



ASSESSMENT OF CONTEMPORARY MUSLIM SAUDI
VISUAL ARTISTS' SATISFACTION IN PRACTISING
VISUAL ARTS

BY

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A thesis submitted in fulfilment of the requirement for the
degree of Doctor of Philosophy in
Architecture & Environmental Design

Kulliyyah of Architecture & Environmental Design
International Islamic University Malaysia

JULY 2015

ABSTRACT

This thesis is concerned with the impact of social factors affecting the satisfaction levels of contemporary Muslim Saudi visual artists (CMSVA). Satisfaction is a strong predictor of overall individual well-being. Although satisfaction level has been subjected to increased scrutiny in recent years, Muslim visual artists' satisfaction levels have received only slight attention in the literature. This study examines how social factors influence the satisfaction levels of CMSVA. This naturally includes understanding the relationships between the concerned social factors. To achieve this, we develop a comprehensive model and empirically test several social factors affecting CMSVA' satisfaction. The results from such an analysis will assist in effectively planning approaches to the social and artistic empowerment of CMSVA in the advancement of their careers and the preservation of the artistic identity and integrity of Saudi culture, history, and society. This is the first attempt to identify social factors affecting CMSVA's satisfaction level in producing visual art and distinguishing the relationship between the social factors affecting CMSVA' satisfaction level. The research data were collected by means of a survey through personal interviews and a structured questionnaire. Out of 500 targeted respondents, 265 questionnaires were deemed usable for statistical analysis. Statistical tests were performed using statistical procedures of SPSS version 17 and AMOS version 20. The main statistical techniques used included exploratory factor analysis (EFA), the Levene test for homogeneity of variances (ANOVA) and confirmatory factor analysis (CFA) - Structural Equation Modeling (SEM). The current research provides significant academic insights and managerial implications and contributes to knowledge in the field of visual art research. The finding confirms that knowledge in Saudi Arabia was one of the social factors positively affecting contemporary Muslim Saudi visual artists' satisfaction level. We also demonstrated that social and institutional support, environmental effects, audiences, travel and financial abundance can be effective in CMSVA' satisfaction level along with social accomplishment, personal accomplishment and enhancement as fundamentals of satisfaction. Hence, to improve CMSVA' satisfaction level, social factors in the Kingdom of Saudi Arabia especially knowledge must be studied and examined. The current research demonstrates that the acceptance of the unified model of social factors affecting CMSVA' satisfaction level established in the Muslim Saudi culture may be transferred to other cultures although with varying degrees of difference. Assessing the satisfaction level of CMSVA helps to enhance their status, eventually leading to improved contemporary Muslim Saudi visual art.

خلاصة البحث

يهتم موضوع هذه الأطروحة بدراسة أثر العوامل الاجتماعية على مستوى رضا الفنان البصري المسلم السعودي المعاصر (CSMVA). على الرغم ان الرضا يعتبر مؤشر قوي على مجمل رفاهية الفرد وأن مستوى الرضا قد حاز على الدراسة والتدقيق المتزايد في السنوات الأخيرة، إلا أن مستوى رضا الفنانين البصريين المسلمين تلقى طفيف من الدراسات الأدبية. الغرض من هذه الدراسة هو إختبار كيفية تأثير العوامل الاجتماعية على مستوى رضا الفنان البصري المسلم السعودي المعاصر. أما الهدف الأساسي من الأطروحة هو فهم العلاقة بين العوامل الاجتماعية التي تؤثر على الفنان البصري المسلم السعودي المعاصر ومستوى رضاهم. ومن ثم تطوير نموذج شامل واختبار تجريبي لبعض العوامل الاجتماعية التي تؤثر على رضا الفنان البصري المسلم السعودي المعاصر. أنه من الجوهرية معرفة التخطيط الفعال الذي يساعد على رفع مستوى رضا الفنان البصري المسلم السعودي المعاصر ووفقاً لذلك يمكن تحسين وضعه وإنشاء طرق لتحسين المهنية له مما يرفع من مستوى الثقافة الاجتماعية ومن ثم الأمة. هذا البحث هو المحاولة الأولى -اعتماداً على معرفة صاحبة الرسالة- في تحديد العوامل الاجتماعية التي تؤثر على مستوى رضا الفنان البصري المسلم السعودي المعاصر في إنتاج الفنون البصرية، كما أنه الأول الذي يميز العلاقة بين العوامل الاجتماعية مستوى الرضا للفنان البصري المسلم السعودي المعاصر. تم جمع بيانات البحث عن طريق الدراسة الاستقصائية من خلال والاستبيان المنظم والمقابلات الشخصية. من أصل 500 من المستهدفين شملهم الاستطلاع، اعتبرت 265 إستبانة قابلة للاستعمال في التحليل الإحصائي. تم الاختبارات الإحصائية على البيانات، باستخدام الإجراءات الإحصائية SPSS الإصدار 17 و AMOS الإصدار 20. والأساليب الإحصائية الأساسية المستخدمة تضمنت تحليل العوامل الاستكشافية (EFA)، واختبار تجانس التباين (ANOVA)، وتحليل العوامل التأكيدية (CFA) - نموذج المعادلة الهيكلية (SEM). يقدم البحث الحالي رؤية أكاديمية هامة وإنعكاسات إدارية مما يسهم للمعرفة في مجال البحوث الفنون البصرية. فالنتائج تؤكد أن المعرفة ذات الصلة في المملكة العربية السعودية هي أحد العوامل الاجتماعية التي تؤثر إيجاباً على مستوى رضا الفنان البصري المسلم السعودي المعاصر. كما أنها أثبتت أن الدعم الاجتماعي والمؤسسي، والآثار البيئية، والجماهير، والسفر للخارج، ووفرة المالية من المؤثرات الفعالة على الإنجاز الاجتماعي، والإنجاز الشخصي والتعزيز كعناصر من أساسيات رضا الفنان البصري المسلم السعودي المعاصر. وبالتالي، من أجل تحسين مستوى رضا الفنان البصري المسلم السعودي المعاصر، يجب دراسة وفحص العوامل الاجتماعية في المملكة العربية السعودية وخاصة المعرفة ذات الصلة لتحديد الجوانب التي تؤثر على CMSVA مستوى رضا الفنان البصري المسلم السعودي المعاصر. يسهم البحث الحالي إلى قبول النموذج الموحد للعوامل الاجتماعية المؤثرة على مستوى رضا الفنان البصري المسلم السعودي المعاصر. وكما أنشئ هذا البحث في الثقافة السعودية المسلمة يمكن ان يتم تطبيقها على الثقافات الأخرى مع تفاوت في الدرجات والاختلافات. تقييم مستوى رضا الفنان البصري المسلم السعودي المعاصر (CMSVA) يساعد على تعزيز وضعهم، مما يؤدي في النهاية إلى تحسين الفن البصري السعودي الإسلامي المعاصر.

APPROVAL PAGE

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DECLARATION

I hereby declare that this dissertation is the result of my own investigations, except where otherwise stated. I also declare that it has not been previously or concurrently submitted as a whole for any other degrees at IIUM or other institutions.

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*This thesis is dedicated to my loving son AbdulRahman, and my daughters Walaa,
Weam and Wid
who are a source of support and encouragement in my journey towards academic
excellence.*

ACKNOWLEDGEMENTS

All praises to the one and only creator, Allah (SWT), for all the blessings provided me throughout my life and His accepting the accomplishment of this academic journey.

I would like to express my heartfelt gratitude to many people to whom I am greatly indebted for their support in transforming this academic journey into an interesting learning experience.

First, I sincerely thank my supervisor, Assoc. Prof. Ar. Dr. Abdul Razak Sopian for guiding me as his student and supporting my work throughout the PhD programme. I am also very grateful to my sponsor and employer, King Abdul Aziz University, who provided constant support throughout my career to complete the Master of Fine Arts in George Washington University, Washington D.C., and this PhD programme in the International Islamic University Malaysia.

I would like to thank my parents Mohammed Mosa and Balqees Thabet for their love and care, diligence and dedication in nurturing me at a tender age to love education and the pursuit of knowledge in order to progress in society. I would like to devote these achievements to my beloved sister Nahlah, whom I dearly missed since her bereavement in 2008. She had greatly urged me to pursue my studies of which I had hoped she would be able to accompany me.

My deepest gratitude goes to my beloved family. My four lovely kids Abdulrahman, Walaa, Weam and Wid who believed in my ability to accomplish this goal and have been supportive in my endeavours throughout my life. Their continuous love, support and encouragement are springs of inspiration for achieving the highest level of education possible in life.

My gratitude also goes to my PhD colleagues Areej Al-Mawled and Rana Abuzaid in Malaysia who contributed to making my life meaningful and interesting. They provided a source of companionship, encouragement and the many-many fruitful discussions about PhD work. Special thanks to all the contemporary Muslim Saudi visual artists that took time to share their opinions, especially, Ahmed Filimban, Abdulrahman Al-Sleman Mohammwd Moneef, Saleh Al-Zayer, Mohammed Al-Resayes, Nwal Al-Serih, Ahmed Hoseen, Ahmad Al-Bar, Mohammed Ghbrah, Ahmed Al-Najar and KheerAlla Zrban.

Finally, I sincerely appreciate all those who helped in collecting data and the people who agreed to take part in the research. They all played a part in the completion of this thesis.

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LIST OF ABBREVIATIONS

AC	Art criticism
AGFI	Adjusted Goodness of Fit Index
AMOS	Analysis of Moment Structure
ANOVA	Levene test for homogeneity of variances
Aud	Audiences
AVE	Average Variance Extracted
CFA	Confirmatory Factor Analysis
CFI	Comparative Fit Index
CMSVA	Contemporary Muslim Saudi Visual Artists
E	Population of CMSVA in the region
e	Error limit
EFA	Exploratory Factor Analysis
En	Enhancement
Env	Environmental Effects
Ex	Expedition
FC	Fast communication
FiA	Financial Abundance
Fin	Financial
GC	General culture
GFI	Goodness of Fit Index
Inc	Income.
KMO	Kaiser-Mayer-Olkin
KnR	Knowledge Respective
LE	Level of education
Me	Meditation
Mor	Moral
n	Target sample size of region
N	Overall population size of CMSVA
NFI	Normal Fit Index
OA	Openness to abroad
PeA	Personal Accomplishment
Phy	Physical
Pr	Preference
R	Religiosity
RMSEA	Root Mean Square if Error Approximation
SCu	School Curriculum
SEM	Structural Equation Modelling
ShA	Saudi Heritage Art
SI	Social & Institutional Support
SoA	social accomplishment
SPSS	Statistical Package for Social Science
TeO	Technical Organization
TLI	Tucker-Lewis coefficient Index

CHAPTER ONE

INTRODUCTION

1.1 OVERVIEW

This thesis assesses the satisfaction level of contemporary Muslim Saudi visual artists (CMSVA), painters and ceramicists in practising visual arts. This chapter briefly introduces the thesis. It begins by depicting the background of the study, then articulates the research problem comprising the research questions and subsequent objectives. We then highlight the significance of the study and frame the research scope and limitations. The chapter concludes by anticipating the expected outcomes of the research and outlining the thesis structure.

1.2 BACKGROUND

It is worth measuring the level of satisfaction among contemporary Muslim Saudi visual artists when engaged in the artistic process due to the important role they play in the artistic and aesthetic expression of a society. Understanding the factors affecting the gratification of the CMSVA will most certainly assist in improving the artists' satisfaction and improving the quality of their works and career. Their satisfaction develops their individuality and affects the tradition, culture and civilization of the nation.

There are numerous factors that affect the satisfaction levels of CMSVA including the historical, political, psychological, educational, economic and social dimensions. Visual arts are intimately linked to the social values that are important in affecting CMSVA. It indicates the communication and understanding among different civilizations and cultures. As such, one needs to identify the social backgrounds,

forms of growth and development and social factors affecting visual arts. In this thesis, social factors are defined as facts and experiences that influence an individual's satisfaction. To support this point, the research explores the sociological factors affecting CMSVA. Figure 1.1 illustrates how social factors are affecting CMSVA's satisfaction level and subsequently affecting their career and social culture. The figure suggests that the social factors affecting CMSVA are childhood, family, friends, community, knowledge, income, religion, heritage, custom and tradition, civilization and culture, private institution, governmental institution and expedition.

The study seeks to investigate how contemporary Saudi visual arts has been influenced by sociological factors. This involves a critical review of contemporary Saudi visual arts and present literature on the subject. Additionally, CMSVA's satisfaction level in practising visual arts will be analysed. The satisfaction questionnaire is based on the paradigms found in Abuzaid (2010) and Al-AbdulKareem (2006) and addresses the queries behind the satisfaction level of CMSVA as well as how it correlates to the sociological factors affecting them.

This study will discover how social factors affect the artistic outputs of CMSVA and subsequently assess their satisfaction. In addition, it will determine the relationship between CMSVA satisfaction and the influencing factors. Through such means this thesis assesses CMSVA's satisfaction level in practising the visual arts.

It is expected that this study will assist visual art scholars and specialists in Saudi Arabia gain a clearer understanding about the features of CMSVA in corresponding with the development of the field of Saudi visual arts, which plays a significant role in understanding the Saudi society premised on the belief that the "Arts" reveals social principles and connotations more clearly than any other cultural outcome (Mukerjee, 2010).

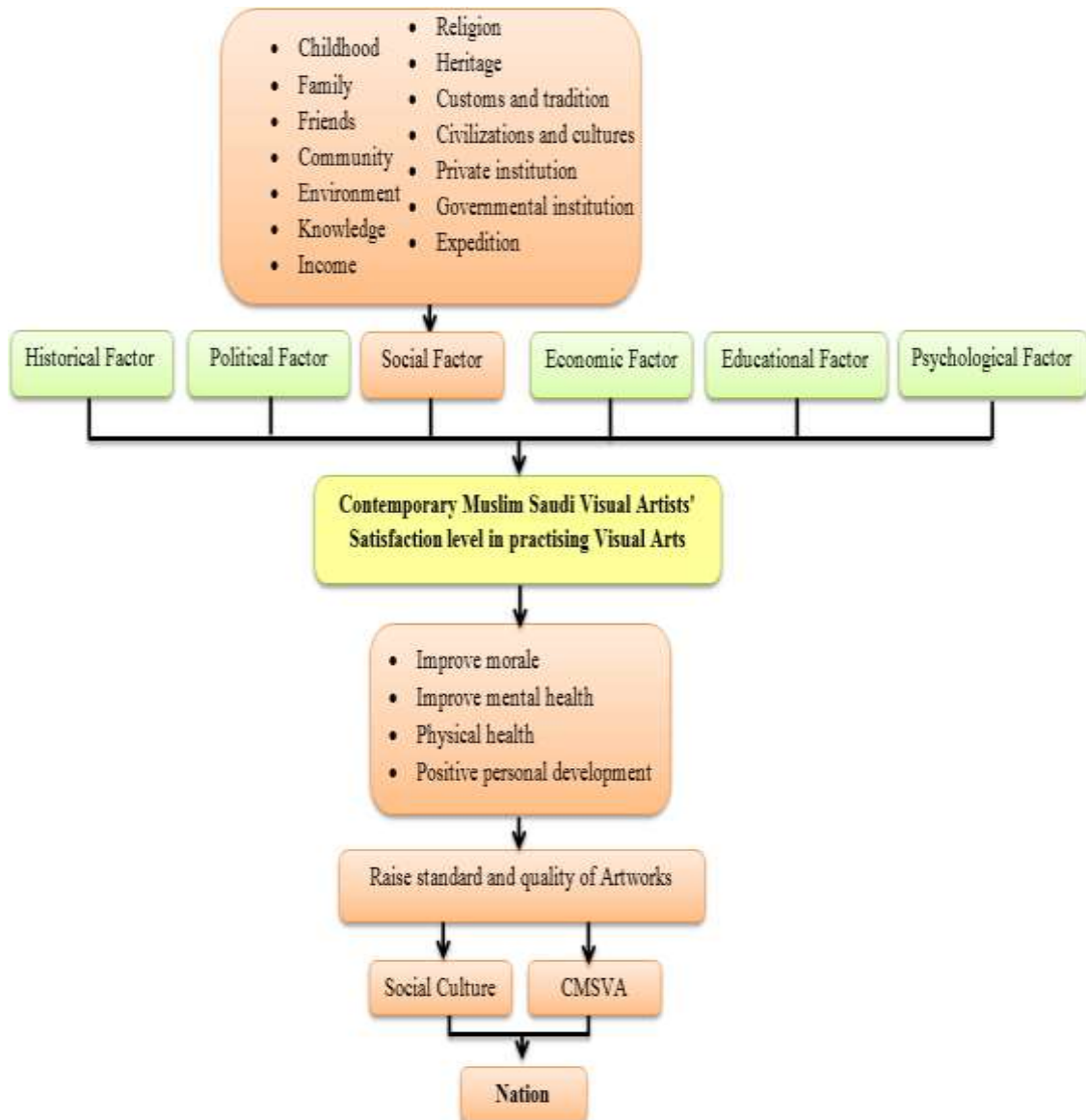


Figure 1.1 Summary of social factors affecting CMSVA' satisfaction level

1.3 STATEMENT OF THE PROBLEM

The Royal Order No A / 92 in 2010-2014/ 1431-1435 H issued under The Ninth Development Plan, Kingdom of Saudi Arabia, Ministry of Economy and Planning mentions under the Third Objective that the plan is to achieve national sustainable economic and social development by accelerating the rate of economic growth and social welfare. The Eleventh Objective is to continue socioeconomic and institutional reforms, develop regulations aimed at raising efficiency and improving performance,