

Petrova I. Digital Art as a Tool for Social Influence in the Modern Media Space and Metaverse / I. Petrova, U. Maraieva, L. Dobrunova, H. Mylenka, L. Rakityanska // Metaverse Basic and Applied Research. – 2025. – Vol. 4. – Article 116.

ABSTRACT

The current research examines the evolving nature of digital art, specifically virtual galleries, NFTs, and AR/VR installations. The primary emphasis is on the metaverse and its impact on society within the Ukrainian context. In Ukraine, digital art has been steadily developing irrespective of significant economic and infrastructural constraints. Several local artists are attempting to become influential in the NFT space. However, metaverse technologies often remain limited. Hence, the study identifies gaps in comprehending the expanded potential of digital art and its capability to enhance major social changes in such countries as Ukraine.

Keywords: digital art, metaverse, Ukraine, NFT, social change