

Social conditions of contemporary art reception. Studies with the use of oculography

The aim of the dissertation is to analyze the contemporary art reception and define its social conditions. The research was based on traditional and modern research methods: in addition to interviews and questionnaires, oculography (eye-tracking) -a technology that records eye movements- was used. The analyses and sample selection took into account the varying levels of viewing competence. An additional value of the research carried out in the museum space was the verification of the application of oculography technology to sociological research, especially in the context of art research.

The dissertation consists of two parts: theoretical and empirical. The theoretical part presents an outline of sociological, historical and aesthetic concepts, which are the reference point and basis for the implementation of the research. It also includes a chapter on achievements in the field of neuroaesthetics, seeking the biological basis of aesthetic experiences. The theoretical part closes with a description of oculography, a research method based on the concepts of neuroscience. The empirical part consists of a description of the research methodology and results showing the reception process among qualified viewers and laymen at the cognitive, emotional and perceptual levels.

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D. Kidi