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Article

Development of Art Forms in the Contemporary Era: New Platforms and Creative Approaches

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Abstract

This study examines the transformation of visual culture influenced by digital technologies, focusing on emerging artistic formats and their implications for the art world. The research employs content analysis of scholarly sources, comparative analysis of traditional and digital practices, and statistical evaluation of the digital art market's growth. Findings indicate that integrating digital tools with traditional art supports the preservation and reinterpretation of cultural heritage but also introduces risks, including the erosion of artistic identity and increased dependence on algorithmic processes. Artificial intelligence (AI) is evolving from a tool to an active agent in the creative process, raising questions about the boundaries between human and machine-generated art. Additionally, digital saturation has altered visual perception, compelling artists to adapt to audiences with shorter attention spans. The study's practical relevance lies in proposing strategies for adapting artistic practices to the digital era, such as legal frameworks for digital art, ethical guidelines for algorithmic creation, and digital archiving systems to safeguard cultural memory. Future research should explore AI's influence on creativity, the cognitive effects of digital overload, and copyright protection mechanisms in the online environment. These insights aim to guide artists, scholars, and policymakers in navigating the evolving landscape of visual culture.

Keywords: *digital technologies, design, integration of traditions into modernity, new media, traditional crafts, visual culture*

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Introduction

Visual culture is undergoing radical changes under the influence of digital technologies, covering all aspects of the artistic process - from creating and preserving works of art to their distribution and perception by the audience. The rapid development of new media, algorithmic art, and augmented and virtual reality transforms traditional artistic practices and the concept of authorship, opening new opportunities for artistic interaction. However, along with positive changes, serious challenges arise, including the risks of loss of authenticity, problems of legal regulation of digital content, the impact of algorithms on the creative process, and the issue of preserving cultural heritage in the digital age (Batsurovska et al., 2021). The topic's relevance is because the boundaries between physical and digital art are becoming increasingly blurred in the modern world, and new technologies are creating radically new forms of artistic expression. Indeed, Boughanem and Wolff (2024), Kashina et al. (2024), and Resta (2024) underline the integration of digital technologies into art as a window of development opportunities as well as questions about the authorship, the commercialization and the influence of algorithmic systems on creativity. Other authors (Mohamadi, 2025a; Kollectiv & Kollectiv, 2023) argue that in a digital age, the need to reframe the notions of art exists since the mechanisms of creating and distributing visual content have greatly changed. Despite the huge attention paid to this problem by scientists, there is inadequate study of the impact of digital excess on the cognitive perception by the viewer, the role of artificial intelligence as a possible co-author of the works of art, and the means of legal regulation of digital art. Thus, the lack of one consolidated way of evaluating algorithmic art and its position along the traditional art market gives rise to areas of its scientific 'blank spots' that are worthy of further research.

The work aims to gain insights into the role of digital technologies and new media in transforming visual culture in general and social context in particular, as well as compare traditional to digital art in the art field now. Research tasks are the study of changes in artistic practices under the influence of digital media, analysis of the role of artificial intelligence in the creative process, as well as the analysis of problems of author and authenticity in digital art, and assessment of the prospects for the integration of the digital technologies into the preservation and development of cultural heritage.

Literature review

Recent research on visual culture in digital times is about the influence of digital technologies, new media, and artificial intelligence on artistic practices. One key aspect of this involves integrating traditional artistic techniques with digital tools to extend the possibilities of artistic expression while preserving cultural heritage (Boughanem & Wolff, 2024; Kashina et al., 2024; Leandri et al., 2024). A note is made of using virtual and augmented reality in museological exhibitions and art installations for new ways of perceiving art (Lobwein & McKewen, 2024). The digital revolution has helped facilitate the democratization of art: the availability of art through social networks and online-based platforms (Alperstein, 2021). However, the advance of visual content has also brought new issues: which figures wrote what, whether images are authentic, and how images are used ethically in the digital context (David, 2021; Mohamadi, 2025b). It stems from research attesting to the fact that the creation of generative art and the use of algorithmic methods are leading to changes in the notion of the creative process because AI is no longer mentioned simply as a tool used by the artist in question but rather as an active participant in the artistic act itself (Hutchinson et al., 2024; Kollectiv & Kollectiv, 2023).

Furthermore, digital media is changing design and has had, and continues to have, an impact on conceptualizing visual expression. Trends such as generative design, bionic aesthetics, and UX/UI design demonstrate the growing role of interactive technologies in the formation of artistic concepts (Değirmenci, 2021; Resta, 2024). Digital materiality also plays an important role: studies confirm that 3D printing, laser engraving, and digital modeling allow the reproduction of traditional crafts in a new technological dimension (Leandri et al., 2024; Kashina et al., 2024). Current scientific works generally focus on the interaction of digital technologies with traditional art, rethinking authorship and ethical aspects of digital art. Further research can focus on a deeper analysis of the impact of AI on creativity, studying changes in the perception of visual culture and developing new mechanisms for preserving artistic heritage in the digital age (Boughanem & Wolff, 2024; Hutchinson et al., 2024; Resta, 2024).

Research also covers the role of digital photography in contemporary visual culture. It has not only transformed documentary and artistic approaches but has also given rise to new genres, such as AI photography and deepfake images (Mohamadi, 2025a; Değirmenci, 2021). In particular, the issues of manipulation of visual content and its impact on public opinion have become the subject of analysis in the context of new media (David, 2021; Roan, 2022). In this vein, algorithmic control in platforms greatly influences content moderation and censorship in fields such as digital art

(Kollectiv & Kollectiv, 2023). The other area of research is the interaction of art, architecture, and digital environments. For example, using the meta-world and virtual space affects how we perceive art and make money from it with NFTs (Resta, 2024; Weintraub, 2024). With digital archiving technologies and digital preserving technologies for cultural heritage that consist of the reproduction of historical objects in an interactive format (Boughanem & Wolff, 2024), augmented reality opens new possibilities in cultural heritage preservation.

This issue should also mention the social and economic sentiments of digital culture. As an example, the growing use of automated tools and platforms for the distribution of creative products (Noonan et al., 2022; Hutchinson et al., 2024) leads to changes in the professional activities of artists and designers. Moreover, researchers explore the economic feasibility of digital art and its effect on the art industry market represented in the high increment of investments in digital assets (Della Ratta et al., 2021). Another aspect of research is the relationship between the digital age and traditional art methods, especially when considering new methods of image perception. In her paper on digital epistemology, Ingvarsson (2020) considers the effects of the digital realm on the perception of art from an archaeological and visual studies point of view. At the same time, Ionescu et al. (2021) examine the relationship between architecture and digital images and argue that digital media both document and transform the way in which architecture is designed and perceived.

Another important thing about digital art is the physical interaction of the artist with technology and media. In this context, Francksen (2018) has looked at digital environments in contemporary dance to explore how augmented reality technologies influence movement and expressiveness in performance. Kirsten (2021) also looks at genre transformations in the media space, the transformation of advertising strategies, and the digital adaptation of traditional art forms in communication channels. Kwilinski et al. (2024) discuss digital culture's social and communicative aspects and how digital media is changing the professional environment and forming new types of intercultural communication. Like Ledesma et al. (2024), these authors focus on Latin American digital poetics and the ramifications of digital technologies on literary and artistic experimentation.

It has been argued that important questions about digital visual culture's role in late modernity are still unanswered. It is also necessary to explore further the issue of the legal regulation of authorship in digital art, for example, in the conditions of generative algorithms and NFTs (Hutchinson et al., 2024; Kashina et al., 2024). Another problem of digital overload is the effect on the audience's psychological features and the changes in cognitive perception of visual content (Vass, 2023).

Methodology

The study presented both a comprehensive interdisciplinary analysis and several methods. Changes to traditional artistic practices due to the influences of digital media using the comparative method were investigated, specifically analyzing the relationship between one classical artistic technique and one digital media. Scientific publications and visual materials were subjected to content analysis to systematize and consolidate the modern approaches to the use of augmented reality (AR), artificial intelligence (AI), and generation art within the sphere of art. The systematization method helped structure scientific approaches to digital aesthetics, particularly in the context of the materiality of art and changes in the perception of visual information. Statistical analysis was used to assess the economic growth of the digital art market, especially in the aspect of NFT and algorithmic design. The visual analysis method allowed us to investigate the specifics of digital artworks, their stylistics, and features of adaptation to a dynamic digital environment.

Results

Digital technologies play a key role in transforming visual culture, changing the means of creating and perceiving images and conceptual approaches to art and design. Thanks to new media, interactive platforms and artificial intelligence development, artists, designers, and content consumers have gained unprecedented opportunities for creativity and communication. The impact of digital technologies has led to the emergence of several important trends in the development of visual culture:

1. *Democratization of art and mass production of visual content*. Digital technologies have significantly expanded access to the creation and distribution of visual art. Thanks to social networks, mobile applications, and online platforms, every user can become an author of visual content, which has led to the "democratization of art" (Alperstein, 2021). However, this has also created new challenges related to the preservation of authorship, authenticity, and ethical aspects of digital art.
2. *The role of artificial intelligence and algorithms in visual culture*. Artificial intelligence (AI) and algorithms are increasingly influencing the processes of creating and perceiving visual content. For example, automated image analysis systems classify visual materials according to complex parameters used in marketing, cybersecurity, and digital art (Mohamadi, 2025b). Algorithmic art has become a new direction in modern artistic practice, where AI acts as a tool and a full-fledged participant in the creative process.

3. *The relationship between traditional and digital art*. Despite the growing popularity of digital technologies, traditional art forms do not disappear; they are integrated with new media. For example, augmented reality (AR) technologies allow artists to experiment with physical and virtual space, creating new hybrid art forms (Boughanem & Wolff, 2024). This makes it possible not only to preserve cultural heritage but also to rethink traditional crafts in the context of the digital age.
4. *New challenges to deal with: digital overload and a changed view of the visual information*. The phenomenon of 'visual overload,' when viewers are successfully bombarded with a huge quantity of images daily, comes about from the development of digital culture. It hampers deep visual analysis and the creation of new patterns of perception (Vass, 2023). Furthermore, digital platforms alter the audience's attention, thereby changing how artists work with their creations to provide short-term attention under the constraint of dynamic environments.

Digital technologies give new opportunities in the development of visual culture, expanding the boundaries of traditional art and introducing the interactive environment and new means of communication. While this generates new challenges such as respecting authenticity, taming the algorithmic footsteps, and reshaping the artist's role in the digital world, it is also essential to deal with the issues of minimal consistency in the works, limited control over the algorithmic influence, mislabeling, and general principles mentioned efficiently. Further research should be done on the ethical aspect of digital art and the study of changes in visual content view in the light of information overload.

As part of mankind's cultural heritage, traditional artistic practices are part of an important historical tradition that preserves important methods of creating visual art and crafts. Nevertheless, during the developments of digital technologies and new media, a radical change has opened new forms and ways of introducing traditional notions and ways of understanding and making art in the contemporary art space. Therefore, it is necessary to analyze the practice of new techniques focused on other fields, such as decorative and applied arts, painting, graphics, and sculpture, in the context given.

Works of art are created, presented, and taken in, seldom as we have done before, through digital tools: augmented (AR) and virtual reality (VR), 3D printing, algorithmic art, and interactive multimedia environments. Viewed from the perspective of the integration of traditional artistic practices with new media and the

resultant impact on contemporary art, there are the main aspects that we shall consider (table 1).

Table 1. The relationship between traditional artistic practices and new media.

Traditional practice	Forms of interaction with new media	Integration Examples	Impact on contemporary art space
Painting	Digital graphics, VR/AR, neural networks	Digital paintings created using neural networks (DALL-E, Midjourney)	Expanding the boundaries of creativity, hybrid art projects
Graphics	3D modeling, generative design	Vector art, digital calligraphy	Combining traditional techniques with algorithmic art
Decorative and applied arts	3D printing, laser engraving	Digital modeling in the manufacture of author's objects	Reproducing traditional crafts using digital tools
Sculpture	Virtual sculpture, digital animation	3D-printed sculptures, interactive exhibitions	New possibilities for experiments with form and material
Murals, mosaics	Digital restoration, AR	Reconstruction of historical objects in virtual space	Preservation of cultural heritage, interactive museum exhibitions
Performance	Digital interfaces, virtual scenes	Interactive performances, streaming	New forms of audience engagement and interaction
Photography	Algorithmic editing, AI photography	Automated creation of artistic images	Changes in the concept of authorship, experiments with composition

The integration of traditional artistic practices with new media contributes to the development of contemporary art, opening new forms of expression and tools for creativity. The interaction of digital technologies with classical techniques allows us to expand artistic possibilities, increase the accessibility of art, and preserve cultural heritage in a modified digital format. At the same time, the digitalization of art poses new challenges for artists and researchers related to ethical aspects, the issue of authenticity, and the artist's role in a world where technology increasingly affects the creative process. Further research can be aimed at analyzing the impact of artificial intelligence on creativity, studying the impact of digital art on the audience, and the possibilities of interaction between physical and virtual art spaces.

The materiality of art has always played a key role in determining its essence, structure, and ways of interacting with the viewer. Traditionally, decorative and applied arts were based on physical materials such as wood, metal, ceramics, textiles, etc. However, the development of digital technologies has significantly changed the

approaches to creating and reproducing art objects. Today, 3D printing, digital modeling, AR, VR, and algorithmic art are opening new possibilities for interacting with materials. They allow not only the simulation of physical textures in a digital environment but also the creation of completely new forms of expression that were previously unattainable. Table 2 presents the impact of digital technologies on the materiality of art and the changes in the decorative and applied art fields.

Table 2. The impact of digital technologies on the materiality of art

Technology	**Sphere of influence**	**Examples of use**	**Changes in the materiality of art**
3D printing	Decorative arts, sculpture, design	Production of complex architectural forms, digital ceramics, jewelry printing	The possibility of creating unique objects without manual production
Digital Modeling	Painting, graphics, installations	Virtual sculptures, interior design, digital object design	The formation of new material and virtual, hybrid art forms
Augmented Reality (AR)	Museums, exhibition spaces, decorative and applied arts	Virtual reconstructions of ancient products, AR-design in fashion	Blending the boundaries between the material and the digital
Virtual Reality (VR)	Art installations, performance	Virtual galleries, interactive sculptures	Dematerialization of art, the creation of purely digital objects
Artificial Intelligence (AI) in Design	Graphic arts, textiles	Algorithmic patterns, smart fabrics	New approaches to combining traditional and digital materials
Laser Engraving	Metal, wood, plastic	Creating high-precision ornamentation on traditional materials	Combining technology with crafts to improve the quality of processing
Digital Texture and Materials	VR art, digital installations	Photorealistic virtual objects	Abandoning physical material in favor of digital modeling

The development of digital technologies leads to significant changes in the materiality of art. 3D printing, digital modeling and augmented reality technologies allow the creation of objects that can exist in both physical and virtual dimensions. These technologies open new possibilities for decorative and applied arts: artists can use laser engraving for precise decoration, apply AI algorithms to create complex patterns and combine traditional materials with digital elements. At the same time, there is a risk of "dematerialization" of art when the main emphasis shifts to the digital format, which raises questions about the authenticity and perception of works. Further research on possibilities to combine physical and digital materials or analyze the

effects of digital art on traditional and preserved art in the age of digital culture applied to classical artistic techniques is a promising research direction.

Digital media have fundamentally changed visual culture, providing artists, designers, and users with unprecedented opportunities to create, share, and manipulate images. However, along with technological progress, serious ethical questions arise regarding copyright, image manipulation, privacy, and the impact of digital technologies on artistic authenticity. One of the key ethical aspects is copyright and intellectual property. In the digital environment, the ease of copying, editing, and distributing images creates risks of violating the rights of authors. The use of artificial intelligence algorithms to generate images based on existing works (e.g., DALL-E, Midjourney) raises questions about the limits of creativity and the legitimacy of such practices (Mohamadi, 2025a). Often, such technologies use huge databases without the consent of the authors, which raises debates about their ethics.

Another important issue is image manipulation and disinformation. In the modern world, digital media allows the creation of realistic but artificially altered images (deepfake, photo retouching). This can be used in art, propaganda, politics, and commercial activities. Visual manipulation can distort reality, undermine trust in photographic evidence, and contribute to the spread of fake information (David, 2021).

Particular attention should be paid to issues of privacy and the ethical use of personal images. Social networks, photographic applications, and facial recognition algorithms are changing the perception of privacy. Without people's consent, people can become objects of digital art or advertising campaigns. Such practices elicit discussions about the right to an image and the demand for better regulation of digital content (Hutchinson et al., 204).

Censorship, however, is also algorithmic control in digital art. Many platforms and social networks use algorithms in moderation of content and may automatically censor or remove artworks if the latter does not meet corporate standards (Kollectiv & Kollectiv, 2023). It provokes a dilemma between freedom of artistic expression and regulation of the content to avoid harmful or illegal acts.

Lastly, the ethical use of artificial intelligence in visual culture. In fact, AI technologies enable us to create new forms of art and replace the human labor of making art, creating fear in the future of traditional art. A balance must be found between implementing AI to achieve human creativity, which is a unique process (Lobwein & McKewen, 2024). This, in turn, leads to the fact that digital media has virtually no limits as to the options for creating visual culture development. Still, they pose a number of profound ethical issues. To solve these problems, a holistic approach is required that covers legal regulation, ethical standards of digital art development,

and digital literacy of users on the Internet. For instance, further research can be done about controlling digital manipulation, defining ethical boundaries for the application of AI in art, and ensuring the author's conditions are fair in a digital environment.

In the digital age, the concept of an author's object has undergone significant changes. If earlier works of art existed mainly in physical form (paintings, sculptures, decorative products), today, digital technologies allow the creation of virtual works that can exist without a material medium. At the same time, questions of authenticity, uniqueness of works, and copyright protection arise. The digital revolution has given rise to new artistic practices, such as NFT art, algorithmic art, 3D designs, and interactive installations, which have expanded the possibilities of creative expression and changed the economic and legal foundations of authorial art (Figure 1).

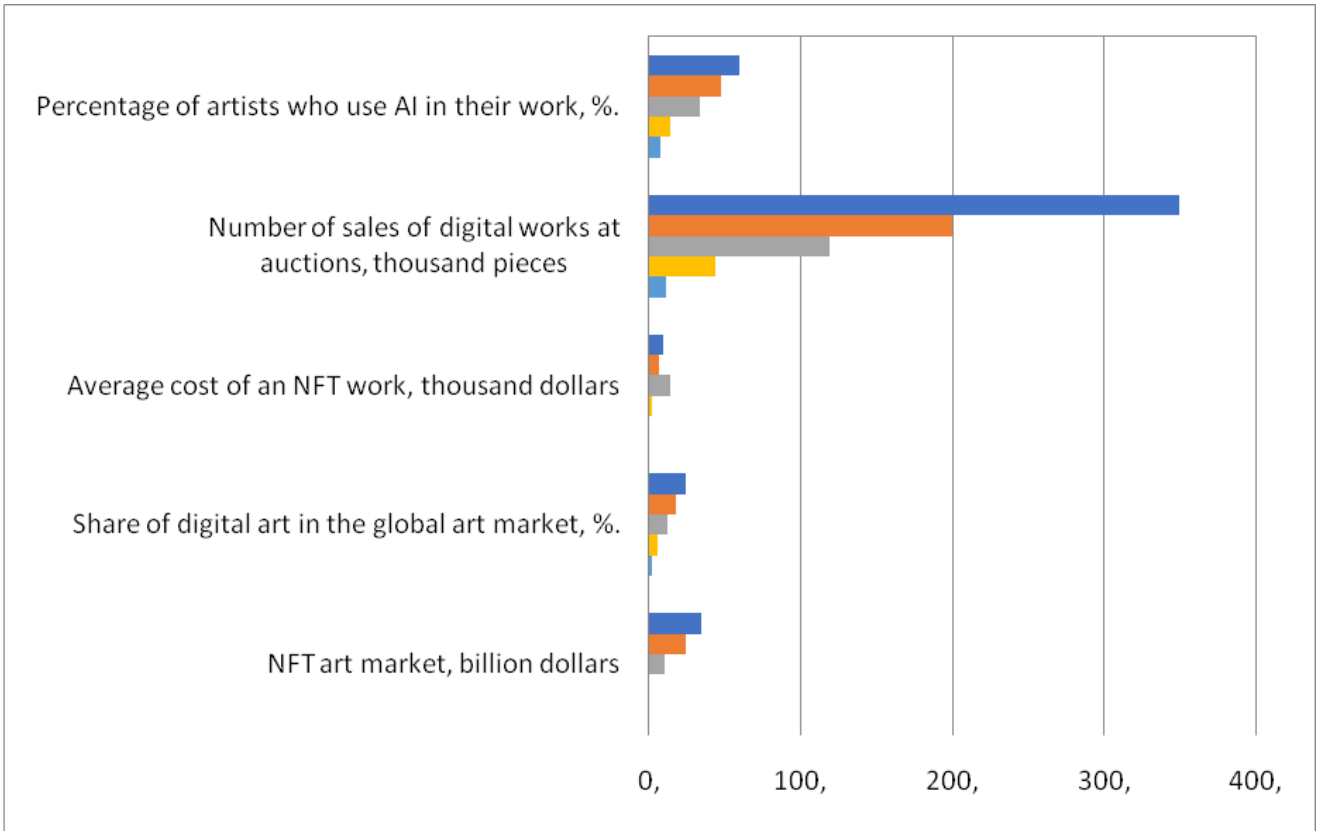

Figure 1. Statistical analysis of digital art trends.

Analyzing the statistics, we can note the rapid growth of digital art as an economic and cultural phenomenon. From 2015 to 2023, the NFT art market grew from a small $20 million to $24.7 billion, which indicates the global acceptance of the concept of digital art ownership. The share of digital works in the global art market has increased almost sixfold from 3.2% in 2015 to 18.4% in 2023, and the forecast for 2026 indicates further growth to 25%, demonstrating the changing preferences of collectors

and investors. At the same time, the average value of NFT works has undergone significant fluctuations, reaching a peak in 2021 ($15 thousand) and falling to $7.8 thousand in 2023, possibly due to a market correction after the initial hype. Additionally, the number of artists using AI in their work has increased from 8.5% in 2015 to 48.3% in 2023, and the forecast for 2026 (60%) indicates further integration of AI into the artistic process. This points to a fundamental transformation of creative art, where the line between traditional creative acts and algorithmically generated images is becoming increasingly blurred.

Digital technologies have significantly changed approaches to design, opening up opportunities for new stylistic solutions and conceptual directions. From generative design and parametric architecture to interactive UX/UI design, digital tools are expanding the boundaries of creativity and changing the very nature of artistic expression. Through the use of artificial intelligence, 3D modeling, algorithmic art, and VR/AR technologies, modern design has become more flexible, personalized, and adaptable to rapidly changing trends.

Digital technologies have influenced the emergence of new styles in design that combine traditional artistic methods with digital effects:

1. Generative design – uses algorithms to create unique, complex forms used in graphic design, architecture, and 3D printing (Değirmenci, 2021).
2. Post-digital minimalism – a style that combines simplified visual elements with dynamic digital effects (Hutchinson et al., 2024).
3. Cyberpunk aesthetics – the influence of digital technologies has led to the popularization of a style with neon colors, high contrast, and futuristic motifs.
4. Bionic design – uses natural forms and adapts them using parametric modeling (Resta, 2024).
5. UX/UI-oriented design – the integration of animation, adaptability, and user interaction with digital products.

Conceptual changes in design are presented in Figure 2.

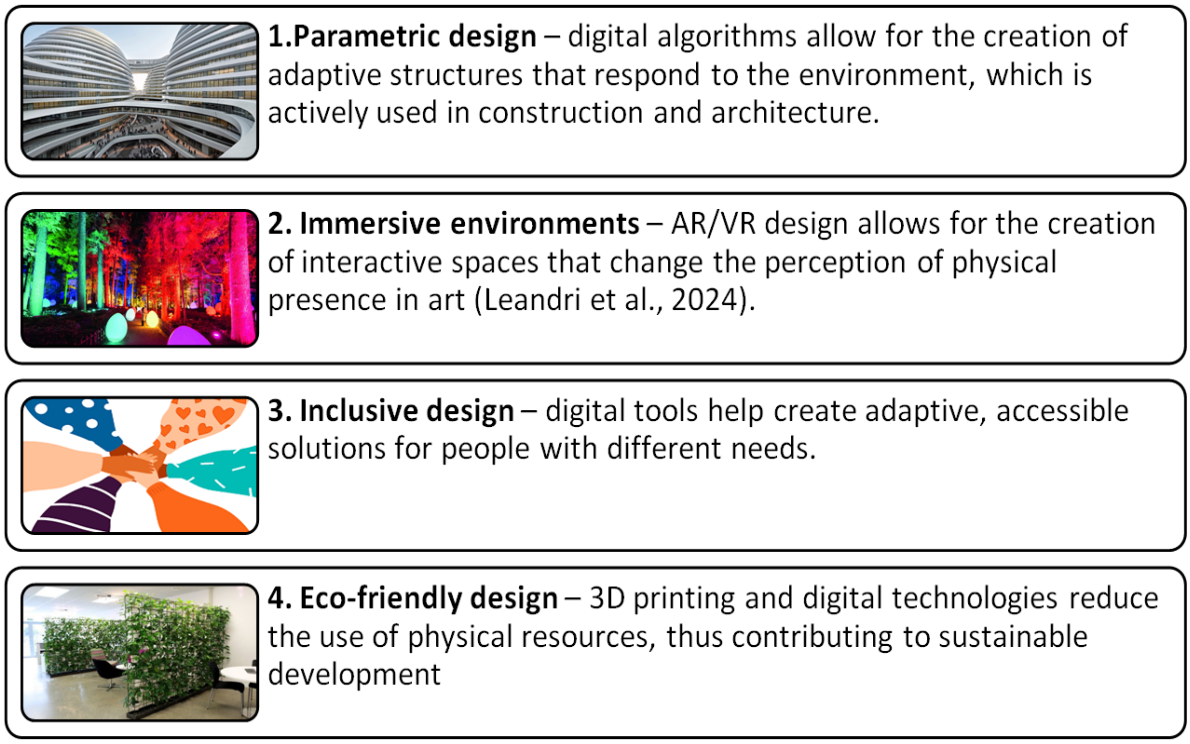

Figure 2. Conceptual design changes

The development of digital art requires an interdisciplinary approach that includes the analysis of traditional crafts, technological innovations, and socio-cultural aspects. Table 3 presents a systematization of scientific approaches to the study of digital art and its connection with traditional crafts.

Table 3. Systematization of scientific approaches to the study of digital art and its connection with traditional crafts.

Scientific approach	Description	Connection with traditional crafts
Technological	Explores the impact of digital technologies (3D printing, VR, AI) on art	Integrating digital tools into traditional techniques (weaving, carving, ceramics)
Historical-cultural	Analyzes the evolution of digital art and its relationship to classical art movements	Comparing digital painting with classical techniques (fresco, mosaic)
Sociological	Studies changes in the perception of art in the digital age	Analysis of changes in the consumption of visual culture (NFT art, digital galleries)
Economic	Studies the impact of digital art on the market	Determining the value of digital works compared to traditional art
Ethical	Studies copyright, manipulation, and issues of authenticity	Assessing the threats of digital plagiarism and changes in the definition of the uniqueness of art

Digital technologies have not only changed the style and concept of design but also contributed to the transformation of traditional crafts. New design forms, such as the parametric approach, generative art, and interactive environments, indicate a change in the artist's role – the artist becomes a curator of digital processes that form unique compositions. At the same time, digital technologies allow the preservation and adaptation of traditional crafts to modern conditions, integrating ancient techniques into new art forms. Prospects for further research include analyzing the impact of AI on design processes, assessing the impact of VR/AR on interaction with visual art, and developing methods for preserving digital artistic heritage.

Discussions

The study found that digital technologies and new media are acting in no uncertain ways in transforming traditional artistic practices. It allows new ways of thinking about creativity and poses ethical and legal challenges. To analyze the interaction between traditional and digital art, it was found that even though new technologies can increase the boundaries of what constitutes artistic expression, they can also dilute the authorial identity in favor of the proliferation of intellectual property rights (Boughanem & Wolff, 2024; Kashina et al., 2024). For example, this procedure is supported by studies that emphasize the danger of dematerializing art in the digital environment and the need to find a balance between traditional practices and digital methods (Leandri et al., 2024; Resta, 2024). However, at the same time, other researchers, including Mohamadi (2025a, b) and Kollectiv & Kollectiv (2023), claim that digital developments in art are inevitable and lead to new ways of perceiving art. They stress that algorithmic art or artificial intelligence is not second to artists but rather represents a tool for experiments and new forms of creativity. However, contrary to Hutchinson et al. (2024), who point to the danger of the commercialization of digital art and subordination of the process of creation to the monetization of algorithmic mechanisms, it is unlikely that the work at this stage would be exposed to artificial digital manipulation until its algorithmic monetization. According to Vass (2023), the audience's attention regarding visual culture is changing due to the digital glut in which art becomes more fragmented and fleeting. The analysis of social networks to encourage short-lived entity forms of artistic content supports this (Kwilinski et al., 2024).

While the latter point (i.e., digital technologies expand access to art, enabling the creation and reception of art to be democratized) is emphasized in other studies (e.g., Noonan et al. 2022), digital technologies at the same time enable other possibilities, such as the possibility of art and particularly institutional art to serve as

a weapon. Our results are in line with the outcomes of Ionescu et al. (2021), suggesting that digital technologies generate such visual spaces that architectural and artistic practices are modifying under their influence. This confirms that digital art is part of a natural development as a method of expression within the traditional artistic disciplines.

The rights of copyright and ethically sourcing algorithms into creativity remain unsolved. While they did prove to be positive, there is still a need for further research in the legal regulation of algorithmic art and its influence on the creative process. Its relevance to the psychological impact of digital overload on the viewer and its concomitant to artistic adaptation to new formats of visual communication is also maintained.

Conclusions

Digital technologies are thus fundamentally changing visual culture, the way photography, drawing, painting, performance, and a variety of other forms of art are created, distributed, and perceived. Integrating traditional artistic techniques with digital tools preserved the cultural heritage and allowed the opportunity to express self-creativity. However, algorithmic systems, artificial intelligence, copyright, ethics of use, and art revenues also constitute new challenges. The study's dynamic development of digital technologies makes it difficult to predict the long-term effect of digital technologies on artistic practices because they constantly change. In the practical aspect, results can be applied as a way to adapt the educational program in art, as a basis of policies that aim to protect digital creativity, and as a base of an instrument capable of controlling the influence of algorithms in art. The analysis of the impact of digital oversaturation on the cognitive perception of visual content, the study of the relationship between person and artificial intelligence, as co-authors, as well as the development of methods of preserving the authenticity of digital art in the world in which algorithms play an increasingly vital role in creating something instead of people is a promising direction to dig further.

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Conflicts of Interests

The author declares no conflict of interest.

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