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# The Impact of Artist Fame and Viewer Socioeconomic Status on Art Likeability

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## Prior Research

- Artistic endeavors, such as print adverts, are seen as more likeable when endorsed by a famous person than an expert on the issue (Wu, Linn, Fu, & Sukoco, 2012)
- Viewer differences, such as mood, have been shown to have an effect on their ratings given to art pieces (Gartus & Leder, 2014)
- How a person identifies with a social group, and how that group responds to a painting, has been shown to influence how they personally rate the same painting (Lauring, Pelowski, Forster, Gondan, Ptito, & Kupers, 2016)

## Predictions

- H<sub>1</sub>: Art attributed to a famous artist would be rated as more likeable
- H<sub>2</sub>: High SES participants would give higher ratings than low SES participants
- H<sub>3</sub>: High SES participants will give higher ratings to high fame artists than to low fame artists or when given no information about the artist, while low SES participants will give higher ratings to low fame artists than to high fame artists or when given no information about the artist

## Participants

- Total of 88 WOU Students
  - 17 male and 71 female
  - Age range of 18-51 ( $M = 22.53$ ,  $SD = 7.82$ )

## Materials

Participants rated the painting based on:



Marcel Duchamp's *Portrait of Chess Players*

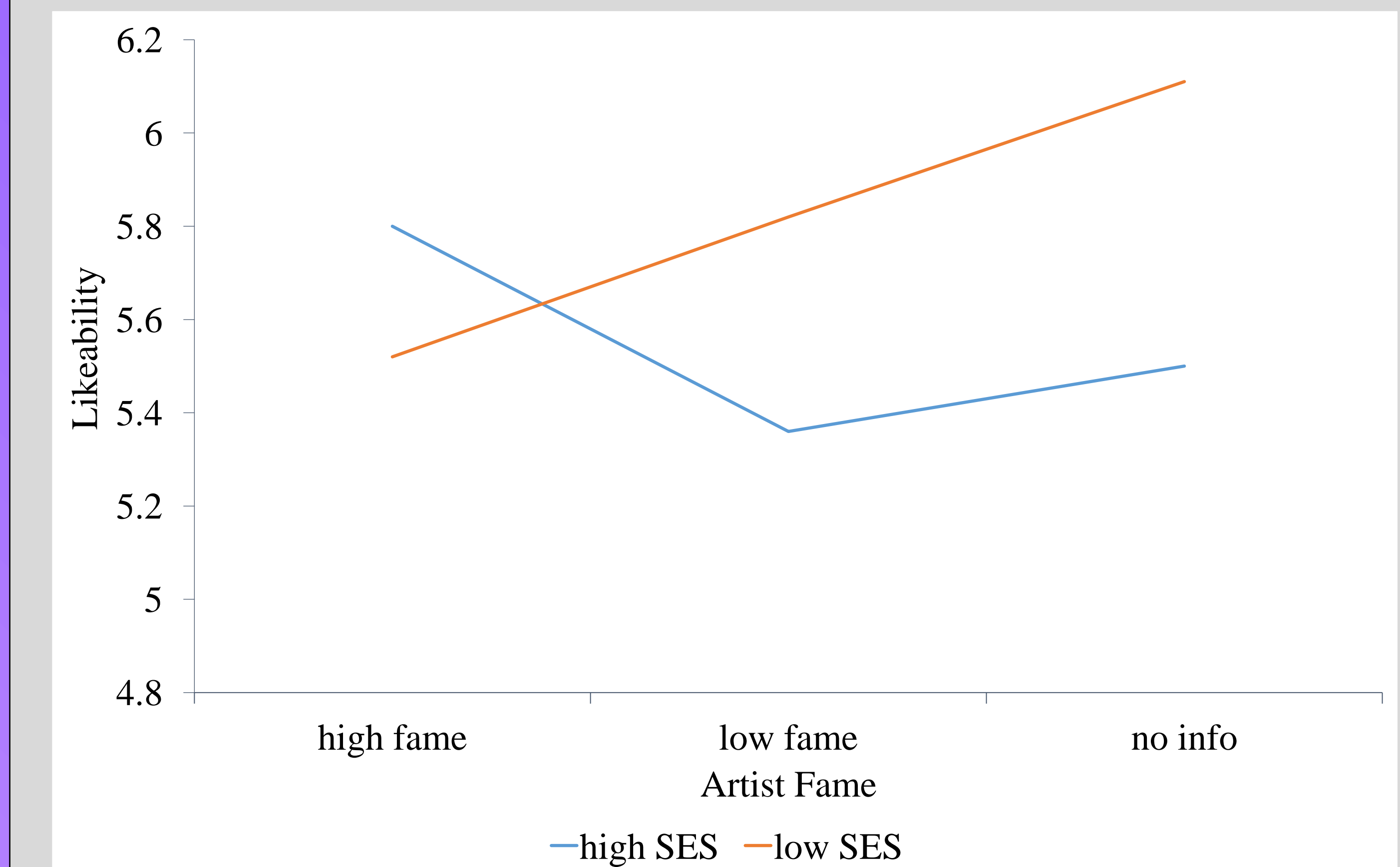
- Artist's creativity
- Artist's technical skill
- Effort exerted by the artist
- How much they like the painting

## Procedure

- Participants were randomly assigned to either high fame, low fame, or no artist information groups
- SES classifications were determined through a median split
- Participants were shown the painting and given the information corresponding to their artist group
- Participants were then asked to complete a questionnaire about the painting using a 7-point Likert scale

## Results

- H<sub>1</sub> was not supported,  $F(2) = .63$ ,  $p = .54$
- H<sub>2</sub> was not supported,  $F(1) = 2.67$ ,  $p = .12$
- A trend for an interaction between artist fame and participant SES was found (H<sub>3</sub>), such that high SES participants gave higher ratings to high fame artists ( $M = 5.80$ ,  $SE = .20$ ) than to low fame artists ( $M = 5.36$ ,  $SE = .20$ ) or when given no information about the artist ( $M = 5.50$ ,  $SE = .20$ ) and that low SES participants gave slightly higher ratings when given no information about the artist ( $M = 6.11$ ,  $SE = .20$ ) and to low fame artists ( $M = 5.82$ ,  $SE = .20$ ) than to high fame artists ( $M = 5.52$ ,  $SE = .20$ ).  $F(2) = 3.00$ ,  $p = .06$



## Conclusion

- No main effects were found for artist fame or viewer SES
- A trend for an interaction between artist fame and viewer SES was found in which high SES participants gave higher ratings to high fame artists and low SES participants gave slightly higher ratings when given no information about the artist and to low fame artists than to high fame artists
- This relates to previous research findings that suggest viewers prefer art that they identify with (Heinrichs & Cupchik, 1985), as participants in the present study gave higher ratings to the artist most similar to themselves
- The present study contributes to research on individual differences' impact in creative fields while looking specifically at that of visual art