

Abstract

This study aims to identify factors that motivate people to participate in different genres of art activities to foster audience development. A total of 81 amateurs and 27 experts interested in different art genres described their art experiences in either face-to-face interviews or online surveys. These open-ended responses were coded to extract unique psychological attributes across different art forms. A new, elaborate framework of art attributes has been derived from the data collected. The attributes have been divided into form, content, and context and can also be grouped under various functions of audiences' experiences. It is hoped that the study could shed light on the technical attributes unique to specific art forms and the psychological explanations of the audience's preferences.