

## “This One At Least Means Something”: A Quantitative Approach On Studying Aesthetic Development Of Secondary School Pupils

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The current research contrasts two views on the development of aesthetic expectations: the first is derived from socialization theories of art perception based on Bourdieu's cultural reproduction model, the second from stage-models of psychological aesthetic development and neuroscience. Both views try to answer the question of which criteria are used to judge art, and what the interpersonal differences in these used criteria are based on. These alternative views are contrasted by studying the aesthetic development of secondary school pupils. Relevant aspects of art socialization, stage-perspectives on aesthetic development and art evaluation are combined in a quantitative multi-track model in which we disentangle complementary and superseding relations. We use survey-data of 346 Flemish secondary school pupils visiting an art museum in a school trip. This specific age category - 12 to 18 - is especially relevant to study early development in aesthetical expectations and evaluations. Aesthetic development is operationalized as three factors derived from eleven likert items measuring aesthetic expectations and evaluations: (1) a base-order track focusing on beauty, representation and harmony, (2) an emotional evaluation track and (3) a contemplative track consisting of the need for fantasy, novelty and reflection. Using MANCOVA, we, furthermore, assess effects on factor scores of sociodemographic variables, education level and prior art museum experience. The aim of this paper is to complement the class-based literature on aesthetic development by psychological and neuroscientific insights on this topic. This can deepen our understanding of aesthetic development, modes of art consumption and art education.

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### Past Familial Experiences And The Interrelationships Between Consumers' Individual and Relational Selves Over Time

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Consumer research has always acknowledged that family history, childhood experiences and parental figures influence consumption as individuals draw on the past-present-future nexus to construct their identities via consumption. However, consumer research has neglected to explore how memories of the past individual and/or relational self impact the current individual and relational self in consumption. A phenomenological study used the lens of consumers' ego-states to explore how consumers' experiences are affected by different time-bound views of the self. Middle-class consumers' experiences with their important possessions and consumption activities were examined in the two largest cities in Greece. In Greece the interplay between consumers' individual and relational selves over time may be particularly shaped by the recession and the weak welfare state which means that the family is the main support in coping with social risks. Our study sheds light on specific tensions between consumers' individual and relational selves over time. In some cases these reflected specific ego-states (Adapted Child, Critical-vs-Nurturing Parent, Natural Child-vs-Adult) and stimulated particular types of identity conflicts and consumption ambivalence. In other cases, different dynamics between individual and relational selves over time linked to specific ego-states [Natural Child, Nurturing Parent(vs-Adapted Child)] and promoted positive feelings in particular consumption experiences. Also, the study identified different types of self-expansion and self-reduction and different conflicts between self-expansion and self-reduction in consumption. The findings also revealed different person-thing-person trilateral trajectories (Belk, 1988) [other-thing-self (self-vs-other)-thing-thing-self-other] that linked to different interrelationships between individual and relational selves. Keywords: self-identity, ego-states, ambivalence, family