

Jul 19, 2021

Artist and Art Term Survey Results

MoMA

Background

Ahead of our work on Artists and Art Terms, what do our users currently think and what features would benefit them most?

Survey Locations

Art Terms

Survey appears on both the index, and on individual term page

Artists

Survey appears on both the index and on the individual artist page

Art Term Questions

Did you find what you were looking for? (Y/N)

We are conducting a brief survey of users on our site. Your responses will help us inform our product roadmap. There are 4 yes/no and one open ended question

How helpful would it be to have more examples of work, video, and other related content? (1–5)

How helpful would it be to have an expanded definition on this page?
(1–5)

How helpful would it be to have additional education material on this page? (1–5)

How helpful would it be to filter or sort results when looking for art terms? (1–5)

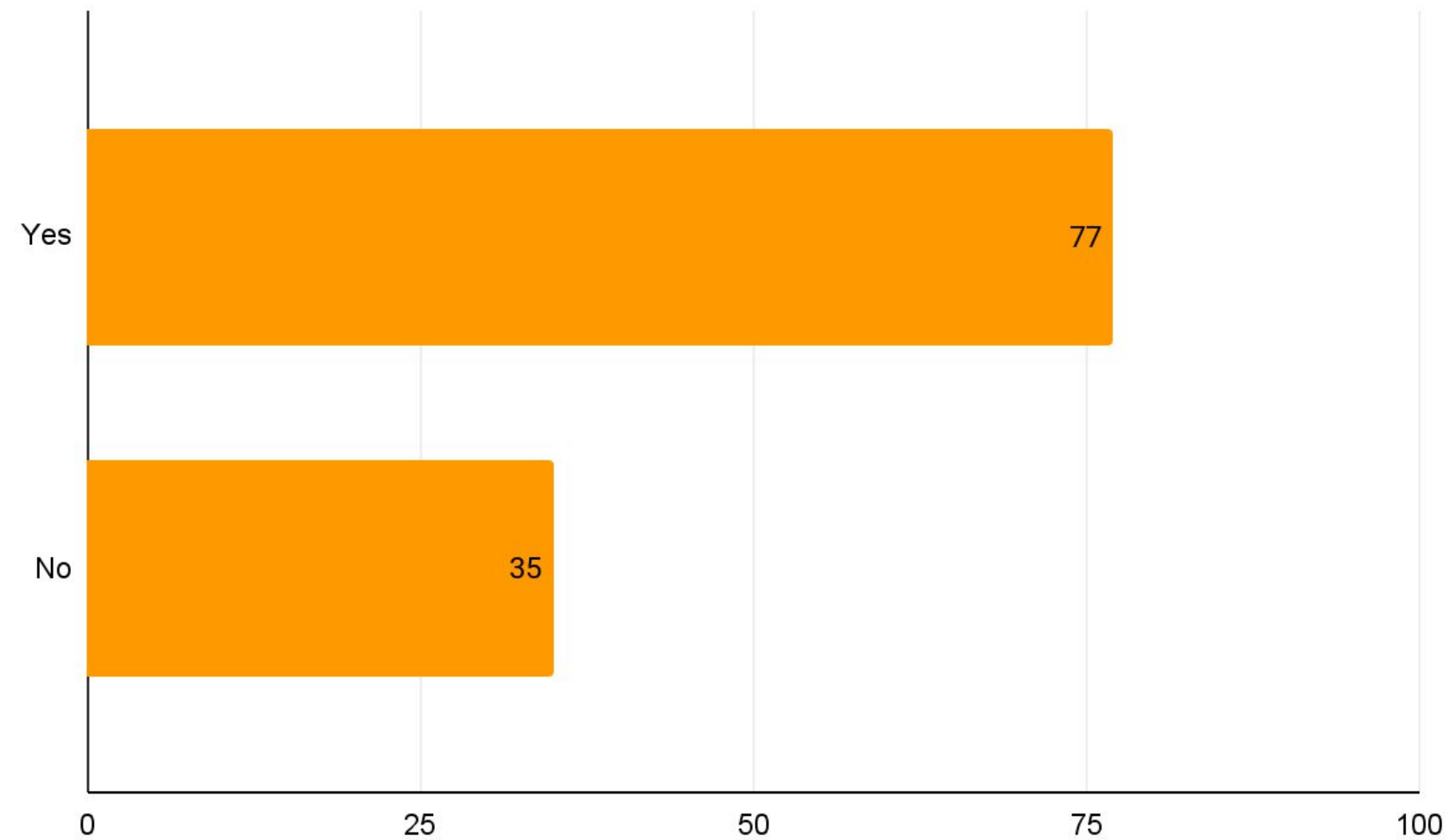
If you have any other suggestions or feedback, please let us know. (FRQ)

Art Terms Results

Jul 13–19

Did you find what you were looking for?

112 responses

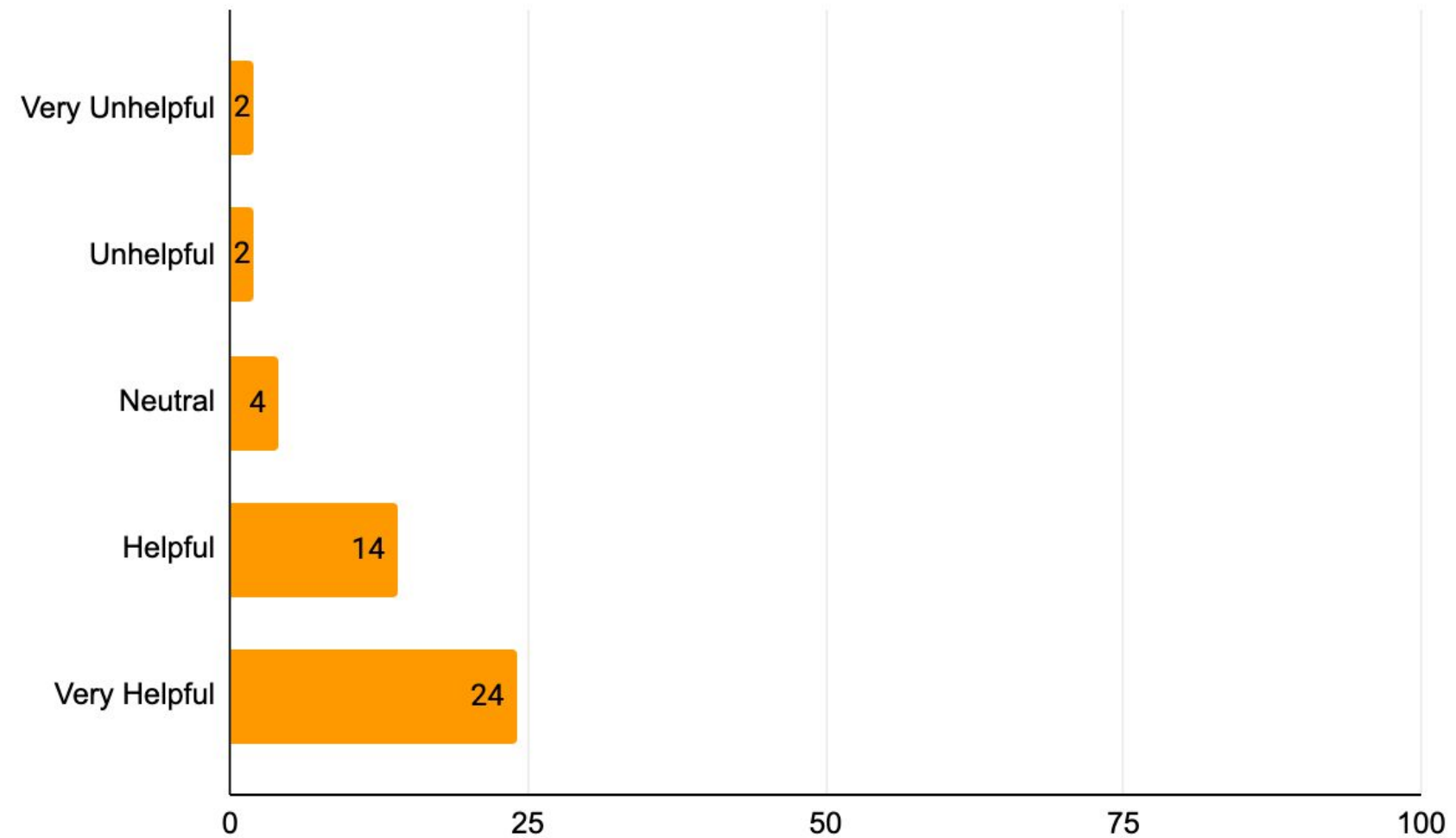


Art Terms Results

Jul 13–19

How helpful would it be to have more examples of work, video, and other related content?

46 responses

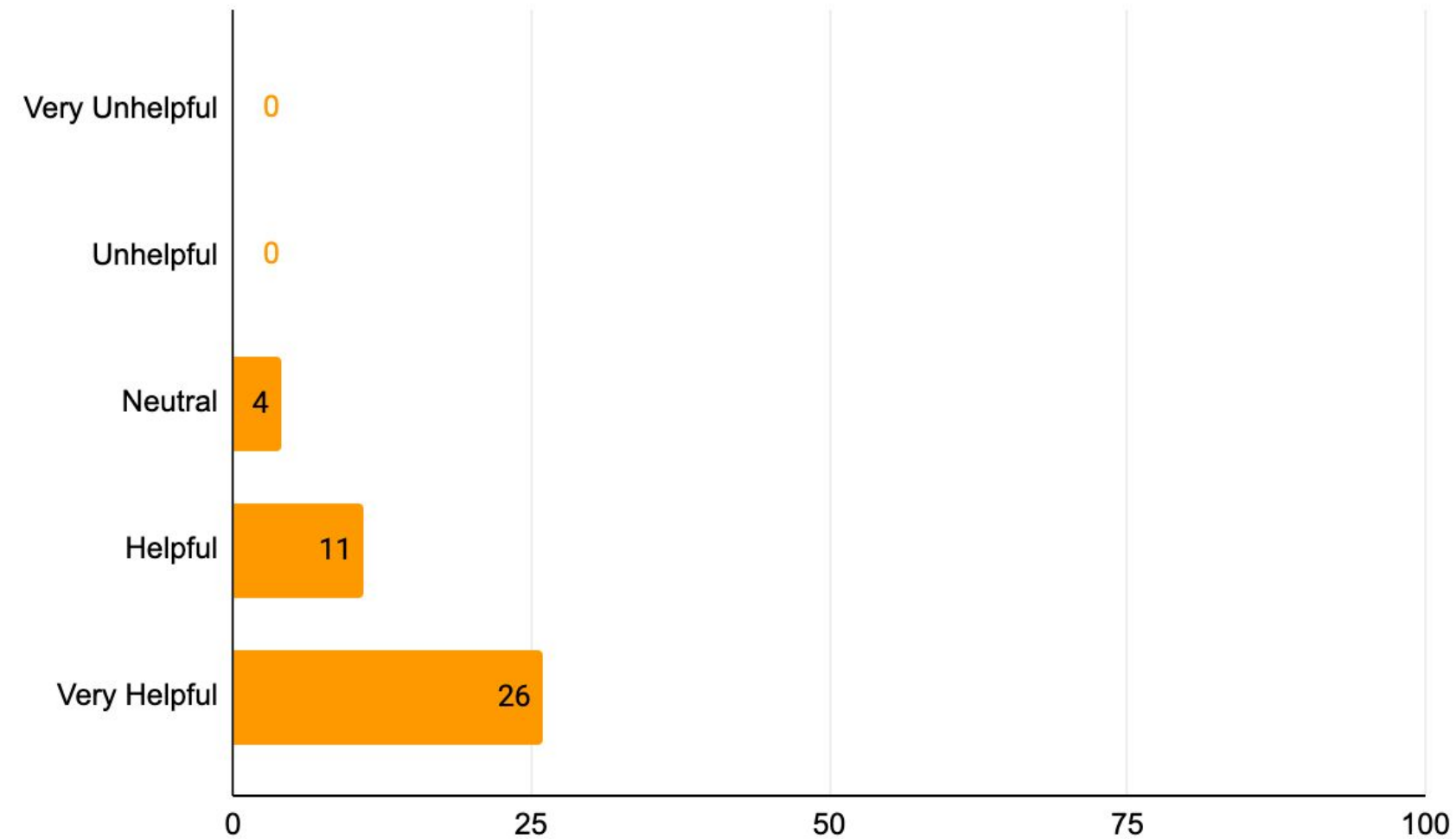


Art Terms Results

Jul 13–19

How helpful would it be to have an expanded definition on this page?

41 responses

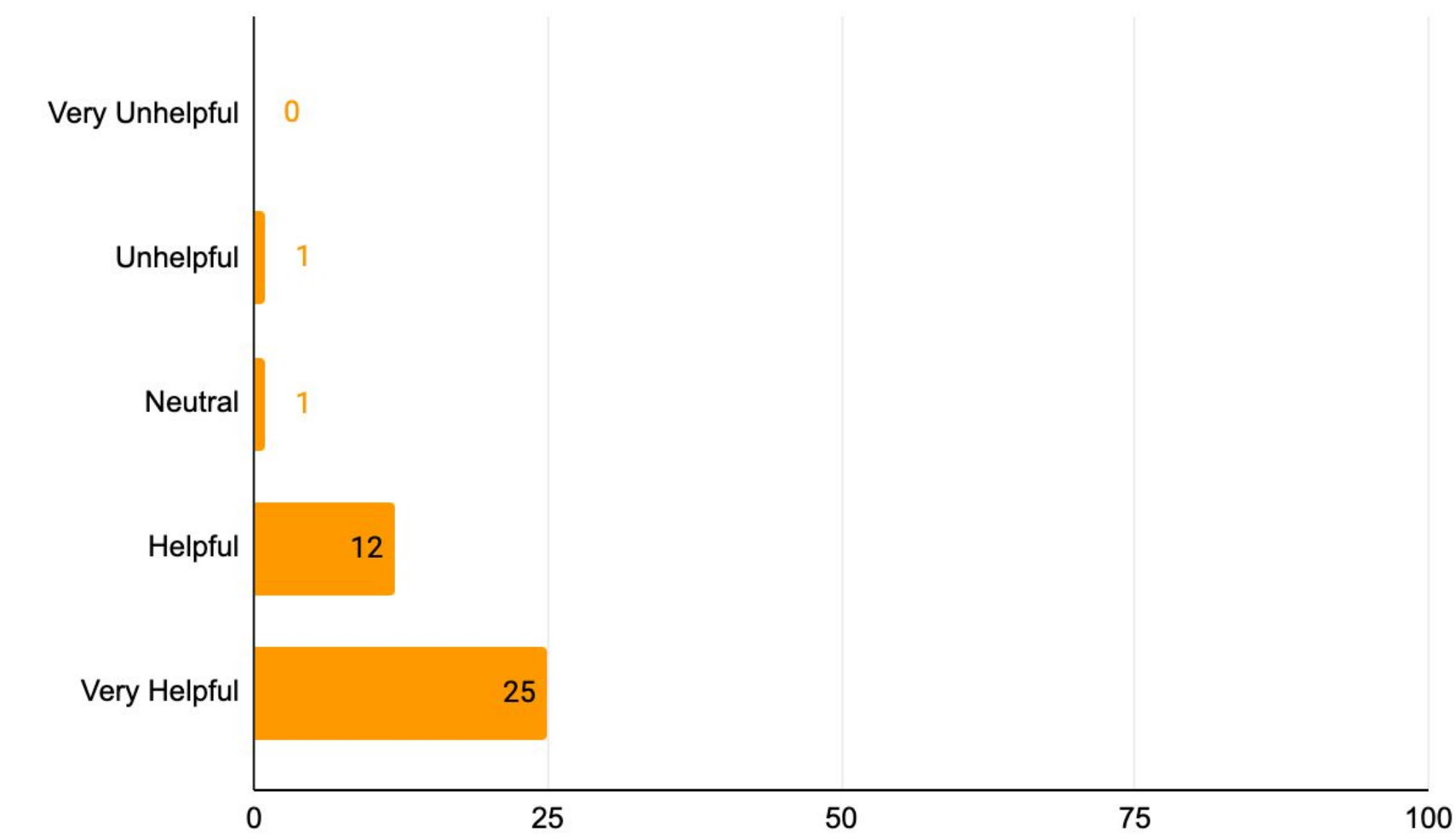


Art Terms Results

Jul 13–19

How helpful would it be to have additional education material on this page?

39 responses

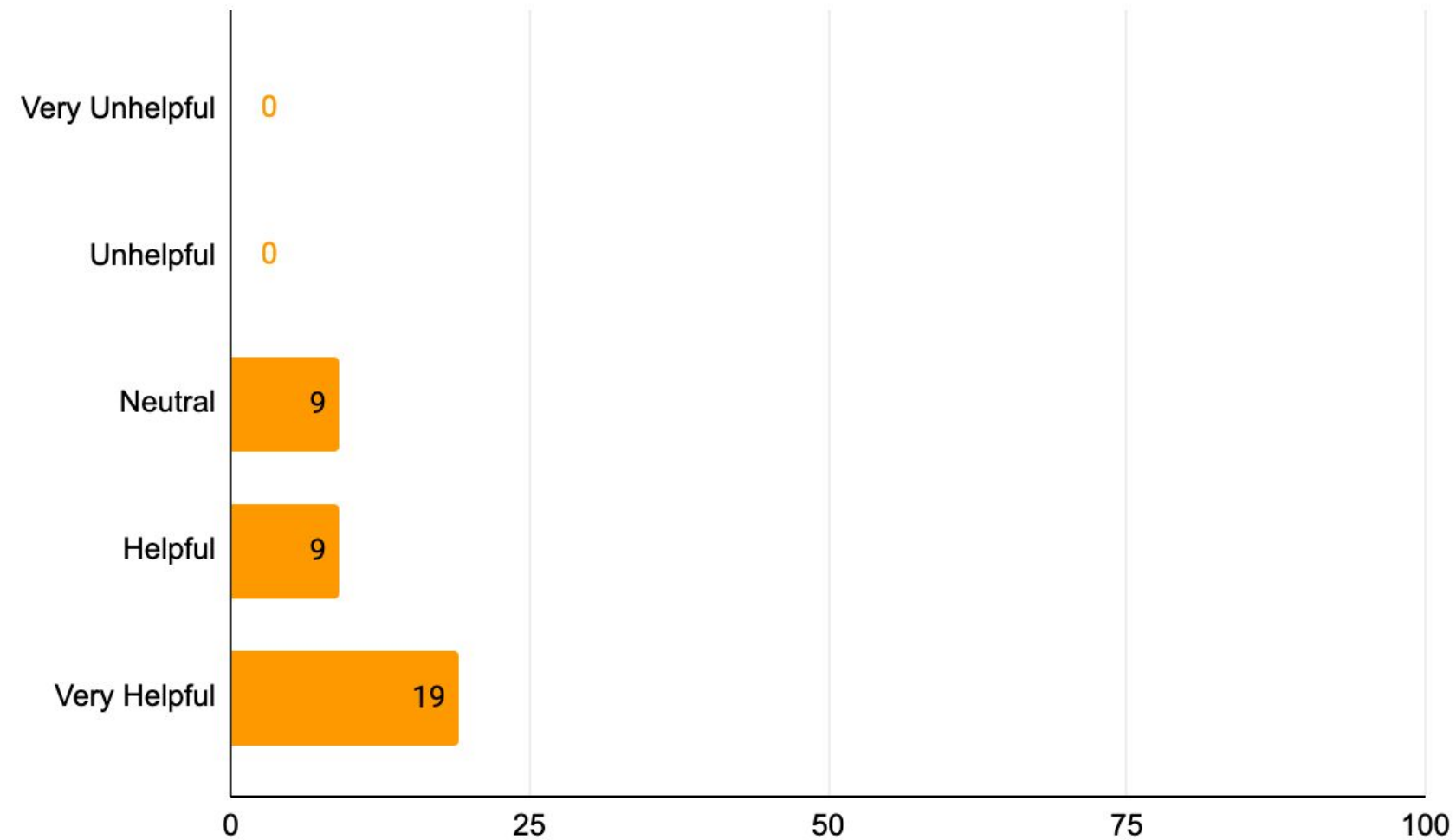


Art Terms Results

Jul 13–19

How helpful would it be to filter or sort results when looking for art terms?

37 responses



Art Terms Results

Jul 13–19

If you have any other suggestions or feedback, please let us know.

“One suggestion would be to include at least one contemporary example that connects to the historical ones included here. As an educator trying to provide a more inclusive view of artists and their work this would be quite helpful.”

“Your emphasis should be on education rather than entertainment or business. Also, you should be fair and inclusive of most contemporary cultures of the world and distance yourself from being Eurocentric.”

“it was very easy to find.”

“I am a student and really don't know much about it. I found the site very helpful with my studies.”

“what does "iconic" exactly mean for modern arts theory?”

Art Terms Results

Jul 13–19

52.2% More work/video/other

63.4% Expanded definitions

64.1% Additional educational material

51.4% Sorting and filtering

Art Terms Survey Conclusions

Users would like to see expanded definitions

Users would like to see more examples of work that depart from a eurocentric narrative

Artist Page Questions

Did you find what you were looking for? (Y/N)

We are conducting a brief survey of users on our site. Your responses will help us inform our product roadmap. There are 4 yes/no and one open ended question

How helpful would it be to have audio, publications, and other related content on this page? (1–5)

How helpful would it be to have expanded biographical and art historical content on this page? (1–5)

How helpful would it be to have additional education material on this page? (1–5)

How helpful would it be to filter or sort results when looking for artists? (1–5)

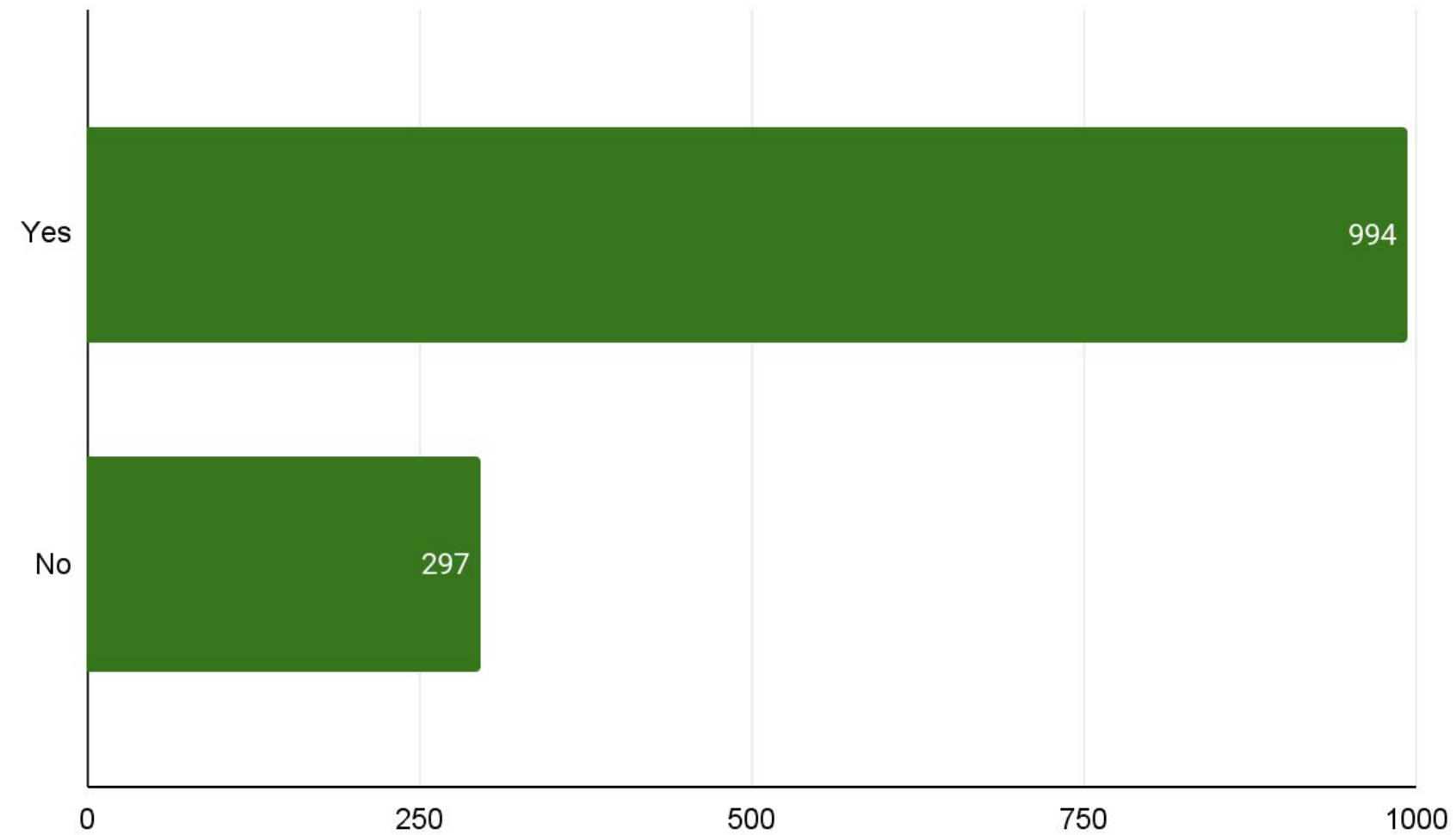
If you have any other suggestions or feedback, please let us know. (FRQ)

Artist Page Results

Jul 13–19

Did you find what you were looking for?

1,291 responses

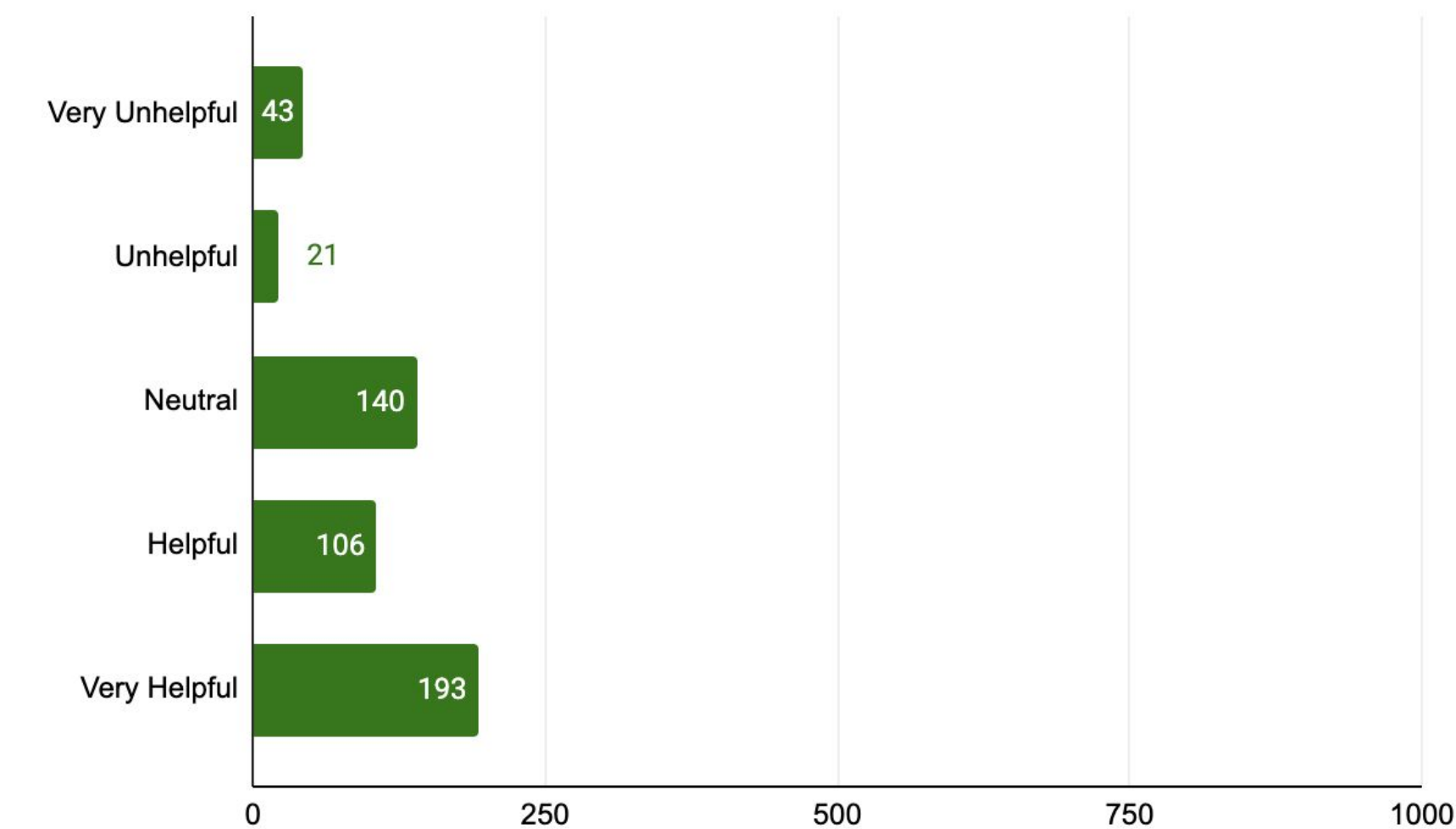


Artist Page Results

Jul 13–19

How helpful would it be to have audio, publications, and other related content on this page?

503 responses

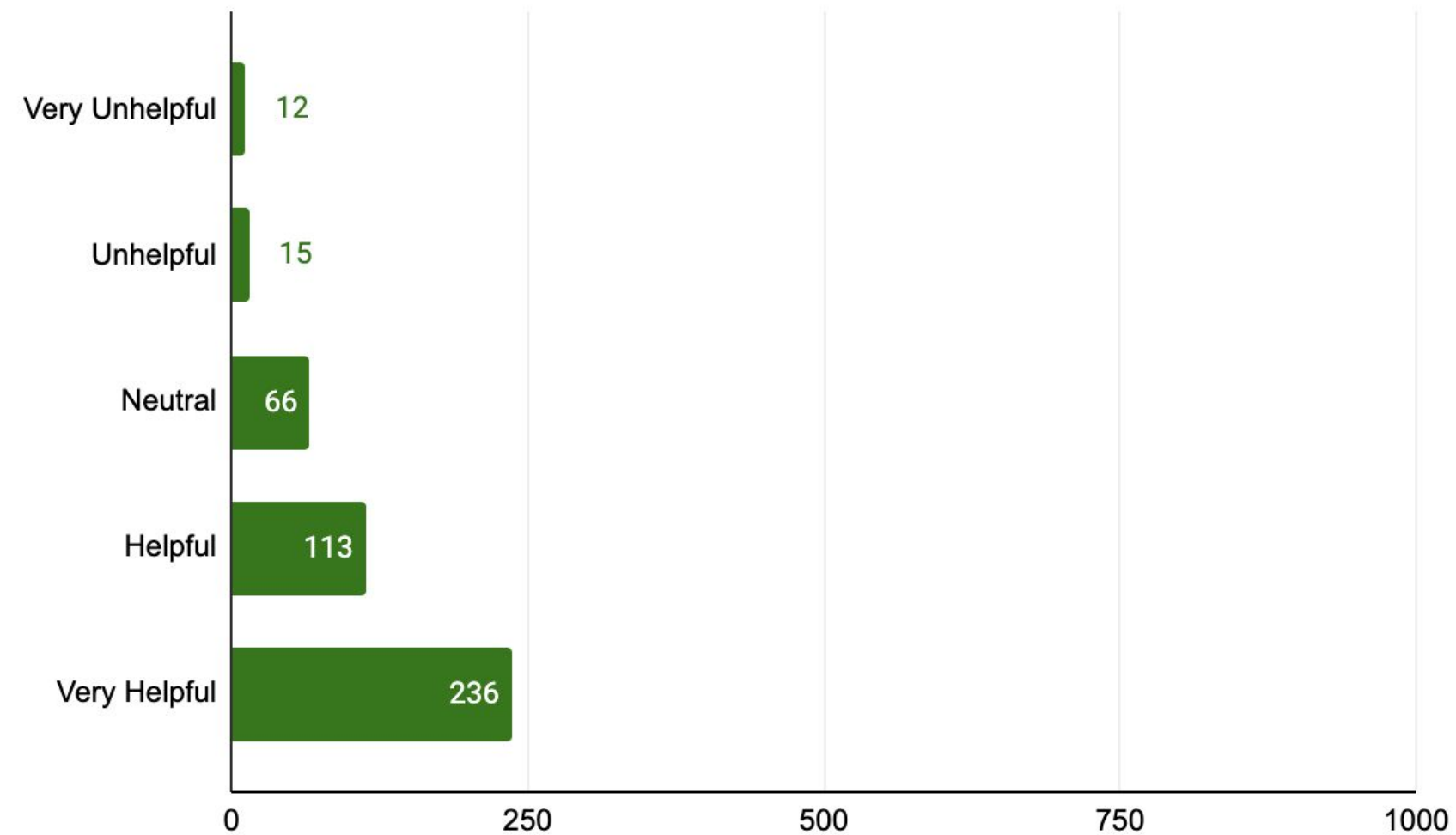


Artist Page Results

Jul 13–19

How helpful would it be to have expanded biographical and art historical content on this page?

442 responses

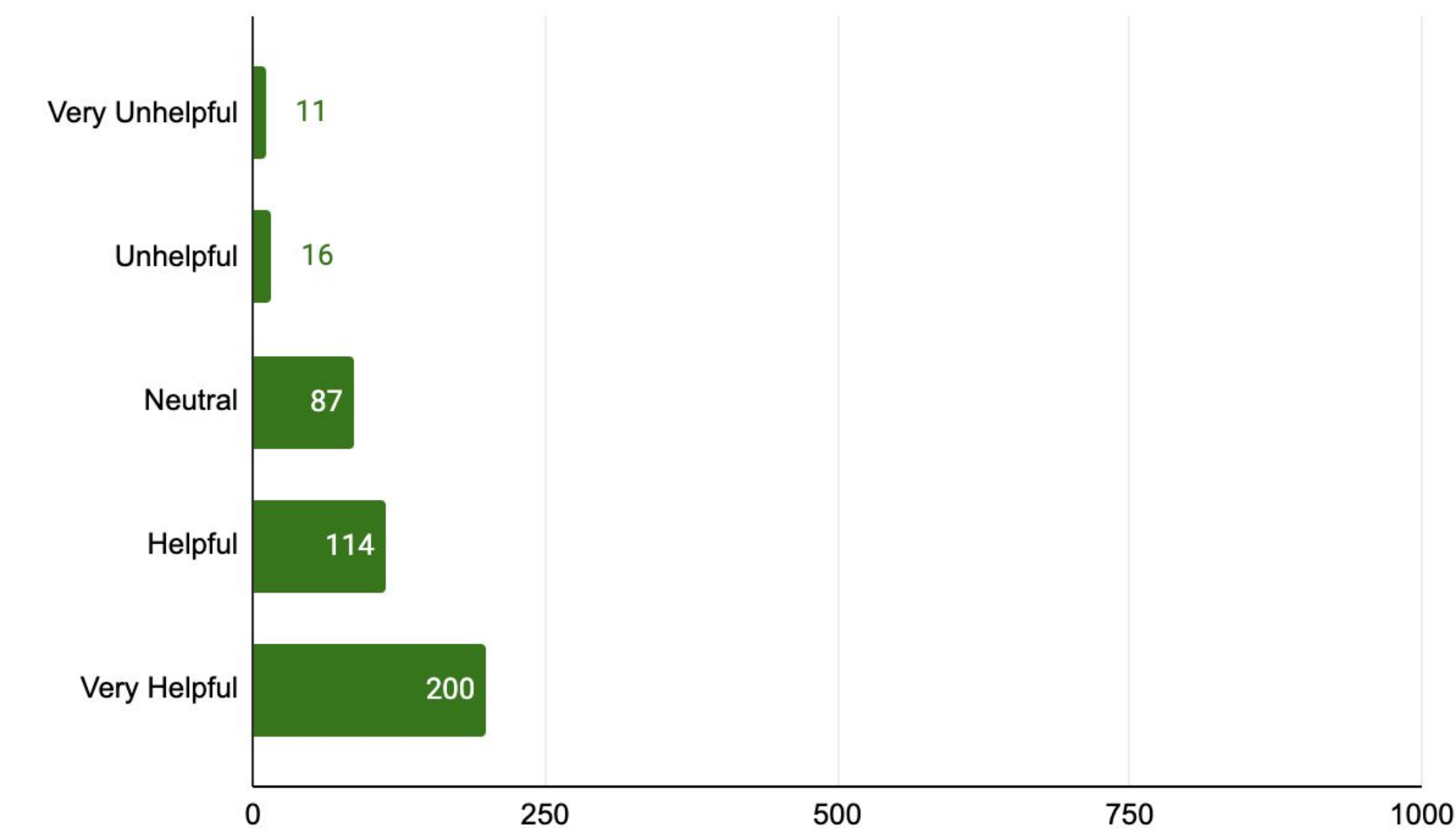


Artist Page Results

Jul 13–19

How helpful would it be to have additional education material on this page?

428 responses

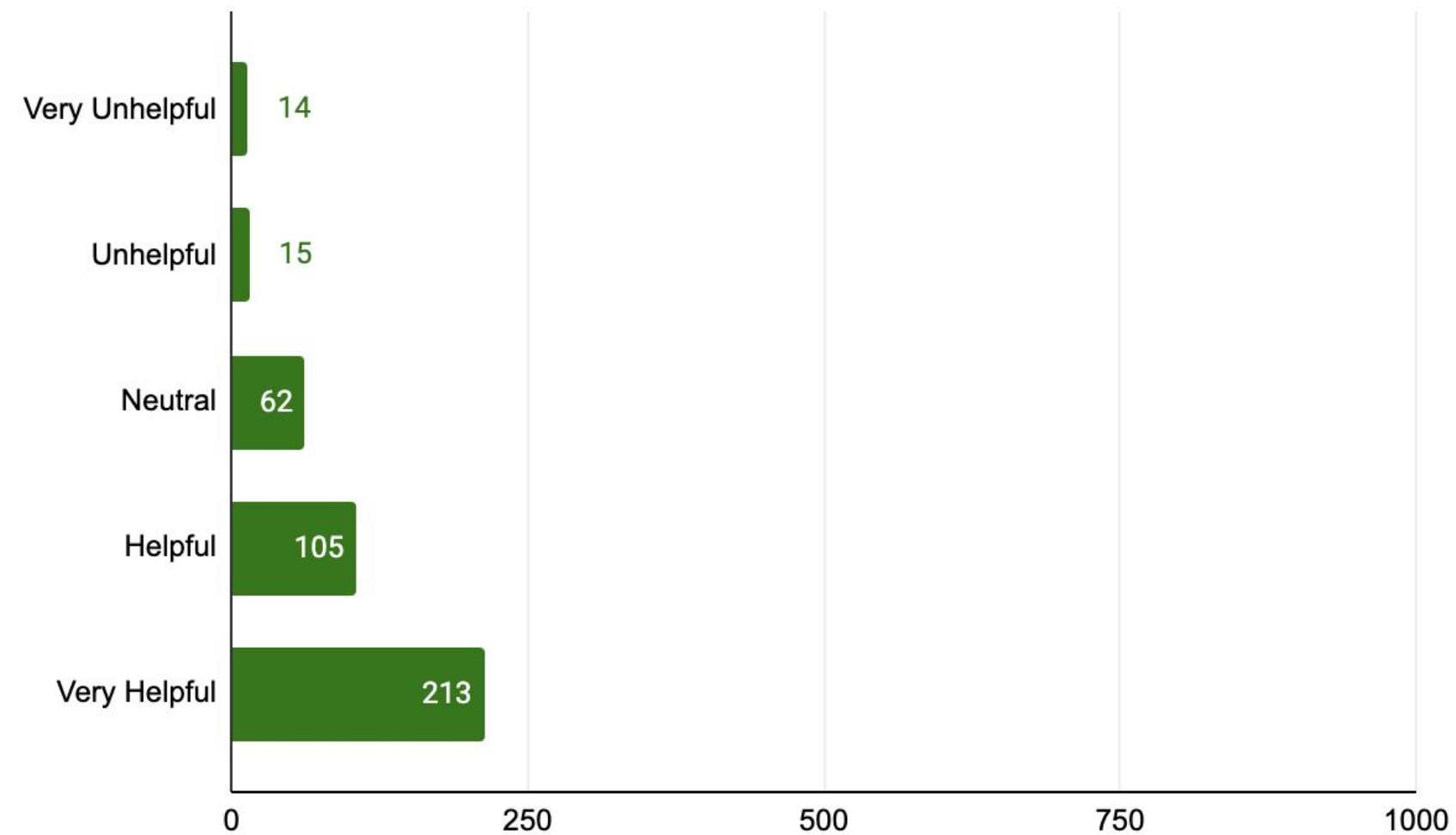


Artist Page Results

Jul 13–19

How helpful would it be to filter or sort results when looking for artists?

409 responses



Artist Page Results

Jul 13–19

If you have any other suggestions or feedback, please let us know.

“In general if I'm searching an artist by name I really just want images of their works.”

“5 minute snapshots of curatorial discussions of a single work.”

“I'm an art teacher looking through works of specific artists. I would find it helpful if the works were easier to click through and view as a gallery of images instead of clicking on each individual work to get a closer look.”

“Add a biography to Ouattara Watts’s profile”

“I am trying to figure out which Van Gogh paintings are currently on display. Can't seem to....”

“related artists who were contemporaries and his influences”

“I like that you show all the exhibitions at MoMa that the artist was involved!”

“Podcasts and virtual Live sessions with curators, artmakers and artists from around the world will help us connect in times of isolation and uncertainty.”

“it will be helpful to have links to other materials from the same author connected or indicated through the main page of the artist. thank you.”

Artist Page Results

Jul 13–19

If you have any other suggestions or feedback, please let us know.

“Bios of the artist would be very usefully!”

“I would like to watch more videos starring curators and art critics explaining the artwork's concept.”

“Because I don't know the artists by name it would be helpful to have a postage stamp of a representational piece displayed. I didn't find this site at all helpful. I used Portraits in 2020 as my search term.”

“I love the links you have provided within your narrative. They allow me to hop into the rabbit hole of further investigation.”

“More descriptive text with images would be useful.”

“Put link to additional information and resources along with items that come up-not on same page.”

“Very difficult to find publications.”

“you should be able to search artist by their genre of photography.”

Artist Page Results

Jul 13–19

If you have any other suggestions or feedback, please let us know.

“It would be helpful to view the results of a search as slide show”

“An in-depth experience is always the best. You don't necessarily need additional educational information. Presentation and framing of the aesthetic is most important to me.”

Artist Page Results

Jul 13–19

38.4% More audio/publications/other

53.4% Expanded biography

46.7% Additional educational material

52.1% Sorting and filtering

Artist Page Survey Conclusions

Users would like to have more information about the artist, or any information at all

Users often use the Artist page to discover their works

Users sometimes have difficulty finding the right artist or work

Users enjoy the array of information we have to offer

Users often suggest video as their preferred means of digesting information

Art Terms Analytics (In Brief)

Apr 1–Jul 18, 2021

Title	Pageviews	Avg. Time on Page	% Exit
Art Terms Index	16,827	0:01:12	18.99%
Postmodernism	9,871	0:04:21	82.00%
Exquisite Corpse	4,759	0:01:37	57.60%
Feminist Art	4,052	0:02:18	57.33%
Conceptual Art	2,940	0:01:53	48.44%
Pop Art	2,906	0:01:08	24.54%
Avant Garde	2,708	0:02:17	72.05%
Social Realism	2,554	0:03:14	75.45%
Surrealism	2,364	0:01:26	34.60%
Ben Day Dots	2,190	0:02:07	63.79%
Decalcomania	1,966	0:01:46	52.70%
Readymade	1,886	0:03:27	68.50%
Primitive Art	1,647	0:03:10	75.41%
Ab Ex	1,537	0:01:22	27.33%
Die Brücke	1,505	0:03:27	61.93%
Mexican Muralism	1,474	0:04:13	76.19%
Collage	1,393	0:01:25	32.88%
Rayograph	1,301	0:02:37	59.57%
Monotype	1,290	0:01:46	55.50%
Earthwork	1,281	0:02:19	66.35%
Intaglio	1,110	0:01:14	41.80%
Arte Povera	1,040	0:01:35	49.62%
Frottage	1,014	0:01:31	46.55%
Chine Colle	1,000	0:02:20	64.00%

Art Terms Index to Art Term Page
8,549 out of 16,827 pageviews (51%)

Top 5 Art Terms from Index
AbEx (494)
Abstraction (458)
Cubism (421)
Action Painting (330)
Aquatint (238)

Artist Page Analytics (In Brief)

Apr 1–Jul 18, 2021

Title	Pageviews	Avg. Time on Page	% Exit	Content?
Artists Index	86,421	0:00:55	18.50%	N/A
Cindy Sherman	26,461	0:03:34	59.56%	Y
Dorothea Lange	23,821	0:03:35	62.59%	Y
Pablo Picasso	15,188	0:01:31	52.55%	N
Vincent van Gogh	15,102	0:01:11	31.00%	Y
Jackson Pollock	13,481	0:02:12	50.63%	Y
Hannah Höch	12,922	0:03:31	62.00%	Y
Man Ray	12,124	0:03:27	57.41%	Y
Hneri Matisse	11,936	0:01:57	44.98%	Y
Mark Rothko	11,744	0:02:19	54.31%	Y
René Magritte	9,460	0:02:44	57.65%	Y
Roy Lichtenstein	9,294	0:02:43	55.80%	Y
Andy Warhol	9,201	0:01:57	33.49%	Y
Frida Kahlo	8,869	0:01:51	58.64%	Y
MoMA Learning	7,634	0:00:22	8.86%	N/A
Berenice Abbott	7,118	0:02:22	48.02%	Y
Käthe Kollowitz	7,096	0:03:32	62.99%	Y
Willem de Kooning	6,331	0:02:41	55.43%	Y
Aleksander Rodchenko	6,239	0:03:46	58.05%	Y
Agnes Martin	6,229	0:02:11	52.35%	Y
David Hammons	6,226	0:03:00	62.45%	Y
Salvador Dalí	5,967	0:01:43	37.94%	Y

Artist Index to Artist Page
36,276 out of 86,421 pageviews
(42%)

Top 5 Artist Pages from Index
Alvar Aalto (2,325)
Van Gogh (2,105)
Aino Aalto (2,014)
Picasso (989)
Eero Aarnio (732)

Analytics Conclusions

Users enter into term/artist pages from other parts of the site, or through search

The top pages visited from the index pages are all A's, meaning there is room to improve discoverability and navigation

Our most visited pages almost all have expanded content on them

Thank you.

MoMA