

Analyse the Development of NFT Art from the Perspective of Audience Psychology

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Abstract. With the rapid development of blockchain technology, non-homogenized tokens (NFT) have gradually become a new favorite in the field of digital art. NFT gives the artwork a unique symbol, so that each piece of work can be accurately identified and certified. At the intersection of contemporary art and technology, NFT art has gradually developed into a force. Its rise is not accidental, but the result of various factors. However, the progress of technology does not mean that the development of art can be left alone. NFT art faces many challenges in its development process, the most important of which is the acceptance of the audience. This paper tries to use the development of NFT art and explore the theory of audience psychology from the perspective of audience psychology, analyze the psychosocial motivation behind it, and give the corresponding perspective.

Keywords: NFT; Art; Development; Audience Psychology.

1. Introduction

The so-called audience psychology is a kind of psychological aesthetics with the recipient of beauty as the main body, which determines the psychological reaction of the audience when accepting art. Audience psychology is the study of the psychological reactions of art recipients, and thus determines the psychological laws of artistic creation must follow. The relevant factors actually come from the psychological state of the audience during the acceptance.

NFT is essentially a single digital certificate that is decentralized and creative in a blockchain network. Its features make the ownership of digital art clear and provide a new way of communication for artists and collectors. NFT has aroused much discussion in the society due to its unique artistic value and the value of its collection. However, the development of NFT is influenced not only influenced by technical factors but also by the psychological response and acceptance of the audience. The following will discuss the relevant nature and development of NFT from the perspective of audience psychology.

2. The Audience's Psychological Perception of the NFT Art

2.1. An Introduction of the NFT Art

NFT is the application of blockchain technology, which makes digital assets unique. This means that each NFT has its own value and cannot be replaced by other tokens. NFTs have grown rapidly from 2020 to today. In fact, as early as 2017, two Canadians released their NFT artwork "Cryptopunk" on Ethereum, but it did not cause much noise at the time. In 2021, artist Beeple's digital image "Every Day: The Initial 5000 Days" was successfully auctioned for a record-breaking price of \$69.34 million, sparking discussions in the industry about NFT themes. The reasons for foreign NFTs have also swept through the cyclone in the country. Many art auction houses and websites across the country are also paying attention to the launch of NFT art categories. In July 2021, artist Cai Guoqiang's NFT work "Instantly Eternal -101 Explosive Gunpowder Paintings" was successfully completed for \$2.5 million. The whirlwind of NFT has intensified, and multiple cities across the country have held discussions on. Therefore, NFT has a unique advantage in the field of art, because the value of art is often closely related to its uniqueness.

Each of us can become creators of NFT art while selling cryptocurrency. The characteristic of creation and trading determines that NFT art value standards are jointly established through dual trading. The value source of traditional art works is based on the galleries and museums of these art institutions to provide evidence on how the corresponding NFT prices for traditional art works are of paramount importance. Traditional artworks have a unique material reality, which can be determined based on various criteria such as material composition and traces to determine whether they are original, indicating their historical rarity. Of course, their maintenance consumes human and material resources in reality. The essence of NFT artwork is a code chain that can be infinitely replicated due to the lack of material specificity.

2.2. An Introduction of the Audience Psychology

Audience psychology is a science that studies the psychological characteristics and tendencies of the audience in the process of accepting various artistic performances. It mainly involves the psychological activities of the audience and is an important branch of psychology. The study of audience psychology is helpful to better understand the needs and expectations of the public and how to influence the audience's feelings and experiences through artistic means and skills. Audience psychology has extensive research, including cognitive process, emotion, it also covers many fields, including psychology, sociology, culture and marketing. Audience psychology is widely used to help artists better understand the needs and expectations of their audiences, so as to create works that better suit their tastes. Moreover, marketers also need to better understand consumers' psychology and formulate more targeted marketing strategies. The audience's psychology can also help the audience better understand their psychological needs and expectations, so as to better understand artistic performances. In short, Audience psychology is a science that studies the psychological characteristics and tendencies of the audience, which is widely used and of great significance to improve the quality and efficiency of artistic performance.

The audience's psychological perception of NFT art is complex. The decentralized nature of NFT technology makes the ownership of art clearer and reduces the risk of piracy, which partly increases the trust of audiences in NFT art. Since NFT art is based on blockchain technology, the audience needs certain technical knowledge to understand its operation mechanism, which undoubtedly increases the cognitive burden of the audience. There is a unified standard for NFT art value evaluation, and due to the high fluctuation of the NFT art market, the audience's judgment of value is full of uncertainty.

3. Audience Acceptance of the NFT Art

3.1. Recognition of the Artistic Value

As an emerging field, NFT art is a great novelty for the public. The reason why NFT is pursued lies in the public's understanding of the artistic value. The audience's value judgment of the works of art is not only based on the aesthetic value of the art, but more about the uniqueness and scarcity behind the works. More and more investors begin to pay attention to the investment value of NFT art. Investors' expectations for NFT art mainly come from their optimistic expectations for the future development of the art market and their confidence in the uniqueness of NFT technology. People have an innate curiosity about unknown new things, prompting them to understand and explore NFT art.

As the NFT art market continues to heat up, audiences have realized the value that digital works can be comparable to traditional works of art. The uniqueness of NFT art is guaranteed by the blockchain technology, confirming the ownership and uniqueness of each NFT artwork. This value identity is an important factor to promote the development of NFT art. Having NFT art works as social capital can highlight the unique taste and status of the audience personally, and this social identity leads to the collection and trading of NFT art becoming more active and hot.

3.2. The Audience's Awareness of the NFT Art Barriers

The audience's recognition of NFT art value and the expectation of investment value are the main driving force for the development of NFT art market. However, the uncertainty of the NFT market has also discouraged some people from investing in NFT artworks.

The first is the aesthetic differences. Compared with traditional art, the aesthetic standards of NFT art have not yet been unified. As more and more people begin to understand and accept NFT art, the size of the market will continue to expand, attract more artists and investors to enter the field, and promote the innovation and development of NFT art. Different audiences may have great differences in the value evaluation of the same NFT art work, which hinders the popularity of NFT art to some extent. Secondly, the audience's psychological expectations also have an impact on the NFT art market rules. To satisfy the public's pursuit of uniqueness and scarcity, artists can use more unique and rare materials, although investors can ensure the authenticity and value of NFT artworks by developing more stringent market rules. The final legal risk. The public investment of the value and value of NFT art not only promotes the development of NFT art market, but also shapes the market rules. However, at present, the legal status of NFT art is unclear, which makes some viewers worry about the ownership and trade of NFT art. All of this will affect the direction of the NFT art market.

3.3. Audience Solutions to Cognitive Barriers to the Art of NFT

If we want to remove the barriers to audience understanding NFT, solve the public awareness and improve public awareness and understanding of NFT through education and communication, which will help to eliminate the public misunderstanding and bias towards NFT. In order to better understand and predict the trend of NFT art, we need to further study the psychological motivation and market behavior of audiences. At the same time, artists and investors must pay attention to the psychological needs of the audience and the changes in the market in order to make more clear decisions. Through the exhibition, seminars and other activities help to build consensus, promote the communication between different experts and the public, to strengthen the legal regulation, the government and relevant agencies should strengthen the regulation of NFT, clear legal status, eliminate legal risks, to ensure the fairness and transparency of the market, provide a strong guarantee for the development of NFT.

4. Conclusion

The development potential of NFT art is huge, but it faces many challenges at the same time. Audience psychology can play an important role in the development of NFT, and the audience's behavior and attitude directly affect the direction of NFT. In order to promote the healthy development and dissemination of NFT, many factors must be considered, such as technological progress, social cognitive and psychological factors. Measures such as raising public awareness, building consensus and improving legal management can effectively overcome the psychological barriers faced by the audience in the NFT aspect, and promote the prosperity of the NFT art market. The sustainable development of NFT art requires the joint efforts of artists and audiences. Only in this way can NFT art truly give full play to its unique value and become an important force in the field of art.

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