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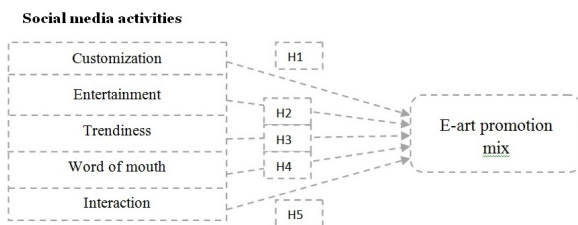


Figure 1: Conceptual model of SMM activities and E-art promotion mix

Research Paper

Impact of Social Media on Foreign Artists' E-Art Promotion.

Saini J. and Gupta I.

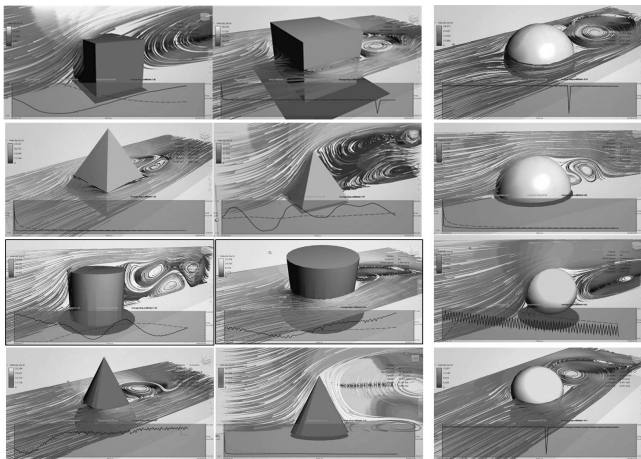
J. Art Arch. Stud., 5(2): 17-24, 2016; pii:S238315531600003-5

Abstract

The emergence of social networking sites has made it possible for artists to interact with many social media users and to communicate as well as promote their artworks among art lovers. The objective of this paper is to investigate the impact of social media marketing (SMM) activities on foreign artists' E-art promotion in India. The constructs were adapted from an extensive review of prior empirical studies on social media and E-art promotion. The data were collected through a survey from the Facebook users those who liked or joined foreign artists' Facebook pages. A questionnaire using Likert scale was used to collect the data. Exploratory factor analysis was used to identify the relevant five constructs of SMM activities: customization, entertainment, trendiness, word of mouth, and interaction. Structured equation modeling was performed to analyze the data. Results indicate that SMM activities had positive and significant effects on E-art promotion mix elements. `

Keywords: Promotion, E-Art, Social Media, Artists, Foreign

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Research Paper

Energy in architecture the dialectic of form □ function and comfort.

Abdoun A-AI-M.

J. Art Arch. Stud., 5(2): 25-36, 2016; pii:S238315531600004-5

Abstract

Firstly can we develop research in the external effect on architectural forms? In this article new vision has been put to define how to deal between the architectural form and the natural environment energies, where it in previous studies it was examined one natural energy, and its relationship with various architectural forms, we have been using a group of computer programs to study the effect of wind and solar heat and also the drag together on architectural forms, like Flow design program and Ecotect Analysis - Autodesk 3ds max. in order to study the wind behavior with the shape and efficiency natural cooling through the drag coefficient on the shape, relationship between the forms, and the amount of gain energy from direct solar radiation the results were checked by specialist has been shown that there is an architectural forms suitable for hot zones and other forms suitable for cold zones according to the effect of the wind and the extent of its contribution to cooling the heat from direct solar radiation through the drag rate on a different architectural forms. This study aims to help the architect to distinguish between appropriate architectural forms in different regions climate.

Keywords: Natural Environment Energies, Expression of Local Materials, Symbolism.

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