# Problem Definition

Nowadays, social media has become more and more accessible,it’s a platform for user to interact with each other and share their stories.In addition,its also a place for various user’ groups to advertise their brands and products,which in terms of business perspective is a great way for self promotion,one of the groups is artist.However,i believe there are several problems that artists on social media have to overcome.Firstly,artists ,who are new on a social media platform, are likely to have a small chance of being recognized.Secondly,one of the main problem with artists is that they have to work constantly for a long period of time without resting,this could lead to stress and eventually cause artblock.Lastly,most platform that allows artists to sell their products tends to be very competitive,especially for new artists on the platform.I believe these problem can be crucial disadvantages that might leave negative impact on social media artists

First of all,new artists tends to struggle with being recognized.The reason for this is social media application’s discovery tab tends to features trending and popular posts and if there are too many of those, new posts are likely going to be less approachable,thus making the platform feel very competitive and put a lot of pressure on artists.According to an article by Sophie Porter(2019),there are many companies all over the world that invest in advertising their products on social media and this results in other smaller social media profiles being neglected,which likely make it harder to grow an audience.However,there are platforms such as “artstation” that can help artists solve this problem since it provides a chance for new posts to get more engagement using its “latest tab” while still provide users with trending and popular posts and products.

Second of all,the job of an artists usually might require a high level of focus for a long period of time, this can be very stressful and might eventually drain artists’s motivation and inspiration,which could lead to art block.In an article by ingrid Christensen(2019),despite having well structured ideas,\_artists often might feel helpless and less confident in there artwork sometime due to artblock because of many reasons:it could be that they are working under pressure or sometime there is no reasons at all.This could be very challenging for artist as it slows down working process.One of the way i believe could solve this problem is to take inspiration for other artists and platform like “ArtStation”,”Instagram” are great sources due to many amazing artists on the platform.It is also suggested by Hans Christian Andersen(pencilkings.com) that listening to music might also inspire artists because you are “drawing inspiration from what you hear”.Application such as “Spotify” is a great sources for musics as it also provide list of songs based on mood.Based on a blog by artworkarchive,Instagram is one of the good source of inspiration in terms of art,it is reported that more than half of art collectors buy their arts from artists they found through instagram.

Finally, social media can be very competitive ,because of this,artists ,in order to to sell their products they have to be relevant on a platform, this means artists have to adapt the algorithm of that specific platform ,which create constraints on their creativity.Based on an article on ruthmillington.co.uk,it is said the upcoming generation of artists are under the influence of “Instagram art” ,this means that they have to adapt to the way instagram works,which could cause the lost of freedom in creativity in the art industry.I believe one of the way to solve this problem is to provide a platform where there are variety in the type of artwork,such as: 2D,3D,concept art,landscape,portrait.... so that artists can find what they prefer.This could allow artists to freely come up there own artwork without being restricted with satisfying the website’s algorithm.One of the best site that have this feature is Artstation ,the website has assign each post with a type,such as : illustration,3D/2D art,character design,...,this might allow users to create and post any type of artwork they prefer without worrying about following the algorithm of the website.

In conclusion, there are 3 possible problems for artists on social media:having a audience,artblock/pressure and satisfying the platform’s algorithm.In order to solve these problems, platform such as Artstation,spotify, netflix ,... are essential as they provide entertainment,fairness,relaxation and are user-friendly.

<https://www.artsy.net/article/artsy-editorial-5-ways-artists-overcome-creative-block>

<https://www.webkick.co.uk/blog/common-problems-with-social-media-marketing-how-to-overcome-them>

<https://www.pencilkings.com/inspiration-for-drawing/>

https://ruthmillington.co.uk/is-social-media-ruining-art/