

Abstract

Drama is an emotion-induced art and way of communication. This study explored how viewing instruction and price affect audiences' viewing experiences. Viewing instructions involved two conditions: thinking and feeling; participants were asked to understand or feel the performance. Price also involved two conditions: cheap and expensive, that the drama was presented as having a cheap or expensive ticket price. There was also a control condition with no viewing instruction and price information. 193 participants were randomly assigned into five groups with different or no viewing instruction or price and watched a 6-minute clip of a drama performance. Results showed that compared with the control condition, participants receiving any of the four manipulations perceived the drama as higher in authenticity, higher in integration, and higher in sensation. These results suggested that providing viewing instruction and not setting an average price may enhance audiences' viewing experience.

Keywords: art appreciation, viewing instruction, price, aesthetics emotions, theatre experience, drama, viewing experience, abstract theatre, cognitive fluency, cognitive processing, art reception, thinking, feeling