

**Online Masterpieces:
DeviantArt as a Platform of Self-Expression for Filipinos**

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ABSTRACT

This thesis was written to explore the usage of the second generation of Web 2.0, specifically DeviantArt on how Filipinos can use it for their own self-serving ends. The specific problem of the study is: How DeviantArt can act as a platform for self-expression for Filipino artists? The research objectives formulated includes: describing DeviantArt's functions, describing the typical Filipino users/contributors on the site, identifying the different artworks submitted, analysing the functions of DeviantArt in relation to the artworks, and evaluating DeviantArt in how effective it is in satisfying the needs of artists

Out of more than 3, 000 members of the Filipino-Artists group, 51 were able to answer the provided questionnaire.

Based on the general trends of the results, the site achieves the gratifications sought by online users. Owing to the variety and flexibility of available functions of DeviantArt, contributors are able to post and organize artwork that suits their own interests, allowing the promotion of skill and attracting reputation among others.