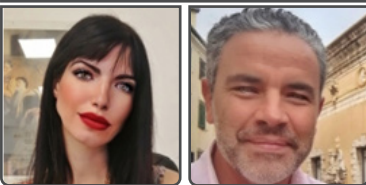


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Using various social media text analysis methods to approach the experience of public art viewers

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Art is ubiquitous nowadays. Thus, the individual's engagement goes beyond observation. Arts transmission relies on technology. Mobile devices allow access to a lot of art. This study's primary objective is to examine the aesthetic experience and the viewer's opinion with pieces of public art that are permanently (in squares, monuments, and bridges, etc.) or periodically displayed in Paris. The selection of this metropolis was based on its cultural, artistic, and historical wealth. On Instagram, a collection of public artworks was identified by title or location. It is therefore intriguing to investigate how viewers of artworks expressed their emotions or opinions in a broader sense. To ensure the editability of textual data, we adhered to the complete procedure for data cleansing. Several lexicon-based approaches for emotion recognition and opinion mining of Python programming language packages for natural language processing (NLP) or other methods like Term Frequency -Inverse Document Frequency (TF-IDF) will be used to examine the experience of art viewers. Specifically, linguistic packages will identify a text's positive, negative, or neutral emotions as well as the frequency of words to determine their association to a particular content. In addition, a comprehensive literature search did not reveal any relevant studies regarding the emotional recognition and opinion mining of art viewers via social media platforms like Instagram. Contrary to other museum-based or lab-based studies, we anticipate that this work will serve as a springboard for future research into aesthetic experience and opinion mining in the domain of social media arts.

Biography:

Sofia Vlachou has a degree in Information Science from the Ionian University in Greece. In 2017 she received a Master's degree in 'Management of Cultural Heritage Documents and New Technologies' from the same institution. Currently she is a PhD candidate in the topic of 'Studying the influence and popularity of artworks through data analytics methods' at the Department of Audio and Visual Arts of the Ionian University. Her research interests are machine learning, culture analytics and aesthetic experience. She has been awarded scholarships and prizes from the institutions State Scholarships Foundation (SNF), Ionian University and Hellenic Parliament Foundation.

Dr. Michail Panagopoulos is Associate Professor at the Department of Audio and Visual Arts of the Ionian University. He has a degree in Electrical and Computing Engineering at the National Technical University of Athens. He holds a PhD on pattern recognition and image processing on archaeology and arts. His research is broadly concerned with artificial intelligence and pattern recognition analysis on cultural, visual, and artistic applications. He has taught undergraduate and graduate courses which include Artificial Intelligence, Mathematics and Art, 3D Graphics, Digital Synthesis of Virtual Environments, Audiovisual Systems for Alternative Reality, Mathematics for Audiovisual Technology. He has collaborated in several funded research projects both as scientific director and as a researcher.