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TRENDS IN THE TRANSFORMATION OF ART THROUGH SOCIAL MEDIA

Abstract: This article focuses on the trend of transforming art through social media. It is important to develop online art forms through the ubiquitous development and integration of social media. The interaction of social media has a huge influence on artistic institutions and the way of population’s lifestyle, and as media technology updates, the artistic experience and culture of participation will continue to change.

Key words: art transformation, social media, development, population’s lifestyle, artistic experience, culture.

Language: English

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Introduction

The rapid penetration of social networks into all spheres of public life in Uzbekistan plays a transformative role in the paradigmatic changes in the way of population’s lifestyle. It is important to develop online art forms through the ubiquitous development and integration of social media. As a result of acquaintance with works of art through social networks, mutual discussion, promotion and evaluation of works, there is a need for sociological research of interaction in social networks.

Nowadays, if the popularity of artwork is seen as a process that depends on its contemporary appearance and not on traditional art forms, the foundation is laid for the transition to social media environment in the context of globalization. The online art market has grown significantly over the past five years. In 2019, over 10% of art collectors bought

any artwork online. In an informed society, the mental characteristics of national values are preserved due to the development of traditional Uzbek art, based on the traditions of generations’ continuity.

Among emerging social media, Instagram has the highest performance, with 8% of art buyers using Instagram. In addition, relations between museums are strengthening, and relations between museums and public are becoming more interactive and collaborative. Social media is increasingly being used to directly create or plan art. According to the sociological survey of Uzbek migrants abroad on social networks, during the exhibition of their “favorite” paintings, 10% of the participants showed an increased interest in Uzbek art.

The expansion of human evolution thought in modern times, the main reason for social change is the development of media communication technologies.

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Before the Internet era, the value of art was determined by art critics. Today, Instagram remains an unconventional way to discover, promote, and critique art. Instagram entered social life as the aesthetic value of new global youth stratum that emerged in early 2010. The globalization and integration of online art practices leads to a cultural transformation of all types of art.

In our opinion, technologies are viewed as a means of cultural development, and the interaction and user orientation of these technologies leads to the “transmutation” of cultures. Its structure and use are disinfected with the help of online platforms, computers and smartphones, and online content is reconstructed and forms a “culture of participation” of young people in its reintegration.

Materials and Methods

A culture of participation is a form of informal patterning that has the potential for artistic expression and mobility in activating citizens, receives strong support to create and share its creativity, and is passed on from the most experienced people to beginners. It also leads to an irrational culture in which participants consider their contribution to be important in a culture of participation and form some degree of social relationship with each other. Interaction on social media happens very quickly, either as a novelty or as an instant result.

The artistic experience on social media is a big change in which the type of artwork is critical. According to experts, the media can influence participants on social networks through experiments, texts, or photographs, including dance, music, photography, modern traditions. However, ad hoc research on the relationship of artworks on social media is a new area of research with a limited number of published works, especially in the visual arts, which requires establishing and diversifying evaluations. To this end, we are analyzing quantitative and qualitative analyzes to examine the communication relationships between our favorite artworks, which have a correlative influence on traditions of continuity in art.

Instagram is redefining the way we do business in the art world. Instagram can be the most convenient time to explore interactive art online. The theoretical contribution of this study is to expand the study of interactive behavior of users of social networks in the art market, which is important in the development of social networks in mobile Uzbekistan to study the impact of artistic psychology and socio-marketing relations on the new generation. In addition, our analysis reveals important psychological aspects that go beyond fiction. For the first time, it is important to systematically conduct a sociological analysis of the impact of future popular art on Instagram and the formation of aesthetic consciousness and culture of people, considering their geographical characteristics.

The impact of digital technology on new media art has transformed traditional visual arts. Artworks created using modern media technologies, including digital art, computer graphics, computer animation, virtual art, internet art, interactive art, video games, computer robotics, 3D printing art, are considered biotechnologies.

Self-realization was originally introduced by Kurt Goldstein to realize its full potential [1]. Avrai Maslov believes that actualization is the driving force of human personality, it has reached five levels of motivation: physiological, safe, social, respect and self-awareness [2]. Maslow argues that human motivation is based on the achievement of personal development and the desire for change.

Ritter emphasized that interaction plays an important role on social media, noting that while form and content are extremely important to artistic creation, attention should also be paid to the way of artwork and a person communicate [3]. While digital technology has played a pivotal role in pushing the boundaries of art, social media has changed the spiritual attitude of society towards art. Digital interaction with the audience can stimulate cognitive decoding, and the lack of dynamic kinesthetic for artistic performance can improve the practitioner’s emotional relationship [4].

In Manovich’s book on Instagram, Instagram’s image culture is embodied in a rich cultural and historical context, including photography, film, graphic design, as well as modern social media, design trends, music video, and k-pop history [5]. Manovich uses Instagram as a mirror of a younger global generation, linked by shared social media platforms, cultural sensitivity, and visual aesthetics. Social media portrays the landscape of art world, influencing not only marketing but also the fact that art creation aims to treat creative and dystrophic changes [6].

Social networks serve to meet the social relationships of people and meet the needs for mutual respect and self-awareness. Most sites help social media members interact based on shared interests, political views, or actions that inspire them to participate. Instagram users have five main social and psychological motives: social interaction, archiving, self-expression, avoidance, and search [7]. Self-expression is about achieving personal goals, presenting yourself with a consistent and positive outlook on the world, and adhering to social norms. In the hierarchy of needs in the online community, we believe that being able to understand oneself takes on social responsibility, develops skills, and creates new opportunities. People strive for self-expression, self-esteem, and self-awareness through participation in social media.

Today, social media remains a demanding area, requiring users to constantly update their contacts and ratings. According to a poll by the Pew Research Center, 34% of social media users admitted to using

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social media for a “mental break,” 27% used social media to keep in touch with their families, and 24% have established or maintained professional relationships [8].

The study of user generated content on social media reflects problems in many areas of society. When analyzing a collection of more than two hundred thousand photographs taken from the annual materials of national sites in Uzbekistan, visualization techniques were used to highlight cultural differences. In modern conditions of information globalization, people’s leisure through social networks leads to certain changes in their national and cultural thinking and requires the creation of mechanisms for determining the correlation effect of the development laws of “socio-therapy”. Currently, social networks can be an effective and socio-ideological mechanism for the phenomenon of cultural diffusion. Styles and trends in trend designation create the basis for visual discovery, analyzing clothing and fashion in the images of millions of people around the world. Having a strong, competitive media is more important than contracting with a leading agency or the aesthetic standards required by the industry.

When users post on social media, the content needs to be impressive, and a good way to gauge impact is by interacting with the comments. We have selected the number of likes, comments, posts, followers, and subscribers as a function that reflects the main aspects of communication on Instagram. We used quantitative and qualitative research methods to systematically examine the interactions between artists and social media followers. The first explores the characteristics and causes of the most popular artworks (X1, X2, X3 and X4), while the second explores the artist’s views on interactions (X5 and X6).

Survey and Findings

We have handpicked 100 individual fine art accounts with over 1000 Instagram followers. The database we collect includes: 1) a social network containing profile information, photos, headers, and tags, as well as subscribers and subscribers of users; 2) biography; 3) posts (photo or video); 4) likes, comments, tags, etc.

When viewing Instagram pages of all users, their profile pictures, personal sites were considered. The gender, address of residence and art forms of the respondents were directly studied. The final database includes 1200 posts by 86 artists (42 men and 44 women), as well as the cost of comments, likes, subscribers, observers, and comments from 8 regions of Uzbekistan. We analyzed the work of 86 artists to find out which of artworks was the most popular. However, there are many methods of artistic classification that can be classified by media, content, or genre, with different websites or social media

platforms being classified differently. For example, the Wikiart Center divides artworks into 61 genre categories and 185 media categories [9]. Moreover, many sciences today are also integrating digital technologies, and the distinction between traditional artworks and new media created with the help of computers disappears.

An online survey was conducted to examine the influence of artists on public opinion with their work. 25 artists completed an Instagram survey (men 12, 60%; women 8, 40%) between the ages of 20 and 60. 51 artists – 0% of artists have been artists for over 15 years. Among these, 38% of participants were college graduates, 22% were graduate students, 10% were high school graduates, 21% were graduates of some colleges, and 9% were trade/vocational colleges. The respondent artists came from 8 regions of Uzbekistan, 31% from Tashkent, 17% from Samarkand region, 12% from Fergana region, 10% from Bukhara region, 8% from Surkhandarya region, 8% from Khorezm region, 6% from Syrdarya region, 8% from Andijan region [10].

During our research, we analyzed the content and text of the 10 most loved and most commented works in terms of quality to find out the characteristics of the most popular artworks. The results indicate that photographs of artists’ faces and their work, or reports of the artist’s work process in general, were more popular. A photo with a face attracts more likes and comments on Instagram. Facial attraction is based on universal (innate) sensory mechanisms and cultural influences. The perception mechanisms of attractiveness and face beauty in artworks follow a similar ontogenetic pattern. Apparently, the attractiveness of face for the choice of spouses is just as important as the human body beauty. Faces are powerful channels for non-verbal communication. Faces provide vital information about a variety of touching contexts such as attractiveness, emotional complexity, uniqueness, age, humor, and person’s regional and national origins. Although gender issues were also seen as influencing the use of social media, the artists did not demonstrate their attractiveness. Top 5 posts include tutorials, images, artist lives, or hilarious laughs. Some of the most common comments were: What is this?; I love; Large; “Akl-idrok”; The most common reasons for commenting are curiosity, questions, and confirmation.

Based on the research results, we analyze in detail the most liked and most commented artworks, respectively, by titles, comments, and text content of posts.

The clear common denominator of the top 10 most commented posts, according to research, sparked controversy. Famous artists who continue to share their new artwork and creative activities on Instagram are making their creativity effective.

We analyzed the four supernatural values of our analysis and noted the growing status of likes and

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comments, as well as some similarities in these popular posts, including sharing guidelines, listening to status, interesting or funny illustrations, empathy, asking questions, interest, and celebrity. They can be divided into categories:

- Data exchange.
- Ask the question: “What do you think?”.
- Curiosity: “What is this?”.
- Interesting or funny illustration.
- Compassion.

In-depth exchange of views and interaction through questions to Instagram members or showcasing their creative and personal lives will define the overall character of their favorite and most commented artworks. Participants feel like artist friends and participate in the life and the artist work. Social media engagement is a culture in which group members value their contribution and increase their value and potential by interacting with artists to grow together. Traditional artistic experience is passively and didactically interpreted by experts or organizations. Social media is shaping new artistic experiences on the Internet by allowing real-time communication between artists and participants to customize any artwork at any time in an interactive process. Participants unknowingly engage in art selection based on favorites and comments.

It is well known that intuitive thinking plays an important role in human self-expression. The driving force behind social mobility has reached five levels of motivation, reflecting the idea of self-awareness: physiological, safe, social, respect and self-awareness. They achieve what they call self-awareness by intuitively interacting on social media. Nobel laureate Daniel Kahneman writes that “intuition is nothing more than recognition”, which is a long logical argument and the ability to automatically find solutions without proof [11]. Intuition is the ability to acquire knowledge without resorting to conscious thinking. This can reduce the quality of introspective preferences and decisions. Research by Wilson and Schuler has shown that causal analysis reduces people’s satisfaction with their choices, and it may not always be a good idea to analyze the reasons for preferences very carefully [12].

Practical exchange of information allows trainees to learn and expand their knowledge. If a post meets the personal needs of users and users’ favorites, they will be willing to share this new and happy experience and even feel flattered. People naturally strive for growth, which Maslow calls self-realization [13].

Motivating respondents is the opportunity to get positive reviews and make a name for themselves to meet the expectations of others. How you interact with your audience is the key to your success. Media artists are an economic model that creates “emotional pragmatism” and develops aesthetic mobility by building relationships and emotions with participants.

The development of social mobility is closely related to their interest in innovation in all spheres of society, which leads to the desire to acquire the learning process, knowledge, and skills. Social mobility, behavior and emotions have been driving motives of human development for millennia. It seems to us that our mind is unwittingly looking for the “right” solution for innovation. The “average performance” of human mind leads to maximum motivation and ultimate success. Based on this, the optimal performance model is a high-level performance mechanism that implements the strategic actions and aspirations of social network users in managing the human factor when exchanging information in uncertain or specific situations.

In this process, human emotions reveal their first impressions of aesthetic appeal and interest in artwork. Emotion and art are closely intertwined, and interest in art enhances the aesthetic tastes and students’ experiences. A study by Wilson and Schuler found that students preferred fun and artistic posters because of their ability to speak easily, but that preference was dropped when there was no need to explain why [14]. Thoughtful and interesting impressions artworks reveal the ideological purpose of the author through this work.

Psychologist Martin Hoffman believes that everyone from birth can empathize [15]. Social media allows an artist to build relationships with their followers by sharing their art and personal experiences or adventures, giving insight into artists’ lives, which gives the audience a sense of being connected to the artist.

Our analysis of sociological survey data shows that:

➤ (91%) Instagram was the most preferred social media platform and (94%) Instagram was the most used art-related social media. The main motives for using social media are sharing art, selling art and meeting other artists.

➤ 37% of artists publish 5-10 posts per week, 46% of artists communicate with their subscribers more than 10 times a week.

➤ 80% of artists deny that their favorite paintings are their favorite works.

➤ 63% of artists deny that interactions between their favorite artwork and their followers will affect the creation of their next artwork.

➤ 63% of artists have not adapted their work for their followers.

To get positive feedback and meet others’ expectations of social media engagement and creative endeavors - to tell others about what you think is important, you need to develop skills and open new opportunities to feel better. This can be called self-awareness.

Some people think social media is discrediting art, and Phil James argued that social media is destroying art and literature [16]. Stephanie Charlow

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believes that social media is beginning to destroy creativity and pose a threat to the artist [17]. Stephanie Kelly stresses that social media is not about destroying art, but about democratizing it [18]. However, a survey of artists shows that most artists are devoted to their inner creativity. Male artists seem to be more inclined to customize art for their followers.

Social media is designed to move people as individuals and groups and includes six compelling ways of psychological impact, including interaction, social facts, love, authority, scarcity, and commitment [19]. Social media has democratized art by allowing people to transform art and share experiences using more mobile phones. Art becomes the motivation for artistic experience, and “artwork” becomes an experience created and transmitted by users. Social media interactions led to civic curatorship, with civic curators eliminating linear didactic relationships between museums and participants.

Interactivity in religious and educational settings is rarely increased because it means that there is no serious interpretation, or these approaches are populism.

According to some art managers and artists, viewers may not be able to grasp the meaning of interpretation skills required to determine the meaning and value of artwork due to their low level of knowledge, field knowledge and skills. The visual experience of art includes complex, possibly cognitive and emotional components.

Perception processing is usually faster than knowledge processing. Russell studied a wide range of stimuli, including traits modifying traits, motives, empathy, emotional meta-experiments, and emotional regulation of exposure. If participants identify artwork that fits our mentality, then the student’s spiritual worldview replaces careful analysis of artwork with generalized concepts based on non-critical, contemporary-oriented social psychology.

Instagram, as an image-driven online data exchange program, only allows for quick, superficial interactions. People often judge by intuition. Irrational information can only play the role of starting point in “artistic experience”, but it cannot replace the experience of seeing real “art”, it can just be an illusion.

Jiajia Fei points out that if art moves through social media, then the creation of artworks can follow the algorithm [20]. Second, visual art is a complex stimulus, and we have not discussed the effect of aesthetic stimulus (such as lines, shapes, and colors) on the perceiver. Despite its limitations, our research represents a step towards a better understanding of how visual art is perceived and valued, as well as a better understanding of social media interactions and citizen curating.

Social media is a consumable product that allows people to relate to art quickly and superficially, while visual art is a complex incentive. Whether evaluating art is just a treatment of intuition, or artwork you enjoy the most are related to aesthetics or quality, they all deserve further study. In addition, the visual arts category has many subcategories, and future research may focus on the cognitive differences between the different categories. Soon, the impact of social networks will be multifaceted, cross-industry communication is relevant, and creative ideas can deeply and constantly change, a conscious understanding of culture of social networks is needed to create a new architecture of social mobility. It is essential to effectively address complex ethical issues.

Conclusion

After collecting data on Instagram, we conducted an extensive analysis of interaction between artists and public, identifying the characteristics of their favorite artworks and how interaction with the audience affects their creativity. The results show that my favorite artwork is more interactive. The favorite and most commented artworks, filtered by the participants, are based on human instinct. Self-awareness is the biggest driving force behind social media interactions.

Social media has changed the way people think about images and offer many filters and design tools to make images more beautiful. Various artworks are quickly displayed on social media in a design + photography form, and the interaction between them is important. Popular culture such as Instagram and modern image aesthetics have been built around social media. Time requires the creation of social networks as a platform not only for studying contemporary art, but also for studying the evolution and dynamics of artistic culture.

The interaction of social media has a huge impact on artistic institutions and the way of population’s lifestyle, and as media technology updates, the artistic experience and culture of participation will continue to change. Our research expands the possibilities for studying the interaction of mobile social networks in the art world, which is significant for the study of interactive psychology of creative works and digital marketing communications on social networks. What cultural resources do participants need to feel themselves as translators of the meaning and value of art? It is important to note that the interaction of experts requires the emergence of new social norm because of how these sources and the technique of hermeneutic process are related to each other.

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