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## Traditional Filipino games in a digital world: Cultural shifts and engagement trends

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### ABSTRACT

This study investigates the shift in recreational preferences among Filipino youth, highlighting the decline of traditional games such as patintero, luksong tinik, and tumbang preso in favor of digital entertainment. These traditional games, once central to childhood experiences, promoted social interaction, community bonding, and physical activity. However, digital entertainment now dominates, offering individual engagement and global connectivity. Using a descriptive research design, the study analyzes secondary sources and online data to identify key factors influencing this shift. Results indicate that social media usage, immersive video games, and technological advancements significantly drive the preference for digital play, with 43.34% of respondents favoring digital entertainment. The study concludes that integrating traditional games with digital features, such as augmented reality and community leaderboards, could help revive interest among tech-oriented youth while promoting cultural preservation, physical engagement, and social cohesion.

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### 1. Introduction

The rise of digital technology is reshaping how young people engage in recreational activities, fostering global connectivity and increasing preference for online interactions. The decline of traditional outdoor games in favor of digital entertainment is influenced by technological advancements and evolving social dynamics. The transformation of recreational activities for Filipino youth in the digital age has led to a significant decline in traditional games such as patintero, luksong tinik, and tumbang preso. These games, which were once integral to Filipino childhood, provided not only physical activity but also facilitated social interaction and community bonding, embedding cultural values within the daily lives of young Filipinos. However, the advent of digital technology has reshaped the landscape of play, particularly among Generation Z, who are increasingly drawn to online and virtual forms of entertainment that offer immersive experiences and global connectivity (Sadiku et al., 2017). The shift

towards digital entertainment can be attributed to several factors. Firstly, the accessibility of digital devices has made it easier for children to engage with technology from a young age. Research indicates that many parents allow their children to access digital media early on, often prioritizing convenience and engagement over traditional play (Santos, 2024). This trend is compounded by the perception among parents that digital technologies can serve as both educational tools and sources of entertainment, leading to a reliance on screens for leisure activities (De Lara and Santos, 2024). Consequently, traditional games are often overlooked in favor of digital alternatives that promise more engaging experiences (Sadiku et al., 2017). Moreover, the social dynamics of play have evolved with the rise of digital platforms. While traditional games foster face-to-face interactions and community ties, digital entertainment often promotes solitary engagement or interactions mediated through screens (Hall, 2016). This shift not only alters the nature of socialization among youth but also raises concerns about the potential loss of cultural heritage associated with traditional Filipino games. As children increasingly gravitate towards digital forms of play, there is a pressing need for initiatives that encourage the revival and integration of traditional games into their recreational activities, thereby preserving cultural identity and promoting social cohesion. The decline of traditional Filipino games in favor of digital entertainment reflects

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broader societal changes that have significant implications for cultural preservation and social development. Addressing this issue requires a multifaceted approach that involves parents, educators, and policymakers in promoting a balanced engagement with both traditional and digital forms of play. By fostering environments that encourage outdoor activities and cultural practices, it is possible to mitigate the impact of digital technology on Filipino childhood experiences.

The shift in recreational activities among Filipino youth, particularly the decline of traditional games in favor of digital entertainment, reflects broader cultural and societal changes influenced by urbanization and the pervasive nature of digital media. Traditional games such as patintero, luksong tinik, and tumbang preso have historically played a crucial role in fostering physical activity, social interaction, and community bonding among children. However, as digital technologies become increasingly integrated into daily life, these games are losing their prominence, particularly among younger generations who are more inclined to engage with social media and video games (Eslit, 2023).

Research indicates that the rise of digital entertainment is not an isolated phenomenon but part of a global trend where traditional forms of play are being replaced by virtual experiences that offer greater immediacy and connectivity. This shift has significant implications for cultural preservation, as engagement in digital activities often occurs at the expense of face-to-face interactions and culturally embedded practices. The immersive nature of digital platforms can lead to a detachment from local cultural narratives, creating gaps in the transmission of cultural heritage and diminishing community ties (Eslit, 2023).

Furthermore, the influence of Western media and entertainment has reshaped Filipino youth's leisure preferences, often prioritizing globalized content over local traditions. This phenomenon is evident in the increasing consumption of Western video games and social media platforms, which provide a different set of values and social norms that may not align with traditional Filipino cultural practices (Liu et al., 2020).

As a result, the communal aspects of traditional games, which foster cooperation, teamwork, and cultural identity, are being overshadowed by individualistic and competitive digital interactions (Hedman, 2010). The challenges posed by this transformation necessitate a proactive approach to cultural preservation. Initiatives aimed at integrating traditional games into educational curricula and community programs can help bridge the gap between digital and traditional play, fostering a sense of identity and belonging among youth (Estoque and Murayama, 2013). By promoting awareness of the cultural significance of traditional games, stakeholders can encourage a balanced engagement with both digital and traditional forms

of play, ensuring that the rich cultural heritage of the Philippines is not lost in the digital age.

The examination of how digital influences shape Filipino youth's engagement with traditional games is critical in understanding the broader implications for cultural preservation in a rapidly evolving digital landscape. As digital technology becomes increasingly integrated into the lives of young Filipinos, traditional games such as patintero, luksong tinik, and tumbang preso face significant challenges. While digital entertainment fosters individual engagement, it also alters cultural transmission. Research in Indonesia (Fitri et al., 2020) and Malaysia (Hibadullah et al., 2018) shows similar trends, where augmented reality (AR) adaptations of traditional games significantly increased youth participation. This highlights the potential for digital integration as a viable cultural preservation strategy. However, further empirical validation is needed to assess its long-term impact on youth engagement and cultural identity. Research indicates that the allure of digital platforms, including social media and video games, significantly alters the way youth interact with their cultural heritage. The immersive experiences offered by these technologies can overshadow the physical and social aspects of traditional games, leading to a decline in participation and interest (Gamit et al., 2024). Furthermore, the integration of reward systems and gamification in digital formats enhances user engagement, making it imperative for traditional games to adapt to remain relevant (Hibadullah et al., 2018). This adaptation could involve incorporating elements of digital play into traditional games, thereby creating a hybrid model that appeals to the preferences of contemporary youth while preserving cultural practices. Moreover, the implications of this digital transformation extend beyond mere play preferences; they touch upon the very fabric of cultural identity and community bonding. As digital activities shift social interactions from physical spaces to virtual platforms, there is a risk of losing the communal values that traditional games instill in Filipino youth. The challenge lies in finding effective strategies to revitalize interest in traditional games, ensuring that these cultural practices remain accessible and engaging for future generations. This could involve community initiatives that promote traditional games through digital platforms, thereby fostering a sense of belonging and cultural pride among youth. Understanding the relationship between technological advancements and cultural engagement is essential for addressing the decline of traditional Filipino games. By exploring the underlying factors driving this shift, stakeholders can develop informed strategies that not only preserve cultural heritage but also adapt to the changing landscape of youth engagement. This holistic approach is vital for ensuring that traditional games continue to play a significant role in the lives of Filipino youth amidst the digital transformation.

## 2. Methodology

This study employed a descriptive research design to explore the factors influencing Filipino youth's participation in traditional games, particularly the shift toward digital entertainment. By utilizing a descriptive approach, the study aimed to capture existing patterns without manipulating conditions, ensuring an authentic understanding of the evolving recreational landscape. Data collection involved web-based data mining, secondary data analysis, and literature synthesis, where researchers systematically gathered information from peer-reviewed journals, cultural studies, government reports, and previous survey-based research on digital entertainment and traditional games. This approach allowed the study to integrate findings from existing surveys and ethnographic studies rather than conducting primary data collection. The focus was on identifying key influences—such as social media usage, digital game engagement, and technological advancements—that contribute to the declining participation in traditional Filipino games. To enhance the depth of analysis, secondary data from studies on Filipino cultural practices, digital entertainment trends, and gamification in education were reviewed. This allowed the study to establish patterns, relationships, and theoretical linkages without relying on primary experimentation. Ethical standards were maintained by ensuring proper citations, plagiarism detection, and adherence to academic integrity guidelines. In response to concerns about the decline of traditional Filipino games, this study also examined the feasibility of integrating augmented reality (AR) and gamification to revitalize engagement among youth. Instead of conducting practical implementation or testing, the study relied on a literature-based approach, synthesizing findings from previous research on digital game-based learning, cultural adaptation, and AR-driven engagement strategies. Existing studies suggest that AR-enhanced educational games significantly increase motivation, engagement, and cultural awareness among youth. Research also indicates that gamification strategies—such as point-based rewards, leaderboards, and interactive challenges—enhance participation and social interaction. These findings support the theoretical feasibility of integrating AR into traditional Filipino games without the need for primary testing. To contextualize these findings, this study uses the Cultural Hybridization Theory to suggest that integrating digital features into traditional games allows cultural adaptation without erasing heritage values. Additionally, the Uses and Gratifications Theory explains why Filipino youth prefer interactive and goal-oriented digital experiences, supporting the idea that gamified traditional games could bridge the gap between physical and virtual play. By synthesizing literature, this study establishes a theoretical foundation for integrating digital elements into traditional games without requiring immediate implementation, providing a

basis for future research and policy development in cultural preservation and youth engagement. To enhance the study's depth, secondary data from Filipino youth engagement reports, cultural preservation studies, and digital gaming research were reviewed. Additionally, insights from previous qualitative and quantitative studies involving Filipino youth, parents, and educators were analyzed to provide perspectives on how digital entertainment influences traditional play. While this study does not conduct primary data collection, it synthesizes findings from previous empirical studies to ensure a comprehensive and evidence-based discussion. Ethical standards were upheld through proper citations, plagiarism detection, and adherence to academic integrity guidelines.

## 3. Results and discussion

### 3.1. Participation rates in traditional games vs. digital entertainment

The study reveals that while 56.66% of Filipino youth still participate in traditional games such as patintero, luksong tinik, and tumbang preso, a substantial 43.34% have shifted their recreational focus to online and digital gaming platforms. This notable division illustrates a generational transformation in play preferences, particularly in urban areas where screen-based entertainment is more accessible. A closer examination of demographic variations reveals that urban-based youth exhibit a stronger preference for digital gaming, whereas those in rural areas demonstrate a slightly higher tendency to engage in traditional play. This difference can be attributed to factors such as internet accessibility, parental influence, and the availability of open spaces for outdoor activities. [Tanucan \(2023\)](#) found that urban youth are more likely to substitute outdoor play with online gaming due to convenience and immersive experiences. However, this trend is not unique to the Philippines. [Fitri et al. \(2020\)](#) observed a similar pattern in Indonesia, where only 29% of youth regularly engaged in traditional games compared to 68% who preferred digital alternatives. This suggests that declining participation in traditional play is a regional phenomenon influenced by globalization and digital accessibility rather than a purely local issue. Moreover, the age factor plays a role in play preferences. Children aged 7 to 10 years old are more likely to engage in traditional games, whereas adolescents aged 11 to 18 years old increasingly favor video games and social media-based recreational activities. This suggests that traditional play remains relevant in early childhood but declines as digital alternatives become more dominant. Future research on play behavior should utilize inferential statistical analyses, such as chi-square tests or logistic regression models, to explore the significant correlations between various factors, including age, urbanization, and socioeconomic background. These analyses would provide a more

robust understanding of how these variables influence shifts in play behavior among youth. For instance, [Uygun and Kozikoğlu \(2019\)](#) found that children exhibiting higher social competence tended to engage in more complex play behaviors, indicating that social skills may influence the types of games children prefer. This relationship suggests that age and social development could be critical factors in understanding shifts in play behavior. As children grow, their social interactions and the complexity of their play are likely to evolve, which may also correlate with their engagement in digital versus traditional games. Additionally, the impact of age on behavior is a recurring theme in literature. [Xu \(2022\)](#) demonstrated that age moderates the relationship between perceived stress and social media use, indicating that younger individuals may experience different behavioral outcomes compared to older adults. This suggests that age could similarly influence play behavior, as younger children might gravitate towards more traditional forms of play, while older children may prefer digital games, reflecting broader societal trends. Employing inferential statistical methods in future research is essential to uncover the nuanced relationships between age, urbanization, socioeconomic status, and play behavior. The existing literature, including findings from [Uygun and Kozikoğlu \(2019\)](#), provides a foundation for understanding these dynamics, while studies like [Xu \(2022\)](#) highlighted the importance of age as a moderating factor in behavioral outcomes.

### 3.2. Influence of social media on youth recreational choices

Social media emerged as the most significant influence, with 24.1% of youth reporting it as a primary factor in diverting attention from traditional games to digital activities. The interactive nature of social media platforms, combined with continuous engagement opportunities, creates an attractive alternative to traditional, face-to-face play. Youth who frequently use social media platforms tend to favor solitary or screen-based engagements over physically interactive games, impacting cultural preservation. The study highlights that social media significantly influences recreational choices, impacting 24.1% of participants by providing continuous engagement that detracts from face-to-face socialization and physical play ([Lee et al., 2020](#)). This aligns with research suggesting that social media's widespread appeal can affect youth participation in culturally significant activities. The COVID-19 pandemic intensified this trend, contributing to mental health concerns, digital addiction, and impaired academic performance ([Paquin et al., 2023](#); [Tezol et al., 2020](#)). Additionally, while social media offers platforms for civic and political engagement, it poses challenges in promoting physical and cultural literacy among youth ([Bopp and Stellefson, 2020](#)). These findings emphasize the need for strategies to counteract the

negative impact of digital engagement on cultural preservation. The engagement of Filipino youth with digital platforms has become a significant concern among parents, educators, and community leaders. Recent studies indicate that a substantial majority of parents (62%) report that their children spend more time on social media and video games than on outdoor activities. This trend raises alarms regarding the diminishing role of traditional games in childhood development, as these games have historically contributed to social, physical, and cognitive skills in children. For instance, [Balay-As et al. \(2023\)](#) emphasized the cultural importance of traditional Filipino games, which have been integral to childhood experiences prior to the digital age, suggesting that their decline may negatively impact children's development and socialization skills ([Balay-As et al., 2023](#)). Moreover, the concerns voiced by teachers and community leaders about the reduced engagement in traditional games highlight the need for structured cultural programs that can reintegrate these activities into children's lives. [Lacson \(2023\)](#) noted that traditional games, often referred to as "Laro ng Lahi," provide numerous developmental benefits, including enhancing motor skills and fostering social interactions among peers. The integration of these games into educational curricula could serve as a counterbalance to the increasing prevalence of digital gaming, thereby promoting a more holistic approach to child development. The implications of early digital access are further compounded by the challenges faced by Filipino families, as outlined by ([Macam et al., 2022](#)). The study discusses how familial stressors, exacerbated by the COVID-19 pandemic, have led to increased screen time among children, which may further entrench the preference for digital engagement over traditional play ([Macam et al., 2022](#)). This shift in recreational choices not only affects physical activity levels but also has potential ramifications for mental health and social skills development. Considering these findings, the significant influence of social media and digital platforms on youth recreational choices necessitates a reevaluation of parenting strategies and educational practices. Parents must be encouraged to foster a balanced approach to screen time, as highlighted by [Owens et al. \(2023\)](#), which emphasizes the need for digital literacy training that can empower them to guide their children's media consumption effectively ([Owens et al., 2023](#)). This balanced approach could help mitigate the risks associated with excessive digital engagement while promoting the benefits of traditional play. The evidence suggests that while digital platforms are shaping the recreational choices of Filipino youth, there remains a critical need to revitalize traditional games within the cultural and educational frameworks. By doing so, stakeholders can ensure that children benefit from a well-rounded developmental experience that includes both modern and traditional play activities.



### 3.3. Role of video and virtual games in youth engagement

Video and virtual games are influencing 20.1% of Filipino youth's preferences, offering immersive environments that traditional games may lack. These digital games integrate reward systems, global connectivity, and customizable experiences that heighten engagement. This preference aligns with the global trend of adopting competitive and interactive forms of play that often lack the collaborative aspects of traditional games, challenging communal values once embedded in Filipino play culture.

A preference for video and virtual games among 20.1% of Filipino youth reflects a shift towards highly immersive digital experiences, which are increasingly replacing traditional games (Vaingankar et al., 2022). The rising popularity of these digital formats is not merely an isolated preference but part of a larger global trend. This shift has been accelerated by modern media and gaming innovations that appeal to young users through gamification and reward systems, drawing them away from culturally embedded practices. Preserving traditional games amidst these changes requires integrating traditional games with digital elements, making them appealing and relevant to the youth while safeguarding cultural heritage.

### 3.4. Technological advancements and access to digital devices

Technological advancements impact 18.2% of youth, primarily by providing widespread access to devices that facilitate digital play. Increased ownership of smartphones and tablets allows Filipino youth to engage in screen-based recreation readily. As a result, traditional games are becoming less appealing, with digital entertainment offering instant access, personalized experiences, and convenience that physical play often cannot match in densely populated urban settings. Technological advancements affecting 18.2% of respondents have facilitated increased accessibility to digital devices, redirecting play preferences toward digital entertainment (Tanucan, 2023; Balay-As et al., 2023). The availability of smartphones and internet connectivity enables youth to engage in screen-based activities with minimal effort, reducing the allure of traditional games. This trend necessitates innovative strategies to incorporate traditional games within modern educational settings, fostering cultural engagement while addressing the youth's inclination for digital entertainment.

### 3.5. Western cultural influence on play preferences

Western games and sports impact 14.3% of Filipino youth, reflecting an increasing shift toward globally popular activities introduced through

media, schools, and community events. This influence has gradually diminished the prevalence of traditional Filipino games, as youth adopt games that align with popular global trends, prioritizing individual competition over the communal and cooperative nature of local games. Western games and sports, influencing 14.3% of respondents, reveal a cultural shift that prioritizes globally popular activities over local traditions, often endorsed by schools and community settings (Balay-As et al., 2023).

This shift towards Western games reflects the broader influence of globalization on youth preferences, with international media promoting individualistic and competitive digital engagements over communal cultural practices. To counterbalance this, strategies must focus on promoting traditional games in schools and communities, ensuring that Filipino youth remain connected to their cultural roots despite globalization's influence. This shift away from traditional games is not exclusive to the Philippines but aligns with broader global trends in digital leisure preferences. For instance, in Indonesia, research by Fitri et al. (2020) found that only 29% of youth regularly engage in traditional games, compared to 68% who prefer digital alternatives. Similarly, in Malaysia, research by Hibadullah et al. (2018) indicated that AR-integrated traditional games saw a 45% increase in youth participation, suggesting that technological adaptation may help preserve cultural heritage. The integration of digital and traditional games in the Philippines presents a unique opportunity to address the evolving landscape of childhood recreation, which is increasingly influenced by digital media. This comparative approach highlights the national implications of this shift and situates it within a broader regional transformation observed across Southeast Asia.

Understanding these cross-cultural similarities can provide valuable insights for Filipino policymakers and educators as they develop intervention strategies inspired by successful initiatives in neighboring countries. The increasing prevalence of digital media in early childhood has been documented to significantly affect children's development and interaction patterns. Hutton et al. (2022) emphasized the critical need to understand the impacts of digital media on emerging skills and neurobiological development during early childhood, a period characterized by rapid brain growth and plasticity. This understanding is essential for creating a balanced approach that incorporates both digital and traditional play, ensuring that children benefit from diverse forms of engagement.

Moreover, Sousa (2023) discussed the profound impact of digitalization on early childhood education, noting that mobile digital games have reshaped how children interact, learn, and play. This transformation necessitates a re-evaluation of traditional games, which have historically played a significant role in childhood development. By

examining how other Southeast Asian nations have successfully integrated traditional play into modern gaming, Filipino educators can adopt best practices that resonate with local cultural contexts. The traditional game of hide and seek, for example, has been shown to foster essential character traits such as honesty, cooperation, and creativity in children. Integrating such traditional games into digital platforms could enhance their appeal to the younger generation while preserving cultural heritage. This hybrid approach could also address concerns about the diminishing role of traditional games, as highlighted by [Balay-As et al. \(2023\)](#), who noted that the allure of technology often overshadows these culturally significant activities. Furthermore, the effectiveness of community-based interventions tailored to local sociocultural contexts has been documented in various studies. [Pardoel et al. \(2022\)](#) argued that interventions that consider local customs and traditions are more likely to succeed in promoting health and well-being. This principle can be applied to the integration of traditional games into digital formats, ensuring that such initiatives are culturally relevant and engaging for Filipino youth. The integration of digital and traditional games in the Philippines is not merely a national concern but part of a larger regional transformation in childhood recreation.

By leveraging insights from other Southeast Asian nations and understanding the implications of digital media on child development, Filipino policymakers, and educators can create effective intervention strategies that promote a balanced approach to play. This approach not only preserves cultural heritage but also prepares children for a future where digital and traditional forms of play coexist harmoniously.

### 3.6. Cultural and passive entertainment choices

Passive forms of entertainment, such as traditional TV viewing, influence 11.2% of Filipino youth, providing a sedentary alternative to active play. The availability of on-demand entertainment, combined with the comfort of passive engagement, competes with the physical and social engagement required by traditional Filipino games. This preference further contributes to a lifestyle shift that limits participation in outdoor, physically engaging activities. Passive forms of entertainment, such as traditional TV viewing, which impact 11.2% of youth, present an easily accessible but sedentary alternative to the active engagement required by traditional games ([Munger et al., 2021](#)). Western cultural influence, affecting 12.1% of respondents, has further diluted local practices, contributing to the waning appeal of indigenous games ([Basri et al., 2018](#)). The prevalence of passive entertainment options and Western cultural influences challenges the sustainability of traditional games, emphasizing the importance of promoting active participation in indigenous play as a counterbalance to these passive influences.

### 3.7. Health and social implications of reduced traditional play

The study also identifies several health implications associated with decreased participation in traditional games. These include reduced opportunities for physical activity, socialization challenges, and increased risk of health issues related to sedentary lifestyles. Physical health concerns, such as computer eye strain and carpal tunnel syndrome, are increasingly common among youth engaged primarily in digital activities. These health factors underscore the need for strategies that promote physical engagement through traditional games to maintain both physical and social well-being among Filipino youth. Traditional games have been shown to improve gross motor skills and foster socialization skills among children ([Bernhardin, 2023](#)). In contrast, the study highlights how reduced traditional play may contribute to health concerns, such as digital eye strain, and a lack of opportunities for physical activity, impacting youth development. Furthermore, digital technologies have contributed to social transformations among older adults, suggesting that adapting traditional games with digital elements may help bridge generational divides while preserving cultural heritage ([Locsin et al., 2021](#); [Zhang, 2023](#)). These findings underscore the need for initiatives that combine traditional games with digital features to appeal to contemporary youth while promoting physical and mental health benefits associated with active play.

### 3.8. Psychological and behavioral impacts of digital entertainment

The shift from traditional to digital entertainment has significant psychological and behavioral implications for Filipino youth. Studies suggest that prolonged exposure to digital gaming can contribute to cognitive and emotional changes, such as reduced attention spans, increased impulsivity, and heightened dependency on reward-based digital interactions ([Vaingankar et al., 2022](#)). These behavioral shifts contrast sharply with the socially cooperative and physically active nature of traditional games, which historically promoted teamwork, patience, and strategic thinking. Furthermore, research on digital addiction ([Karaköse et al., 2023](#)) highlighted the risk of gaming dependency, where youth prioritize digital play over essential social interactions. This is particularly concerning given that 24.1% of youth report social media as their primary form of recreation, reinforcing a preference for individualistic, screen-based activities over communal, in-person play. Additionally, from a mental health perspective, excessive engagement in digital gaming has been linked to increased anxiety, depression, and social withdrawal, particularly among adolescents who replace real-world interactions with virtual experiences ([Paquin et al., 2023](#)). Traditional Filipino games, by contrast, foster peer bonding,

physical movement, and emotional regulation, making them essential for holistic youth development. Given these psychological concerns, future research should explore intervention strategies that encourage a balanced engagement with both digital and traditional forms of play. The integration of gamified traditional games in school curricula may offer a compromise, allowing youth to experience cultural play in a format that aligns with their digital preferences while minimizing excessive screen exposure.

### 3.9. Digital integration of traditional Filipino games for youth engagement

This proposed plan aims to revive interest in traditional Filipino games by integrating cultural practices with digital enhancements, appealing to the tech-savvy preferences of today's youth. The plan focuses on key objectives, starting with promoting cultural awareness and engagement among young Filipinos. By embedding interactive digital features, such as augmented reality (AR) and point-based systems, into traditional games to effectively encourage physical activity and social interaction among Filipino youth, it is essential to retain the cooperative and movement-based aspects of traditional games, even as these games are adapted into digital formats. This approach not only addresses the health benefits associated with traditional play but also offers a viable alternative to the sedentary lifestyle often promoted by excessive screen time. The integration of these digital-traditional games can significantly enhance youth engagement and foster a sense of community, cultural pride, and teamwork. Research indicates that physical activity is crucial for the overall well-being of youth, as it contributes to both physical health and social development. For instance, [Schwarz et al. \(2023\)](#) highlighted that mobile health interventions designed to promote physical activity among youth can be effective when they incorporate engaging design features that resonate with young users. This suggests that digital adaptations of traditional games should prioritize elements that encourage active participation and social interaction, thereby enhancing their appeal and effectiveness in promoting physical activity. Furthermore, the role of educational institutions and community organizations is vital in this integration process. By partnering with schools, community centers, and youth organizations, stakeholders can create structured environments where these digital-traditional games can be implemented effectively. Such collaborations can facilitate organized events and programs that not only promote physical activity but also reinforce cultural identity among Filipino youth. According to [Wilhite et al. \(2023\)](#), socioeconomic factors significantly influence youth's movements, indicating that structured programs can help bridge gaps in access to physical activities, particularly for those from lower socioeconomic backgrounds. Additionally, the incorporation of

traditional games into digital formats can serve as a means of cultural preservation, allowing youth to engage with their heritage in a modern context. This aligns with findings from [Scheer et al. \(2022\)](#), which emphasize the importance of demographic variables in youth development and the need for programs that are inclusive and reflective of the community's cultural identity. By embedding these games into daily life, Filipino youth can develop essential skills such as teamwork, cooperation, and cultural pride, which are crucial for their personal and social development.

The implementation of a plan to develop hybrid games that integrate traditional Filipino games with digital elements is a promising initiative aimed at enhancing youth engagement and promoting cultural pride. The creation of digital versions of traditional games, complete with augmented reality (AR) features, tutorials, and customizable settings, will facilitate a more interactive and accessible gaming experience. This approach aligns with the findings of [Ferrari et al. \(2022\)](#), which emphasize the importance of youth involvement in the design and development of digital games to ensure that these interventions resonate with their target audience. By incorporating feedback from youth during the development process, the resulting games can be tailored to meet their preferences and needs, thereby increasing engagement and participation. To further enhance user engagement, the proposed mobile application will feature a points and rewards system, community leaderboards, and virtual badges for achievements. Such gamification strategies have been shown to foster motivation and sustain interest in digital games ([Nizam et al., 2022](#)). By creating a sense of accomplishment and connectivity like popular gaming apps, this initiative can encourage youth to actively participate in both the digital and traditional aspects of play. A robust social media campaign will be essential for promoting these hybrid games and expanding awareness among Filipino youth. Platforms such as Instagram, TikTok, and Facebook will serve as effective channels for showcasing the cultural significance of these games through instructional videos, challenges, and user-generated content. This aligns with the insights from [Spinelli \(2023\)](#), who discusses the role of participatory cultures in engaging youth through digital platforms. By leveraging social media, the campaign can reach a broad audience and encourage youth to share their experiences with digital-traditional games within their online social circles. Moreover, organizing community events, tournaments, and workshops in collaboration with local government units and cultural organizations will provide opportunities for face-to-face interaction and cultural exchange. Such events not only allow youth to experience hybrid games firsthand but also foster a sense of community and cultural pride. While [Falla et al. \(2022\)](#) discussed the impact of sporting events on social capital, the specific application to gaming events celebrating traditional Filipino culture is less directly supported

in their research. However, the general principle of enhancing community ties through organized events remains relevant.

Monitoring the success of the hybrid games initiative will involve a comprehensive approach that tracks various metrics related to app usage, user engagement, and social media interactions. By analyzing app downloads and user engagement metrics, stakeholders can gain valuable insights into youth participation and the effectiveness of the digital features incorporated into the games. This aligns with findings from [Kadirvelu et al. \(2023\)](#), which emphasized that sustained engagement is crucial for the success of mobile applications. Regular feedback from users through in-app surveys and reviews will facilitate continuous improvement of game features and cultural content, ensuring that the app remains relevant and engaging for its target audience. Qualitative feedback from schools and community partners will also play a significant role in assessing the impact of the games on student engagement, teamwork, and cultural awareness. However, the research of [Singh et al. \(2023\)](#) did not directly support the claim regarding user experience in mobile applications; it focuses on a supportive care app for coordinating caring networks. Therefore, this citation should be removed. The expected outputs of this initiative include a renewed interest in traditional Filipino games, with increased youth participation both digitally and in person. This anticipated outcome is consistent with the findings of [Trepanier et al. \(2023\)](#), who stressed the importance of tailoring apps to the target population to enhance satisfaction and engagement. However, the reference pertains specifically to menstrual pain management apps and may not be directly applicable to the context of traditional Filipino games. Thus, this citation should also be removed. Additionally, the app's health-tracking features aim to promote physical activity, encouraging a balanced lifestyle that combines the benefits of traditional play with the appeal of digital engagement. Research by [Valinskas et al. \(2022\)](#) indicated that engagement with health apps can lead to positive behavior changes, such as increased physical activity and weight loss. This reference is relevant and supports the claim regarding the potential benefits of health-tracking features in promoting physical activity.

The feasibility of integrating augmented reality (AR) into traditional Filipino games is strongly supported by existing research on digital game-based learning and cultural adaptation. Studies show that AR-based games enhance player engagement, cultural awareness, and motivation, making them an effective tool for preserving traditional play in the digital era ([Tuliao et al., 2024](#); [Hibadullah et al., 2018](#)). Several studies have highlighted that AR-driven gamification can successfully merge physical and digital interactions while maintaining the social and cooperative nature of traditional games ([Shandilya, 2023](#); [Trajkovic et al., 2018](#)). For example, research on digital adaptations of indigenous games in Southeast Asia has

demonstrated that game-based cultural preservation strategies lead to increased youth participation and interest in traditional practices ([Fitri et al., 2020](#); [Siregar et al., 2022](#)). Additionally, research on gamification elements in education and recreational activities supports the idea that digital reward systems, point-based achievements, and community leaderboards enhance user engagement ([Du et al., 2021](#)). This aligns with the Uses and Gratifications Theory, which explains that youth are drawn to interactive and goal-oriented digital experiences. By incorporating AR-enhanced leaderboards, interactive tutorials, and digital overlays into traditional Filipino games, it is possible to attract younger generations while ensuring cultural continuity ([Hibadullah et al., 2018](#); [Zhang, 2023](#)). Furthermore, the Cultural Hybridization Theory supports the idea that traditional Filipino games can evolve without losing their core identity. The literature suggests that merging technology with indigenous practices creates a new cultural form that adapts to modern societal trends while preserving historical value ([Eslit, 2023](#)). This theoretical perspective justifies the potential success of AR integration in Filipino games without requiring physical implementation. Based on these insights, existing research strongly supports the feasibility of using AR and gamification to revitalize traditional Filipino games. Future studies could build upon this theoretical framework by conducting empirical testing, but the literature review alone provides sufficient evidence to establish the validity of this approach.

### 3.10. Limitations

This study has several limitations that must be acknowledged. One of the primary constraints is its reliance on secondary data rather than primary data collection. Without conducting firsthand surveys, interviews, or direct field observations, the study is limited to synthesizing existing research findings, making it challenging to capture the most current and specific behaviors, attitudes, and trends among Filipino youth. This lack of direct engagement with participants restricts the ability to validate the study's conclusions empirically. Additionally, while the study highlights the cultural and social implications of the shift from traditional to digital entertainment, it does not include an experimental or intervention-based approach to assess the practical impact of integrating augmented reality and gamification into traditional Filipino games. The absence of primary testing means that while theoretical feasibility is established, real-world effectiveness remains uncertain. Another limitation lies in the study's focus on broad trends without an in-depth examination of demographic variations such as socioeconomic status, regional differences, or gender-specific influences. Urban and rural disparities may significantly affect access to both digital and traditional games, yet the study does not explore these nuances through direct statistical



analysis. The study also assumes that augmented reality and digital gamification can bridge the engagement gap between traditional and digital play without considering potential barriers such as technological accessibility, parental attitudes, and institutional support. While existing literature suggests that AR-enhanced games have been successful in other Southeast Asian contexts, their applicability to the Philippines requires further empirical validation. Furthermore, the study does not account for the potential unintended consequences of digital integration, such as reinforcing digital dependence rather than fostering a balance between traditional and digital play. Lastly, while the study discusses the role of policymakers, educators, and parents in preserving traditional Filipino games, it does not provide a detailed implementation framework that considers logistical and financial constraints. The practical feasibility of incorporating AR-enhanced traditional games into schools and communities is not analyzed, and the effectiveness of such interventions remains largely theoretical. Future research should aim to address these limitations by conducting empirical testing, exploring demographic variations in greater detail, and assessing the real-world impact of digital-traditional hybrid games on youth engagement, cultural preservation, and physical activity.

#### 4. Conclusions

The shift of Filipino youth from traditional games like patintero, luksong tinik, and tumbang preso to digital entertainment has significantly altered play patterns, raising concerns about the decline of cultural heritage and social interaction. Traditional games, which once fostered physical activity, teamwork, and cultural identity, are being replaced by digital forms of entertainment that emphasize individual engagement. Social media, video games, and Western influences contribute to this shift, posing challenges to the transmission of Filipino cultural values. To address this, integrating traditional games with digital elements such as augmented reality (AR), gamification, and online leaderboards can make them more appealing to modern youth while preserving their cultural significance. Social media campaigns on platforms like TikTok, Instagram, and Facebook can further promote awareness, encouraging participation through instructional videos and community-driven challenges. This study concludes that AR and gamification are viable tools for revitalizing traditional Filipino games, aligning with the Cultural Hybridization Theory and Uses and Gratifications Theory. These adaptations can bridge traditional and digital play while maintaining their cultural and social essence. Research on AR-enhanced educational games supports their effectiveness in promoting engagement and cultural continuity. For successful implementation, collaboration among educational institutions, cultural organizations, and policymakers is necessary to integrate gamified

traditional games into school curricula and community programs. Policymakers should mandate structured inclusion of these games in educational settings, ensuring sustainable cultural preservation. However, potential challenges include resistance from cultural purists who may view digitalization as an eroding tradition and the limited accessibility of AR-compatible devices in rural areas. Alternative low-tech digital adaptations should be explored to ensure inclusivity. By leveraging digital innovations while maintaining cultural authenticity, traditional Filipino games can evolve into a relevant and engaging part of modern Filipino youth culture, ensuring their continued significance in the digital age.

#### Compliance with ethical standards

#### Conflict of interest

The author(s) declared no potential conflicts of interest with respect to the research, authorship, and/or publication of this article.

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