

DeviantArt: where art meets application!

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ABSTRACT

DeviantArt combines several facilities to provide not only an art related website but also a community of artists and friends and a mean of art and art makers divulgation, enhancing the appearance of opportunities.

This paper describes my experience of 3 months of observing this community and to the social web lectures content. The first study covers the results from two interviews made to some users. In the second study, the data from the users' activities was analyzed. This user sample was randomly selected from the overall community. In study 3, three users sample of three distinct categories were collected in order to compare different type of artists' activity.

KEYWORDS

Categories, collections, dA, daily deviation, deviations, deviant, fave, print, scrap, watchlist, wishlist.

INTRODUCTION

DeviantArt is an international online community for artists. It was first launched on August 7, 2000 by Scott Jarkoff, Matthew Stephens and Angelo Sotira, amongst others. Angelo Sotira currently serves as the chief executive officer of DeviantART, Inc. DeviantArt aims to provide a place for any artist to exhibit and discuss his or her works. As of August 2008 the site consists of over 8 million members and receives around 80,000 submissions per day. It has 36 million visitors annually by 2008 according to a Compete.com study. "Fella," a small, robotic, cat character, was chosen as the official DeviantArt mascot. [53]

On this paper, first is presented a description of deviantArt and its features. Further a discussion covers the data gathered from this website and the studies made. Through the paper several users transcriptions supporting the discussion are

presented. These user sentences were acquired from notes, comments and journals.

DEVIANART FEATURES

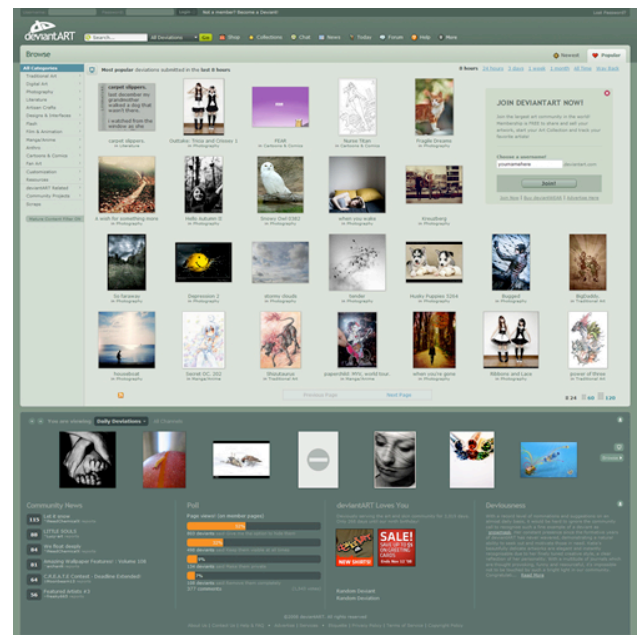


Figure 1. DeviantART main page – deviantart.com

From DeviantART (dA) main page (Figure1) almost all the available features can be accessed directly. On the top left the username directs you to your user page. All deviants on DeviantArt are referred by their chosen username, which is preceded by a user symbol. For example the precedence of ~ refers to a registered member and * to a subscribed member. This helps determine the type of user (or user status) without having to look in his personal page. All symbols and their meaning is listed in Appendix3. Other designation used to characterize a member is a devious type. A devious type is chosen by the member and changed in his profile. Devious types seem to be what you consider yourself in this community; you could consider

yourself a member, photographer, senior member, etc. There are some curious deviant types like Old Fart, Psychedelic Artist, and so on. The complete list is presented in Appendix2.

Deviants pages

Every user has a personal webpage containing user profile information, the Gallery containing the user's art, the Favorites (or Faves), Journal, list of friends, recent work, recent watchers, users comments and other things such as questionnaires and statistics when subscribed. In the gallery the deviants may also select and display their most prized work as a 'Featured Deviation'.

The user page is located in the URL <http://username.deviantART.com>. The user decides the profile elements visibility or what will become available to others: interests, mood, and hobbies within other choices. Most users fill all or most of the profile elements. [47] The information that is always shown is the nickname, deviant type, since when you've become a deviant, posted art and online or offline status. There's also the invisible status option, although your status appear invisible and not offline as in MSN Messenger for example.

Deviations

What are deviations? Deviations are photos, images, text or video files that you upload to show your art to others. Video uploads are only available for film community members. This is a policy to preserve the integrity of artistic filmmaking.¹ Deviations can be downloaded or bought by other users.

After posting a deviation, it can be edited or even deleted by the user. Attached to the deviation there's a description, title and keywords for a better search.

Collections

Collect functionality, allows the drag and drop of thumbnails to the default Favorite collection or to a new collection you create. The two most recently added art thumbnails are immediately available on your personal page in the Favorite's section. This allows making various deviations more accessible.

¹ To become a submitting member of the film community a Film Application Request must be sent to the Film Team.

Prints

Prints refer to deviations that are for sale, if the user is subscribed than he can establish a selling price for a print. If the user is not subscribed the price is attributed by the website and it seems to be based on the quality of the uploaded file and dimension. The money obtained from the selling's in this last case goes to deviantArt and not for the artist. In Figure 2 can be seen the shopping interface, to which some new features were added being the most recent the greeting card. You can choose to receive the printing only or you can pay an extra for a frame among the given choices.

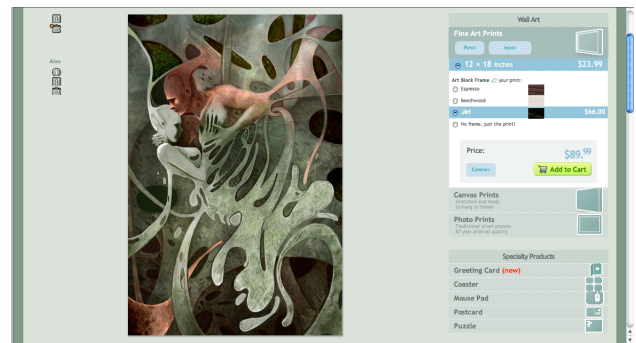


Figure 2. Shopping interface

Representing your art as a thumbnail brings some disadvantages for types of art like sculptures, jewelry, textiles or even big paintings. They can be exposed with a picture, but it's nothing compared with seeing the original. If you're at the same country of the artist it could be possible of seeing and buying, otherwise you have to trust the picture.

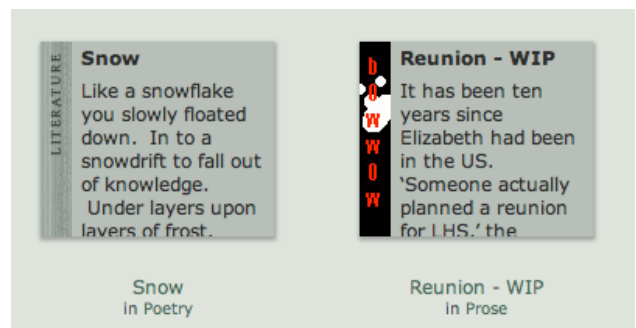


Figure 3. Literature Thumbnail

DeviantArt only supports the shopping of Traditional Art, Digital Art, Photography, Literature, Customization, Designs & Interfaces,

Manga/Anime, Cartoons & Comics and Anthro categories. Establishing contact and making an agreement with the artist is the only way to buy one of other types of art than these last ones in dA.

Literature is also represented in the form of a thumbnail along with the author signature (Figure3). Putting the mouse over the thumbnails allows you to read more of the text, and clicking on it links you directly to the gallery it's saved. When viewing art (Figure 4), several other details are also shown such as when it was submitted, file size, resolution, how many people and who added it to their favorites and collections, how many views it has. Several details that help you see how trust worth that deviation is and whether to buy it or not. If somehow this deviation breaks rules, such as presenting pornographic images, it can be reported to the dA staff.



Figure 4. Deviation details

Wishlists

Wishlist as the name sub intends is a list of art you would like to acquire. This can be seen as a way of others showing their appreciation for your work or for you and offer you an item of your wishlist. A related feature is the possibility of offering a subscription to someone.

Editing functionalities

The provided editing functionalities consist of submitting and managing deviations, submitting prints, managing prints, updating journal, editing settings, editing profile and accessing the shopping account, the wishlist and DeviantART services, as

well as other places such as the help page and FAQs page.

Search

It can be hard to find a specific art piece due to the amount of information's available, the diversity and organization of the data available (endless categories and stratifications), the diversity of people (deviants types) and the need to improve the search engines available. Further usability issues exist: for example the action of jumping to the first or last page of results is not provided. The total number of results and total number of pages are not displayed. Also, on reviewing comments, your page or others page comments can become cluttered, mostly when lots of them are posted. Unwanted comments can be hidden. Although, remains an indication, that a comment has been removed.

Most main page area is reserved to display the search or browsing results in the form of thumbnail matrix. These are divided in Newest, within the last 13 seconds submissions and Popular with a filter by time (8 hours, 24 hours, 3 days, 1 week, 1 month, All Time, Way Back²).

Categories and subcategories

At the moment of this writing, main categories available are Traditional Art, Digital Art, Photography, Literature, Artisan Crafts, Designs & Interfaces, Flash, Film & Animation, Manga/Anime, Anthro, Cartoons & Comics, Fan Art, Customization, Resources, deviantART Related, Community Projects and Scraps. Scraps refer to unfinished work. Users can choose to show or not their scraps. The art found on dA is diverse, here you can find paintings, graffiti's, body painting, make up, tattoos, photography, flash animations, films, skins for applications, wallpapers, typography, tutorials on several topics and so on. Tutorials are also videos, text, images or a combination of these. Tutorials cover user support, how to draw animals, humans, faces, etc, how to make a video, photography tutorials, digital art tutorials, within others.

DeviantArt related, covers clothes, pins, mascot dolls all type of wear and art that has dA mascot or icon. Also has dA tutorials such as "How to properly treat people on deviantArt", "Popularity...a

² Only available to subscribed users.

refreshing view”, among many others. DeviantArt meetings photos and deviant’s suggestions are also in this category. In sum it has all that is related to the dA. An example of a dA art related is shown of figure 5 where Mona Lisa painting was reproduced with the users avatars, the same was also done with the dA icon.

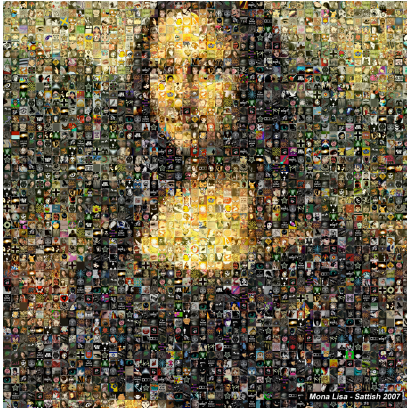


Figure 5. Mona Lisa painting made with dA avatars

Subcategories list (Appendix1) is endless and it gives a pretty good idea of how diverse is this community and its activities. Categories can be browsed, being this, one good way of knowing more precisely what this large community has available for you. Or they can be searched, for getting a specific art item, for example. This search can be made on all categories, on a specific category, on the shop, on the news, chats, forums or journals contents.

Registration versus Subscription

Searching for art on DeviantArt does not require registration or subscription. This can lead to many lurkers but also people can know better the website and choose with more certain if wants or not to engage on this community.

“I came across deviantArt in 2003 and after being a lurker for a while I decided to join the community”

Registration allows the entrance on the community. By registering you have access to the main functionalities that allow you to get involved on the community. A main page, where you can post your art as images files and formatted text, where you can write journals, collect your favorite art, follow

closely your favorite artists, know other interesting art and artists.

What new things bring a subscription? The main aspects are that subscribed users can be remunerated with their art sales, can advertise their art and customize their page. Other functionalities also become available, such as “NoAdds” that allows a user to see the website without advertisements. Besides showing only their friends list, users can show a friends’ avatar mosaic. More results can be showed per page (120 maximum) and the Way Back results filter becomes available, showing results since 2000. Other facilities such as detailed gallery statistics of your gallery activity, activity graphics, 20 channels list direct link to the pages of the website you visit more, 10 000 000 deviations available as mobile phone wallpapers and the possibility of adding shoutboards, shoutboxes and polls. Several things that make your activity and presence on this website customized.

You can choose from 4 different ways of subscription payment: \$4.95 per month, \$7.95 every 3 months, \$7.95 pre-paid 3 month membership and \$29.95 pre-paid 12 month membership. Also any member can donate a subscription to another. The ways of payment are credit card, paypal or deviantDollars. DeviantDollars are credits issued via contest winnings or made available as an option through print sales via the Print Program that can be used to purchase products through the deviantART Shop or pay for subscriptions or adCast. deviantDOLLARS are not legal currency and are not legal tender. Your deviantDOLLARS credits cannot be redeemed for cash and cannot be used towards sales tax, gift certificates or past purchases. deviantDOLLARS are void where prohibited by law. [54] In the users page one can always see since when and until when the user has a subscription. If the user has an every month or three month payment, the following sentence is seen: “Subscribed until hell freezes over”.

DEVIANART COMMUNITY

Communication and interaction

The ways of communication available at DeviantArt are based on asynchronous technologies, they are:

Chat rooms, Forums, Shout box, Personal notes, Comments on deviations or journals, and Boards³. To the text based communication, emoticons are added as well as the user avatar and/or signature. Watchlists are also means by which a user can become more close to other members and follow more easily their activity. When a user is added to other watchlist he's alerted of it.

Most user page comments rely on just thanking for an addition of their work to the Favourites Gallery or for the addition to the Watchlist. Others are closer friends greetings, strangers' compliments and also spammers' comments. Comments are usually very superficial and casual. Rarely more elaborated critics or observations to an artist or her work is done. Here are some examples of users comments to a deviation:

"Wish whatever we drew came to life sometime...(daydreams)"
 "Don't think I need to tell u how brilliant this is but wow... BRILLIANT!"
 "aaaaaaaaaaaaaaaaaaaaaaaaaaaaazing"
 "Why is this pic that good...i don't really like it"
 "Nice! But it would be nice to have some description about this drawing"
 "People aren't always looking for perfectly taken pictures with symbolism and beauty. People are looking for things that interest them- this picture interest people. (...) Personally, the 'crap quality' of the picture makes me think of a hazy afternoon. The way the room looks slanted makes me think I'm seeing it from my own eyes- not a lens"
 "Thank you very much for your watch!! I hope you will like what is coming and continue supporting Art in All of Us [link] by spreading the word about us. Go visit [link] for new pictures. You can rate, comment, and vote

them! Other great way to help is simply to by using Goodsearch (Yahoo! powered) as search engine. Each yahoo search you make, will donate 1 cent to Art in All of Us. If you want to contribute go to [link] and choose Art in All of Us (New York) as charity"
 "ASIIIIIIIAAAAAAANNN U CAN ONLY DRAW MANGA CHARACTERS NOT ACTUAL PEOPLE IT [censored] UV GOT ZEROOOOOOOOOOOO TALENT THE PEOPLE TAT COMMENTED U SAYING IT LOOKS GREAT ARE [censored] JUST LIKE U CAUSE THEY'RE WRONG IT LOOKS [censored] IF I WERE U I WOULD DELETE IT FROM THE GALLERY AND DELETE UR WHOLE PROFILE (...)".

Relationships

Friends list can be organized by groups created by the user. This is a matter of friends list organization, since the user page elements displayed to each of the groups will be the same. [43] Deviants added to the watchlist, are also deviants added to the friends list. If I add a user to my watchlist, I will appear in her watcher's list but not in her watchlist or friends list. Is not a reciprocal action as in other websites such as Facebook.

Users reply with a comment: thank you, when added to a watchlist or when their art is collected. This behavior suggests that adding someone to the watchlist is not only consider her a possible friend, but also saying that you're her fan, that you like her work. It seems to be a compliment and also a matter of reputation, many watchers seem to represent more success and consequently more acceptability in the community.

"Weak tie groups contain people that share some common interests but do not rely on each other for strong emotional support, regular daily or weekly help. They are important therefore for information exchange, making new contacts and raising awareness about new ideas." [1] From this definition, can be seen that in dA the two type of ties: strong and weak are present. Weak ties relate to the commercial facet of the website: art exposure and share, artists' promotion and divulgation and strong ties are constructed through the exchange of personal information, thoughts, experiences, and interests.

³ An example of a board is <http://deviantartfilm.deviantart.com/>

Community activities

On the website there is Today's section where community individuals can see what has been going around the website "today", such as community mood measured by the types of emoticons used on the website, newest news, popular journals, last 2 second comments, number of online deviants by Deviant type and popular forum threads.

Social activities occur within and outside the dA. Within the dA art contests and events are developed and outside the dA face to face encounters and events have place. Videos and photos of these events are presented in the website in the deviantArt related category.

Is dA a community of practice? "Communities of practice are groups of people who share a concern, a set of problems, or a passion about a topic, and who deepen their knowledge and expertise in this area by interacting on an ongoing basis" [5] The boards or profile pages concerning a group joined by a common interest (such as the film making board) are the closest to a community of practice in this website. The share of tutorials could lead to a community of practice, if more organized and with a platform or feature that helped sustain this activity.

Artists

DeviantArt community is not only diverse in the art it shares but also in the embraced artists. The nationality, residence, age and professional status are diverse. For example, the users from the studied sample had between 17 and 39 years and were from several different countries.

Some deviantArt members have created a group of deviantArt Deviants on Flickr [55]. Although, users did not leave dA or prefer this website in detriment of dA.

What links people to dA? It seems to be majorly, the feeling that has been growing and has been preserved by the users, mainly those who joined in its early appearance on the web. Users seem not to see them as an individualized user, or as part of their friends group, but instead seem to call dA community a "We". That seems to be the main encouragement of users jointly with the opportunity of showing their art to the world.

Based on this, it seems that dA can be seen as a third place to artists, "a home away from home in the sense of being a congenial environment" [4].

It seems that this dedication and feeling is contagious in some way to newbie's encouragement and to lurkers inducing them to register or even subscribe and contribute to the community or even aspire to become "famous". Social influence is present and visible at this community [9] in terms of members or propitious member encouragement.

Opportunities

Artists have in dA the opportunity of establishing relationships in a common ground and divulge their work and consequently raise the probability of finding job or career opportunities. An example found of a successful artist was an art student that worked to Disney as a visual developer and character designer. Other example is from a user presented with a work opportunity, as he referred in his journal and shown on Popular Journals topic on Today's section:

" I'm going to be published. I received an e mail from a digital arts magazine asking me to take part in a interview and to have some of my images published in their magazine, its in Asia and I am over the moon, I have never been published before so to me I biggie. I will post more details of the article and the magazine as and when it comes off, I wont put the name up as of yet as I don't want to ruin anything."

Moderation

The dA staff and the users do behavior regulation and moderation, following the website policies. The user is free to block a maximum of 100 users of seeing their page for any reason. If for some reason a user needs to block more than 100 users should contact the help desk⁴. dA accounts cannot be deleted by the user, the user can only delete his data. Relatively to work protection users have the option to CC-license their works. The user can also hide unwanted comments from his profile page and report

⁴ <http://help.deviantart.com/contact/>

any user or art that he thinks violates the community established rules and policies.

DEVIANART STUDY

To study dA I engaged in the community by registering myself on it, so to better observe the website and its community.

The first collected study users sample is a random selection of the All Time Popular Deviations in All Categories. It consists of 52 dA members; the data collected from these users is presented in Appendix 4. This sample was used on studies 1 and 2. These users were added to my watchlist so I could easily watch their activity.

The users age was between 17 and 39 years, 19 were females and 33 males, they were members of dA between half a year and 7 years, with an average of 4 years. 14 of the 52 users weren't subscribed. From US there were 15 users, 4 from Germany, 3 from Poland and 2 for UK, Canada and Portugal. Users posted deviations varied from 0 to 633, deviants comments from 20 to 32 454 and forum posts from 0 to 2 855.

Study 1

In this study two questionnaires were made to the 52 users sample, by the mean of notes (private messages).

Questionnaire1

From the 52 users, 16 replied to this questionnaire, from which only 7 were actually experience summaries. Others didn't have time to answer and a few asked for questions. The questions made and received answers are shown in appendix 5.

This first questionnaire consisted of free speech relating to the user experience on dA.

All users had good things to say about dA, how they made several and good friends, and one met her husband there. Other user had the opinion that this aspect of dA community of being friendly and making friendships and popularity meaning, lead to fewer and not so honest art critics and consequently becoming counterproductive to a more ambitious artist.

"I've had a great time here"

"All of my best friends come from deviantArt (...) here is where I met the man I married"

"Today, I almost have 10 000 watchers of which some have become very good friends"

"In the long run, I think deviantArt is a bit counterproductive to the ambitious artist, because most people on DevArt are more concerned about making friends and being friendly, than to be honest and opinionated. There are other sites where popularity means less, and that's what I prefer these days"

Users are very friendly and defend this attitude. On some pages I encountered spammers and rude and hard critics, these attitudes were always judged and the target artist defended.

"It's not allowed to be mean here, so that is a plus too!"

Several users enjoyed having feedback to the art they posted, learned a lot with it and improved their skills. Others work was seen as a source of inspiration and the variety of artists, styles and art seem to open their horizons.

"I enjoyed the feedback (...) I learned a lot"

"great source of inspiration"

"helped me to become a better artist"

"my photography has become much better"

"I see their work and it inspires me"

"know other kind of art and styles"

DeviantArt community is worldwide, this was other aspect that users commented, a way of spreading art and talent and increase the probability of encountering knew and better opportunities.

"show your art out of our countries"

"great stepping tone out to the real world"

Questionnaire2

To this questionnaire 5 answers were obtained.

Just one of the users knew about dA through a friend while others knew it from a search.

All users except one were subscribed and did it because of the extra features that having a subscription provides, making their use of deviantArt easier and friendlier. The user 8 didn't subscribed; she's on dA for 4 years and has considerable numbers of deviations (113), comments (3647) and forum posts (1149) suggesting that she's an active member. She's a novelist and Member is her status.

Although to be involved in the community a subscription is not necessary, most users opt to buy a subscription to have access to more features.

Another user never subscribed but always had offered subscriptions. This user has been on dA for 4 years is an Illustrator and Official Beta Tester is his status. Has posted 170 deviations, 1936 comments and 105 forum posts.

"I never subscribed once. My subscription was either first won in contests or donated by kind fans"

One of the users (user 44) never met his online friends offline, all others have. Another never knew someone on dA who never had met in real life first (user 8).

"Never met somebody from dA who did not know in real life first"

"Saw they live in my area, talked on dA, then got together"

"I travel a lot so we're able to arrange meetings, usually in coffee shops/ public places"

It seems that we have here two opposite types of users, one less successful on the community who never subscribed and one more successful whose subscriptions were always offered. Although, the activity of these users seems not differ much. The significant difference between them is that one seems to interact in dA only with ones who have met offline.

When asked on what dA could improve, users argue about a better definition and restriction of nudity and also higher demands on posted art quality.

Also through the website I encountered many cases of stolen art. Most users forget it, or even laugh of it like user 5: "My work getting stolen for the 1st time-funniest"

Although, other users become more upset with this, even when it doesn't stays as a one-time thing. For example the following user whose avatar was used on a t-shirt: "I'm really tired of seeing my works being ripped for posters (redemption has been ripped to death), I don't talk much about them these days, but selling? And I mean, that is my face there. Argh"

"Almost getting banned for naving "avatar nudity"-worst"

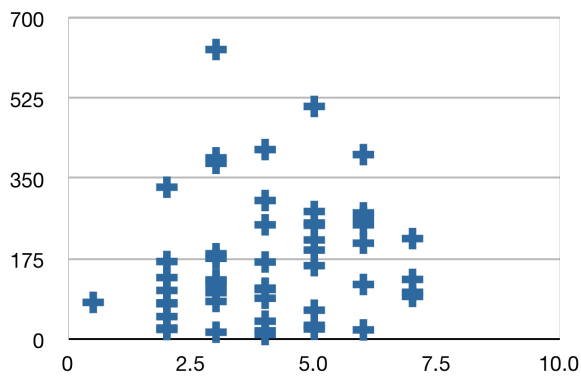
"more strict on what nude pictures they consider to be acceptable"

"Another thing I find highly annoying is that many users seem to forget that this site is a place to show art. They think of it as their personal blog where they can put lousy pictures made by cell phone of their cat or their breakfast table"

Study 2

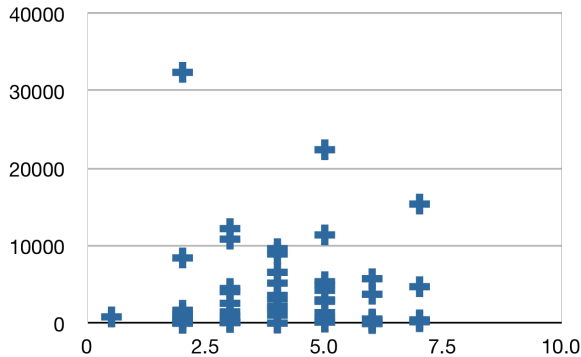
In this study an analysis was done to the data collected from the user page of each of the 52 users from the sample. The data used can be seen on appendix 4.

The users activity was measured by the variables: number of deviations posted, comments made and forum posts in correlation with the Deviant Since variable referring to the number of years as a member of dA.



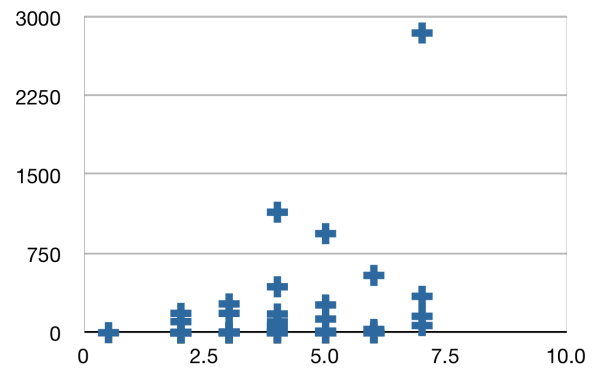
Graphic 1. Deviant Since vs. Deviation

Graphic 1 suggests that despite some variants, deviants that are members for a longer time have more deviations posted. Except for the 7 years of memberships that seem to decline relatively to other users. In each group of users with the same years as a member of the dA, can be seen variations in their activity, suggesting different types of users in terms of activity.



Graphic 2. Deviant Since vs. Deviant Comments

From graphic 2 can be seen that in general the users that have more comments made are users with 4 and 5 years of membership. This suggests that newer and older users have a more reduced activity in this context.

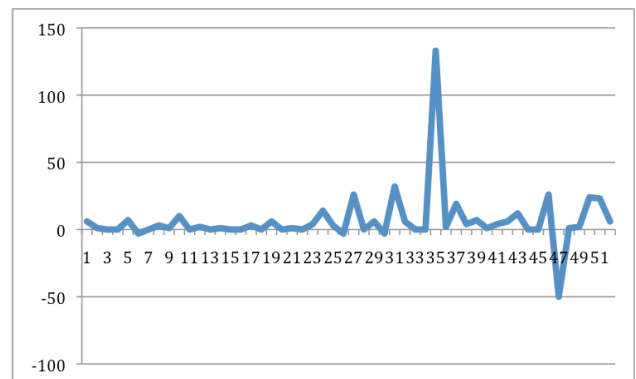


Graphic 3. Deviant Since vs. Forum posts

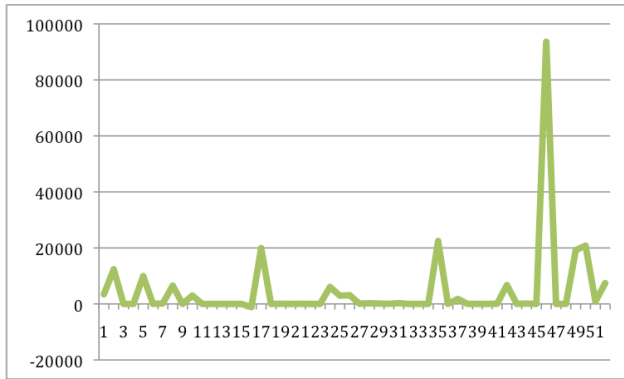
The participation in forums (graphic 3) is more frequent within 4 and 7 years, newer members are less active in this context.

After 3 months new data was collected from the 52 users of the sample. Graphics 4, 5 and 6 show the variation occurred in the number of deviations posted, comments and forum posts for each user.

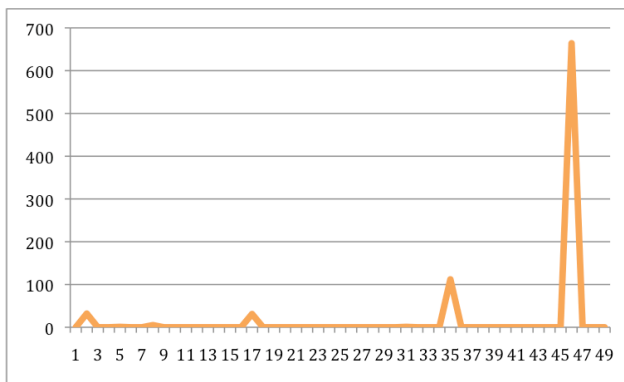
User 35 was the one that increased more the number of deviations posted, and 47 on the opposite removed some deviations having than a negative variation. Most users increased their deviations post within a number of 1 and 10. User 47 seems to be a very active member in terms of forum and commenting activity. User 35 was the one that increased his activity in general.



Graphic 4. Deviations Variation



Graphic 5. Comments Variation



Graphic 6. Forum posts Variation

Study 3

In this study other data sample was collected from the user page of users whose art was presented in the first page result of the All Time Popular art. Here only the Traditional Art, Photography and Artisan Crafts categories were considered. The choice of these categories was based on the difference of their creation; these categories have a big difference on how they're created. The variables used were number of page views, number of deviations and deviant since.

Table 1 has the averages of the page views and deviations for each category. As can be seen Photography was the category in which users had more page views and posted more deviations. On the opposite Traditional Art was the category in which users had less page views and less deviations posted. The difference on the number of deviations posted could be related to the time required to create those types of art. A category that requires more time will

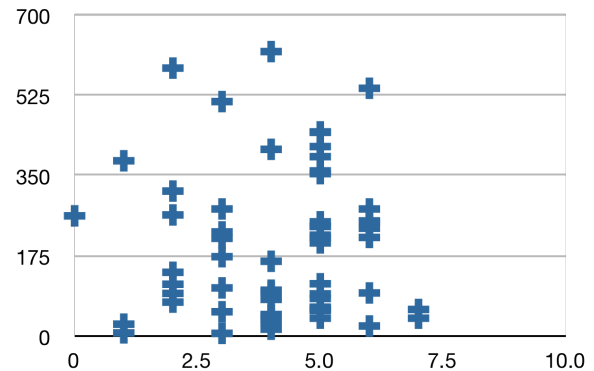
present fewer deviations, within an equal number of users and similar activeness.

The difference of results per page is due to the presence of different arts from the same artist or member.

Table 1. Categories data

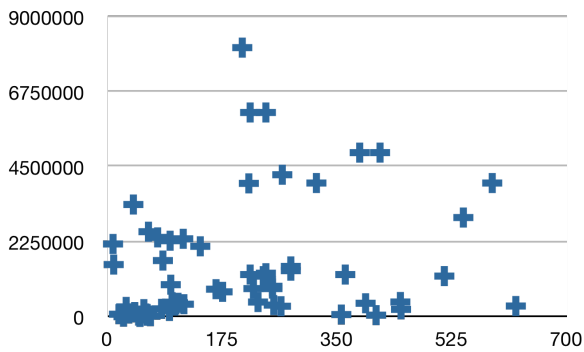
	Traditional Art	Photography	Artisan Craft
Page views (avg)	955 918	1 999 855	1 614 726
Deviations (avg)	140	247	211
Total Number of Users	21	20	19

The following three graphics (graphics 7,8,9) combine all categories results, further they are studied individually.



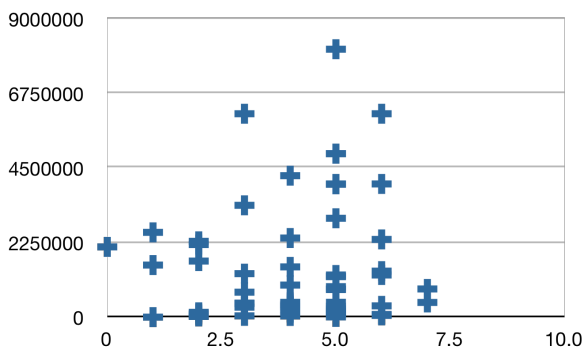
Graphic 7. Deviant Since vs. Deviations

Graphic 7 suggests that users around 5 years of membership have more deviations posted. Older and newer members, despite some exceptions, have fewer deviations. The sample from study exhibits a similar graphic (graphic 1).



Graphic 8. Deviations vs. Page views

The number of page views increases with the increase of deviations number (graphic 8). Some users although with less deviations made, have high numbers of page views, suggesting that posting more deviations is good for raising page views but its not the only contribute to it. Other factors could be the art quality, the category it's in, and the user fame. These values, although, are very inconclusive, due to a large variation.

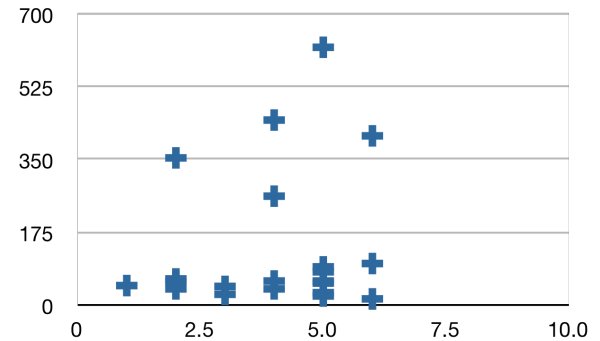


Graphic 9. Deviant Since vs. Page views

Older members have usually a higher number of page views despite one or other exception. Although the number of page views seem to start decreasing from 6 years of membership.

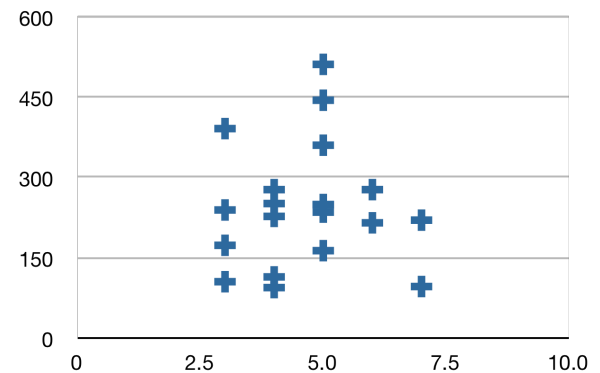
In next charts, the categories Traditional Art, Photography and Artisan Craft are considered individually.

Deviations and Deviant Since variables



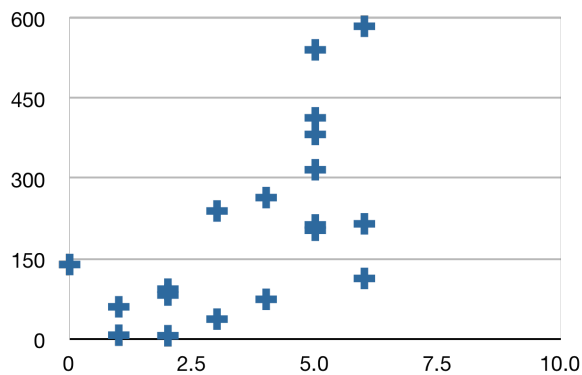
Graphic 10. Traditional Art - Deviant Since vs. Deviations

On Traditional Art sample (graphic 10), there's not a big difference within users in the number of deviations posted. Newer members don't differ much of older members.



Graphic 11. Photography - Deviant Since vs. Deviations

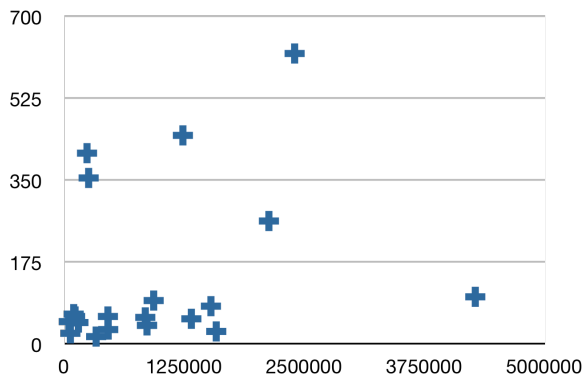
In the category of Photography the difference between newer and older members posting of deviations is very evident (graphic 11). Older members have more deviations posted, but as seen before the higher numbers of deviations are around the 5 years of membership. The same is seen in the next chart relating to the Artisan Craft category.



Graphic 12. Artisan Craft - Deviant Since vs. Deviations

These data from previous categories graphics suggests that the number of deviations posted will not only depend on the users time of membership but also on the category he's integrated in. As would be expected artists from Traditional Art category seem not post so frequently as the artists from Photography and Artisan Craft categories.

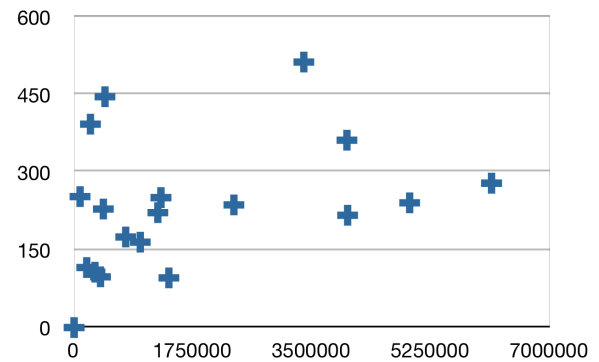
Page Views and Deviations variables



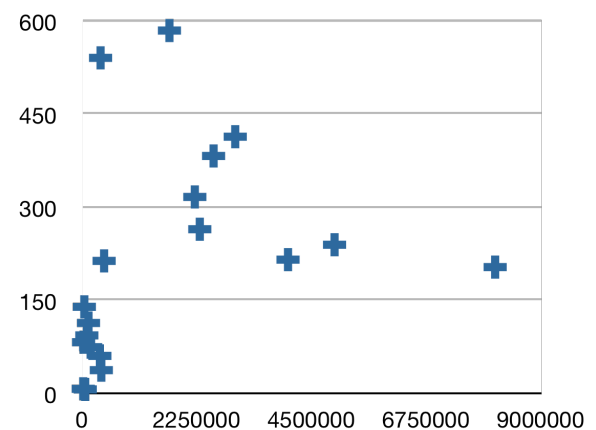
Graphic 13. Traditional Art - Page Views vs. Deviations

The number of deviations on Traditional Art doesn't seem to have a significant influence on the number of page views (graphic 13).

As can be seen in the following graphics (graphics 14, 15) the influence of the number of deviations posted on page views number is higher for the Photography and Artisan Craft categories.



Graphic 14. Photography - Page Views vs. Deviations

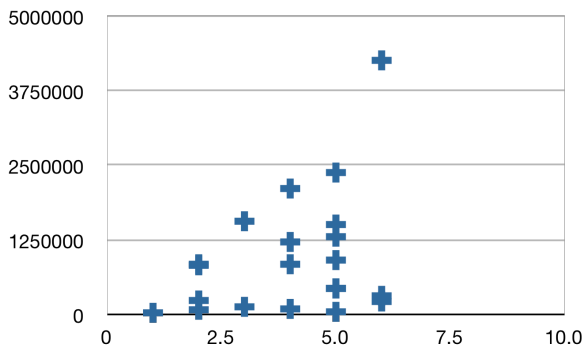


Graphic 15. Artisan Craft - Page Views vs. Deviations

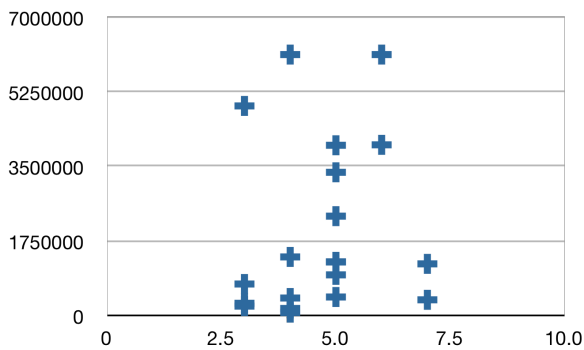
The results from all previous graphics suggest that the type of art has an influence on the number of deviations posted and consequently on the number of page views. Not surprisingly Traditional Art has less page views and less deviations posted, followed by Artisan Craft and then by Photography.

Page Views and Deviant Since variables

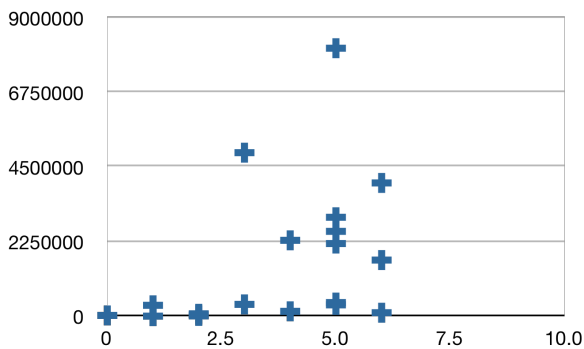
Graphics 16, 17 and 18 suggest that in the three categories the number of page views increases with the number of years of membership until a certain limit of 5 years, where seems to stabilize.



Graphic 16. Traditional Art - Deviant Since vs. Page Views



Graphic 17. Photography - Deviant Since vs. Page Views



Graphic 18. Artisan Craft - Deviant Since vs. Page Views

Study Improvements

Some drawbacks of these studies are: despite most users being integrated in one single main category, some there are that have several types or several categories of art. The counting of page views is not

rigorous because it increases with a refresh of the page, although it doesn't count with the automatic refresh of the page and the visits of the users' own page.

Although is not that frequent of users to delete and edit a deviation, these features are enabled, and as so can influence the variable deviations used. Other factor is how busy is the user; its contribution within the time of study, could not be his best due to exterior circumstances of his life [33].

Other aspect that could be improved would be to expand the study to a large community sample and do a category study that embraced all existing categories.

Further Studies

Further studies on this community could be to create a graph with users and their connections, identifying with who they are in touch more frequently, what type of art they see more. Further could be identified if the connections that they establish are with the same type of artist as them or others. Also what type of art a user sees or buys more. This could be the basis to an improvement of art selling by suggesting art. [34] [35] dA seems to be the most worldwide known and adopted art community for now. The study of other art communities and matching of characteristics would also be an interesting study to do.

DISCUSSION

DeviantArt is a mean of art and talent worldwide divulgation as also a platform of socialization that joins people with a same interest: art.

dA as an online community is defined by the type of relationships and the software that supports it.[1] dA provides an art-portfolio, the support to several types of artists and art, provides several means of communication within them, provides shopping features, allows anyone to see the website as any registered user would and still protecting the artists rights. In terms of privacy dA lacks in the fact that everyone can see all art and all users profile. Users privacy is completely exposed. There is no way for users hide their information from someone or some group.

dA provides a platform that increases users common ground, increasing the sociability and usability of users interaction. Artists provide art and pay for

subscriptions and in return have a common place for a diversity of artists to share their art, the so-called and needed reciprocity [4]. With dA artist can break physical barriers, on presenting their art, more present in the real world and be able to take advantage of the power of crowd sourcing [37] and social capital [50], while working and learning with diverse artists.

Inspiration, know new ways of making art, improvement of skills, friends, were some of the users words describing what dA gave to them.

Some of the users presented possible improvements, related to moderation and behavior regulation: deviations quality and content control, better definition of what is considered pornographic art or what types of art are not allowed, encouragement of users to be critics about others work and their own work. For what I have observed these seem to be the main aspects of improvement the website should for now consider. Other aspects I would add to this list is: protect users art from being stolen and misused, and also control the presence of offensive and spam speech.

A user referred that the fact of people not being very critic was counterproductive to more ambitious artist. It's visible that users should put more thought on what they write, and be more art critics. But it's also visible that dA is a mean of art divulgation and artists "meeting point". It's not a place to artists make a living or neither an art school.

Relatively to interaction, more help and tips could be given to the users such as not diverge from the topic of a conversation, be careful to not exceed on the complexity and length of messages and also be careful with misinterpretations of comments and words misunderstanding. The use of emoticons can help to fill the lack of face-to-face communications signs such as expressions and gestures. [15]

Artist contribute with their art and as so, form the content that the website provides and consequently the community it supports. The artist is responsible for the content posted and its censorship as also can report a censored post or member. The final word and decision although is from the staff. This resembles the activity made in Wikipedia with the difference on context and the fact that users cannot edit others work. [13]

From the study made, could be seen the differences on the activity and divulgation of different types of

artist. The artist performance will depend on the category his related to and the years of membership. These results seem to relate to the Moreland and Levine [12] proposed model of group socialization that describes and explains the passage of individuals through groups and their interactions. One of the evidenced facts that the results apply to, is that the individual tend to increase its commitment to the community until a certain level where from there it could: start to decrease until the user leaves the community or maintain his activity.

CONCLUSION

Deviant definition: "adjective. Departing from usual or accepted standards." dA makes justice to its name definition by: combining several facilities to provide not only an art related website as also a community of artists and friends and to provide a mean of art and art makers divulgation, enhancing the appearance of opportunities.

Artists can easily show their art, receive critics from it, sell and also get inspired and open their minds to other types of art and ways of making art. Photographers, painters, animators, artisans, amateurs and professionals, all coexist in a same and balanced environment.

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