



## Students and the Visual Arts

October 2003

### Purpose

The goals of this survey were to determine prior experience with (performing or attending) art activities, the types of visual arts that are currently of interest to students and the best way to inform them of art exhibits on campus.

### Implications/Highlights

A quarter of University Park respondents (29%) said they were knowledgeable about arts and cultural activities while 62% thought being knowledgeable was important for a well-rounded, educated individual. About a fifth had a background of active involvement with artistic events; almost all had visited a museum or art gallery. Students expressed most interest in video/high tech art, photography, sculpture and photography displays.

### Participation Rate

Total N = 1092

Phone N = 731 (63%) agreed to participate  
 N = 423 (27%) did not agree to participate  
 Online N = 361 (18%) agreed to participate  
 N = 1639 (82%) did not agree to participate

### Findings

A majority of respondents (62%) thought that knowledge about arts and cultural activities was important to being a well-rounded, educated person.

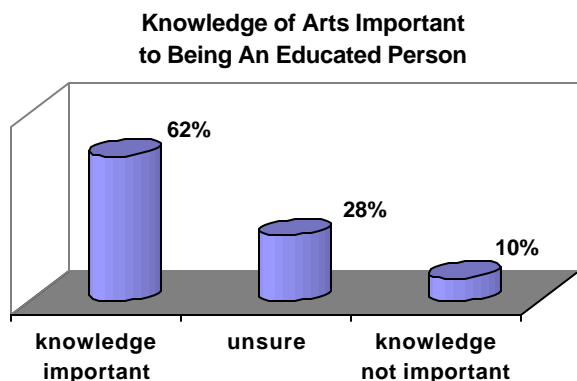


Figure 1. A majority thought being knowledgeable about arts and cultural activities was important

\*Statistically significant at the .05 level

Those who felt being knowledgeable about the arts was important had a background of involvement in the arts and expressed more interest in various types of visual art exhibits on campus.

More of women than of the men \* and more upper class juniors and seniors than under class first year students and sophomores\* thought it was important to be knowledgeable about the arts. One-fourth of the students overall (29%) indicated they themselves felt knowledgeable about the arts.

In general, not many (14%) felt informed about arts and cultural activities offered on campus.

Few Students Felt Informed About Art Activities on Campus

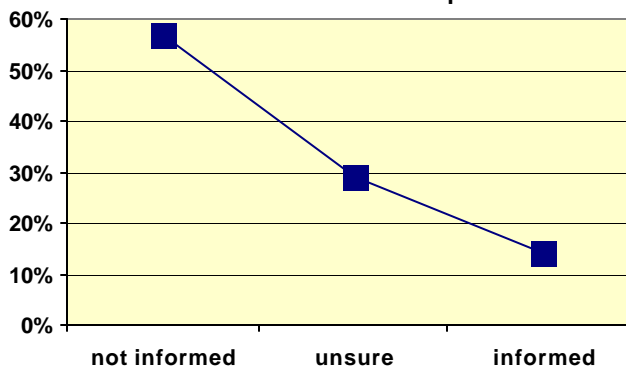


Figure 2. Few students felt informed about art activities on campus. Although few respondents felt informed about art activities on campus, many were aware that art exhibits were displayed at specific campus sites.

### Aware That Art is Displayed at Specific Campus Sites

90%	HUB Gallery	27%	Pasquerilla Center
82%	Palmer Museum	27%	Zoller Gallery
73%	Pattee Library	18%	West Halls Lounge
69%	Robeson Gallery	15%	Ritenour Lobby
58%	HUB Art Alley	11%	North Halls Lounge

More of the men than of the women were aware of the art exhibits in West Halls. \* More under class first year students and sophomores than upper class juniors and seniors knew about art displays in the Pasquerilla Spiritual Center.

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Most students (67%) expected that all art displays on campus would be free.

Students were asked about the effectiveness of various communication media as an information source about art exhibits.

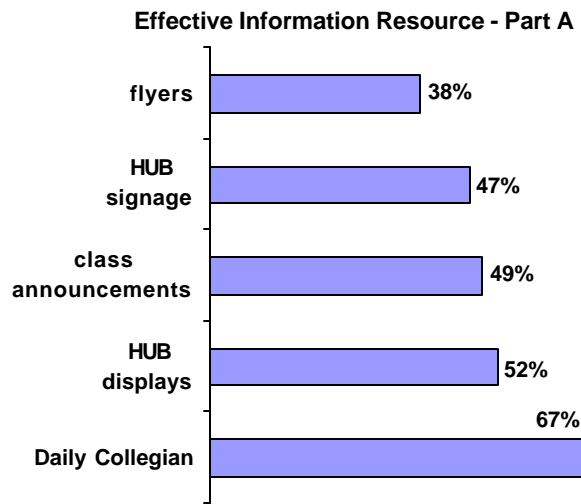


Figure 3. Effectiveness of various information sources Part A

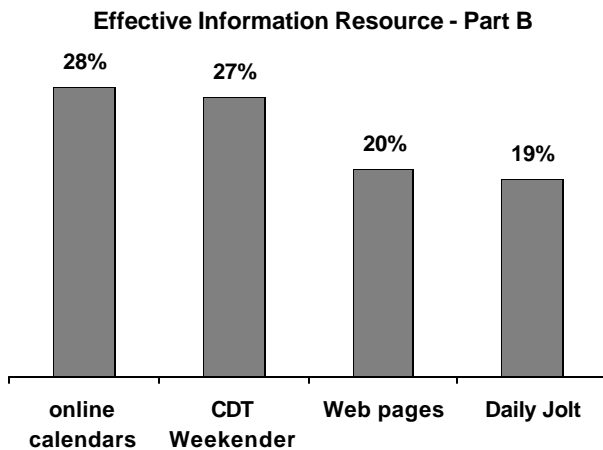


Figure 4. Effectiveness of various information sources Part B

Almost all respondents said they had visited a museum or art gallery as part of a school trip (93%) or with family/friends (91%).

Number of Trips to a Museum or Art Gallery	
<u>visited as part of a school trip</u>	
7%	none
8.1 times	mean number of times for those who had gone as part of a school trip
<u>visited with family or friends</u>	
9%	none
12.5 times	mean number of times for those who had gone with family or friends

Those who felt being knowledgeable about the arts was important to being well-educated visited museums and art galleries more often. \*

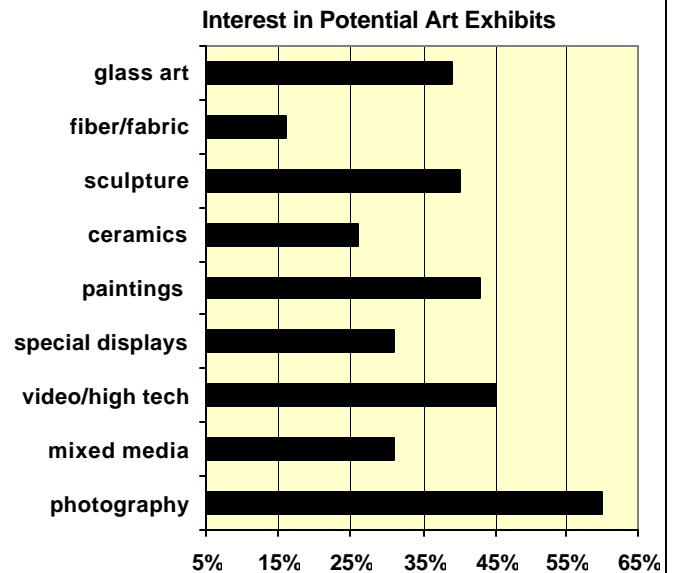
The survey asked students about their prior art experience.

**Past Involvement: Performing or Attending**

	yes
theater productions	20%
instrumental or band	15%
visual arts (painting/photography/sculpture)	12%
choir or choral events	10%
dance	8%
crafts (quilting, ceramics)	7%

Women were more likely than men to have been involved with choir, dance, crafts, and theater. \*

Student interest in future art exhibits varied.



Men were more likely than women to be interested in video/high tech art displays. \*

Students were asked how interested they were in different categories of artists.

54%	professional artists	38%	faculty artists
48%	international artists	38%	minority artists
48%	student artists	33%	community artists
40%	women artists	32%	Pennsylvania artists

A fifth of respondents (21%) would attend receptions to meet artists while 18% would like to see films about the lives and careers of artists.

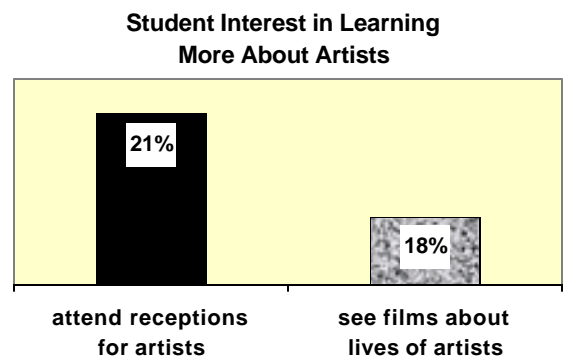


Figure 5. Some students were interested in learning more about artists

\*Statistically significant at the .05 level.