The Role of Social Media Platforms to Promote Fine and Arts Work: A Survey Form the Department of Arts and Design Shaheed Benazir Bhutto University, Shaheed Benazirabad, Sindh, Pakistan

Tarique Ali Mahar
Lecturer, Department of Arts and Design, Shaheed Benazir Bhutto University, Benazirabad, Sindh, Pakistan

Rizwan Ali Mangi
Lecturer, Department of Arts and Design, Shaheed Benazir Bhutto University, Benazirabad, Sindh, Pakistan

Shifa Kazmi
Lecturer, Department of Arts and Design, Shaheed Benazir Bhutto University, Benazirabad, Sindh, Pakistan

Dr. Dastar Ali Chandio
Lecturer, Media and Communication Studies, Shaheed Benazir Bhutto University, Benazirabad, Sindh, Pakistan
Corresponding Author: * Rizwan Ali Mangi rizwanmangi70@gmail.com

ABSTRACT

Social media is going to involved in every aspect of modern life style of everyone, billions of users, used social media worldwide. This study explores the role of social media platforms to promote artistic work of university students. The case study of Shaheed Benazir Bhutto University Shaheed Benazir Abad. The participants are driven undergraduate students from single department of Arts and design, 50 sampling number with simple random sampling approach had been adopted through online survey. The primary objective is to investigate how social media engagement influences in way of promotion of Arts work of university students, furthermore, the Uses and Gratification Theory had been used as a theoretical framework. The Scholar acknowledged the significance of usage of social media for promotion of their own art, in this connection established a contextual framework for understanding the dynamics of information seeking, self-presentation, brand/ art work promotion and entertainment through it. The findings of this research reveals that promotion of arts through use of social media became backbone of artistic work in this digital era, moreover, heavy use of social media effects on the satisfaction level, divert the mind of student from his promotional. This research poised to shed light on the intricate interplay between social media and between the students of arts and Design. The study suggests that by the specific usage of social media platforms with understanding and purposeful experiences enrich gratification among students.

Keywords: *Social Media Usage, Arts work promotion and University Students*

INTRODUCTION

With its many user-friendly features and social interactive apps like Facebook, Whatsapp, Instagram, Twitter, and many more, social media is the most widely used tool of the modern digital age. Social media offers a global platform for information sharing, interpersonal interaction, and entertainment(Wahed & Adnan, 2023). The majority of young people use social media more than older people in this postmodern world. In order to watch, read, obtain information, and share content according to their interests, social media usage has converged from traditional to online due to the power of digitalization (Chandio et al., 2024).

According to Soomro, F., et al (2025) that the most significant benefit of social media use among students is that they are all well-educated and extremely knowledgeable about using these platforms for academic, social, and recreational purposes. Additionally, social media has made it possible for students in Pakistan to watch lectures both live and recorded from the United States. Furthermore, because social media provides easy access to up-to-date information, the majority of people are shifting away from traditional news sources like newspapers and television. Most significantly, social media helps young people develop their talents and gives them the chance to showcase them.

DataReportal's *Digital 2025* report states that Pakistan had 66.9 million social media user identities in January 2025, which equated to about 26.4 % of the country's total population at that time. This figure is derived from aggregated platform data and advertising reach and should not be interpreted as unique individual users. Moreover, it was highlighted from (Zierock, 2025) that the usage of social Media applications are became part of individual's routine life, with more significantly than traditional life style. Due to popularity of social network sites, most of individuals are sharing and interaction with family, friends & professionals about their likes, dislikes, opinion, ideology and political affiliations.

Use & Gratification theory also emphasizes its own active role as: The consumers have choices and preferences to get information, entertainment, awareness, advertising, and opinion formation from any Media fraternity to stratified, which can affect positively or negatively to an active audience (Katz, 1973). I will especially concentrate on the use of social Media for information, self-presentation, Entertainment, and Social Interaction.

The Demographic status will be highlighted as (i-e Media students of different public sector universities, gender and age) also use of social Media for the academic activities and students gratified their needs and desire by subscribed the different social sites.

Statement of the Problem

In this post modernism era, the use of Social Media sites appears to be very common activity for acquiring current information regarding recent happenings and social problems of the society (Dr. Muhammad Rehan et al., 2025).

It is worth mentioning that social media has promising contributions as an educational tool and environment connectedness and socialization dimensions encourage knowledge sharing and communication of users are a powerful aspect that fosters learning in a collaborative way through discussion and sharing. Therefore, keeping in view the above-mentioned advantages, the University students can really benefit from social media as user, It can be supporting tool for information Seeking, Entertainment, Self presentation and Art work promotion.

However, this study will enable us to find out the problems and issues to fulfill the gap of uses and gratification of current technological advancements especially popularity to address the knowledge gap about social media usage and gratification in the Fine and Art department SBBU, SBA.

Significance of Study

Most of Media and communication experts, researchers, and Scholars had worked over the uses and gratification in the use of print and electronic Media, also few of them had done work on it internationally. But no any scholarly work has been done to explore the use and gratification theory in the use of social media among students of Fine and Art department in public sector universities of Sindh province. In this regard, researcher has planned to bring new trends, ways, skill development for using SNS, for creativity purpose, sharing knowledge, analysis the ongoing issues and fully aware of current scenario of state as well as the world affairs. . As we know that the limited studies to revalidate the U&G

Theory in relation to social media had been researched since many decades.   In this study we will have intended to apply the U&G Theory for assuming that how students are using of social media for Art work promotion and which needs they gratified.

Objectives of Study

1. To examine the role of social media platforms in promoting fine art work among students and artists at the Department of Arts and Design, Shaheed Benazir Bhutto University.
2. To determine the most widely used social media platforms by fine arts students and artists to promote art work.
3. To analyze the role of social media platforms in promoting fine art work created by students and local artists.

Research Questions

1. What is the significance of social media platforms in the promotion of fine art work among students and artists in the Department of Arts and Design?
2. Which social media platforms are most commonly used by students and artists to promote their artwork?
3. How do fine art students and artists perceive the significance of social media platforms in their artistic visibility and professional opportunities?
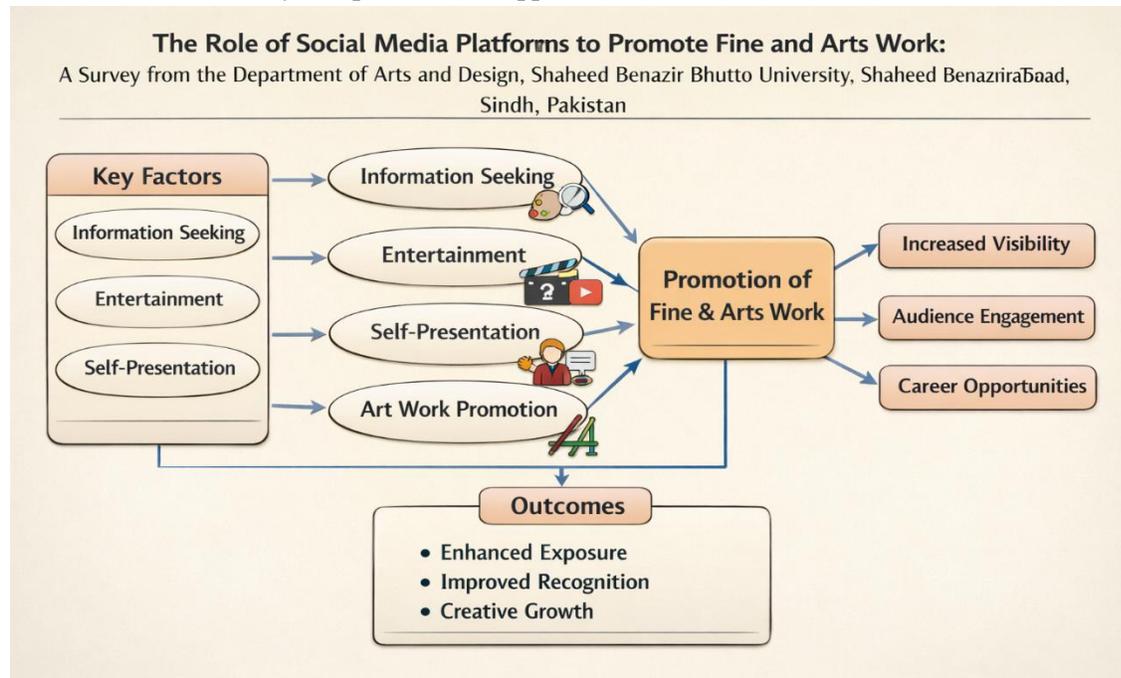
The conceptual framework of this research is based on Mass Media Theory, namely the Uses and Gratifications (U&G) Theory, to explore the use of social media platforms in promoting fine art work among students of the Department of Arts and Design. The Uses and Gratifications theory is an appropriate approach to understand how students are actively using social media platforms to fulfill certain needs rather than being passive recipients of media content(Chandio et al., 2024).

The Uses and Gratifications theoretical framework enables the comprehension of four essential aspects of social media use. **Information-seeking**, a cognitive need, refers to students' use of social media for seeking art-related information, tutorials, trends, and exhibition updates. **Entertainment,** an affective

need, entails students' engagement with creative, entertaining, and visually appealing art content on social media platforms. Self-presentation, a personal integrative need, centers on students' use of social media to present their artistic identity, showcase achievements, and develop personal branding. Finally, arts work promotion, a social integrative need, emphasizes the use of social media for the promotion of artwork, attracting audience attention, networking with art groups, and improving social interactions with peers, artists, and potential audiences.

LITERATURE REVIEW

As stated by (Chhabra & Chaturvedi, 2022) that Internet has altered the entire system of the world. The people all around the world are interconnected to each other through social networking sites. In Pakistan, the number of social Media users is soon going to rise day by day, especially in the higher educational institutions. The researcher has mainly concentrated on the undergraduate students of the University of Punjab to analyze the usage and gratification of social Media in higher education. To finalize the findings, he has stated that 100% undergraduate students of Punjab university have easy access to the internet and they use smart phones, 94% students have social Media accounts along with the most favorite social application of Facebook. While explaining the usage of social Media by students, he has stated that the majority of students use a minimum of 2 hours per day for the prime purpose of sharing information, preaching their own religious school of thought, professionalism, and entertainment.(Jeremiah, 2025)

Information Seeking

Man is naturally thirsty of information similarly, the thirsty of water and hungry for food for the survival of life, in this regard he used several sources to obtain the information through printed publication, online articles news stories and many more. Social information seeking is a way in which information communication and dealings among people influence their information seeking. Social information seeking include four different procedures of finding information; collaborative search, interactive browsing, information warns and personalized information Obtaining. Social information involves in various aspects of social context of the information need from social networks. Information seeking plays a vital role on the social media sharing of information & convey latest types of information (i.e. sensitive, sensational, political and casual information) to fulfill the needs of users(Chen, 2025).

Entertainment

Since the last decade, Social Media has altered the entertainment patterns by means of the social networking applications. The rise of social Media has shifted the users from the conventional medium like TV, Cinema, and you tube to social Media for acquiring their demands for relaxation and peace of mind. 64% users used social Media for jokes, short vides, funny tips, and playing online games. The usage of social media for entertainment is always presumed by the individual's choice on the basis of their emotional needs and desires. The majority of entertainment audiences want to get entertained through any visual program on social media which make them laugh, cry, and keep them relax. It is all about peace of mind. Since the early days of Social Media Entertainment has been identified as a major factor for using media(Saleh et al., 2025).

Self- Presentation

Often, majority of Social Media users want to express themselves on social to get likes and comments by friends, family and well-wishers. DP (Display Picture) on social Media profile is one of the best self-expression on social Media. Further, Creative, innovative and analytical writers have not easy access to print and electronic Media for expressing or presetting their skills and Arts but due availability of social Media they are using it as the tool for self-presentation. It is also surveyed and observed that more 86%

users of Social Media express their opinion, ideology and well worth thoughts on social Media for likings and comments. (Erin E. & Kent State University, USA, 2021)

Self-presentation practices on social media include sharing of self-created content, posting of opinions, and promoting online content that one is interested in (like news, music, and movies), and adolescents are reported to be more engaged in these activities than any other age-group(Muyidi, 2025).

Art work promotion

The promotion of artwork has also experienced a dramatic shift with the development of mass media and communication technology. Conventional methods of promoting fine arts involved physical exhibitions, galleries, print media, and social networks to reach the target audience (Bourdieu, 1993). These methods were often restrictive for artists in terms of accessibility, cost, and geographical location. This made it difficult for new artists, especially students, to gain recognition and visibility in the art market.

The development of digital media, specifically social media platforms, has dramatically altered the promotion of artwork. Social media platforms have made it possible for artists to promote their artwork directly to a wide range of audiences without the need for conventional intermediaries such as galleries and curators (Jenkins, 2006). Social media platforms like Instagram, Facebook, TikTok, and YouTube are visually oriented, making them ideal platforms for promoting fine arts (Manovich, 2017). Studies have indicated that social media platforms provide artists with the opportunity to gain visibility among a global audience, develop networks, and establish professional identity at a relatively low cost (Marwick, 2015).

Research Design

The proposed study employed a quantitative research design had been adopted to investigate the effect of social media engagement on the promotion of fine and applied arts work among university students at the Department of Arts and Design, Shaheed Benazir Bhutto University, Shaheed Benazirabad, Sindh, Pakistan. The study was anchored on the Uses and Gratifications Theory and aimed to investigate the active engagement of social media by university students to fulfill information-seeking (cognitive), self-presentation (personal integrative), arts work promotion (social integrative), and entertainment (affective) needs. The study employed a structured questionnaire to gather data from a random sample of arts and design students at the university, with 100 responses mainly assessed using a five-point Likert scale. The researcher apply just frequency percentage, and descriptive analysis the investigation of the effect of deliberate and excessive social media engagement on artistic visibility, promotion, and cognitive engagement, to gain insight into the increasing significance of social media as a major tool for art promotion in the modern digital era.

FINDINGS AND DISCUSSION

The study's findings revealed a complex relationship between undergraduate students at the SBBU SBA department of Arts and Design's social media usage patterns, intended advantages, and ensuing repercussions. Students use social media primarily for self-expression, entertainment, information gathering, and the promotion of their artwork. Others experience pleasure, information, and social connection. However, excessive or problematic social media use can have negative consequences like interference with academic work, a decrease in interpersonal relationships, and potential mental health issues.

Usage Patterns: The quantitative data showed that students were actively using a variety of social media sites, particularly Facebook and Tiktok. The majority of students said they used these platforms more than once a day, with Facebook and Tiktok being the most popular. Some people used these sites for a few minutes at a time, while others used them for several hours.

Gratifications Sought: What students were primarily seeking aligned with what the theory of gratitude and its applications predicted. They used these platforms to connect with their friends in order to promote their artwork to their peers and families, which was the main motivation behind this. Entertainment also played a significant role, as students looked to online games and videos for amusement. Additionally, information seeking was closely followed by self-expression; among other popular activities involving the use of accounts, such as talent showcasing, people shared their opinions on current events.

Variable (Demography)	Frequency	Percentage
Gender		
Male	62	62.0
Female	38	38.0
Total	100	100.0
Age		
18 to 20	20	20.0
21 to 25	45	45.0
26 to 29	22	22.o
30 and above	18	18.0
Total	100	100.0

Students were frequently asked if they were male or female in the first demographic question. The table below shows that there were 62 male respondents, or 62.0% of the total, and 38.0% of female respondents,100.0% of the total, are of both genders.

Furthermore, table showed that .20 students are between the ages of 18 and 20.45 pupils are in the age range of 21 to 45.0, in the 26–29 age range students are 22.0% , finally only 18 students are above than 30.

Variable (Descriptive)	Frequency	Percentage
Which social media application do you often use for Art work promotion?		
Facebook	32	32.0
Instagram	28	28.0
Tiktok	35	35.0
WhatsApp	5	5.0

The distribution of respondents among four well-known social media sites is shown in the table: Facebook, Instagram, TikTok, and WhatsApp.

TikTok: According to the distributed questionnaires 35 respondents 35.0% out of total 100 that majority students were identified as heavy user of TikTok for art work promotion. Further on 2nd number 32 respondents (32.0% of the total) reported using Facebook. 28 respondents (28.0% of the total) are using Instagram. Only 5 students (5.0% of the total), are using Whats App for Art work promotion.

 Gender of the respondent * What is the major purpose of using social media applications?

Table 1: What is the major purpose of using social media applications

		Art Work promotion	Information	Entertainment	Self-Presentation	
Gender of the respondent	Male	20	13	18	11	62
	Female	13	06	12	7	38
Total		33	18	30	18	**100**

Out of 100 respondents, the table showed that 20 men and 13 women used social media to promote their artistic endeavors, while 13 men and 6 women used social media to seek information. Among the 100 students, 11 male and 7 female users logged on to social media for self-presentation, while 18 male and 12 female students continued to use social media for entertainment, making fun of and having fun. In all, about 100 students use social media for four main reasons.

Table 2: Gender of the respondent * I use social networking sites for.

		Art Work promotion	Information	Entertainment	Self-Presentation	
Gender of the respondent	Male	20	13	18	11	61
	Female	13	07	12	7	39
Total		33	18	30	18	**100**

The table shows that out of 100 students, 61 male and 39 female students had used social media for Art work promotion, while 13 male students and 07 female students used social media for information seeking. Moreover, 18 male and 12 female students used social media for entertainment news enjoyment, and relaxation, while 11 male students and 07 female students used Social Media for self-presentation through sharing videos and photos.

Table 3: Gender of the respondent * I use social networking sites to share

		Art Work promotion	Political content	Entertainment content	Own Videos and Photos	
Gender of the respondent	Male	20	13	18	11	61
	Female	13	07	12	7	39
Total		33	18	30	18	**100**

According to the table, out of 100 students overall, 13 male students and only 7 female students had taken an interest in sharing political posts on social media. In addition, 20 students (male) and 13 students (female) were interested in sharing/updating their status on social media regarding various Art work promotion. More important this is the highest number of users as per mentioned in the above table.   At the same time, 18 students (male) and 12 students (female) also used to share posts on social media related to entertainment content, whereas 11 male and 7 female students utilized social posts for all own videos and photos.

What this means is that the outcomes are as expected and in line with previous works, verifying the fact that social media has an important role for Art work promotion to satisfaction of diverse needs and wants among students at universities. Moreover, it emphasizes that entertainment, information search, and self-presentation are the fundamental motives leading to online interactions. However, there is research

evidence suggesting some negative effects linked to academic distractions, reduced face-to-face contact, and psychological stress.

This piece of study in general has brought out the need for students to adopt a balanced approach to the usage of various forms of Social media during their degree. One can see that there are benefits of using social networking sites like, TikTok gave reach and exposure to Arts work, Facebook for communication purposes, sharing other fun material, or simply getting the latest information on something you might find interesting. On the other hand, these websites offer other benefits. On the other hand, the behavior of users must consider both their patterns of using those websites and the repercussions that are a consequence of such behaviors. In digital platforms, for example, universities or professors can help promote healthy habits. These healthy habits may be educated through seminars or even counseling services.

CONCLUSION

The findings of the current study reveal that TikTok and Facebook were found to be the most popular social media platforms among university students for Art work promotion. The choice of these platforms may be influenced by their user-friendly interfaces, wide availability, and diverse featuresbehaviors about social media. The role of Social Media plateforms for Art work promotion is the choice of Social Media Application, Heavy Use of Facebook and TikTok and Relationship among Information Seeking, Self-Presentation, Entertainment, Art work promotion, and Usage of Social Media Social media usage between the Fine & Art students has a significant impact on the gratification obtained from various aspects such as information seeking, self-presentation, entertainment, and specially Art work promotion.

A detailed investigation of the ways in which undergraduate students at the Fine & Art department interact with one another through the use of social media is one of the findings that have arisen from this research. This demonstrates that diverse types of engagement taking place across many platforms are driven by a variety of different reasons.

The findings of this study make it abundantly clear that social media plays a significant part in the lives of these students since it affords them the opportunity to engage in social contact, enjoy themselves, acquire knowledge, express themselves, and Promote their Art work. It is possible for various organizations to utilize a variety of sites, depending on the interests or circumstances of the individuals involved.

RECOMMENDATIONS

These findings suggest that despite the undeniable opportunities for constructive engagement and personal development that are made available by social media networks, there are still hazards connected with the misuse of these platforms. These kinds of virtual contacts, together with entertainment materials, have the potential to prevent students from concentrating on their studies, which can lead to a decline in academic performance or accomplishments. At the same time, many people believe that there is a threat to interpersonal connections as a result of an excessive reliance on such platforms. This leads to the neglect of deeper ties that have the potential to develop into real-life relationships. These relationships require face-to-face communication between individuals who meet each other offline on a regular basis, as opposed to online contacts that are created solely through the use of the Internet.

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