

How Does Sharing Artwork on Social media Affect Artists and Their Artwork?

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The purpose of this research is to find the effects placed upon artists and their artwork by using social media as a platform to share said artwork. Artists are to promote themselves and their work throughout their career in order to gain employment and a larger audience. In today's world, social media seems to be an effective way to do so, with virtually instant results and the ability to reach out different parts of the world simultaneously. However, using social media comes with many serious risks, such as exploitation, cyberbullying, and others due to how social media functions. Through literary analysis of artist manuals and existing research articles relating to art and to social media, it was found that generally although social media could pose a risk to one's safety and productivity, it could be beneficial especially as a tool of self-promotion. A survey released to the art department of CSU Stanislaus found that social media was also generally beneficial; artists who reported using social media to share their artwork felt that it helped them reach a broader audience and helped them become better artists without a significant increase in stress. Artists who did not use social media to share their artwork did not report significantly less stress than those who did, but they also sold less work than those who did. In conclusion, using social media to share artwork affected artists and their artwork in a positive manner, but not very significantly. It should be noted that these participants are students and are only beginning their careers.