

Literature Review on Networking Websites for Artists

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Abstract - There is a fast building community of artists in our country and not enough efficient platforms are up and running to help them connect with each other. The basis of this project is to build a platform for local artists to network, collaborate & communicate with one another and to showcase their talents. The website aims to give them exposure by connecting them with event organizers. It also aims to eliminate middlemen and minimize costs to the artists. This paper presents a review on portals offering similar services while highlighting their shortcomings. Also to accommodate all fronts of arts and finding them the right opportunities to reach job providers working in such fields.

Index Terms: networking, communication, showcasing, jobs, and sales

I. INTRODUCTION

This study aims to focus on the limitations of the services the existing portals have. To analyze the features and products these services have. To see their UI design and functionality and learn from it. Also get an insight into the algorithms and technology that they use for each functionality, adapt the same or better ones into ours to make it a successful business model.

II. NETWORKING PORTALS FOR ARTISTS

1. Freelancer

Freelancer.com is one of the most visited freelancing and crowdsourcing website created for the freelancers across consisting of various users and projects. They connect over 26 million freelancers globally from over 247 countries. Through this website, employers can hire freelancers working in areas such as software development, writing, data entry and design right through to engineering, the sciences, sales and marketing, accounting and legal services.

How it works:

Signing up has two options as either an employer[1] or small business, you simply sign up and post a project to begin. You are required to submit your project title, project details, skills you require for all applicants, in

addition to your quotation (e.g. fixed charge or hourly). You will also be able to attach documents consisting of your work [2].

It will give you options to further promote your listing by attaching additional filters, such as Featured Project, Urgent Project, Private Project, NDA required, and more. These filters entail fees, which Freelancer.com promises in return with increasing your project's visibility and can get up to 80% better bids. Employers can also go through freelancers, which can be filtered according to hourly rate, location, skills, and work categories, after which they can get in touch with directly and invited to place a bid.

After submission of your project, Freelancers can bid as to who would like to work on it. Now you can review their qualifications by checking out their portfolio and work history, overall rating, skill sets, and test scores [3]. Hiring is your decision promised with discretion.

Once the project has been completed, you can review the contractor on your experience.

If you are a freelancer, you can go through projects based on type (e.g. featured projects, project timeline, projects with minimum bids, etc.), and/or based on category (e.g. graphic design, photography, web development, online marketing, etc.). You can then bid on projects that you are interested in.

Pros:

- Large online marketplace for freelancers looking for work, as well as employers looking for work to be completed.
- Been up since 2004, and backed by investors and functional team.
- Wide variety of project types such as web and software development, design, writing, marketing, data entry, and more.
- Easy to use
- Payment options

Cons:

- Payment delays for freelancers.
- Delay in Responses to Customer Requests [4].
- A monthly charge for freelancers for membership packages with minimal bids.

2. Truelancer

A global community of Verified Freelancers. Truelancer.com is a website built for Employers to hire on project basis and Freelancers and Professionals to look up projects for money or experience. Freelancers can work as Designers, Developers, Virtual Assistants, Mobile App Developer [5], Content Writers and many other professionals.

How it works:

Only when negotiations are discussed and made and your proposal is accepted then it issues some work. Payment quotation is finally sent out.

Once the proposal is accepted, the payment [6] is made and it is stored securely in your seller locker. After completion of work in the given deadline, it is submitted. Employer then reviews the work and grants the payment. Once the payment is released it gets transferred from your seller locker to the Truelancer wallet [7] with a cut of 5%.

Money still can't be cashed immediately, once the amount is abundant, a service request to your bank can make it to your account within 2 business days.

Pros:

- Dominant in the Indian Market
- Free Sign up
- Global outreach.

Cons:

- Less Users
- Payment Delays [8]

3. Behance

Behance is one of the only self-promoting services website that allows self-analysis as well. Behance is a business unit under Adobe and is more Centric towards Technology. Projects can be created on Behance [9]. Every Project has a unique URL that links to your project on it. It has a view and appreciation counters to track the respective. Other users can Follow each profile and Follow other members. When you follow someone, their updates turn up on your Activity Feed.

How it works:

Signing up can be done with either using an existing email address or log in using Facebook, Google+ or LinkedIn. Social Media linkage helps in sharing via them. It gives option to connect with others via various

social media or mutual connections. Behance allows you to personalize your page. Built in panel and online saving are useful features. Many employers and creative use tags when searching for work on Behance, so using appropriate tags can track the required content. They can reach you on your linked social media profile as well.

Pros:

- Leading in the market
- Quality content.
- Prosite [10] - Create a custom profile for yourself for just \$99/year

Cons:

- Less user friendly.
- Too much traffic.

4. Dribbble

Based in Salem, Massachusetts, Dribbble has gone from an enterprising side project to a profitable company. Artists from all fronts use the site, including web designers, graphic designers, typographers, illustrators, logo designers, icon artists, and other creative.

How it works:

It uses the Basketball terminologies for its action [11]. Up votes by enough members can make your image to the responses on others work. Limitation on image size (to 400x300 pixels). But Full versions of PSD [12] format are also supported. Only 24 uploads permitted in a month. Site requires invite from existing user. You can browse by Suggestions, Popular, Everyone, Debuts, Playoffs, and Teams. There are browse options for Highlights, Buckets, colors, Projects, and Tags, and more filters [13] too.

Pros:

- Clean interface.
- User friendly.
- Popular amongst designers.
- More features due to less users.

Cons:

- Invite only so restricted.

5. Upwork

Earlier known as oDesk, Upwork[14] is a community of freelancers that connects graphic artists, web

developers, mobile app developers, writers and other talents with businesses in need.

It is one of the World's leading freelancing website. With millions[15] of jobs posted on Upwork annually, freelancers are earning more than \$1 billion via the site each year and providing companies with over 3,500 skills.

How it works:

Communication via Messenger: Upwork's app for iOS and Android devices allows clients to post jobs and search for qualified freelancers. App makes it easier for response and requests. In built chat available.

Escrow Protection: For fixed rate jobs, Payment from the client is made and in escrow until the freelancer completes the job. The "Upwork guarantee" is also a unique feature.

Quality: Focus on freelancer quality with some features, one of which is the MyStats page that helps freelancers understand and improve their performance rating. Upwork now highlights the best freelancers in searches. Freelancers can be removed if they don't meet the standards.

Question Screening: It allows questions to be added to every job posting to avoid repetitive questioning.

Two-way ID Verification [16]: Earlier documents were submitted but a call verification ensures user quality and authentication.

Freelancer Status: The user statuses can ensure response time.

Pros:

- Streamlined job posting and hiring.
- Client feedback. Their community forum allows to file complaints or make suggestions.
- No minimum Rate.
- 10 million users.

Cons:

- Only 50 connects per freelancers are given. Extra are charge \$1/Connect.
- High Charges i.e. 10% [17].
- Banning accounts without reasoning or warning.

6. LinkedIn

LinkedIn is a professional social networking [18] website designed for career and business professionals. Over 65 million professionals use LinkedIn to cultivate their careers and businesses. Unlike other social networking websites, LinkedIn has been designed to cater to a specific purpose. Other social networking websites allow you to connect and follow anyone and everyone, but LinkedIn focuses more on the business/strategic relationships between people. LinkedIn gives more emphasis to the quality of the relationships and is more concerned about who we connect with rather than how many we connect with.

People from various industries and countries from all over the world can join and connect with the intended people they have in mind. Even Fortune 500 executives have LinkedIn profiles.

How it works:

Using LinkedIn [19] is as easy as making lemonade. All you need to do is install the application on your phone or go to their website and create your own account. We fill in various details while creating the account like your name, date of birth, skills, experiences and more. You can also upgrade to one of the paid LinkedIn subscriptions; Premium Career, Business Plus, LinkedIn Learning, Sales Navigator (3 levels), and Recruiter Lite.

The basic services which a user can avail once the account has been created are listed as follows:

- Having a professional profile of skills, experiences, and more
- Limited insight into who's viewed your profile
- Ability to see 100 profiles per search
- Ability to save 3 searches

Pros:

- It is a cost-effective networking venture.
- It's an easy way to stay up to date within an industry.
- Provides a fast way of establishing professional credibility by listing out various references and also the current place of work [20].
- Enhances your visibility to employers, potential business partners, etc.

- Company information can be researched easily and the same goes likewise. All this can be done at zero cost.

Cons:

- Lots of spam messaging.
- No guarantee about the credibility of the potential employee other than his word, which is the bio on that person's account.
- Requires lot of time for initial setup. Lot of components and fields are to be filled which demands a good investment of your time. Process is a bit tedious.
- Business connections aren't instantaneous nor are they within the desired amount of time that a person can wait for. Business connections may take up to several months.

III. CONCLUSION

While there are other existing models which either showcases or helps in networking of artists, ours has a blend of multiple functionality that aims to include as much as we can and keep working upon it to make it a perfect social networking website for any artist in any given field. Weighing the pros and cons also helps us consider some of our functionalities and if they would be viewed as the same by other viewers but users. A beta version of our website would give out a better and deeper insight into what it can be and what it will be.

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