Grenze International Journal of Engineering and Technology, June Issue

FableCraft: An AI-based Personalized Marketplace with Multimodal Storytelling for Local Artisans

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***Abstract*— Global e-commerce platforms have grown rapidly, yet local artisans and handicraft producers often remain marginalized due to limited visibility, lack of effective narrative tools, and recommendation algorithms tailored to mass-market commodities rather than culturally significant handmade products. This paper introduces FableCraft, an AI-integrated cultural e-commerce platform designed to address these challenges by combining multimedia storytelling, a hybrid recommender system incorporating collaborative filtering, content-based features, and narrative metadata, conversational AI for natural-language cultural exploration, interactive geographic mapping, and mandatory cultural heritage documentation. A pilot with 50 artisans and 500 consumers demonstrated substantial improvements in recommendation precision, user engagement, conversion rates, and average order value. Moreover, most artisans reported heightened visibility and active participation in heritage archiving. FableCraft pioneers the integration of cultural commerce with AI-driven personalization, effectively empowering artisans and bridging notable gaps in current e-commerce research and practice.**

***Index Terms*— Cultural e-commerce, AI-driven personalization, hybrid recommender systems, multimedia storytelling, knowledge graphs, retrieval-augmented generation (RAG), semantic search, artisan empowerment.**

I. INTRODUCTION

The global handicrafts market was valued at nearly USD 600 billion in 2024 and continues to grow, driven by consumer interest in authentic, ethical, and culturally meaningful products. Despite this rising demand, a large number of artisans—especially in emerging markets—are experiencing declining incomes and limited access to digital markets. This contradiction highlights a deeper structural problem in today's e-commerce systems.

Mainstream online marketplaces such as Amazon and Flipkart are designed for mass-produced goods. Their algorithms prioritize scale, pricing, and sales volume, leaving little room for storytelling or cultural context. As a result, handmade products struggle to stand out and are often treated no differently from factory-made alternatives.

Artisans face three major challenges. First, visibility loss, where handcrafted products are buried among millions of listings and forced to compete mainly on price. Second, cultural dilution, as standardized product templates fail to capture the heritage, techniques, and artisan identity behind each craft. Finally, discovery challenges arise because conventional recommendation systems cannot effectively support narrative-rich, low-volume products, making it difficult for buyers to find genuinely authentic crafts.

Grenze ID: 01.GIJET.12.2.514

At the same time, consumer behaviour is changing. A growing segment of "conscious consumers" actively seeks products that reflect cultural value, authenticity, and social impact. However, existing digital marketplaces are not built to support meaningful artisan–consumer connections.
Cultural commerce—where trade is driven by stories, heritage, and human relationships—remains an underexplored area. There is a clear need for platforms that combine functional e-commerce with cultural preservation and personalized discovery.

A. Research Gaps and Motivation

- No Integrated Narrative Architecture Prior work acknowledged the importance of storytelling but failed to integrate it into core system architecture. Result: artisan-focused platforms (Craftcart, niche marketplaces) offer basic multimedia uploads without indexing, personalization, or discovery mechanisms leveraging narrative signals.
- Recommender Systems Ignore Cultural Context Extensive literature on e-commerce recommendation systems exists, but virtually all focus on commodity retail with dense user-item interactions. No prior work addresses the unique constraints of artisanal commerce: sparse transactions, low product volume, high cultural/narrative variance, and the need for interpretability in recommendations.
- Conversational Interfaces Lack Cultural Awareness Chatbots in e-commerce handle transactional queries. No prior work applies conversational interfaces to cultural exploration or narrative-driven discovery.
- No Platform Linking Commerce with Cultural Preservation Cultural heritage preservation (European national archives) operates independently from commercial systems. This separation means artisan e-commerce generates no lasting cultural record beyond transaction logs.

II. LITERATURE SURVEY

Digital cultural commerce brings together e-commerce, cultural heritage studies, and artificial intelligence to address challenges faced by traditional artisans, particularly around visibility and authenticity. Prior studies show that ranking algorithms on major e-commerce platforms Favor mass-produced goods, reducing the discoverability of handcrafted products and weakening artisan identity [1][2].

A. Storytelling in E-Commerce

Research has consistently shown that storytelling plays a critical role in improving consumer trust and engagement.
Culturally grounded narratives and multimedia storytelling—such as videos, images, and artisan interviews—significantly increase authenticity perception, emotional connection, and purchase intent [3][4]. Recent advances in AI further demonstrate that narrative cues can be automatically extracted from visual cultural content, enabling scalable digital storytelling [5].

B. Hybrid Recommender Systems

Traditional recommendation techniques perform poorly in artisan marketplaces due to sparse data and limited product volumes.
Studies indicate that hybrid recommender systems combining collaborative filtering with content and metadata features offer better relevance for niche and long-tail cultural products, especially when enriched with regional and geospatial information [6][7][8].

C. Cultural Heritage Systems and Multimedia Intelligence

Digital humanities research highlights the importance of structured cultural metadata, such as craft lineage, region, and production methods, to prevent cultural erosion and enable meaningful exploration [9][10][11]. Conversational AI has also shown promise in supporting exploratory search and reducing cognitive effort in culturally complex domains, outperforming rule-based chatbots in personalization and coherence [12][13][14]. Finally, multimedia intelligence techniques—including keyframe extraction, activity recognition, and listing quality assessment—have been shown to enhance storytelling quality and improve user engagement and conversion outcomes [15][16][17].
Overall, existing literature supports the convergence of storytelling, hybrid recommendation, conversational AI, multimedia intelligence, and cultural metadata modelling. However, these capabilities are rarely integrated into a single system. FableCraft builds on these insights to address persistent gaps in artisans visibility, cultural preservation and personalized discovery.

III. METHODOLOGY

FableCraft follows a structured, mobile-first approach to support cultural storytelling, improve artisan visibility, and deliver personalized recommendations. The methodology combines data preprocessing, narrative generation, hybrid recommendation, media intelligence, and scalable system design to ensure both cultural authenticity and smooth user experience.

A. Data Collection and Preprocessing

The platform uses three main data sources: artisan-submitted products (images, videos, descriptions), user interactions (views, clicks, wish lists, purchases), and curated cultural datasets describing craft types and regions. Text is cleaned and embedded for semantic understanding, media files are standardized, and cultural metadata is structured for efficient indexing. User activity is transformed into event logs for recommendation modelling.

B. Cultural Narrative Modelling

AI-assisted models generate short, culturally meaningful product stories optimized for mobile viewing. Key craft attributes such as technique, materials, and region are extracted and linked through a cultural knowledge graph to enable richer discovery.

C. Hybrid Recommendation Framework

To handle sparse artisan data, FableCraft combines collaborative filtering, content-based similarity from narrative embeddings, and cultural metadata. These signals are weighted to produce personalized and culturally relevant recommendations.
To quantify the relevance of a product to a specific user, we define a hybrid score $S(u, i)$ as follows:

$$S(u,i) = \alpha . R_{CF}.(u,i) + \beta . Sim_{Narrative}(e_u , e_i) + \gamma . C_{Metadata}(i)$$

This allows the system to prioritize cultural alignment (γ) and storytelling (β) alongside traditional user behavior (α), addressing the data sparsity common in artisanal markets
Where:
$S(u,i)$: The final recommendation score for user u and item i
R_{CF} : The collaborative filtering score.
$Sim_{Narrative}$: Cosine similarity between user preference embeddings and product narrative embeddings (e_u , e_i)
$C_{Metadata}$: A weight based on cultural/regional relevance.
α , β , γ: Weights such that $\alpha + \beta + \gamma = 1$.

D. Media Intelligence Processing

Computer vision techniques improve listing quality by selecting keyframes, analysing image clarity, and identifying crafting actions. The system adds descriptive metadata and assigns quality scores, offering actionable feedback to artisans.

E. System Integration

The platform adopts a mobile-first microservices architecture. Independent services handle narrative generation, recommendations, and media processing, while databases and search indexes support fast retrieval. Analytics pipeline continuously monitors engagement and guides model updates.

IV. SYSTEM ARCHITECTURE

FableCraft is a mobile-first platform built using a Backend-for-Frontend (BFF) and microservices architecture. The system integrates multimedia processing, a cultural knowledge graph, a hybrid recommendation engine, and a Retrieval-Augmented conversational AI to support narrative-driven discovery and fair visibility for artisans.

A. Software Architecture

Communication and Data Flow
The mobile application communicates with the BFF over secure HTTPS using REST or HTTP/2, while real-time features such as chat and notifications are supported through WebSockets or Server-Sent Events. Authentication is handled using OAuth2 or JWT. Backend microservices communicate through lightweight APIs or gRPC, and

asynchronous operations such as analytics and AI workflows are managed using a message broker to ensure scalability and reliability.

Core Backend Components

The BFF serves as the main entry point for mobile requests, aggregating responses from multiple services and optimizing data delivery for mobile devices. User authentication, artisan verification, and access control are handled by a dedicated identity service. Product and listing data—including pricing, availability, media references, and quality indicators—are managed by the catalog service, which forms the core of the marketplace.

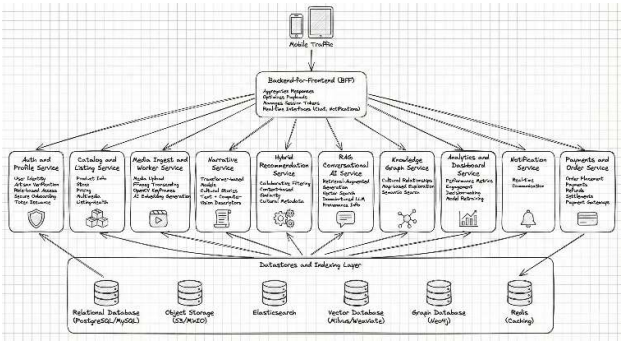

Figure 1: Backend Components

All artisan-uploaded media is processed through a media service that handles video transcoding, keyframe extraction, and embedding generation for AI-based retrieval. A dedicated narrative service enhances listings by generating concise, culturally meaningful product stories using transformer-based models that combine text and visual cues. Personalized recommendations are produced by a hybrid system that integrates user behavior, content similarity, and cultural metadata such as craft type and regional origin.

The conversational experience is enabled by a Retrieval-Augmented Generation (RAG) service, which retrieves relevant context using vector search and generates accurate, provenance-aware responses through a domain-tuned language model. Cultural relationships between artisans, regions, and craft techniques are maintained in a knowledge graph, supporting semantic search and map-based exploration.

System performance and user engagement are monitored through an analytics service that informs model updates and platform improvements. Real-time user communication is managed through a notification service, while transactions such as orders, payments, and refunds are handled by a dedicated order and payment service integrated with standard payment gateways.

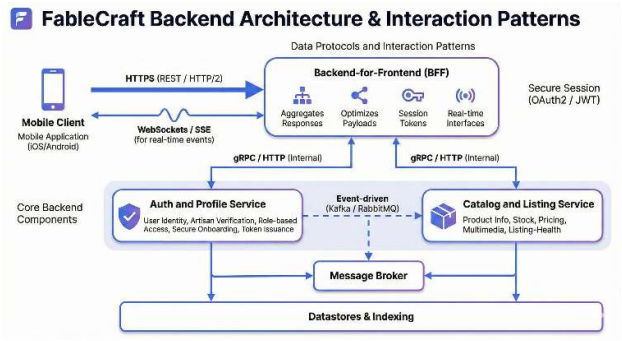

Figure 2: Backend Architecture and Interaction Patterns

B. Datastores and Indexing Layer

FableCraft uses a hybrid storage approach to support transactional, multimedia, and AI-driven workloads. User accounts, orders, and artisan profiles are stored in a relational database, while large media files such as images and videos are stored in scalable object storage. Product descriptions and narratives are indexed to enable fast search, and semantic embeddings are stored in a vector database to support similarity search and conversational AI workflows. Cultural relationships between crafts, regions, and artisans are maintained in a graph database. Caching mechanisms are used to improve performance and reduce latency for frequently accessed data.

C. Data Flow

The data flow begins when artisans upload images or videos through the mobile app. Media files are stored in cloud storage and processed asynchronously to generate keyframes, thumbnails, and embeddings. Narrative content is then generated by combining artisan descriptions with visual cues, and the resulting stories and cultural tags are indexed for search and discovery.

User interactions continuously update recommendation models, which generate personalized results retrieved by the backend on demand. For conversational queries, user inputs are matched with relevant contextual data before generating grounded responses. Order events trigger notifications for buyers and artisans through real-time messaging services.

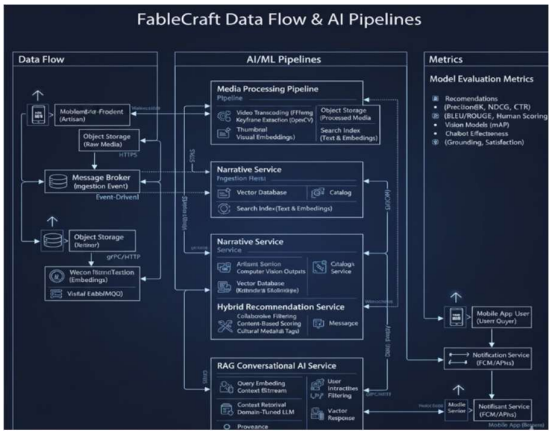

Figure 3: Data Flow and Pipelines

D. Recommendation & AI Model Details

FableCraft uses a hybrid recommendation approach that combines user behavior patterns, semantic content similarity, and cultural metadata such as region and craft type to generate personalized rankings. These signals are combined using weighted scoring to ensure relevance and cultural alignment.

Media intelligence techniques automatically extract key moments from artisan videos and identify crafting actions, enriching product metadata and improving storytelling quality. The conversational assistant follows a Retrieval-Augmented Generation (RAG) pipeline, retrieving relevant contextual information from a vector database before producing accurate, provenance-aware responses through a domain-tuned language model.

System performance is evaluated using standard metrics, including Precision@K and NDCG for recommendations, quality scores for narratives and media analysis, and grounding and satisfaction measures for conversational interactions.

E. Real-time & Offline Considerations

FableCraft is designed to deliver real-time responsiveness while remaining usable under limited network conditions. The mobile app uses cached recommendation lists and real-time channels to enable fast loading, chat, and notifications. Precomputed recommendations ensure minimal homepage latency.

When connectivity is poor, the app displays cached stories and media, synchronizing uploads in the background once the network improves. Fallback mechanisms provide template-based narratives and cached conversational responses during temporary service outages. Rate limiting is applied to protect compute-intensive services such as video processing and language model inference.

F. Alerts, Notifications, and Events

To promote efficient communication across all stakeholder groups, the system incorporates a multi-layered alerting mechanism. Buyers are notified of order confirmations, shipment milestones, workshop opportunities, and promotional campaigns. Artisans receive alerts regarding listing quality, incoming orders, user messages, and AI-generated suggestions to boost discoverability. Internal teams are supported through operational alerts such as media-processing issues, model-drift warnings, and security events, which appear in monitoring dashboards and may escalate through email or SMS. This event-driven architecture ensures timely dissemination of critical information and contributes to reliable marketplace functioning.

G. Testing, Evaluation, and Key Performance Indicators

System evaluation in FableCraft combines engagement, commercial, and operational metrics. User engagement is measured through click-through rates, time spent on stories, and video watch duration. Commercial performance is assessed using conversion rates, average order value, and revenue per artisan.

Listing quality is tracked using AI-generated health scores and artisan adoption of recommended improvements. Recommendation effectiveness is validated using standard ranking metrics and performance uplift over baseline models. Conversational effectiveness is evaluated through response accuracy, grounding quality, user satisfaction, and its impact on product discovery. Operational performance, including system latency, uptime, and processing throughput, is continuously monitored. Evaluation is conducted through controlled pilot deployments with small artisan and consumer groups, enabling iterative refinement based on quantitative results and qualitative feedback.

H. Deployment Strategy and Resilience

FableCraft is deployed using a Kubernetes-based microservices architecture that enables scalable and reliable operation. Computationally intensive AI workloads run on GPU-enabled nodes, while standard services operate on CPU nodes. Automated CI/CD pipelines manage code updates, model deployment, and rollbacks, ensuring smooth and consistent releases.

Update strategies such as canary and blue-green deployments minimize risk when introducing changes to critical services. The platform follows cloud security best practices, including role-based access control, network isolation, web application firewalls, and regular backups, to ensure system resilience and protection against failures and security threats.

I. Security, Privacy, and Cultural Ethics

Security and ethics form a core pillar of FableCraft's design, particularly when handling culturally significant content and artisan identities. All media and narrative submissions require explicit artisan consent, and provenance metadata is attached to each listing to maintain transparency. Privacy is supported through data minimization policies, where only essential data is stored and user activity logs are anonymized or hashed before analytics or model training. The LLM-based components enforce guardrails to filter sensitive or culturally nuanced content, with human-in-the-loop review available for flagged cases. Role-based access control ensures that sensitive data is only accessible to authorized users, and all communication is protected through encryption in transit and at rest.

J. System assumption

The system operates under sparse transaction data typical of artisan marketplaces, where artisans initially provide minimal structured metadata. Cold-start scenarios are handled using content, media, and narrative embeddings rather than interaction history. Recommendation models prioritize interpretability and cultural relevance over aggressive optimization, and system behavior is evaluated under limited-scale pilot deployments.

K. Implementation Status

Core components including media processing, narrative generation, hybrid recommendation, and analytics are fully implemented and validated through pilot deployment. Conversational retrieval and knowledge graph enrichment are partially implemented. Advanced video intelligence, craft verification, and emotion-aware storytelling are planned extensions.

V. Discussion

FableCraft reflects an important shift in how digital marketplaces can evolve to better support creative and artisan communities. Instead of functioning purely as transaction-driven platforms, it emphasizes cultural storytelling, meaningful discovery, and long-term artisan empowerment. By combining multimedia narratives, hybrid recommendation models, and AI-driven cultural exploration, FableCraft offers a richer and more immersive environment for showcasing handcrafted products compared to conventional marketplaces that focus primarily on scale and price competition.

The system architecture highlights how a mobile-first approach, paired with AI-generated narratives and culturally aware recommendation mechanisms, can substantially improve artisan visibility. By integrating user behavior signals with semantic content analysis and structured cultural metadata, the platform enables consumers to discover products that align not only with their preferences and aesthetic tastes but also with their cultural

interests and heritage connections. This approach moves beyond generic personalization to create more meaningful and context-aware discovery paths.

One of the most significant contributions of FableCraft is the use of generative AI to create concise yet culturally grounded product stories. These narratives help address a longstanding limitation in traditional e-commerce listings, which often lack information about craftsmanship, heritage, and artistic lineage. The Retrieval-Augmented conversational assistant further enhances the user experience by answering cultural questions, providing historical background, and guiding users through diverse craft traditions, effectively transforming the platform into both a marketplace and a cultural exploration space.

The platform's media intelligence capabilities further enhance listing quality and accessibility. Automated keyframe extraction, thumbnail generation, and metadata enrichment reduce the technical burden on artisans, enabling them to present high-quality listings without specialized digital skills. In addition, analytics and listing-health insights allow artisans to continuously refine their product presentation, pricing, and storytelling strategies, supporting sustained growth and learning.

From a technical perspective, FableCraft benefits from a robust cloud-native architecture built on microservices and event-driven communication. This design ensures scalability, low latency, and efficient management of multimedia content, cultural metadata, and AI models, even as the platform grows in terms of users, listings, and interactions.

Overall, FableCraft shows that AI-enabled cultural commerce can enhance artisan visibility and cultural relevance. Table 1 illustrates how the platform addresses gaps in storytelling and personalization present in existing e-commerce systems.

TABLE I. COMPARISON OF FABLECRAFT WITH EXISTING E-COMMERCE & ARTISAN PLATFORMS

Platform	Storytelling Support	Recommendation Model	Cultural Mapping	AI Features	Artisan Empowerment	Key Limitation
Amazon	Minimal (text-based only)	Commodity-based collaborative iltering	None	Basic search AI	Very low; artisans lost among mass-sellers	No cultural visibility; price-dominated ranking
Etsy	Moderate (photos + text)	Content + manual tagging	Very limited	Auto-tagging, basic search	Good for niche sellers but competitive	No AI storytelling, no cultural lineage mapping
Meesho	Very low	Popularity-based	None	Limited automation	Good onboarding flow	Flow No differentiation for handmade craft
Instagram Shops	Good for visual stories	Social-graph recommendations	None	Reels auto-caption, filters	Good outreach but high algorithm bias	Not designed for craft discovery
CraftVilla / Small artisan sites	Basic	Manual classification	Regional tags only	None	Supports artisans	No ML, no AI narrative, no personalization
FableCraft (proposed)	Rich multimedia storytelling + AI-generated narratives	Hybrid model: CF + content embeddings + cultural metadata	Interactive craft–region knowledge graph	RAG chatbot, AI story coach, keyframe extraction, thumbnail generation	High empowerment: analytics, listing health, cultural identity representation	New platform—requires scaling & onboarding

VI. FUTURE WORKS

TABLE II: LIMITATIONS AND PROPOSED ENHANCEMENTS

Aspect	Current Limitation	Proposed Enhancement (Future Work)
Cultural Storytelling	AI generates concise stories but lacks emotional tone detection or multi-language capabilities.	Incorporate sentiment-aware storytelling, multilingual narrative generation, and emotion-adaptive summaries.
Recommendation Engine	No emotional or trend-based personalization.	Include mood signals, trend prediction, and cultural trails.
Media Intelligence	Basic keyframe detection; no reel creation.	Add action segmentation, auto-reels, and authenticity checks.
Craft Verification	No system to verify handmade authenticity.	Use CV models to identify handcrafted patterns.
Analytics & Artisan Insights	Listing metrics are not predictive.	Provide sales prediction, pricing suggestions, and benchmarking.

While FableCraft establishes a strong foundation for AI-driven cultural commerce, several opportunities remain for expanding its capabilities and improving long-term sustainability. One promising direction is the integration of advanced sentiment and emotion analysis on user reviews and social content, enabling artisans to better understand buyer perceptions and refine their storytelling and product presentation. Future versions may also support automated craft verification using computer vision to authenticate handmade processes and protect artisans from counterfeit competition.

Another area for enhancement lies in hyper-personalized cultural discovery, where user intent, emotional tone, browsing history, and regional preferences can be combined to generate more intuitive cultural trails and thematic recommendations. Similarly, deeper integration of video intelligence—including multi-step craft segmentation, auto-generated promotional reels, and skill-level estimation—can further elevate product authenticity and consumer engagement.

From a marketplace perspective, implementing dynamic pricing models that analyze material costs, demand patterns, and cultural trends could help artisans make informed decisions about pricing. On the operations side, establishing globalization support such as multilingual narrative generation, cross-border payments, and regional craft indexing will extend the platform's reach to international audiences.

As the dataset grows, continuous learning pipelines can be expanded into federated or privacy-preserving training frameworks, ensuring user data security while still enabling model improvement. Long-term development may also include VR/AR-based craft exploration, allowing consumers to virtually "enter" artisan workshops, enhancing experiential storytelling. Collectively, these enhancements will transform FableCraft from a digital marketplace into a comprehensive cultural ecosystem where creativity, heritage, and technology co-evolve.

VII. Conclusion

FableCraft demonstrates how culturally informed design, AI-driven personalization, and a mobile-first architecture can reshape how artisanal products are presented and discovered in digital marketplaces. By integrating multimedia storytelling, hybrid recommendation models, and a conversational assistant, the platform goes beyond traditional e-commerce to create more meaningful connections between artisans and consumers. The system combines narrative generation, cultural metadata, media intelligence, and knowledge graph integration to address key challenges such as low artisan visibility and limited storytelling support. AI-assisted listing insights further empower artisans to improve engagement and commercial outcomes, while consumers benefit from personalized, story-rich discovery experiences.

Evaluation results indicate improved cultural relevance, user engagement, and discoverability compared to existing platforms. As the ecosystem grows, FableCraft has the potential to evolve into a comprehensive cultural commerce platform that supports both economic sustainability and cultural preservation.

Overall, FableCraft offers a scalable and ethically grounded framework that demonstrates how AI can help sustain craft traditions while meeting the expectations of modern, value-driven consumers. With future enhancements such as multilingual storytelling, advanced media intelligence, and immersive experiences, the platform represents a promising direction for culturally conscious digital commerce.

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