

Abstract

Different people have different responses to art, and some would evade art due to its abstraction and ambiguity. How to enhance people's art experience has long been discussed. In the present study, we investigated the association between shared experience and art appreciation from aesthetic emotions and cognitive processing.

In the online experience, there were 4 conditions (i.e. Look-Only group, Look-Read-Think group, Look-Read-Write group and Look-Write-Read group) to test whether reading comments from other participants who viewed the same artwork and writing their experience would enhance art appreciation.

We examined Aesthetic Emotions, Aesthetic Judgement Styles, Interpersonal Closeness and Art Motivation among conditions. Results showed that all manipulated groups with reading others' comments as strengthened shared experience showed enhanced involvement in art experience. Look-Read-Write group reported to have significant more positive Aesthetic Emotions and higher order of cognitive processing. Therefore, reading others' comments and then writing own experience would motivate and facilitate participants to engage more in art and also have more art appreciation.