



INTERNATIONAL JOURNAL OF ACADEMIC RESEARCH IN BUSINESS & SOCIAL SCIENCES



Systematic Literature Review of Art Reception Survey (ARS) on Aesthetic Perception Studies And Future Research Directions

Wan Juliana Emeih Wahed, Saiful Bahari Mohd Yusoff, Noorhayati Saad, Patricia Pawa Pitil

To Link this Article: <http://dx.doi.org/10.6007/IJARBSS/v11-i3/8928>

DOI:10.6007/IJARBSS/v11-i3/8928

Received: 05 January 2021, **Revised:** 01 February 2021, **Accepted:** 25 February 2021

Published Online: 18 March 2021

In-Text Citation: (Wahed et al., 2021)

To Cite this Article: Wahed, W. J. E., Yusoff, S. B. M., Saad, N., & Pitil, P. P. (2021). Systematic Literature Review of Art Reception Survey (ARS) on Aesthetic Perception Studies And Future Research Directions. *International Journal of Academic Research in Business and Social Sciences*, 11(3), 997-1008.

Copyright: © 2021 The Author(s)

Published by Human Resource Management Academic Research Society (www.hrmars.com)

This article is published under the Creative Commons Attribution (CC BY 4.0) license. Anyone may reproduce, distribute, translate and create derivative works of this article (for both commercial and non-commercial purposes), subject to full attribution to the original publication and authors. The full terms of this license may be seen at: <http://creativecommons.org/licenses/by/4.0/legalcode>

Vol. 11, No. 3, 2021, Pg. 997 - 1008

<http://hrmars.com/index.php/pages/detail/IJARBSS>

JOURNAL HOMEPAGE

Full Terms & Conditions of access and use can be found at
<http://hrmars.com/index.php/pages/detail/publication-ethics>



INTERNATIONAL JOURNAL OF ACADEMIC RESEARCH IN BUSINESS & SOCIAL SCIENCES



www.hrmars.com

ISSN: 2222-6990

Systematic Literature Review of Art Reception Survey (ARS) on Aesthetic Perception Studies And Future Research Directions

Wan Juliana Emeih Wahed¹, Saiful Bahari Mohd Yusoff²,
Noorhayati Saad³, Patricia Pawa Pitol⁴

¹Institute of Creative Arts and Technology (iCreaTe), Universiti Malaysia Sarawak 94300 Sarawak, Malaysia, ²Faculty of Art & Design, Universiti Teknologi MARA, Cawangan Sarawak, 94300, Kota Samarahan, Sarawak, Malaysia, ³Institute of Creative Arts and Technology (iCreaTe), Universiti Malaysia Sarawak, 94300 Sarawak, Malaysia, ⁴The Design School, Faculty of Innovation & Technology, Taylor's University, 47500 Selangor Darul Ehsan, Malaysia, ⁴Universiti Teknologi MARA, Cawangan Sarawak, 94300, Kota Samarahan, Sarawak, Malaysia

Email: wanjuliana@uitm.edu.my, mysaiful@unimas.my, noorhayati.saad@taylors.edu.my, patriciapawa@uitm.edu.my

Abstract

Aesthetic studies are engaged with various visual stimuli connected to human senses, which project different perceptions based on one's aesthetic experiences. The right output of the process is a 'symptom' of 'delighted' art which creates positive experiences in measuring a 'good taste' of art. This paper's aim was to review the ARS instrument on different domains of aesthetic studies namely textile, art writing, painting, figurative, abstract painting, representational art and film. The analyses comprised seven adaptations of the Art Reception Survey, indicating the properly designed instrument suited for the screening purposes. The findings demonstrated the influential factors of aesthetics including prior knowledge, art knowledge, familiarity and art connection. The findings also suggested the basis of the instrument adaptation in aesthetic studies, combined with the construction of the understanding between the trained and untrained perceivers.

Keywords: Aesthetic, Art Perception, ARS Instrument, SLR, Visual Art.

Introduction

Aesthetic perception involves the values of the feeling towards any visual arts (Bundgaard et al., 2017) which prompts interest when dealing with the arts. The feeling can either yield beauty, aesthetic interest, or any sort of pleasure. The channel of feeling produced by the perception process can also be translated as appreciative judgment, appraisal, or numerous evaluations and are the basis for the beauty of the art appreciation process.

The aesthetic emergence of human feelings is associated with the process of perception (Scherer, 2020), and when the stimulus is assessed as something that can be