

DH for Breakfast

Wednesday Lectures in Digital Humanities



12
November
9.00–10.00 am

DEPARTMENT OF
DIGITAL HUMANITIES

Elisabethstraße 59/III,
Lehrsaal SR 81.31

Investigating Media-Specific Art Experience in the (Post-)Digital Age

Hanna Brinkmann

Center for Cultures and Technologies of Collecting
Krems University

The presentation will introduce the inter- and transdisciplinary FWF-funded project “Art Experience in the (Post-) Digital Age { original | digital | virtual }”. It aims to describe, to analyze, and to differentiate the particular perceptual qualities of original artworks, their digital surrogates, as well as digital expansions into the virtual space (augmented and virtual reality). We investigate whether the presentation medium of visual art makes a difference, based on four empirical comparative studies at the Austrian Gallery Belvedere in Vienna. By using a mixed-methods approach with qualitative interviews, mobile eye-tracking and questionnaires, we successfully collected data from over 50 participants (museum visitors) for each of the four conditions. The talk will present the next steps regarding data processing as well as initial findings.

www.donau-uni.ac.at/en/ordiv



Hanna Brinkmann is a senior researcher at the Center for Cultures and Technologies of Collecting (Krems University) focusing on art history, museum studies and empirical aesthetics. She heads the FWF project “Art Experience in the (Post-)Digital Age”.

<https://orcid.org/0000-0002-2841-9327>



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Institut für Digitale Geisteswissenschaften
Department of Digital Humanities
Universität Graz
A-8010 Graz, Elisabethstraße 59/III

+43 316 380 -2292
dh@uni-graz.at

<https://digital-humanities.uni-graz.at/de/>