

# TOK PRESENTATION

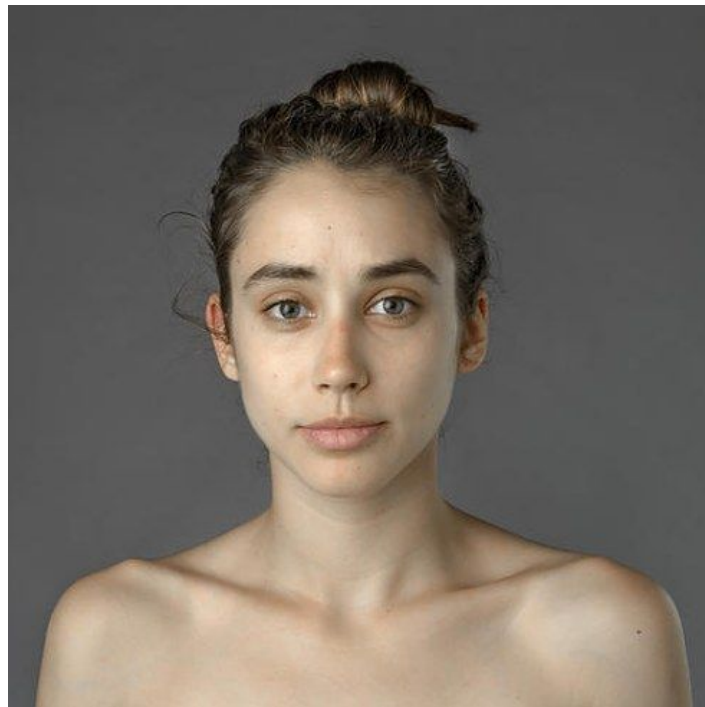
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Elizabeth Koh  
+  
Zheng Qizhao

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IS BEAUTY TRULY IN  
THE EYE OF THE  
BEHOLDER???

# ESTHER HONIG'S EXPERIMENT



The original photo

# ESTHER HONIG'S EXPERIMENT

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Moroccan



Australian



German



United Kingdom



# ESTHER HONIG'S EXPERIMENT

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Philippines



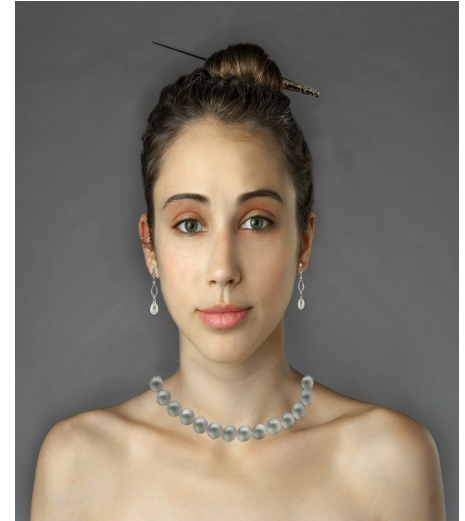
India



Argentinian



Chilian



Shared Knowledge

PERSONAL  
KNOWLEDGE

VS

# HOW WE ARRIVED AT OUR KQ

Esther Honig's experiment shows that cultural differences play an important role in shaping an individual's perception of beauty.

Since culture is part of a larger society it can be seen as shared knowledge. The photoshop artists interpretation can be seen as personal knowledge

Hence our kq is....

**When does shared and  
personal knowledge  
influence each other in  
the Arts?**



# PRESENTATION FLOW:

1. Definition knowledge in the arts
2. Thesis
3. Shared knowledge influences personal knowledge in the Arts
4. Personal knowledge can withstand the influence of shared knowledge in the Arts
5. Personal knowledge is an important active contributor of Shared knowledge in the area of the Arts
6. Link claims and counter claims back to RLS #1 & RLS #2
7. Implications on the knowledge framework

# PERSONAL KNOWLEDGE IN THE ARTS

- **Conceptual/propositional knowledge**
  - Is applicable to the whole art community and the general public
  - Deals with concepts such as “what is beauty?”
  - Main WOKs used: Reasoning, intuition, emotion
- **Procedural knowledge**
  - Refers to the individual skills that an artist acquires such as painting and playing an instrument
  - Main WOKs used: Sensory perception
- **Experiential knowledge**
  - by the audience when they are experiencing the art piece
  - Main WOKs used: Emotion, intuition, reasoning

KQ: When does shared knowledge shape personal knowledge in the Arts?

## SHARED KNOWLEDGE IN THE ARTS:

Shared community : the public, critiques, experts

An opinion that is shared or largely agreed upon

KQ: When does shared knowledge shape personal knowledge in the Arts?

# THESIS:

In the area of Arts, shared knowledge and personal knowledge influences each other depending on the context of external environments:

- Social environments
- Political climate
- Cultural influences

KQ: When does shared knowledge shape personal knowledge in the Arts?

**SK → PK**

Shared knowledge influences personal knowledge in the Arts

KQ: When does shared knowledge shape personal knowledge in the Arts?

SHARED KNOWLEDGE INFLUENCES PERSONAL  
KNOWLEDGE IN ARTS WHEN THERE IS...

PRESSURE TO  
CONFORM TO  
SOCIETAL STANDARDS

Peer pressure

Cultural influences

Political pressure

KQ: When does shared knowledge shape personal knowledge in the Arts?

# Societal standards:

- There may be a social standard for what is expected of beauty standards (e.g. women are socially expected to shave their armpits in western culture)
- Artists that are in a particular context may knowingly or unknowingly be conforming to a certain societal standard (e.g. painting women without armpit hair)
- The audience and critics may also judge a piece of art based on societal moral codes knowingly or unknowingly.
- Whether it is accepted of art (techniques, concepts, genres)
- Frida kahlo



KQ: When does shared knowledge shape personal knowledge in the Arts?

## CULTURAL INFLUENCES:

- Cultural influences means historical, geographical, and familial factors that affect assessment and intervention processes
- People of the same culture tend to have similar concepts of beauty due to their upbringing

## PEER PRESSURE:

- People's need for approval by peers/ fear of rejection
- Natural conformity tendencies of humans
- Will be further explained using Asch's conformity study
- Can be applied to both the artist and the audience

KQ: When does shared knowledge shape personal knowledge in the Arts?

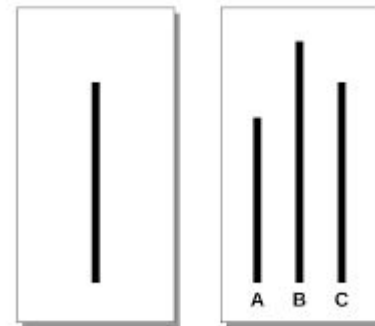


# NATURAL CONFORMITY TENDENCIES:

## Asch's conformity studies

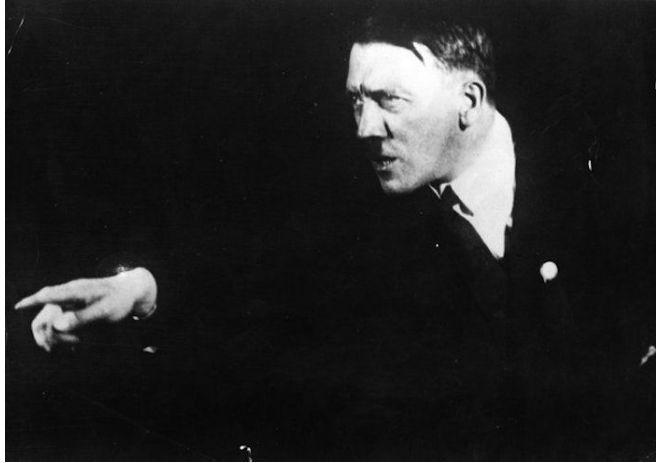
Solomon Asch (1951) conducted an experiment to investigate the extent to which social pressure from a majority group could affect a person to conform.

About 75% of participants conformed at least once.



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# POLITICAL CLIMATE:



- When a higher authority (government) issues a law or order that defines what art can be made or what is considered beautiful
- Artists and society will not have the ability to express their personal knowledge that differs from the political standard
- Artists may alter their personal knowledge of the arts to suit the political standard
- Alternatively, artists may leave the country. Which signifies that personal knowledge cannot be produced in that environment
- Propaganda may be involved and personal knowledge and opinions can be influenced

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# GERMAN ART PRODUCED DURING THE NAZI REGIME:

Nazi Ideology shaped much of German art, architecture and films when Hitler gained power.

He regarded himself knowledgeable in the area of the arts and stated that all good art should be about Nazi Germany and Germans.



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# EVIDENCE: AI WEI WEI 'S POLITICAL ART

Ai Weiwei is the most famous Chinese artist living today. As an activist, he calls attention to human rights violations on an epic scale; as an artist, he expands the definition of art to include new forms of social engagement. In a country where free speech is not recognized as a right, the police have beaten him up, kept him under house arrest, bulldozed his newly-built studio and subjected him to surveillance. He is viewed as a threat to "harmonious society." The West did not invent revolutionaries.

KQ: When does shared knowledge shape personal knowledge in the Arts?



透视学 (系列摄影) 天安门 1998



**SK // PK**

Personal knowledge can withstand the influence of shared knowledge in the Arts

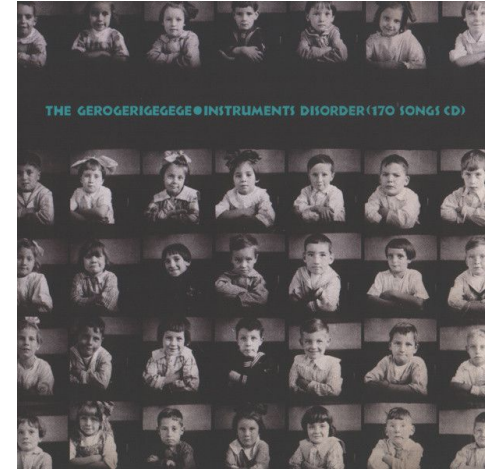
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## EVIDENCE: WEIRD MUSIC GENRES

# Billboard TOP 100 Hits

A good measure of what is considered normal or popular because it is based on number of downloads. Therefore this can be considered as shared knowledge because it is largely agreed upon.

Mathcore band: The number twelve looks like you



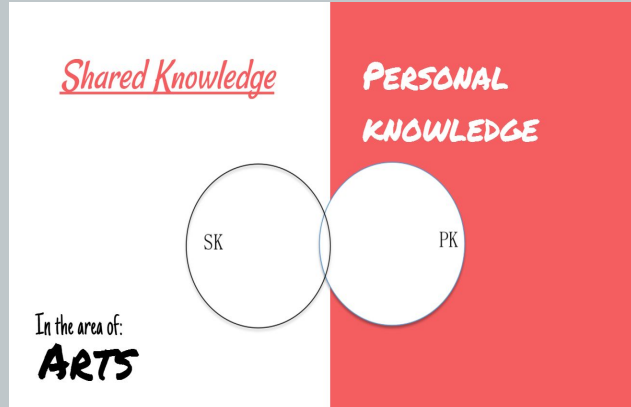
Noise music band: The  
GeroGerigege  
Album title: Instruments  
disorder

KQ: When does shared knowledge shape personal knowledge in the Arts?

**SK ← PK**

Personal knowledge is an active contributor of Shared knowledge in the area of the Arts

KQ: When does shared knowledge shape personal knowledge in the Arts?



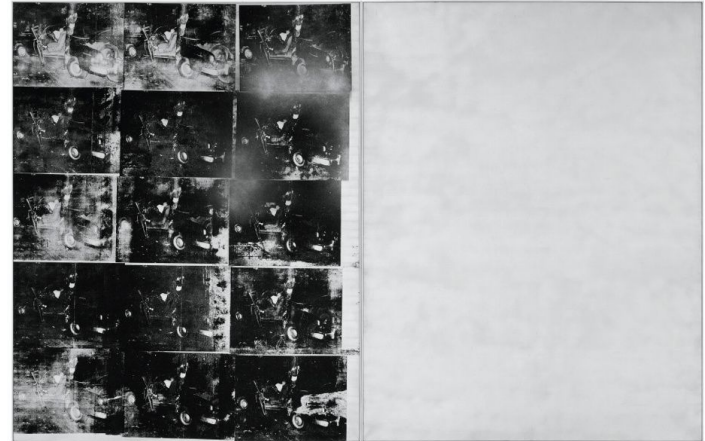
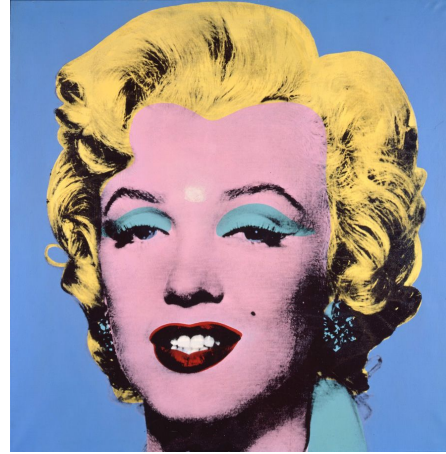
Arts is one the most dynamic AOKs in the knowledge system due to its subjective nature. It is hard to prove that someone's opinion is wrong.

Hence, many artists have used their own personal knowledge and caused a revolution in the shared knowledge of arts. Thus, we see many different art periods throughout history.

KQ: When does shared knowledge shape personal knowledge in the Arts?



# EVIDENCE : POP ART



Western art has had many different periods but one of the most prominent individuals that have started a revolution would be Andy Warhol (pop art)

KQ: When does shared knowledge shape personal knowledge in the Arts?

# EVIDENCE: TANG DYNASTY

During the tang dynasty, what was commonly seen as beautiful in women who were quite lean.

After the emperor came into power. His personal opinion of plump, white women changed the national view of what is considered beautiful.



KQ: When does shared knowledge shape personal knowledge in the Arts?

The reason why personal knowledge is able to influence shared knowledge is based on the factor that we have mentioned before:

- There is no strong political pressure for a certain way to produce or appreciate art
- There is no or little peer pressure to perceive beauty a certain way

KQ: When does shared knowledge shape personal knowledge in the Arts?

# APPLICATION TO ESTHER HONIG'S EXPERIMENT

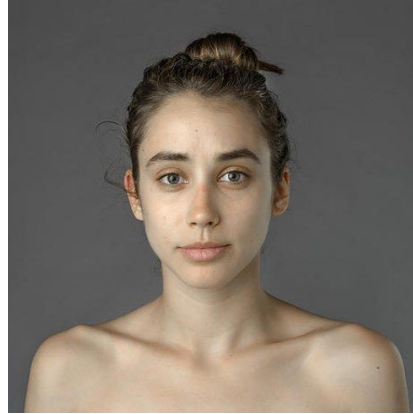
The cultural influences are very evident with the photoshop artists as Honig's instruction was to "make her look beautiful" and not "make her look beautiful in their culture".

The photoshop artists naturally made her beautiful in accordance to what their own culture thought was beautiful.

This can be seen as that there is huge societal pressure to conform to beauty standards.

AND/OR

that people have a natural tendency to conform to societal standards or peer pressure



KQ: When does shared knowledge shape personal knowledge in the Arts?

## INTRODUCE REAL LIFE SITUATION 2:

Myra, an image of the murderer Myra Hindley by Marcus Harvey. Myra Hindley committed the rapes and murders of five small children. At first sight, it resembles a greatly magnified version of a black and white photograph printed in a newspaper. It was made using prints of an infant's hand to build up a mosaic of black grey and white hand prints.



KQ: When does shared knowledge shape personal knowledge in the Arts?

## FROM MARCUS HARVEY'S VIEW:

- Harvey commented: "I know enough to know that she probably didn't do any of the murders, that she was just in a relationship where she was probably too attached to the man who was doing it to extricate herself. That her life was probably too dull and boring to throw the relationship away ... I don't believe that's 30-years-worth of reputation as one of the most vile and notorious murderers in British criminal history."

## FROM PUBLIC'S VIEW:

- In 1997, many aggressive response from audience -one person threatening,"unless you tell me it's withdrawn, I'm coming round to the academy and I'm going to stab the first person I see.
- Winnie Johnson, mother of one of Hindley's victims asked for the portrait to be excluded from the exhibition to protect her feelings.

KQ: When does shared knowledge shape personal knowledge n the Arts?

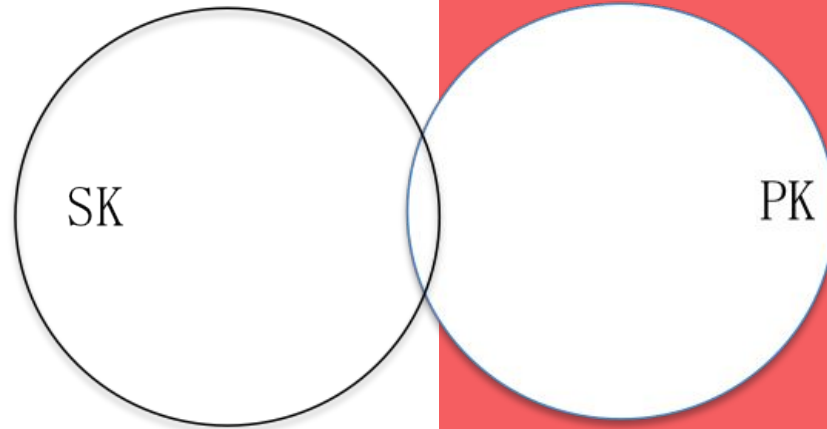
# IMPLICATIONS OF THE CONCLUSIONS ON THE ARTS AS AN AOK:

- Growth of knowledge production in the Arts is fast/dynamic
- Tolerance for subjectivity
- Freedom to execute or interpret

KQ: When does shared knowledge shape personal knowledge in the Arts?

Shared Knowledge

PERSONAL  
KNOWLEDGE



In the area of:  
**ARTS**

KQ: When does shared knowledge shape personal knowledge in the Arts?



# IMPLICATIONS OF CONCLUSIONS ON OTHER ASPECTS OF KNOWLEDGE:

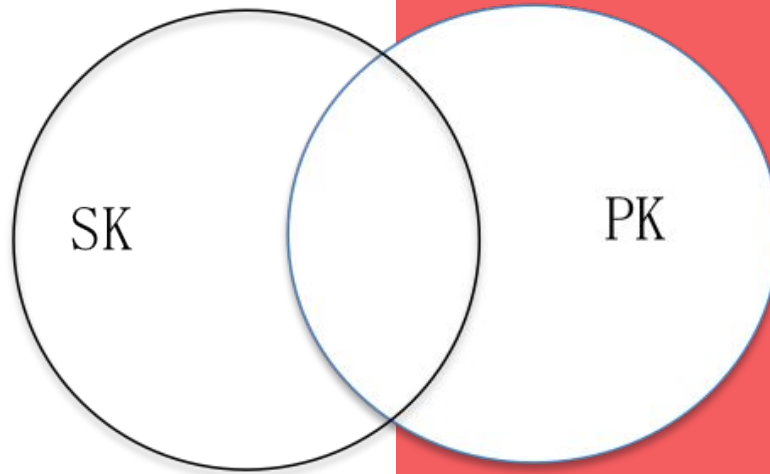
## Areas of knowledge:

- How does the extent of the influence of shared knowledge vary in the other AOKs?

KQ: When does shared knowledge shape personal knowledge in the Arts?

Shared Knowledge

PERSONAL  
KNOWLEDGE



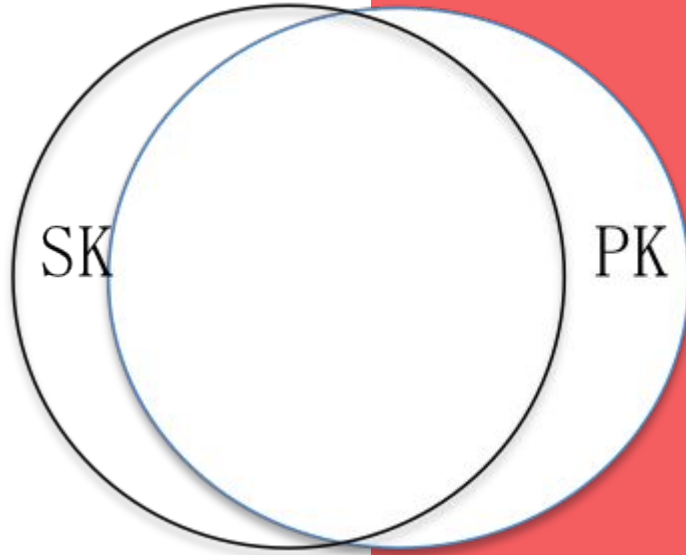
In the area of:

**HUMAN  
SCIENCE**

KQ: When does shared knowledge shape personal knowledge in the Arts?

Shared Knowledge

PERSONAL  
KNOWLEDGE



In the area of:

**MATH**

KQ: When does shared knowledge shape personal knowledge in the Arts?

# **IMPLICATIONS OF CONCLUSIONS ON OTHER ASPECTS OF KNOWLEDGE:**

- What is truly personal knowledge?
- Can personal knowledge be constructed without the influence of shared knowledge?

KQ: When does shared knowledge shape personal knowledge in the Arts?

# IMPLICATIONS OF CONCLUSIONS ON OTHER ASPECTS OF KNOWLEDGE:

## To the knower:

- An individual should discern for him/herself the consequences of the influence of shared knowledge on his/her personal knowledge and should be aware of it.

KQ: When does shared knowledge shape personal knowledge in the Arts?

THANK

YOU :)