

The Development and Influence of Internet Art in Social Media - - Taking Short Video App as an Example

Miao Wen*

Department of foreign languages, Shandong University of Finance and Economics, Jinan, China

*Corresponding author: wenmiao@mail.sdufe.edu.cn

Abstract. New media art, as an emerging form of art, has an effect on art and media. People now see the new media art, especially Internet art, as a trade or subject in college, which means both the artist and audience fell into a pattern of the regular basis of net art. People also do not see the impact it has on society or their daily lives. This paper tends to analyze the influence of net art in society, media, and forms of art and how it affects people's minds and aesthetics. In addition, this paper will also find out the future of net art and how it should spread all over the world with the help of artists and the World Wide Web. By analyzing and researching the former articles. The paper uses indirect approaches to search out the connection between networks and social apps. Taking Tiktok as an example, the paper tries to illustrate the widespread of the art nowadays and how the network can help society and have a brother future. Eventually, people will see that network art does influence people's aesthetics in an imperceptible way and has an impact on their real life. Despite the problems such as the lack of supervision, all the serious copy issues or the differences in aesthetic level in the audience. As long as the artist keeps working on it and strikes a balance between art and media, the future of net art will be promising as people expect.

Keywords: Net art; social media; Tiktok; cognitive aesthetics.

1. Introduction

Network art refers to the art created on or for the network, which provides an aesthetic experience through the Internet. It covers various computer-based art, such as browser art and software art. Internet art appeared in the 1990s when artists found that the Internet was a good tool for art promotion, free from geographical, social and cultural constraints, and rebelled against the nepotism, materialism and aesthetic constraints of the art world. Artists can display their works through websites like ins, YouTube, and Tiktok. Without the approval of institutions. Internet art has broken traditional boundaries of art. While artists create freely, it also provides audiences with diversified perspectives.

In the era in which people can barely live without the Internet, art forms are no longer limited to words and pictures. Artists use the Internet, electronic programming, and AI interactive design to create new works. New media art also comes into being. The interaction between art and people is no longer limited to watching and inner feelings. People nowadays can interact with some works of art and spend time soaking in them. New media art is bringing all human senses into full play.

Analyzing and studying the creation, communication and acceptance of network art and the internal and external factors that affect the communicative effect of network art from the perspective of communication science is an attempt to use a new perspective to diagnose the important influence of network art in the history of human art development, and further confirm that network art's creation is not purely an artist's personality catharsis. It is emphasized that the creation should not blindly cater to public ideas but should pay more attention to humanity. The creator should go deeper into life, understand society, and make every piece of work fascinating.

By analyzing the development and influence of Internet Art with the short video on TikTok as the core case, this paper hopes to understand people's views and suggestions on contemporary aesthetics in the process of exploration, whether new media art is developing and has a broader future, and whether modern social software has changed its original form and content because of the birth of new aesthetics. Do people really improve their aesthetics under the influence of modern art? This paper will use content analysis to study the development of network art (taking cyberpunk and other art forms as examples) and its impact on modern short videos.

The paper will specifically analyze the impact of network art on the specific cases explored in this article and the content of Tiktok short videos from the perspectives of art creators and recipients from the specific forms of expression of network art and the development and specific embodiment of its branch in social software. Before the study, this paper will analyze the previous research and the current network art on Tiktok in order to obtain reasonable results. The paper will make a pertinent evaluation of the development of network art and put forward plans and prospects for its future development.

2. The Definition of Internet Art and its Presentation Form

2.1 Definition of Net Art

Net art, also known as Internet art, net art or web art, was first proposed by Nelson, the "father of hypertext", in the 1960s as a related concept, namely literary machine system, which covers all kinds of computer-based art forms. Net art not only brings the artists new ways to create but also shows a fresh perspective for the audience. With the development of net art, people are now allowed to see and feel the creation more often; sometimes, they even are able to participate in it.

As the paper's reference, net art can be defined as a form that needs the Internet, coding and other intermediaries to create brand-new things. It has to be digital works. This kind of art gives brand new ways, allowing the audience to interact and participate.

2.2 Presentation Form

Net art first appeared in 18 century, and artists started to find out that the Internet could do something fascinating with art beyond the bondage of time and space. Soon people begin to use the Internet and codes to represent the brand new form of art. The computer is profiled as the ultimate mixed-media machine, allowing the artist to readily combine an unbelievable array of media [1]. There are some famous artists, such as Jodi (Joan Heemskerk & Dirk Paesmans), Mark Amerika, Eva& Franco Mattes, Gretchen Andrew, and Heath Bunting & Vuk Cosic. At present, network art can be roughly divided into browser art, software art and remote information processing art.

Browser art, as a part of URL, uses computers to convert code, website structure and links between servers into visual works. Some browser works will be automatically connected to the Internet, and the computer will be arranged to read the code incorrectly, creating an uncontrollable picture. Its representative artist is Jodi (Joan Heemskerk & Dirk Paesmans). Later I/O/D used HTML Hypertext Markup Language to replace JAVA Language to design a more accurate and artistic network website. Browser art is a kind of network art that develops most rapidly and is most accepted by the public in the early period. Its appearance makes people realize that art may be around.

Software art means artists create works of art through this software, which makes software previously considered as tools can now be regarded as works of art, and artists can also be regarded as promoters of software. "Software art can generally be defined as an art based on formal instruction codes and/or software culture concepts." With the development of software art, two international new media festivals have emerged, namely FILE (International Electronic Language Festival) in Sao Paulo, Brazil, and the Transmediale festival in Berlin, Germany. The rise of software art makes people think about new problems: the dematerialization of art and culture and how it affects art.

The art of telematics was created in the early 1990s by British artist and theorist Roy Ascott (an artist who studies the impact of the Internet and electronics on human consciousness), mainly referring to the interactive art using the Internet (such as e-mail and mobile phones) [2]. Remote information art mainly focuses on the humanities, such as the desire to communicate with others in the virtual world and to integrate this desire into remote information art creation. Under the epidemic situation, the interactive exhibits created by some authors well reflected the inextricable loneliness of modern people under the condition of long-term closure.

3. Current Development of Net Art

3.1 Public Cognition of Net Art

The work of art used to be called the creation of the rich or the product of elites, while with the insertion of the net, now is the era that everybody can be an artist. When the movie first appeared, people could be scared by the train running in it. It is not because they really thought the train in the movie was going to hurt them but because they were astonished by the new form of seeing things. The same thing happened with the further 3D, and 4D vision, people who were amazed by those things when they first appeared are now just getting used to it. The aesthetic practice in virtual reality breakthrough the mind-body dualism of Mr. Descartes. It is the comfortable feeling generated by the taste body; therefore, the mind and body exist at the same time to get the talent knowledge [3].

The development of net art shows a totally different world for the audience who was in the habit of seeing the artwork with their eyes. Thanks to the Internet, interactive art allows the audience to know and feel more of it. However, most of the audience only know little; they may feel faddy when seeing or interacting, but few would know deeper since they do not have learning channels or interest in it. Nevertheless, some apps like TikTok do give net art a broader propagation plane.

3.2 Communication and Extension in Network Art

From the original carriage to delivering mail to today's mobile phones, computers, e-mail, science and technology, the progress of human communication media changes constantly reshape people's perception system and reorganize people's spiritual world. It provides a new platform for the audience and maximizes the spread of information. From passive acceptance to active collage production, fragmented information has been reorganized by countless netizens and has been continuously collaged and recreated. Media art can transform things into visual images by re-coding the original material information through digital means [4]. With the common development of network technology and network art, post-Internet also emerged. It uses the Internet as a tool to focus on the impact of scientific and technological development on society, economy, politics and culture on the basis of the existing network art. Internet artists will put more emphasis on "art is the way of communication" when creating post idealism, of which Cyberpunk is a typical example. Post-network art is a kind of exploration of network culture. Its publicized tonality is very consistent with the values that young people now flaunt themselves. At the same time, the rise of this new type of aesthetics also reflects the thinking and leading role of emerging young people in new things [5].

4. The Concrete Embodiment of Network Art in Social Software

4.1 Current Development of Short Video

The earliest online video started in 2005, and the major online video platforms were initially established. Internet users uploaded videos via their own DVs or edited and uploaded existing videos to video websites. Although the content of online videos at that time was rich, the good and bad were mixed. In the absence of network supervision, a large number of vulgar, violent, pornographic, illegal and other bad content appeared. With the supervision of the video network platform and the development of new media technology, video websites specializing in the production of content (PGC) have gradually emerged. Video websites dominated by UGC have also gradually transformed due to their messy content, strengthening the review of user-uploaded content. In the process of communication, the interactivity of the PGC website is obviously in a low state. At this time, UGC video websites mainly featuring ghost animals and N-dimensional animation ushered in another spring. The most distinctive feature was the rise of bullet screen video websites, such as the AcFun bullet screen video website and Bilibili website. The rise of bullet screens has greatly enhanced the real-time interaction of users. In recent years, with the popularity of mobile terminals and the emergence of 5G networks, video content with a short cycle, low investment, fast transmission, and

high income has gradually gained the favor of major network platforms, fans and investors. In 2017, the competition in the short video industry became more and more fierce, and its retail content producers gradually preferred professional team operations [6].

Taking Tiktok as an example, in November 2022, Tiktok's official account had 15.867 million fans, more than 1.5 likes, and more than 30 official accounts related to Tiktok were identified. According to official statistics, in 2022, the daily activity of Tiktok will reach 800 million, the daily average video broadcast will exceed 40 billion, the monthly video updates will exceed 120 million, and the number of Tiktok Enterprise will exceed 10 million. It is not difficult to see the universality and high frequency of short videos in people's daily life. More and more people choose to watch short videos to relax in their leisure time, and short video-related social software has become increasingly popular among people.

4.2 Diversity and Limitations of Short Video Content

In the development process of the short video, both content and form are different from the original short video. According to Li Xinjie's analysis of the development and types of online short videos, the current short video content can be roughly divided into marketing advertising type, short documentary type, Internet celebrity IP type, grassroots spoof type, situation short drama type, ghost animal and creative editing type, skill sharing type and street interview type [7]. People's demand for fast-paced, short-time video has gradually changed. The short video has evolved from the original exhibition work of only three minutes or less to today's "coexistence of short video and long video". The video duration varies from a few seconds to tens of minutes. Some videos are even as long as half an hour. At present, not only the length of time but also the content, form, creativity, and other aspects of short videos have become more diverse. Taking Tiktok as an example, the first Tiktok app was an app for making short music creative videos, in which users could shoot 15 seconds of short music videos. The content of short videos is quite different from that of Tiktok when it was first founded. As a new type of media, it has rich content, complete types, simple production, a low threshold of accuracy, fast communication speed, and strong adaptability to space and time, and its "short, flat, fast" characteristics show strong competitive advantages and communication advantages. At the same time, photography and video technology have become more active and grassroots from specialization and artistry and have been widely respected by all levels of society. To a certain extent, it fits in with the current characteristics of people who are keen to express themselves and fast-paced reading. Among the above types mentioned by the author, many types are injecting new elements. The whole network interaction of Tiktok special effects, the secondary and even multiple creations of short video content, and the rise of various commenting bloggers all show that short video is no longer limited to a specific form or content at this stage and more and more art forms are gradually accepted by the public. However, correspondingly, short video social platforms like Tiktok also have their limitations.

Due to the wide range of audiences, multiple transmission channels and transmission speed of short videos, sometimes the regulators can not control the content of all videos. Accordingly, there will be some malicious diversion, plagiarism, and "toxic chicken soup" videos with incorrect values. Sometimes, some bloggers with teams behind will deliberately create an array of works in the same pattern in order to cater to the tastes of the public to "establish a presence". In some cases, this is the right thing to do, which can attract fans and adapt to the current hot spots to obtain the official push of Tiktok. However, the long-term output of works of the same type or content will lead to the fatigue of public aesthetics, and it is difficult to change the created settings in the later stage.

4.3 The Influence of Network Art on Tiktok

The traditional short video mode has changed in recent years, and the definition of "music software" of Tiktok has gradually changed; now, it has more elements and richer definitions compared to the beginning. The emergence of network art made short videos that only involved short sitcoms or action points more exciting and abundant. Because of this, network art has a high position in Tiktok,

and it is also being accepted and loved by more and more audiences. The wide existence of network art, exquisite and technological content output, thought-provoking content, and attractive production process makes the audience more interested in it and hope to participate in, eventually, become one of the creators. This makes net art and Tiktok complement each other. On the one hand, people will know and become familiar with net art through Tiktok's short videos. On the other hand, the unique charm of net art makes people prefer to watch more short videos on Tiktok, thus forming positive feedback.

For the current Tiktok, traffic is one of the main criteria for judging a work. The influence of network art on Tiktok can also be seen from this criterion. Cyberpunk, as one of the branches of post-network art, has a very high status and evaluation in Tiktok. In a period of time, video publishers can receive a large number of fans and traffic just by # Cyberpunk. People also get driven by photography skills, interpretation, games, movies, and more. Recently, a Cyberpunk style makeup called Girlcult was on fire in Tiktok Mall. The main product of the brand is the Cyber Liaozhai series. These beauty products take the main color and dark style of Cyberpunk as the keynote. The "chameleon", "Mengpo soup", and other cosmetics launched by the brand break the habit of making up, which is only stuck in the beauty of red lips and white skin.

The second example is Yexi Liu, a virtual makeup blogger who appeared in Tiktok in October 2021. She uses network coding to bring virtual characters into reality and presents the concept of the meta-universe to the public in the form of a case for the first time. Yexi Liu is also an electronic coding product that combines virtual portrait and cyberpunk style. She is not a real person, but she has the same demeanor as a real person. She can even "interact" with some real people. The first video obtained 3.6 million likes online. It is not difficult to see that people are curious and interested in this new form of network art.

Recently, a popular special effect of "long watermelon" is a video effect created by computer coding and ps technology. The characters in the video only have eyes and mouths on a long strip of watermelon, but even so, it has caused heated discussion on the Internet. People use these special things to express micro-expressions, perform short plays, imitate, or use special effects just because they do not want to show their faces. Videos related to long watermelons often enter the hot search list. With the promotion of net art, more and more Tiktok users are willing to publish videos, and more and more people accept the existence of net art in their lives.

Similar cases include the rise of art commentator bloggers, the upsurge of new media art in Tiktok, and the increase of net art content in hot searches.

It is easy to see that under the influence of network art, its development has a positive feedback effect on the output and popularity of short video content. In this process of two-way promotion, it is not only that the elite art is approaching the public from the altar but also that the public is gradually improving themselves in the process of participating in artistic creation and approaching a higher level.

5. The Influence of Network Art on the Public's Aesthetic and Daily Life

5.1 The Phenomenon of Aesthetic Accumulation

Network art, as its name implies, is the combination of network and art. This also leads to works containing perceptual art in the complex coding of rationality. With the rapid development of information technology in the Internet era, the propagation speed of network art has become faster and faster, the propagation channels have become wider and wider, and the propagation content is also developing towards a deeper and more meaningful direction, striving to establish a deeper relationship with the public.

At present, network art has a certain impact on public aesthetics and has a significant effect on the improvement of aesthetics. The post-aesthetic paradigm of net art is also characterized by fragmented happy aesthetics [8].

Take Tiktok short videos as an example. First, the audience will have a clear perception of some short videos with poor content. Compared with the products of network art, some simple plots and spoof short videos no longer have the highest ratings and viewing volume as before, and a large number of art bloggers and technology bloggers have begun to have more followers on the Internet. The weblog claims that Yudong East has used VR technology to draw cartoon characters, the secondary creation of celebrity paintings and other works, and released them on Tiktok in the form of videos. His creation of Van Gogh's starry sky in VR is up to 663 thousand likes. The public has an obvious preference for the combination of network and art, and network art has unconsciously become the first creation form that artists should consider when creating. The novelty of the audience is also one of the motivations for artists to create.

Secondly, online art-related videos can obviously see that the number of likes is more than other works, and the public's attention to them is also increasing. For example, Liu Yexi, Cyberpunk and other online art content-related videos mentioned above can obviously attract more traffic, playback and repeated viewing. Among the current video themes, there are works about secondary creation, and videos with high ratings are still related to online art. This is the audience's affirmation of the network art output, and it is also a manifestation of the accumulation and improvement of the public's aesthetic appreciation.

Its existing problems are the same as the characteristics of network art and the limitations of short videos; that is, network artworks will also undergo multiple modifications, edits and secondary creation. Sometimes the transformation is a good thing, which can give the work new connotation and content or give people new inspiration. However, sometimes just a simple second move or trim does not have this effect and only makes the video gradually become insipid and obsolete by times, which also loses the original value and ornamental value of network art.

5.2 Impact of Interactive Experience on the Public

One of the characteristics of network art throughout is interactivity. A networked artwork released by Reddit in 2017 is an Internet mosaic image created by the public. It is not difficult to see that this art form has been implementing the use of the Internet since its first appearance in the 1990s and has become increasingly diversified with the development of technology. Its main purpose is to communicate better with the audience. The influence of online electronic coding on offline behavior is as follows: First, the development of the Internet promotes the new media art and its branches. Sensing technology, computer and intelligent technology, and control technology are perfectly applied in art, and the integration of art and technology shows a better result both in art and technology.

Second, new ideas of art teaching have appeared. The computer class no longer shows the complexity and mystery of the Internet but illustrates something else, such as painting or a new form of artwork. That also provides an opportunity to spread knowledge of new media art. Third, net art has brought a brand-new vitality to the Internet, and people, through net art exhibitions or installations to better understand the application of information technology in real life. What is more, this also builds a brand-new market offline. The number of offline online art exhibition visitors increased through a short video transmission.

The meaning of Interactive art and its influence on human life are those below: The elite art of cultivating sentiment has disappeared, and everyone is now allowed to be part of the works, which means everybody is the creator of art. The aesthetic of the audience has been proven because of this. The influence brought by the development of network art not only exists in the field of life mode but also is more deeply reflected in the field of thinking mode [9].

In addition, net art during the epidemic meets the public's desire for interaction. Some exhibitions and online videos use the Internet as the intermediary, coding and programming as the tools, emerging the loneliness and feeling of helplessness of people during the lockdown. It transmits feelings and emotions to people who use the Internet and makes some of them who have suffered or are suffering through the epidemic count it as a personal favour while making people have deeply thinking on current issues.

6. Deficiencies of Net Art and its Future

6.1 Existing Problems

As the emerging art category in recent years, network art has some problems that can not be ignored while developing vigorously. There are some issues that are needed to be noticed.

At present, especially in China, many works only stay at the representation level of creating an interactive virtual vision or interactive virtual experience, such as popular virtual characters, virtual idols or some interactive APPs on Tiktok.

The combination of Information technology and art is not simple collage or rough integration. It requires artists to fully understand the role and effect that the Internet can play in art and use it to maximize the development of art and create works of art. However, most of the current works generally have some defects, such as a lack of creativity. They stay in the most basic interaction, do not impress the audience or resonate with the works, and do not have in-depth communication with the audience. In addition, the popularization and application of the Internet by older artists are not complete, which indirectly leads to the inability of some artists to create online art. How to enable more and more people to cross the technological gap is also a big problem.

Moreover, the innovation effect of some platforms is average. At present, the popularity and promotion of online art on most platforms are not strong enough, and there are even problems such as content plagiarism, which will discourage the original author's creativity. The lack of sense of scene also makes audiences hardly drawn into the scene in which they participate.

The different aesthetic levels of the masses are also one of the problems. Different people's definitions of beauty, their own experiences, and even different cultural levels will lead to different perceptions of work and may create something jagged. If the network art only stays at a level similar to elite art, it seems that it is far from being accepted by the public. If people do whatever they want about art and call everything a masterpiece, net art will not progress either.

In recent years, traditional art has gradually faded out of civilian life and public vision, while social media provides new scenes and tools for the spread of art. So it is also a big problem to solve the fading art while new things are appearing.

6.2 Overview of Future Development

According to the current development, network art has a broad future and unlimited possibilities. With the development of the Internet, information technology, which is directly related to the Internet, has become more and more popular in daily life. As an art category that needs Internet support, network art also has an important position in the 21st century and even in the future.

With the rapid development of information technology today, fragmented content and constantly updated views have become ubiquitous. It is worth considering how the network art can stand firm in this rapid development environment.

First of all, in the process of the development and dissemination of art, the public needs more diversified works. This diversification is not only reflected in the form but also in the content. After all, it is not an immediate thing for an audience who has never been exposed to electronic coding to appreciate a painting worth more than ten million yuan. Therefore, as for the problem that some audiences cannot appreciate some art paintings, artists need to have a broader perspective and more active thinking to create "secular" works, add more new elements on the original basis, and let more people join in this visual feast. For some artists who fail to make full use of the Internet for artistic creation, relevant training or knowledge popularization should be provided if conditions permit. What is more, In order to bring the traditional art culture as Chinese painting art back to the public view, it is necessary to understand the market and laws in the era of social media [10]. With the advantages of the Internet, the creation system should be updated to make artistic creation more accessible and achievable and involve all interested people for better development and transformation.

In the process of development, media is also one of the necessary factors. With the rapid development of the Internet, there will inevitably be some problems that cannot be ignored, which

will interfere with and even hinder the development of network art. This requires the supervisors and relevant responsible persons of all platforms and websites to integrate, supervise, and maintain the network order by issuing regulations and updating the system. At the same time, there should also be greater inclusiveness for works of art and more open, more open, and colorful cyberspace for joint creation. Secondly, the continuous innovation of IT technology is also essential. Only with the continuous development and updating of the Internet can network art be better disseminated and connected with the public.

Finally, there should be attention to the organic combination of art and network. Internet art creation itself is spreading, and the traditional "creation exhibition communication" process has been combined into one action; network art is not only a way to promote art alone or develop the network but also a form of the perfect combination of the two [11]. When art is linked to the current "hot" network, it is doomed to grow a unique flower from the soil. They can have an emphasis on the process of creation, but they can never abandon either party and exist independently. Because of this, new media art can stand out in the era of rapid development.

In the future, the road will be long and hard but rewarding. In the process of creation, artists should create new works according to the characteristics of the network and pay more attention to humanism. Here designers and artisans should collaborate and co-create to achieve a successful outcome, which becomes an object of creative art by itself [12]. Artists should not just stay in self-admiration or too cater to the public taste but try their best to strike a balance in it. Policy support and platform promotion will make online art known and accepted by more people. The creation of good works that are more diversified and accepted by more people is also something that everyone is trying to do. Society, especially the artists, is going to work with creators, government and customers to accelerate the transformation and development together towards a society with a certain artistic aesthetics future. Joint efforts from all walks of life are required to achieve the brighter future people want. They need to work together to create a greater world.

7. Conclusion

The results of how net art influence the media and its audience turns out to be interesting and reasonable. Net art changes the modality of short videos of social apps in its unique way with the help of the Internet. Because of the emersion and growth of media art, the form and content have changed to cater to the new trends and the consumers' favor. There are many artists and artistic content commentators who enjoy a great honor thanks to the World Wide Web. Actually, many social apps, such as Facebook, Twitter or Whatsapp, appeared the net art at first. It is pretty clear that people get more knowledge about net art and are more willing to accept, enjoy and admire its product of it.

Not only net art but whole new media art has a higher status nowadays. It can be seen now. There are subjects named after it and people who popularize the subject. More and more attention is put on it for the development of technology information. Coding, software, and interactive technology have been used in net art to bond with the online audience. So it is not hard to see how indispensable information technology is for the net art or the media art. No wifi and no artwork. Despite the achievement now net art has made, there is still a long road to walk through. There are still some problems unsolved because of the poor knowledge or management of the Internet and the aesthetic issues between both artists and their audiences. For things like these, the network art has to keep going and makes the net art creation works for everybody rather than keep it in the cage of the Internet. Striking a balance between "secular" and "refined" is also one of the musts for the creators to do since the net artworks are no longer just for the elites.

The article found out the influence of net art in social media and how net art influences its content, form and audience in the current situation, which has not been studied before. Hopefully, this article could help the originator of artworks and those who have hesitation about using online tools to create artwork a new way of seeing and participating in the net artwork. More creative and pluralistic works should be produced in the future.

However, this paper only used Tiktok to illustrate its influence and achievements and did not analyze its content of it. What is more, the paper only studied net art's influence on social media; there are still many things that have not been found out about net art, and it is just a branch of new media art. Hopefully, there will be more scientists studying and patching the hole of deficiencies and correcting the article.

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