



CONFERENCE ATTENDANCE REPORT

Name	: Mohd Fahmi Bin Yahaya
Faculty/Institute/Centre	: Faculty of Applied and Creative Arts
Conference Title	: 5 th International Conference on New Media Studies (CONMEDIA 2019)
Title of Paper/Presentation	: Audience Engagement in Digital Visual Arts Exhibition
Conference Venue & Date	: The Anvaya Beach Resort, Kuta, Bali, Indonesia 09-11 October 2019
Conference Organised by	: Universitas Multimedia Nusantara
Participation Sponsored by	: Self-Funded

1. Explain the new knowledge (e.g. theories/ concepts/ issues/ research methods/ techniques) gained from the conference.
 - a. The use of ICT such a Virtual and Augmented Reality as a medium to not only display but also to measure audience engagement and participation in the context of creative products.
 - b. Software system known as Software Product Line Engineering (SPLE) that caters for SMEs according to their specific business profile.

2. Explain the feedback received on your presentation (Please indicate duration, Q&A and other relevant discussion).

My presentation was well received by the audience. It was a 15 minutes presentation followed by a 10 minutes Q&A session. Several questions were asked by the audience. One in particular was regarding the data collection. The audience was interested to know if it was difficult to obtain response as the respondent would actually have to engage with the item of exhibit. My answer was, based on the demographic of the research respondents, almost 70% of them are teenagers and young adults. These are the group of people whom were born in the era of digital technology. They are participative and inquisitive in nature. Thanks to them, the data collection process went smoothly with very minimal facilitation. Most respondents participated in the research willingly and seems to enjoy the engagement.

3. Will there be any follow-up activities resulting from your participation in the conference (e.g. research collaboration, institutional visits)? State the activity and person(s) involved, if any.

I established contact with some of the other international participants to work on possible research collaboration. We had a short discussion on the possibility of developing an app to measure engagement and audience participation.

4. Would you recommend this conference to others?

Yes

No

Explain the reason(s).

The conference was well organized and located at a good venue. The papers presented were multidisciplinary and interesting.

5. The paper you have presented at this conference

has been published; please specify the journal/proceeding:

Published in the conference proceedings and is currently reviewed for journal publication.


OR

is being rewritten for publication.

OR

others, please specify :

6. Please attach a copy of the conference material/kit with this Report for CAIS repository.

Signature		<p>Verified and approved by Dean/Director</p> <p>Prof. Madya Dr. Muadi Hj Shanat Dekan Fakulti Seni, Budaya dan Kreatif UNIVERSITI MALAYSIA SARAWAK</p> <p>24/10/2019</p>
Date	24/10/2019	

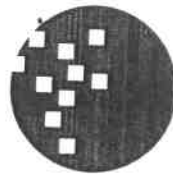
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Audience Engagement in Digital Visual Arts Exhibition

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Abstract

This study attempts to measure the outcome of audience engagement in a digital visual arts exhibition. The research, involving 110 respondents, employed hierarchical regression as the main method of data analysis. Audience engagement were measured through cognitive, affective, behavioral and social whereas the outcomes were measured through advocacy and audience's special connection with the exhibition. The results revealed that there is a strong positive relationship between affective engagement with advocacy as well as a strong positive relationship between affective, behavioral and social engagement with special connection. Outcome from this finding will facilitate art curator in managing and improving audience engagement.

Keywords: digital visual arts exhibition, audience engagement

1 Introduction

The Malaysian National Creative Industry Policies, had recognized a comprehensive rundown of innovative contributions from ten categories: (1) Visual Arts, (2) Performing Arts, (3) Music, (4) Literature, (5) Film/TV/Gaming Content, (6) Fashion and Design, (7) Traditional and Cultural Arts, (8) Creative Education, (9) Creative Technologies and (10) Culinary Arts. As a collective national effort to advance in digital economy, established galleries namely the National Visual Arts Gallery had spearheaded digital exhibitions in Malaysia. Widely accepted as the electronic art or modern art, artistic work is exhibit by utilizing richer multimedia and graphical interface. As a result, individual interaction with the artwork becomes an engaging experience.

Despite its fame, little is known as to how audiences here engage with digital exhibition and its outcome. Audience engagement helps in the delivery of artistic experience. It is assumed that an engaged audience will not only develop a special bond with the exhibition but will also play the role as it advocates. Thus, there are three main objectives of this present study: (1), it strives to understand how the digital visual arts exhibition engages with local audience, (2) to investigate the relationship between these factors of engagement with their outcomes (advocacy and special connection) and (3) to analyse which of these engagement factors has the strongest influence on the predictors. This study focuses only on digital visual arts exhibition as it provides engaging artistic experience as well as its overwhelming growth in popularity among local arts practitioner.

2 Literature Review

Originally termed as absorption in the study of personal psychology [1], cognitive engagement is one of the prominent scales to measure individual engagement. It refers to a set of dynamic mental states that a consumer experiences with respect to focal object being engaged [2]. In a study on distance learning [3] cognitive engagement was found to have positive affect on perceived richness of the medium, the level of interactivity in the instructor's teaching style, and classmates' attitudes toward the use of technology. While cognitive engagement measures audience mental state, affective engagement focus on positive emotional experience that act as a stimulus. It includes among others, desire, interest [4]; [5] and emotions [6] whereas behavioral engagement includes word-of-mouth, recommendations, helping other customer, blogging, writing reviews and even engaging in legal action [7]. Art activities also encourages social engagement. It is a heightened level of interest [8] as a result of connection, creation and communication between one customer and the others [9].

While satisfaction is the better pointer to assess consumption that reflects evaluation of alternatives such as repurchase intention, engagement is better suited to reflect customer motivation to consume more, its depth and level [10]. Value, loyalty and advocacy are among the result of engagement [11]. Loyal customers are also positive advocate of the brand. They provide positive word-of-mouth and generally expect value in return. According to reference [12], a consumer's level of engagement may be contingent on the value he or she expects to receive from a given experience and may also start to form experience-based relationships, which manifest into a self-connectedness to the artistic offering or organization. Derive from the literature, this study proposed a conceptual framework to further investigate audience engagement in digital arts exhibition.