

**Quantifying the audience experiences and identifying the underlying factors of threat
performance**

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Abstract

Audience experience of theatrical performance is a significant topic in performing arts.

Psychological research can help understand how audiences evaluate a theatrical performance and identify factors that impact their evaluation. Our objectives are (i) to explore how audiences evaluate their theatre experience, and (ii) to identify the underlying structure and factors. We administered a post-performance survey to audiences of a musical. A total of 217 surveys were returned. We conducted exploratory factor analysis to examine the underlying data structure of audience experiences. We found four factors of audience experiences: (i) overall theatre performance appreciation, (ii) emotional reflection, (iii) new art experience, and (iv) overall performing element. These four factors contribute to how audiences evaluate a theatrical performance. Our work highlights the importance of evaluation elements, and supports the notion that economic contribution should not be the only focus for evaluating a live art performance. Factor analysis is a statistical tool that helps to identify the underlying data structure and factors. Potential limitations and methods to overcome those limitations are discussed.

Keywords: Audiences experience, Factor analysis, Parallel analysis, Factor retention
decision