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THE ROLE OF DIGITAL PLATFORMS IN TRANSFORMING THE PERCEPTION OF CULTURE AND ART IN UKRAINE

Abstract. *This paper examines the influence of digital platforms and social media on the functioning of art institutions and museums in modern time. The author outlines how digital platforms shape perceptions of national art, gives examples from the experience of working at Mystetskyi Arsenal, provides recommendations for improving the impact of art establishments using social media. The positive and negative aspects of social media influence on cultural awareness among different social and age groups have been investigated.*

Keywords: national art, access to artistic practices, digital platforms, cultural institutions, sociocultural challenges.

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РОЛЬ ЦИФРОВИХ ПЛАТФОРМ У ТРАНСФОРМАЦІЇ СПРИЙНЯТТЯ КУЛЬТУРИ ТА МИСТЕЦТВА В УКРАЇНІ

Анотація *У цій статті досліджується вплив цифрових платформ та соціальних мереж на функціонування мистецьких установ та музеїв у сучасний час. Автор окреслює, як цифрові платформи формують сприйняття національного мистецтва, наводить приклади з досвіду роботи в Мистецькому Арсеналі, пропонує рекомендації щодо покращення впливу мистецьких установ за допомогою соціальних мереж. Досліджено позитивні та негативні аспекти впливу соціальних мереж на культурну обізнаність різних соціальних та вікових груп.*

Ключові слова: національне мистецтво, доступ до мистецьких практик, цифрові платформи, культурні інституції, соціокультурні виклики.

Introduction. Modern digital technologies and social media are significantly changing the ways people perceive and interact with culture and art. Social platforms such as Instagram, TikTok, YouTube, and Facebook have become not only channels of communication but also important tools for disseminating cultural content, shaping aesthetic tastes, and expanding access to artistic practices. In this context, social media functions as an innovative platform that influences the development of cultural awareness and the creative industries in Ukraine.

Analysis of recent studies shows that the impact of digital platforms on cultural perception is multifaceted. Researchers K. Kapoor, Y. Dwivedi, N. Piercy, H. Jenkins emphasize the role of social media in popularizing artistic events, creating interest-based communities, and forming new formats of cultural content. At the same time several studies, performed by L. Manovich, T. L. Tuten highlight negative aspects of this influence, including superficial engagement with art and the commercialization of cultural practices.

Despite existing research, the specific influence of social media on cultural perception in the Ukrainian context remains insufficiently explored. It is particularly relevant to examine how digital platforms shape perceptions of national art, contribute to the development of creative industries, and affect cultural awareness across different age and social groups.

Thus, the research problem lies in the need for a comprehensive analysis of the role of social media as a tool for transforming cultural perception in Ukraine and determining their potential for innovative development in culture and creative industries.

The purpose of this study is to examine the role of social media in transforming the perception of culture and art in Ukraine, and to assess its impact on shaping cultural awareness and the development of creative industries.

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To achieve this goal, the following objectives have been set: to analyze contemporary theoretical approaches to the impact of digital platforms on the perception of culture and art; eo determine the specifics of using social media to popularize cultural content in Ukraine; to investigate the positive and negative aspects of social media influence on cultural awareness among different social and age groups; to outline the prospects and opportunities for integrating social platforms into the development of creative industries.

Thus, the study is aimed at a comprehensive examination of the impact of digital platforms on cultural perception and providing recommendations for their effective use in developing culture and art in Ukraine.

Research Results.

1.1. *Social Media as a Tool for Popularizing Culture.* Social media today is one of the most important communication channels for cultural institutions, as it allows them to instantly deliver information about art events, exhibitions, and projects to a wide audience. Platforms such as Instagram, TikTok, Facebook, and YouTube provide opportunities for digital storytelling, which not only ensures content dissemination but also engages users emotionally. They have become a tool for popularizing culture among groups that previously rarely visited museums or galleries, especially young people.

Researchers emphasize that short video formats and interactive content quickly attract attention and form a basic understanding of exhibits or cultural events [1, p. 14]. These formats encourage users to further engage with the material, visit exhibitions, and participate in cultural activities. Moreover, social media enables two-way communication: audiences can comment, ask questions, and share impressions, creating a sense of community and engagement.

Globally, there is a trend toward using social media not only as a promotional tool but also as a platform for educational content. Museums produce video tours, online lectures, and interactive materials that allow people to engage with culture even without being physically present. This approach fosters a digital cultural ecosystem, making art more accessible and its perception more dynamic and flexible [8, p. 187].

Thus, social media becomes a key instrument in transforming cultural perception, enabling not only the popularization of art but also the creation of an active, interactive, and engaged audience, which sets new standards for communication and interaction in the cultural sphere.

1.2. *Analysis of Ukrainian Cultural Institutions' Content on Social Media.* Ukrainian cultural institutions actively adapt their communication strategies for social media, responding to changes in how contemporary audiences consume cultural content. Analysis of accounts of leading museums, theatres, and exhibition spaces shows that the most effective formats are videos, interactive posts, stories, and short reels. These formats not only inform about events but also create an emotional connection with viewers, form cultural experiences, and increase interest in art [9].

Research indicates that content popularity depends on its storytelling ability and interactivity. For example, videos telling stories about exhibits, showing behind-the-scenes preparation of exhibitions, or explaining the cultural context of artworks receive significantly more views and comments compared to static posts. Social media allows for online tours, interactive polls, and creative challenges, which enhance audience engagement and stimulate active participation.

An important aspect is engaging different age groups and audience segments. Young people more often interact with short video formats on TikTok and Instagram, while older groups respond more to Facebook and YouTube content. Additionally, collaborations with bloggers and cultural influencers are increasingly observed, helping to expand reach and attract new audiences.

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These observations allow us to assert that Ukrainian cultural institutions are gradually forming a digital ecosystem, where social media is not just an information channel but an integrated tool for cultural interaction. This approach promotes greater accessibility of art, fosters new cultural practices, and contributes to the development of creative industries in Ukraine.

1.3. *The Experience of Mystetskyi Arsenal.* The experience of working at Mystetskyi Arsenal as an SMM manager provides a unique opportunity to assess the real impact of social media on shaping cultural perception and audience engagement. The main focus of work is managing the museum's TikTok account, where short videos about exhibitions, artists, and Arsenal events are created.

Social media allows not only informing about cultural events but also transforming the way they are perceived, creating a new format of interaction with the audience.

In our work, we identified several key approaches to creating effective content. First is storytelling – narrating the stories behind exhibits and art projects. For instance, short videos showing the preparation of an exhibition reveal the work of artists, curators, and museum staff, allowing viewers to feel part of the cultural process. Second is interactivity: we actively use polls, questions, challenges, and calls for comments, encouraging the audience not only to consume content but also to participate in its creation.

Analytics of the account confirms the effectiveness of these approaches: videos showing behind-the-scenes museum life or telling interesting stories about exhibits receive significantly more views, likes, and comments compared to standard posts. This indicates a high level of engagement and interest, forming a new type of cultural perception – dynamic, interactive, and personalized.

A particular feature is adapting content for different audience segments. Young people actively interact with dynamic videos on TikTok, while older users are more interested in educational and explanatory videos on YouTube. This allows the museum to reach a wide audience, considering various needs and interests.

At the same time, the work revealed challenges related to balancing educational and entertaining content. It is important to create videos that not only attract attention but also convey artistic value and cultural meaning. Additionally, the museum's limited resources require optimizing the content production process to ensure quality and regularity of posts.

Thus, the experience of Mystetskyi Arsenal demonstrates that social media, particularly TikTok, has become a powerful tool for transforming cultural perception, enabling the engagement of new audiences, creating an interactive cultural experience, and contributing to the development of creative industries in Ukraine.

1.4. *Psychological and Sociocultural Impact.* Social media plays an important role in shaping cultural awareness and aesthetic tastes among contemporary audiences. It influences not only the perception of specific artworks but also the way people engage with culture in general. Short video formats, interactive posts, and storytelling allow viewers to absorb quickly the information about art, establishing the first contact with cultural content and stimulating interest in deeper exploration [7, p. 167].

This is especially true for young audiences, who perceive culture through digital platforms as a natural part of everyday life. Interaction with content is not limited to passive viewing: users can comment, share impressions, participate in challenges and polls. Such active engagement fosters a sense of involvement in the cultural process and increases motivation to attend exhibitions, participate in workshops, or join online events.

Social media also affects sociocultural practices by creating interest-based communities and enabling the exchange of ideas about art in a global context. Users gain access to diverse cultural perspectives, which contributes to a more flexible and critical approach to art

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perception. In turn, cultural institutions can use this data to adapt content to audience needs, develop new interactive projects, and improve communication strategies.

At the same time, there are psychological and sociocultural challenges. For instance, rapid content consumption may lead to a superficial understanding of art, with user attention focused on the most striking or entertaining aspects rather than artistic value. However, active engagement and interactivity can compensate for this effect if content is created strategically, with emphasis on educational and emotional experience.

1.5. *Problems and Limitations.* Despite significant opportunities and advantages, the use of social media in the cultural sphere has several problems and limitations that may affect the effectiveness of digital communication and art perception. One major challenge is the superficiality of content perception. Short videos and reels can quickly attract audience attention but do not always ensure deep understanding of presented artistic phenomena. Often, viewers focus on entertaining or visually striking aspects, losing the cultural and educational value of the material [6, p. 215].

Another limitation is content commercialization. Social media platforms, driven to maximize user engagement, encourage the creation of material that attracts attention but does not always meet artistic or educational standards. This can lead to oversimplification of cultural messages and risk the loss of authenticity of the artistic product.

Technical and organizational factors also matter. Cultural institutions often face limited resources for producing high-quality content: lack of time, funding, or professional staff can affect the regularity and quality of publications. Additionally, constant changes in platform algorithms require content and promotion strategy adaptation, demanding additional effort and analytical work.

Another challenge is information overload. Social media is saturated with content of varying quality, so it is crucial for cultural institutions to create material that stands out among numerous posts and captures the attention of their target audience.

1.6. *Prospects and Recommendations.* The analysis of Ukrainian cultural institutions' experience and the practices of the Mystetskyi Arsenal allows us to identify several prospects and recommendations for the effective use of social media to popularize culture and develop creative industries.

First, digital platforms provide opportunities to integrate interactive formats such as polls, challenges, video tutorials, and online tours. This enables not only informing the audience but also engaging them actively in the cultural process, contributing to the formation of an interactive cultural ecosystem.

Second, a strategic combination of educational and entertaining content is a key factor for successful communication. Educational content should convey artistic value and cultural context, while entertaining formats attract a broad and youthful audience. Such a balance satisfies diverse user needs and maintains their attention toward cultural projects.

Third, it is important to use social media analytics to adapt content according to audience interests and behaviour. Monitoring views, comments, likes, and other metrics allows institutions to assess the effectiveness of different formats and topics, helping optimize communication strategies.

Furthermore, developing collaborations with bloggers, cultural influencers, and other institutions is promising, as it expands reach and attracts new audiences. Active use of storytelling – showing not only exhibits but also behind-the-scenes processes of exhibition creation – enhances the sense of involvement and fosters deeper cultural perception.

Considering the above, social media becomes not just a communication channel but a strategic tool for developing creative industries and cultural education in Ukraine. Its effective

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use can increase access to art, shape contemporary digital practices, and encourage active engagement of various social groups in cultural life.

Conclusions. The conducted research has shown that social media are a powerful tool for transforming the perception of culture and art in Ukraine. They allow cultural institutions to overcome physical and geographic limitations, engage new audiences, and shape cultural awareness across different social and age groups. The use of digital platforms promotes interactivity, user engagement, and the formation of a new type of cultural experience, where the audience becomes an active participant in the cultural process.

Analysis of Ukrainian museums, theatres, and exhibition spaces, as well as the experience of Mystetskyi Arsenal, demonstrated that the most effective formats are videos, interactive posts, and storytelling. At the same time, the study identified several challenges, such as superficial content perception, commercialization of cultural material, and limited institutional resources for producing high-quality content.

The prospects for developing digital platforms in the cultural sphere lie in the strategic combination of educational and entertaining content, active use of interactive formats, and analytics to adapt communication strategies. Effective use of social media contributes to increasing accessibility to art, developing creative industries, and forming contemporary digital practices within Ukraine's cultural sector.

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