21). SmythOS - Real-World Case Studies of Human-AI Collaboration: Success Stories and Insights. *SmythOS*. https://smythos.com/ai-agents/agent-architectures/human-ai-collaboration-case-studies/

Game Studies 0101: Ryan: Beyond Myth and Metaphor: The case of Narrative in Digital media. (n.d.). GameStudies and Each Author. https://www.gamestudies.org/0101/ryan/

García, R., Gimeno, J. M., Perdrix, F., Gil, R., Oliva, M., López, J. M., Pascual, A., & Sendín, M. (2009). Building a usable and accessible semantic web interaction platform. *World Wide Web*, *13*(1–2), 143–167. https://doi.org/10.1007/s11280-009-0076-2

Gillis, A. S., & Lawton, G. (2025, January 28). *What is the Semantic Web? Definition, history and timeline*. Search CIO. https://www.techtarget.ceom/searchcio/definition/Semantic-Web

Gültekin-Várkonyi. (2024, February 22). *Navigating data governance risks: Facial recognition in law enforcement under EU legislation*. Internet Policy Review. https://policyreview.info/articles/analysis/data-governance-risks-facial-recognition

Hyvönen, E., 1, Lindquist, T., Törnroos, J., 1, Aalto University, University of Colorado Boulder, & University of Helsinki. (2012). History on the Semantic Web as Linked Data—An Event Gazetteer and Timeline for the World War I. In *Proceedings of CIDOC2012 - Enriching Cultural*

Heritage [Conference-proceeding]. https://cidoc.mini.icom.museum/wp-content/uploads/sites/6/2018/12/hyvonen.pdf

Idehen, K. U. (2018, June 10). A Semantic Web & Artificial Intelligence - OpenLink virtuoso weblog - medium. *Medium*. https://medium.com/virtuoso-blog/a-semantic-web-artificial-intelligence-ea480b8f4507

Inamdar, T. (2024, April 15). *AI-Powered Scriptwriting: Transforming the creative process in entertainment*. https://www.linkedin.com/pulse/ai-powered-scriptwriting-transforming-creative-inamdar--1tpyf

Jackson, D., & Latham, A. (2021). Talk to The Ghost: The Storybox methodology for faster development of storytelling chatbots. *Expert Systems With Applications*, *190*, 116223. https://doi.org/10.1016/j.eswa.2021.116223

Jenkins, H., et al. (2006). Confronting the Challenges of Participatory Culture Media Education for the 21st Century. An Occasional Paper on Digital Media and Learning. - References - Scientific Research Publishing. (n.d.). https://www.scirp.org/reference/referencespapers?referenceid=1188820

Jenkins, H., Massachusetts Institute of Technology, Clinton, K., Purushotma, R., Robison, A. J., & Weigel, M. (n.d.). *An occasional paper on digital media and learning Confronting the Challenges of Participatory Culture: Media Education for the 21st Century*. https://www.macfound.org/media/article_pdfs/jenkins_white_paper.pdf

Jurafsky, D., S., Martin, H., Andrew Kehler, Keith Vander Linden, & Nigel Ward. (1999). *Speech and language processing* (By Prentice Hall; Draft) [Book]. Prentice Hall. https://karczmarczuk.users.greyc.fr/TEACH/TAL/Doc/jurafsky_martin.pdf

Kempeneer, S. (2025). The history of AI and power in government. *SSRN Electronic Journal*. https://doi.org/10.2139/ssrn.5017892

Kempeneer, S. (2025). The history of AI and power in government. *SSRN Electronic Journal*. https://doi.org/10.2139/ssrn.5017892

Knowledge Engineering for Wind energy. (n.d.). In *Knowledge Engineering for Wind Energy* [Journal-article]. https://wes.copernicus.org/preprints/wes-2023-173/wes-2023-173-ATC1.pdf

Knowledge Engineering for Wind energy. (n.d.). In *Knowledge Engineering for Wind Energy* [Journal-article]. https://wes.copernicus.org/preprints/wes-2023-173/wes-2023-173-ATC1.pdf *Language Models are Unsupervised Multitask Learners*. (2019). [Journal-article].https://d4mucfpksywv.cloudfront.net/better-language-models/language_models_are_unsupervised_multitask_learners.pdf

Li, Y., Pan, J. Z., Krishnaswamy, S., Hauswirth, M., & Nguyen, H. H. (2014). The ubiquitous semantic web. *International Journal on Semantic Web and Information Systems*, *10*(4), 1– https://doi.org/10.4018/ijswis.2014100101

Manovich, L. (n.d.). The language of new media. In Norman Klein, Peter Lunenfeld, & Vivian Sobchack, *The Language of New Media* (p. VI–279Owens, E. (2025, March 13). Content Creation: Blending AI with Storytelling – New Target. *new target, inc.* https://www.newtarget.com/web-insights-blog/content-creation/ *OWL Web Ontology Language Overview*. (n.d.). https://www.w3.org/TR/owl-features/

Pateriya, S. (2025, January 25). AI Music for Horror Films: Crafting Chilling Soundtracks with Generative AI. *Soundverse AI*. https://www.soundverse.ai/blog/article/ai-music-for-horror-films

Pérez, J., Arenas, M., Gutierrez, C., Pontificia Universidad Católica de Chile, & Universidad de Chile. (2008). NSPARQL: a navigational language for RDF. *nSPARQL: A Navigational Language for RDF*, 67–68. https://marceloarenas.cl/publications/iswc08.pdf

Rebels, G. (2025, March 17). The future of storytelling: Can AI tell human Stories? *Medium*. https://medium.com/@goodrebels/the-future-of-storytelling-can-ai-tell-human-stories-c984ccb60276

Riedl, M. O. (2016, February 21). *Computational Narrative Intelligence: a Human-Centeredgoal for Artificial intelligence*. arXiv.org. https://arxiv.org/abs/1602.06484

Riedl, M. O., & Bulitko, V. (2013). Interactive Narrative: an Intelligent Systems approach. *AI Magazine, 34*(1), 67–77. https://doi.org/10.1609/aimag.v34i1.2449

Riedl, M. O., & Stern, A. (2006). Believable agents and intelligent story adaptation for interactive storytelling. In *Lecture notes in computer science* (pp. 1–12). https://doi.org/10.1007/11944577_1

Sherman, C. (2024, November 3). Cross-Platform Storytelling: Creating cohesive narratives across multiple social media platforms Ι. *Sociamonials Blog: Social Media Tips & Trics*. https://blog.sociamonials.com/cross-platform-storytelling-creating-cohesive-narratives-across-multiple-social-media-platforms/

Start Motion Media. (2025, January 26). *AI-Powered Scriptwriting: the Video Production Process StartMotionMedia*. StartMotionMedia. https://www.startmotionmedia.com/ai-powered-scriptwriting-transforming-the-video-production-process/

The semantic web revisited. (2006, February 1). IEEE Journals & Magazine | IEEE Xplore. https://ieeexplore.ieee.org/document/1637364/

Wittenburg, P., Broeder, D., & Max-Planck-Institute for Psycholinguistics. (2000). Metadata overview and the semantic web. In *Max-Planck-Institute for Psycholinguistics*. https://www.mpi.nl/lrec/2002/papers/lrec-pap-04-MD-overview-daan3.pdf

Zuboff, S. (2019). The Age of Surveillance Capitalism The Fight for a Human Future At the New Frontier of Power. Public Affairs. - References - Scientific Research Publishing. (n.d.). https://www.scirp.org/reference/referencespapers?referenceid=3337660