

# **The Effect of Non-Fungible Tokens on the Value of Traditional Artworks**

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Abstract

This study aimed to know the effect of Non-Fungible Tokens with their dimensions (Rarity, Legal frameworks for the ownership of artworks, Accessibility) on the value of traditional artworks with their dimensions (Artist's income, Aartist's reputation). In the faculties of design and arts in private universities in Jordan. The study sample included 97 academics and artists in those faculties. To test the hypotheses of the study and achieve its objectives, data was collected using a questionnaire as a tool for the study, and the data was analyzed using the statistical packages for humanities and social sciences (SPSS). The study reached many results, the most important of which is the presence of an effect for each of (Rarity, Legal frameworks for the ownership of artworks) on the value of traditional artworks in their dimensions (Artist income, Artist reputation), while it was found that there is no effect of (Accessibility) on the value of traditional artworks in their dimensions ( Artist's income, Artist's reputation), and the absence of an effect for each of (Accessibility, Legal frameworks for the ownership of artworks) on the artist's income. Awareness and education among the art community about the importance of NFT in improving transparency, intellectual property, and financial value of digital artwork