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Art vs. The Artist: Can It Be Separated?

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INTRO:

Our research aimed to find if there was coloration on how the public perception of musicians affected how they rated the artists music. This research in particular matters because it deals with how society views famous people such as actors, politicians, broadcasters and musicians. This is also the first step into explaining why society views musicians in certain ways.

METHODS:

To test our hypothesis, we used the memory prime effect to see if that would change people's opinions of an artist. Our research used Kanye West as an example as well as his song "Through the Wire". We used a sample size of 49 people from three different Communication courses at Hope College.

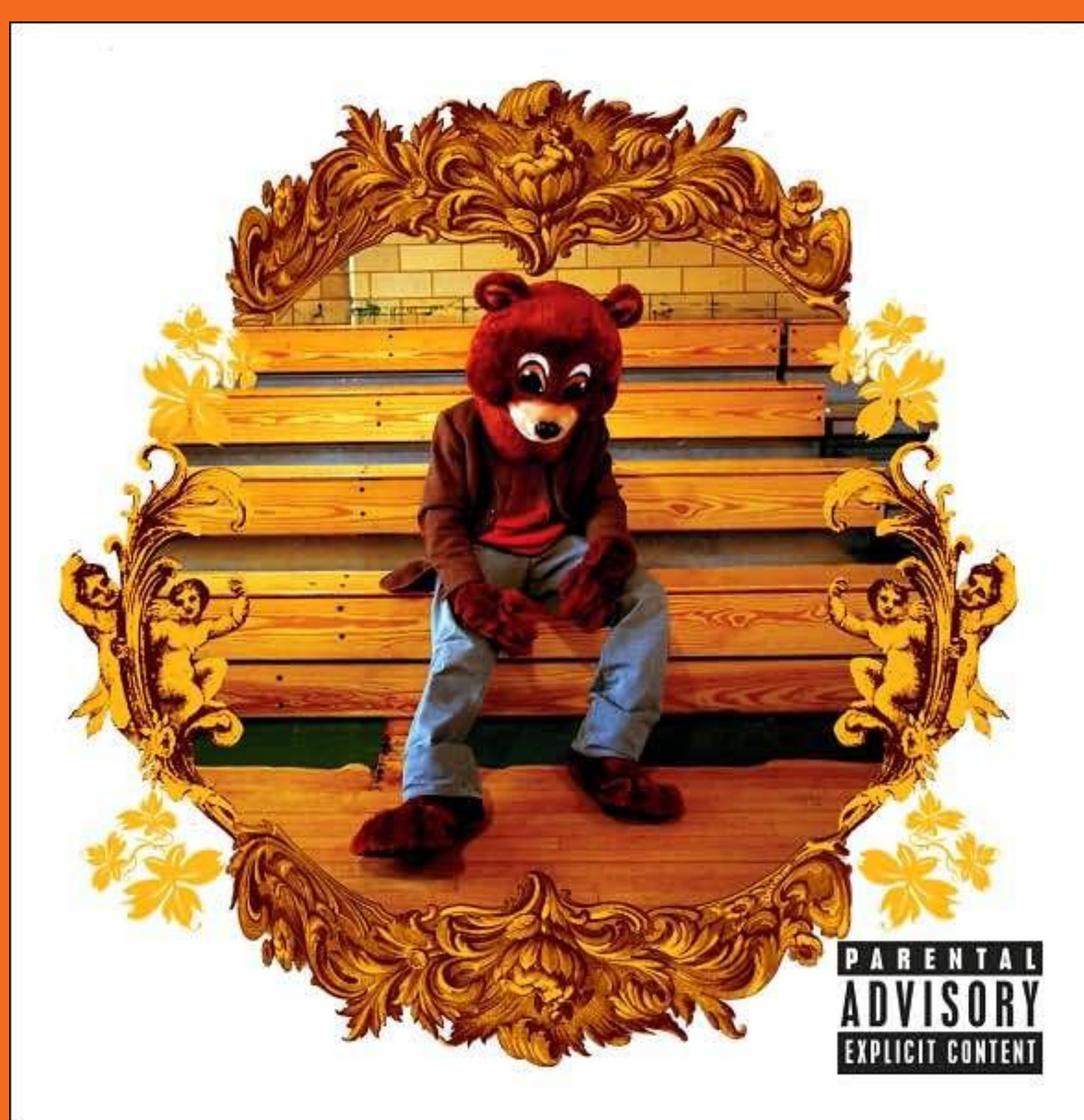
- All groups received the same "bio" information about the artist along with the same song.
- A 3 condition between-groups experiment feature positive, negative, or no primer information (control condition) about the artist.
- After the prime and song, participants were given a questionnaire on the artist and the song.

RESULTS:

Our results presented us with no significant difference between the different primers. Showing that the positive and negative primers did not yield a substantial difference among participants. However, a different artist, a larger sample size, and a different demographic of participants could show different results.

Art vs. The Artist: Can They Be Separated? Hope College Communication Department Holland, MI

Simon Awad, Timothy Ramfos, Antonio Popp,
Ja'Kaurie Kirkland and Dr. Austin Beattie



(Clinch, D, 2004, Barnes And Noble)

"Through the Wire"

By Kanye West



Kanye West

(Boyko,Vitor, 2024, Getty Images)



Scan the QR code to view the full paper!

RESULTS:

(I)Section	(J)Section	Mean Difference (I-J)	Std. Error	Sig. α	Lower bound	Upper bound
No prime	Good prime	-.548	.499	.278	-1.553	.457
	Bad prime	-.138	.486	.778	-1.117	.841
Good prime	No prime	.548	.499	.278	-.457	1.553
	Bad prime	.410	.407	.318	-.408	1.228
Bad prime	No prime	.138	.486	.788	-.841	1.117
	Good prime	-.410	.407	.318	-1.228	.408

Overall	Based on mean	Levene Statistic	Df1	Df2	Sig.
	Based on mean	.148	2	46	.863
	Based on median	.123	2	46	.844
	Based on median and with adjusted df	.123	2	40.056	.844
	Based on trimmed mean	.167	2	46	.847

Differences between prime groups were not significant at $p = .863$, suggesting society's public opinion of the artists can and will affect how their art/music is perceived might not be related.

In other words, the data suggests that no matter how public information about an artist might change, the opinion of their art might stay the same.



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