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How does art appreciation promote artistic inspiration?

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Abstract

Through art appreciation, viewers are sometimes inspired to express or implement creative ideas. Such an experience is thought to be important for art learning. In this study, we conduct a questionnaire to examine how art appreciation promotes creative inspiration in non-experts. We hypothesize that: (a) individual experience of art-related activities and self-evaluation of artistic expression affect creative inspiration, mediated by the method of appreciation of artworks; and (b) the type of artworks affects creative inspiration, mediated by the method of appreciation of artworks. The participants were 373 adults, who were not art professionals (179 women, age: $M = 45.02$, $SD = 13.45$, range: 20-69 years). The data are analyzed using structured equation modeling for the two hypotheses. The two hypotheses are mostly supported, suggesting that self-evaluation of artistic expression and the type of artworks (especially classic works of art) influence creative inspiration, mediated by the method of appreciation of artworks. However, experience of art-related activities has no significant direct effect on inspiration for artistic creation.