



Impact of Social Media in Adoption of New Trends of Visual Arts: A Case Study of Established Visual Artists in Twins Cities

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Abstract: *This study has investigated the problem of finding the impact of social media in adoption of new trends of visual arts on established visual artists of twin cities and also how social media facilitates in disseminating new techniques of visual arts among the art practitioners. The aims of the research were to investigate the impact of social media in adoption of new trends of visual arts among established visual artists, and also to evaluate the existing techniques of visual arts through diffusion innovation model among the established visual artists. The researcher has conducted interviews of established visual artists, questionnaires were also furnished. The stakeholders were practicing field visual artists (studio based) and visual art educators (art teachers). The result concluded from the present study was that adoption of social media has a positive significant relation with adoption of new trends of arts and impact on the skills of artists whereas adoption of social media has a negative but significant relation with use of social media.*

Key Words: Social Media, Visual arts, Visual artists, Adoption, Visual Art Educators.

Introduction

Rationale of the Study

The use of social media in marketing and promotion using the propagation of the theory of innovation, while this research centred on the adoption of social media by existing visual artists

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from twin cities who explored new visual art trends in social media using the theory of innovation diffusion. Innovation diffusion in social networking sites among university students empirically evaluated the characteristics of innovation diffusion (DOI), using social networking sites (SNS) as the objective innovation.

Introduction

The study impact of social media in adoption of new trends of visual arts: a case study of established visual artists in twin cities investigated the impact of social media in adoption of new trends of visual arts on the visual artists of twin cities. This study analyzed the relationship of the established visual artists and the social media websites i.e. Facebook and Instagram which were considered as the top promoters of new trends of visual arts. The researcher has used five elements of diffusion of innovation theory for finding the impact of social media in adoption of new trends and techniques of visual arts (innovation, adopters, communication channels, time and social system). The researcher has also used five categories of adoption decision process (Knowledge, Persuasion, Decision, Implementation and Confirmation). The researcher has used qualitative research method. For qualitative research the researcher has conducted structured interviews from established visual artists of the field and institutional teachers. The independent variable was social media whereas dependent variables were field visual artists (sculptors, print makers, painters, miniature painters) and visual art educators (sculptors, print makers, painters, miniature painters).

Established artists were defined as the stakeholders of this study. The population was selected through convenience sampling from the universities and visual artists of twin cities. The universities selected were Foundation University, Rawalpindi, National College of Arts, Rawalpindi, COMSATS and NUST-SADA.

Current progress has altered the way students study. The vast majority of those younger than 25 in North America are living in a situation of advanced innovation. That is, most of these people recognise a carefully interceded presence as a norm ([Taylor and Carpenter, 2007](#)). Today's students are hungry for access to technology that allow them to communicate with their friends or anyone or anything else they work with. Often, for them, performing different tasks is second nature. They expect, need, and need resources that provide hyperlinks and immediate erratic access that enable everyone and anything else to interface all the time for instant gratification at that stage (Juke, 2005). By offering students practical experiences and authentic audiences, teachers may use social media to reinforce meaning in student artwork. It can also be used to develop skills that students need to create meaningful interactions, such as generating big ideas, forming personal ties, building a knowledge base, and solving problems. In every programme, reaching students where they are is an important feature. The use of social media can be useful in enhancing student involvement with involved, learner-centered pedagogy, authentic learning, and interactive learning communities ([Cakir, 2013](#)). Videos may also be generated and shared by students. When online instructional videos are available, Students should not have to wait for the

instructor to tell them. Alternatively, they may engage in self-Learning with direction. As a result, more time is frequently spent on assignments and students are previously disengaged. Engage in their learning actively (Ellis, 2011).

Social Media

By 1979, Duke College's Tom Truscott and Jim Ellis had developed the Usenet, a worldwide exchange structure that made it possible for Internet users to post public messages. The Social Media age, however, as we understand it today, probably started about 20 years earlier, when Bruce and Susan Abelson developed "Open Diary," an early interpersonal networking website that unified essayists from online journals into one network. In the meantime, the word "weblog" was first used and truncated as "blog" a year later when one blogger facetiously modified the thing "weblog" into the expression "we blog." The rapid Internet's growing accessibility contributes to the idea's proliferation, prompting the development of long-range interpersonal networking destinations, such as MySpace (in 2003) and Facebook (in 2004). This coined the word "Social Media," in exchange, and contributed to the unmistakable consistency it has today. "Virtual universes" are meant to be the newest addition to this seductive gathering: computer-based reproduced conditions populated by three dimensional symbols. Perhaps the best-known virtual world is Second Life, by Linden Lab (Kaplan & Haenlein, 2010).

Media are the aggregate sources or devices of messages used for data storage and transmission. It is either related to communication media or to specific large communication correspondence organisations, such as print and press media, photography, advertisement, video, radio and TV broadcasting, distribution and point of sale. There are many types of media: electronic media, i.e. television, radio, print media, i.e. newspapers, magazines, booklets/brochures, billboards and digital age media, i.e. computers for cell phones, internet, e-books. The sort of new media, which means social media, is the Internet. Via virtual communities and networks, social media eases the development and sharing of knowledge, ideas, career interests and other forms of expression. Social networking is a community of internet-based apps built on Web 2.0's ideological and technological foundations that enable user-generated content to be produced and shared (Kaplan and Haenlein, 2010).

Problem Statement

As the usage of new medium of communications was common in the world i.e. social media. In context of using social media for different purposes, established visual artists also seem to use social media to a great extent but some do not. There aroused a problem of contradiction in the thoughts of established visual artists in terms of adopting social media for the new visual art techniques trends and techniques. For this purpose the researcher has chosen this study.

Research Questions

R1: How visual artists are adopting social media to execute new trends of visual arts?

R2: What is the impact of social media in adoption of new trends of arts among established artists?

R3: How the established artists are utilizing new trends of arts through social media?

Literature Review

A research was conducted to explore the variations in game acceptance, between adopters, non-adopters, between continuers and discontinuers, between potential and resisters of online games while testing online games as an innovation and new medium from both the viewpoint of Uses and Gratifications and Diffusion of Innovation Theory. The findings showed that demographic profiles and creativity were good predictive frameworks for predicting the acceptance of online games (Kim,2006). Testing innovation dissemination empirically, using social networking sites among Nigerian university students revealed that the constructs were revealed: the relative benefit, sophistication and observability of SNS does not have a positive impact on the attitude towards using the technology, while the compatibility and triability of SNS has a positive impact on the attitude towards using the technology (Vincent, 2010). The study was carried out among students at the Abeokuta University of Agriculture in Nigeria. The population consisted of individuals who were already linked to one or another social networking site. A standardised questionnaire administered to 120 respondents was a data collection tool, of which 102 were returned, providing an 85% return rate. The computational methods used were principal factor analysis and multiple regression. The constructs were discovered from the factor analysis performed: the relative benefit, complexity, and observability of SNS did not have a positive impact on the attitude towards using the technology, while the compatibility and testing ability of SNS had a positive impact on the attitude towards using the technology. The study concluded that university students' attitude towards SNS has a positive effect on their plan to use the technology (Vincent,2010). This study aims to analyse in depth all factors and the engagement of all stakeholders by Indonesian SMEs within the adoption phase of social media networks. Semi-structured interviews are conducted while testing how an Indonesian SME uses social media networks, a number of factors that enable the success of using social media networks to promote business (Samijaji Sarosa, 2012). This study leads to a wider framework on the determinants of, in particular, creative creativity and programming in general. They therefore formulated testable proposals that link organisational factors to creative creativity based on organisational literature on innovation (Castañer, Campos, 2001).

The paper draws on knowledge of organisational management and seeks to enhance current practise in the industry by looking at social entrepreneurship as a model for both financial development and social impact formation in the art sector. In relation to international trends, this paper maps the developing territory of social entrepreneurship in the arts in Australia and explores factors that influence the capacity of art-based social enterprises to sustain their work and generate significant social gain (Grace McQuilten, 2015).

This research leads to fresh insights into the advertising tactics of protest art inside a social movement's occupied space. While collecting and analysing the Umbrella Movement's empirical data, our findings examine the interrelationships between arts marketing technologies and the protest camps' imagination and artistic expression to educate, update and rethink the theory of arts marketing itself (Veneti, 2017). Though acknowledging social media acceptance by Internet users. By incorporating the dimensions of perceived consumer media needs and perceived characteristics of social media technology as the drivers for adoption behaviour, a proposed model was developed. The model was able to strengthen the perception of consumer predictive needs by researchers and practitioners and its relationship to the speed of consumer adoption activity in social media (Zolkepli, 2011). It was explored that young people were motivated by peer pressure to use Facebook and spending time on Facebook is part of their lives while discussing the factors that have an impact on the adoption of Facebook among young people and to improve our understanding of the distribution of Facebook in Malaysia (Mustaffa, 2011). Its usage of scientific study over the last few decades has documented the practical importance and applicability of the dissemination of innovation theory to many disciplines (McGuire, 2017). Via qualitative analysis and interviews with strategic and operational staff from all Australian museums, the strategic role of electronic marketing in the Australian museum sector has been explored. The results show that Australian state museums are gradually using their websites to engage with their marketing audiences (Lehman, 2011). A survey was conducted when analysing the usage of web-based social networking by American galleries, which found that exhibition halls use web-based social networking to extend participant commitment to relationship support (Lee, 2012). In order to explore the use and importance of social media for German performing arts organisations and to learn more about how performing arts organisations can use social media for their marketing, a survey was conducted which concluded that the use of social media by performing arts organisations is growing rapidly and that most theatres use at least one application with Facebook (Poellmann, 2013).

In order to reach the general public, art, regardless of whether usual or contemporary, has been combined with media systems. Media, educates the general public about the various works of art and how it can be used for beautification or for any mental effect, prompting their commercialization in this way. Via the assistance of the media, one nation's specialty has come to every single piece of the world (Rani, 2014). Via research into the use by art museums of long-range interpersonal contact administrations (SNS) and the feasibility of SNS as advertising devices. SNS workers from 12 art museums in the Midwestern United States were met and three unmistakable showcase applications for which SNS was used were recognised as a consequence (Marcketti, 2014). After talking about some advanced properties, an attempt to pursue the part of online networking in the restoration of Phulkari, a few sites and other online databases may be a region of emphasis to define involvement for its advancement. Through the dedication to social media and digitalization, the ladies of Punjab were thus engaged (Kaur, 2014). A survey was conducted that revealed that most respondents in this study believed that Instagram is the future way of doing their businesses while investigating the perceived effect of Instagram on Malaysian

potential entrepreneurs ([Hashim, 2017](#)). The Social Media Adoption Study: A Process-Based Approach conceptualises and tests Social Media Adoption (SMA) of organisations with a methodology based on procedure and clarifies their ancestors of the situation, size, and ownership of miniaturised macro and micro scale, and in addition its product of expectation to broaden assets dedicated to social media (SM). Taking into account the information provided by 310 Turkish Small and Medium Enterprises (SMEs), the analysis first establishes a theoretical framework on the core of internal and external partner centres and, in addition, on the relationship and execution of data situations. It addresses the new ideas of Social Customer Relations, Social Stakeholder Contact, Social Knowledge, and Social Responsiveness associated with SMA in light of these two metrics. Furthermore, the study shows that possession type and miniaturised scale condition assume a job in SMA and that dependence occurs in the exchange of current reception and potential objectives” ([Toker,2016](#)).

The research Applying Diffusion Theory: Adoption of Media LiteracyThe ongoing exploration studied in schools shows that 48 of the 50 states have systems of school module education that include at least one aspect that calls for some sort of instruction in media skills. Such results suggest that media expertise is increasingly becoming a critical part of the educational curriculum for schools. Nonetheless, there appears to be no complete set of media education services currently available. Instructional technologists adequately use the innovation diffusion principle of Everett Rogers with hopes of extending the use and use of instructional products and methods for innovation. The use of diffusion theory for educational innovation is useful for exploring how proponents of media skills should apply the propagation of innovation theory to increase the reception of school media competence programmes. A study of the theory of diffusion and its application to educational innovation offers a system for examining how diffusion theory can be linked to media competence programmes ([Yates,2001](#)).

Theoretical Framework

The rates of adoption for innovations are determined by an individual’s adopter category. In general, individuals who first adopt an innovation require a shorter adoption period (adoption process) when compared to late adopters. There are five categories of individuals who adopt innovations i.e. Innovators are willing to take risks, have the highest social status, have financial liquidity, are social and have closest contact to scientific sources and interaction with other innovators. Early adopters have a higher social status, financial liquidity, advanced education and are more socially forward than late adopters. Early Majority are those who adopt an innovation after a varying degree of time that is significantly longer than the innovators and early adopters. Late Majority are those who adopt an innovation after the average participant. Laggards typically tend to be focused on "traditions", lowest social status, lowest financial liquidity, oldest among adopters, and in contact with only family and close friends. Communication Channel is the medium through which information is relayed whereas Time is the rate of how fast an innovation is adopted and social system is the group of users sharing a common goal. Rogers proposed are

five main factors that influence adoption of an innovation, and each of these factors is at play to a different extent in the five adopter categories i.e. relative Advantage is the degree to which an innovation is seen as better than the idea, program, or product it replaces, compatibility is how consistent the innovation is with the values, experiences, and needs of the potential adopters, complexity is how difficult the innovation is to understand and/or use, trialability is the extent to which the innovation can be tested or experimented with before a commitment to adopt is made and observability is the extent to which the innovation provides tangible results” (Rogers, 2003).

The researcher has selected this theory to found out that how the visual artists/ art educators had adopted social media to explore/ execute new trends of visual arts and how they utilized new trends of arts through adopting social media.

Methodology

The researcher has conducted structured interviews of established visual artists and questionnaires were also distributed, to find the impact of social media (i.e. facebook and Instagram). The population was the practicing field visual artists(studio based) and visual art educators (art teachers). The field visual artists were sculptors, print makers, painters, miniature painters and visual art educators were sculptors, print makers, painters, miniature painters of Rawalpindi and Islamabad. The sample size for the structured interviews were 30, whereas questionnaire was also furnished with the sample size of 115. The sample size was chosen through probability sampling technique i.e. simple random sampling. The time horizon for the study was cross sectional. The data has been collected through structured interviews and questionnaires among established visual artists and art educators. The data was collected from the established visual artists of Rawalpindi (Foundation University and National College of Arts & Studio based artists) and Islamabad (COMSATS, NUST-SADA & Studio based artists) through structured interviews and questionnaire.

Findings

Table 1. Alpha Reliability of Adoption of Social Media, Use of Social Media and Adoption of New Trends of Arts on Social Media

Reliability Statistics	
Cronbach's Alpha	N of Items
.638	4

The alpha reliability was applied to check the internal consistency of the items in the data. The alpha reliability value of the variable’s adoption of social media, use of social media and adoption of new trends of visual arts on social media is .638, which shows that the data is internally consistent.

Table 2. Frequency Table of Visual Artists

Visual Artists				
	Frequency	Percent	Valid Percent	Cumulative Percent
Established Visual Artists	69	48.9	53.1	53.1
Art Educators	61	43.3	46.9	100.0
Total	130	92.2	100.0	

The above table shows the frequency of established visual artists and art educators, which are 69 and 61 respectively, with the percent of 48.9% and 43.3%, which means that 48.9% of established visual artists were using social media whereas 43.3% art educators were using social media to explore new trends of visual arts/ techniques.

Table 3. Frequency Table of Visual Artists' Area

Area				
	Frequency	Percent	Valid Percent	Cumulative Percent
Rawalpindi	69	48.9	53.1	53.1
Islamabad	61	43.3	46.9	100.0
Total	130	92.2	100.0	

Table 3 shows the shows the frequency of established visual artists and art educators' location, which are 69 and 61 respectively in Rawalpindi and Islamabad, with the percent of 48.9% and 43.3%, were using social media for the adoption of visual art techniques.

Table 4. Frequency Table of Social Media Profile

Social Media Profile				
	Frequency	Percent	Valid Percent	Cumulative Percent
Facebook	116	82.3	89.2	89.2
Instagram	14	9.9	10.8	100.0
Total	130	92.2	100.0	

Table 4 shows the frequency table of social media profile used by visual artists, which is 82.3% of facebook and 9.9% of Instagram. The above frequency table showed that visual artists/ art educators use facebook more than instagram.

Table 5. Correlation between Adoption of Social Media and Adoption of New Trends of Arts on Social Media

Correlations			
		Adoption of social media	Adoption of new trends of arts on social media
Adoption of social media	Pearson Correlation	1	.432**
	Sig. (2-tailed)		.000
	N	130	130
Adoption of new trends of arts on social media	Pearson Correlation	.432**	1
	Sig. (2-tailed)	.000	
	N	130	130

***. Correlation is significant at the 0.01 level (2-tailed).*

Table 5 shows that the adoption of social media has a significant strong and positive correlation with adoption of new trends of arts on social media, where the correlation coefficient i.e., $r = .432$ and $p < .01$ (significance level is $.000$).

Table 6. Correlation between Adoption of Social Media and Impact on Artistic Skills

Correlations			
		Adoption of Social Media	Impact on Artistic Skills
Adoption of Social Media	Pearson Correlation	1	.605**
	Sig. (2-tailed)		.000
	N	130	130
Impact on Artistic Skills	Pearson Correlation	.605**	1
	Sig. (2-tailed)	.000	
	N	130	130

***. Correlation is significant at the 0.01 level (2-tailed).*

Table 6 shows that adoption of Social Media and Impact on Artistic skills is significantly and positively correlated with the Impact on Artistic skills where $r = .605$ and $p < .01$ (significance level is $.000$).

Table 7. Correlation between Adoption of Social Media and Use of Social Media

Correlations			
		Adoption of Social Media	Use of Social Media
Adoption of Social Media	Pearson Correlation	1	-.261**
	Sig. (2-tailed)		.003
	N	130	130

	Pearson Correlation	-.261**	1
Use of Social Media	Sig. (2-tailed)	.003	
	N	130	130

** Correlation is significant at the 0.01 level (2-tailed).

Table 7 shows that adoption of Social Media and Use of Social Media has a significant but negative and weak correlation. The value of correlation coefficient is $r = -.261$ and $p < .01$ (significance level is .003).

Table 8. One Sample Test Statistics

One-Sample Statistics				
	N	Mean	Std. Deviation	Std. Error Mean
Adoption of new trends of arts	130	1.46	.183	.016
Adoption of Social Media	130	1.5754	.17960	.01575
Impact on Artistic Skills	130	1.6356	.12552	.01101
Use of Social Media	130	1.4604	.09116	.00800

There is a significant difference between means of variables. The above table showed that the data collected for the adoption of new trends of arts has a mean of 1.46, whereas adoption of social media has a mean of 1.57. However, impact on artistic skills has a mean value of 1.635 with a mean value of 1.46 for use of social media.

Table 9. One- Sample Test

One-Sample Test						
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Adoption of new trends of arts	90.499	129	.000	1.456	1.42	1.49
Adoption of Social Media	100.01	129	.000	1.57538	1.5442	1.6066
Impact on Artistic Skills	148.57	129	.000	1.63558	1.6138	1.6574
Use of Social Media	182.65	129	.000	1.46044	1.4446	1.4763

One sample T test was basically used to test an assumption applicable to the population (i.e., Visual artists/ art educators). One sample T Test shows that the t value of all variables is significant i.e., $p < .01$ with a significant mean difference (sig= .000). The t-value basically measured the size of the difference relative to the variation in the data.

Discussion

This study has examined that how visual artists are adopting social media to execute new trends of visual arts, what is the impact of social media in adoption of new trends of arts among established artists and how the established artists are utilizing new trends of arts through social media. The results of these question were analyzed by testing the hypothesis in SPSS. Data for four variables i.e. adoption of social media, adoption of new trends of arts on social media, impact on artistic skills using social media and use of social media were computed and the correlation was applied between adoption of social media and adoption of new trends of arts on social media, moreover, correlation was applied between adoption of social media and impact on artistic skills. However, correlation was also applied between adoption of social media and use of social media.

The results concluded from the hypothesis H1 shows that there is a strong significant and positive correlation between adoption of social media and adoption of new trends of arts on social media. Where correlation coefficient $r = .432$ with a significant value $p = .000 < .05$. Moreover, from the one sample T test it was concluded that adoption of social media has a significance level $p = .000$ with a significant mean difference i.e., 1.57, whereas, the adoption of new trends of arts on social media has a significance level .000 with a significant mean difference i.e., 1.46. Hence the hypothesis H1 i.e. More adoption/ utilization of social media that contribute in the artistic work, is accepted.

From the result of hypothesis H2, it was depicted that there is a strong significant and positive correlation between adoption of social media and impact on artistic skills, where the correlation coefficient $r = .605$ with a significant value $p = .000 < .05$. However, from the one sample T test it was concluded that adoption of social media has a significance level $p = .000$ with a significant mean difference i.e., 1.57, whereas, impact on artistic skills has a significance level .000 with a significant mean difference i.e., 1.61. Hence the hypothesis H2 i.e. If established artists adopt new trends of arts on social media that will create more impact on artistic skills, is accepted.

It was depicted from the result of hypothesis H3, it was depicted that there is a weak significant and negative correlation between adoption of social media and use of social media. Where the correlation coefficient $r = -.261$ with a significant level $p = .003 < .05$. Moreover, from the one sample T test it was concluded that adoption of social media has a significance level $p = .000$ with a significant mean difference i.e., 1.57, whereas, use of social media has a significance level .000 with a significant mean difference i.e., 1.46. Hence the hypothesis H3 i.e. More use of social media that will help to improvise new executive artistic technique is not accepted.

Conclusion

This study was aim to explore how social media can exploit new trends of visual arts, to investigate the impact of social media in adoption of new trends of visual arts among established visual artists and to evaluate the existing techniques of visual arts through diffusion innovation model among the established visual artists. The researcher has conducted structured interviews of established visual artists. The stakeholders were the practicing field visual artists (studio based) and visual art

educators (art teachers). The independent variable was social media whereas dependent variables were field visual artists (sculptors, print makers, painters, miniature painters) and visual art educators (sculptors, print makers, painters, miniature painters). The sample size for the structured interviews were 15, whereas questionnaire was also furnished with the sample size of 115, including 69 established visual artists and 61 visual art educators. The time horizon for the study was cross sectional. For analyzing the data SPSS was used.

The present study has shown that adoption of social media has a positive significant relation with adoption of new trends of arts and impact on the skills of artists whereas adoption of social media has a negative but significant relation with use of social media.

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