

Instructions for Running the AAA

Included in the download:

- Art Experience Questionnaire - “artquestionnaire.doc”
- folder entitled “training slides” includes all the training slides required to run the testing battery
- folder entitled “instructions” containing instruction slides for each scale
- folder entitled “paintings” containing the 24 stimuli images
- folder entitled “scales” containing images of each of the scales used in the battery
- folder entitled “ranking data for all scales” containing the established rank orders for both naïve and experienced subjects

To run the AAA:

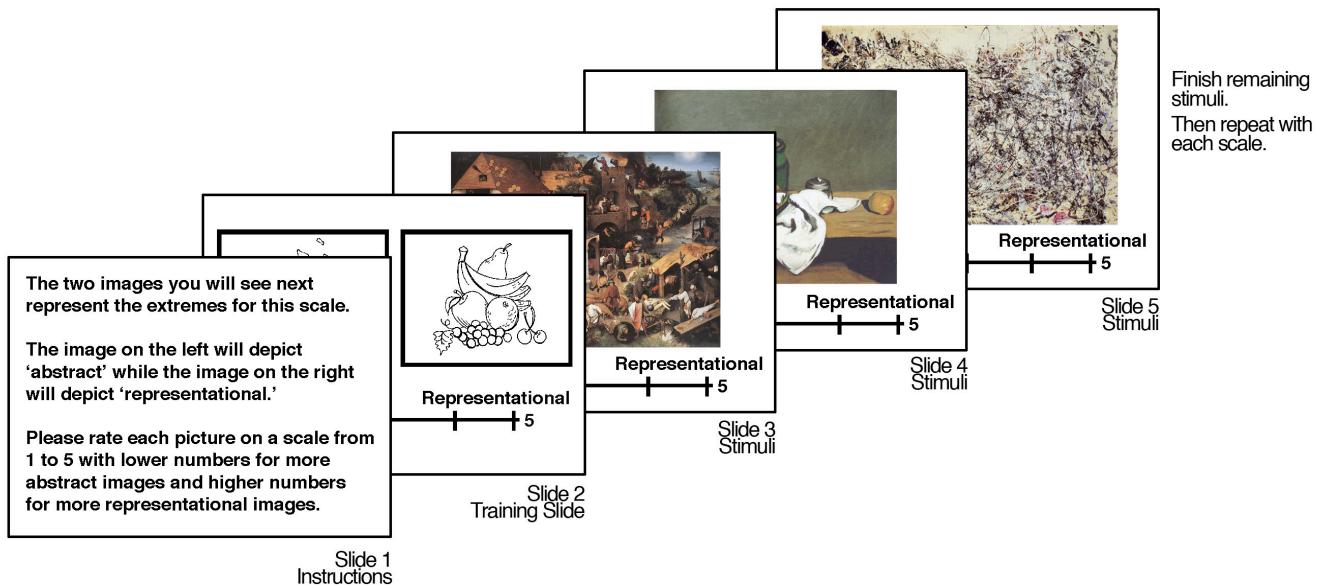
A stimulus presentation program such as E-Prime or PsyScope will be needed to run this battery.

Prior to testing, each participant fills out the Art Experience Questionnaire to ascertain whether they fall into the experienced or naïve category. Participants view all 24 paintings once before they begin the experiment in order to familiarize themselves with the range of artworks they will be rating. For the experiment, participants are first presented with each of the 24 paintings paired with each of the 12 attribute scales. Each participant rates each of the 24 paintings on a given scale before proceeding to the next attribute. The attributes may be presented in random order, and the paintings are randomized within each attribute to limit order effects. After completion of one scale, the participant will move onto the next scale until they have completed all 12 formal and conceptual attribute scales. After that they can rate the paintings on the evaluative scales of “Preference” and of “Interest.” Note that the preference and interest scales only have an instructions slide and no training slide.

For each attribute, the participants should be presented first with the instructions set specific to that scale (found in the “instructions” folder). Following that, they are shown the training slide specific to that attribute (found in the “training slides” folder) to clarify what is meant by the terms employed by each

attribute. After the experimenter makes certain that the participant understands the scale and its parameters, they may assess each stimuli (found in the “paintings” folder) on the provided attribute (found in the “scales” folder).

Example of Slide Presentation Order



Analysis

To acquire the correlation values (as a measurement of their agreement with the group) for each participant, use Spearman’s rank correlation to compare the paintings’ rank order (1 through 24 as determined by the AAA study) with an individual participant’s provided values for the paintings organized in that order. To acquire the correlation values for a group of participants’ mean ratings, use a Pearson correlation to compare the group mean ratings to the mean ratings determined in the AAA study. Normative rank orders and mean group rating for naïve and art experienced participants are found in the “ranking data for all scales” folder.

See following page for sample individual experienced participant data and sample naïve group data.

Example of Experienced Participant Data for Abstract Scale

Stimulus Image	Participant Rating	Experienced Group Means from AAA Study	Stimulus Image Rank
RedandOrange.bmp	1	1.10	1
Eve.bmp	1	1.13	2
NumberOne.bmp	1	1.20	3
Woman.bmp	1	1.50	4
RecliningNude.bmp	2	1.80	5
SeatedRiffian.bmp	2	2.43	6
BlueRoom.bmp	3	2.80	7
ApocalypseSaintSever.bmp	3	3.10	8
TwoFridas.bmp	3	3.23	9
GalaTigers.bmp	5	3.47	10
LaughingChild.bmp	4	3.60	11
VirginChild.bmp	3	3.80	12
StillLife_Kettle.bmp	4	3.90	13
CassattSelfPortrait.bmp	4	4.03	14
ThePiano.bmp	5	4.10	15
FloodedFields.bmp	5	4.33	16
NetherlandishProverbs.bmp	5	4.40	17
GasStation.bmp	5	4.50	18
DirkTybis.bmp	5	4.73	19
TheLetter.bmp	5	4.80	20
StillLife_Oysters.bmp	5	4.80	21
BalconyCarnival.bmp	5	4.83	22
GrossClinic.bmp	5	4.87	23
ManInTurban.bmp	5	4.90	24

Correlation of Individual Participant Rating and Stimulus Image Rank

Spearman's Rho .91 Sig. = .000

Example of Naïve Group Data for Abstract Scale

Stimulus Image	New Naive Group Means	Naive Group Means from AAA study	Stimulus Image Rank
RedandOrange.bmp	1.17	1.24	1
NumberOne.bmp	1.25	1.24	2
Woman.bmp	1.54	1.49	3
Eve.bmp	1.11	1.49	4
RecliningNude.bmp	2.01	1.67	5
SeatedRiffian.bmp	2.40	2.42	6
ApocalypseSaintSever.bmp	2.76	2.71	7
GalaTigers.bmp	2.86	2.72	8
BlueRoom.bmp	2.90	2.84	9
TwoFridas.bmp	2.51	2.99	10
LaughingChild.bmp	2.99	3.61	11
VirginChild.bmp	3.34	3.68	12
NetherlandishProverbs.bmp	3.75	3.91	13
CassattSelfPortrait.bmp	3.56	4.11	14
ThePiano.bmp	3.41	4.15	15
FloodedFields.bmp	4.23	4.21	16
StillLife_Kettle.bmp	4.44	4.42	17
TheLetter.bmp	4.37	4.45	18
ManInTurban.bmp	4.65	4.54	19
GasStation.bmp	4.55	4.58	20
StillLife_Oysters.bmp	4.23	4.69	21
DirkTybis.bmp	4.67	4.73	22
GrossClinic.bmp	4.77	4.75	23
BalconyCarnival.bmp	4.62	4.85	24

Correlation of New Naïve Group Means and Naïve Group Means from AAA Study

Pearson Correlation .97 Sig. = .000

Stimulus Images



Garsia,
Apocalypse of Saint-Server
ApocalypseSaintSever.bmp



Cassatt,
Self Portrait
CassattSelfPortrait.bmp



Pissaro,
Landscape with Flooded Fields
FloodedFields.bmp



Cassatt,
*On the Balcony During
Carnival*
BalconyCarinval.bmp



Holbein,
Portrait of Dirk Tybis
DirkTybis.bmp



Dali,
Gala and Tigers
GalaTigers.bmp



Matisse,
The Blue Room
BlueRoom.bmp



Newman,
Eve
Eve.bmp



Hopper,
The Gas Station
GasStation.bmp



Eakins,
The Gross Clinic
GrossClinic.bmp



Brueghel,
Netherlandish Proverbs,
NetherlandishProverbs.bmp



Matisse, *Seated Riffian*,
SeatedRiffian.bmp



Pollock,
Number One,
NumberOne.bmp



Cezanne, *Still Life with Kettle*,
StillLife_Kettle.bmp



Henri,
Laughing Child
LaughingChild.bmp



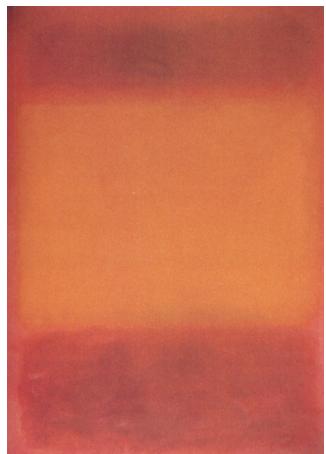
Picasso,
Reclining Nude,
RecliningNude.bmp



Heda, *Still Life With Oysters, Rum Glass, and Silver Cup*,
StillLife_Oysters.bmp



Van Eyck,
Man in a Turban
ManInTurban.bmp



Rothko,
Red and Orange,
RedandOrange.bmp



Vermeer,
The Letter,
TheLetter.bmp



Dewing,
The Piano
ThePiano.bmp



Kahlo,
The Two Fridas,
TwoFridas.bmp



Buoninsegna,
Virgin and Child Enthroned
VirginChild.bmp



DeKooning,
Woman
Woman.bmp