

The Artist, Data, and the Muse:  
Evaluating the Impact of Your Art  
DC Commission on the Arts and Humanities  
August 28, 2017


Ivonne Chand O'Neal, Ph.D.  
Principal, MUSE Research

## OVERVIEW

- Policy and the Arts
- What's So Cool About Research?
- Hot Topics in Arts Research
- Research Methods for the Individual Artist
- Two Current Examples

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- **Policy and the Arts**
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The background features a dark blue gradient with flowing, ethereal light blue waves and ribbons that create a sense of movement and depth. The overall aesthetic is modern and artistic.

# JULY 13, 2013

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# BUREAU OF ECONOMIC ANALYSIS

The U.S. Department of Commerce announced that the Bureau of Economic Analysis (BEA) will change the way it measures the contribution of creativity to the Gross Domestic Product (GDP)

writing lyrics to a song

publishing a book

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making a movie

writing a play

painting a portrait



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# HOW CREATIVITY WORKS IN THE BRAIN



Insights from a Santa Fe Institute Working Group,  
Cosponsored by the  
National Endowment for the Arts



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“Our single greatest asset is the innovation and the ingenuity of the American people. It is essential to our prosperity and it will only become more so in this century.”

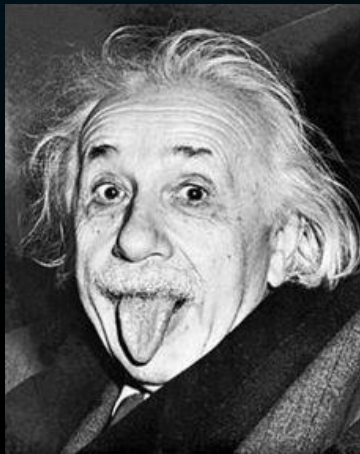
- *Barack Obama, 2010*



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“Creativity is intelligence having fun.”

- *Albert Einstein*



“The mere formulation of a problem is far more essential than its solution, which may be merely a matter of mathematical or experimental skills. To raise new questions, new possibilities, to regard old problems from a new angle requires creative imagination and marks real advances in science.”

- *Albert Einstein*

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# WHAT'S SO COOL ABOUT RESEARCH?

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# Video games and distinguishing shades of gray

*(Bavalier, 2010)*



- Gaming and vision
- Improvement of “contrast sensitivity” – distinguishing subtle shades of gray
- Seeing through fog

# Shopping cart vs. basket and impulse buying

*(Van den Bergh, Schmitt, Dewitt, & Warlop, 2009)*

- Tension and strain of basket carrying causes want for immediate gratification (impulse buying)



# Sample UCLA study



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# HOT TOPICS CONTRIBUTING TO ARTS RESEARCH

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# TRANSFER

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# TRANSFER

Music training and the enhancement of:

- auditory discrimination and fine motor skills
- vocabulary and nonverbal reasoning skills

*(Forgeard, Winner, Norton, & Schlaug, 2008)*



# TRANSFER



## Music and the learning of a novel language

*(Shook, Marian, Bartolotti, &  
Schroeder, 2013)*

# TRANSFER



Musical training and the enhancement of spatial-temporal performance in Kindergartners

*(Rauscher & Zuppan, 2000)*



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Project Runway

The Fashion Fund

House

Law & Order

The Mentalist

The Catch

Chopped

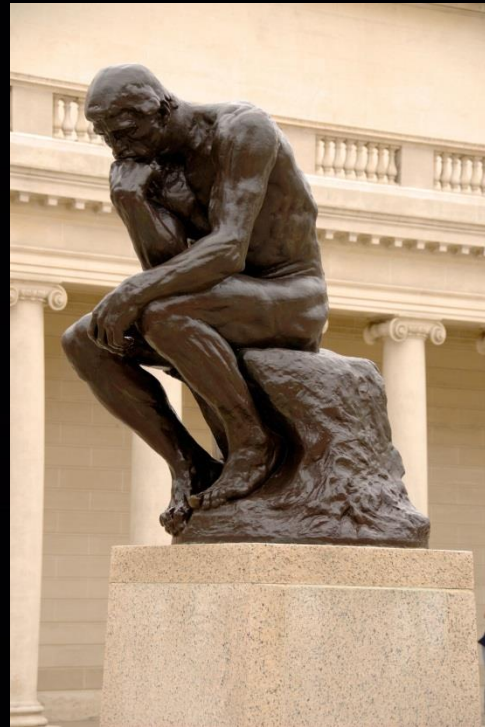
Jeopardy



# WHAT DO THESE SHOWS HAVE IN COMMON?

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# THINKING DISPOSITIONS



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# EFFECT OF ARTS ON ATTITUDES & BEHAVIORS THAT PROMOTE SCHOOL PERFORMANCE

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# PARTICIPATION IN THEATRE



Theatre involvement  
and academic success  
(mathematics and  
reading proficiency)

*(Catterall, Chapleau, &  
Iwanaga, 1999)*

# EFFECT OF ARTS ON DEVELOPMENT OF PROSOCIAL ATTITUDES/BEHAVIORS



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# EFFECT OF ARTS ON DEVELOPMENT OF PROSOCIAL ATTITUDES AND BEHAVIORS



Musical synchrony and prosocial behavior

*(Kokal, Engel, Kirschner, & Keysers, 2011)*

# EFFECT OF ARTS ON DEVELOPMENT OF PROSOCIAL ATTITUDES/BEHAVIORS

Mimicry and the increase  
of prosocial behaviors

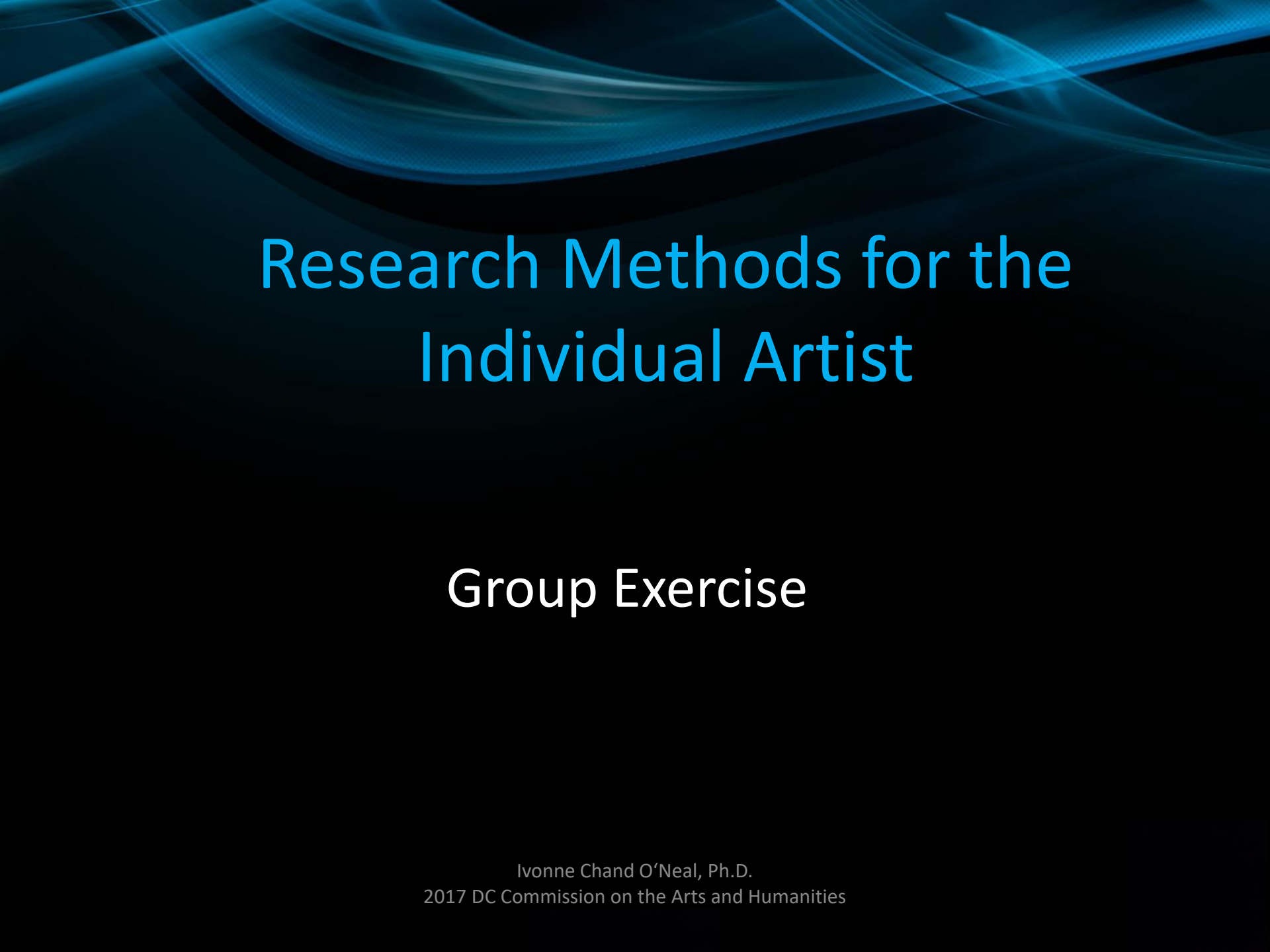
*(van Baaren, Holland, Kawakami, &  
van Knippenberg, 2004)*





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# Research Methods for the Individual Artist

## Group Exercise

# Antecedents of Artistic Excellence

*(Chand O'Neal, 2015)*



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# Antecedents of Artistic Excellence

*(Chand O'Neal, 2015)*



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# Antecedents of Artistic Excellence

*(Chand O'Neal, 2015)*



Funding for the Arts - Alvin Ailey American Dance Theater

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# Antecedents of Artistic Excellence

*(Chand O'Neal, 2015)*



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# Antecedents of Artistic Excellence

*(Chand O'Neal, 2015)*



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HOW MANY SQUARE  
THINGS CAN YOU THINK  
OF?



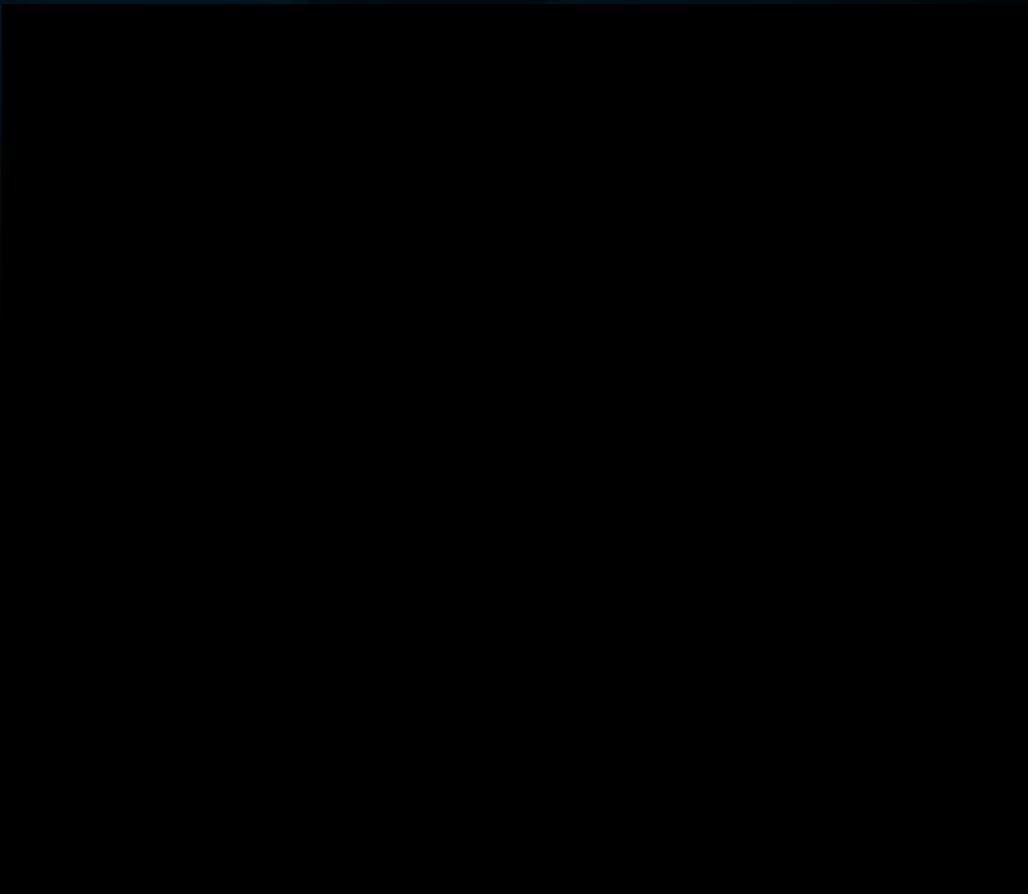
# How do we measure creativity?

- Ideation
- Flexibility
- Attitudes



# How do you measure exuberance?

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# How do we measure engagement?



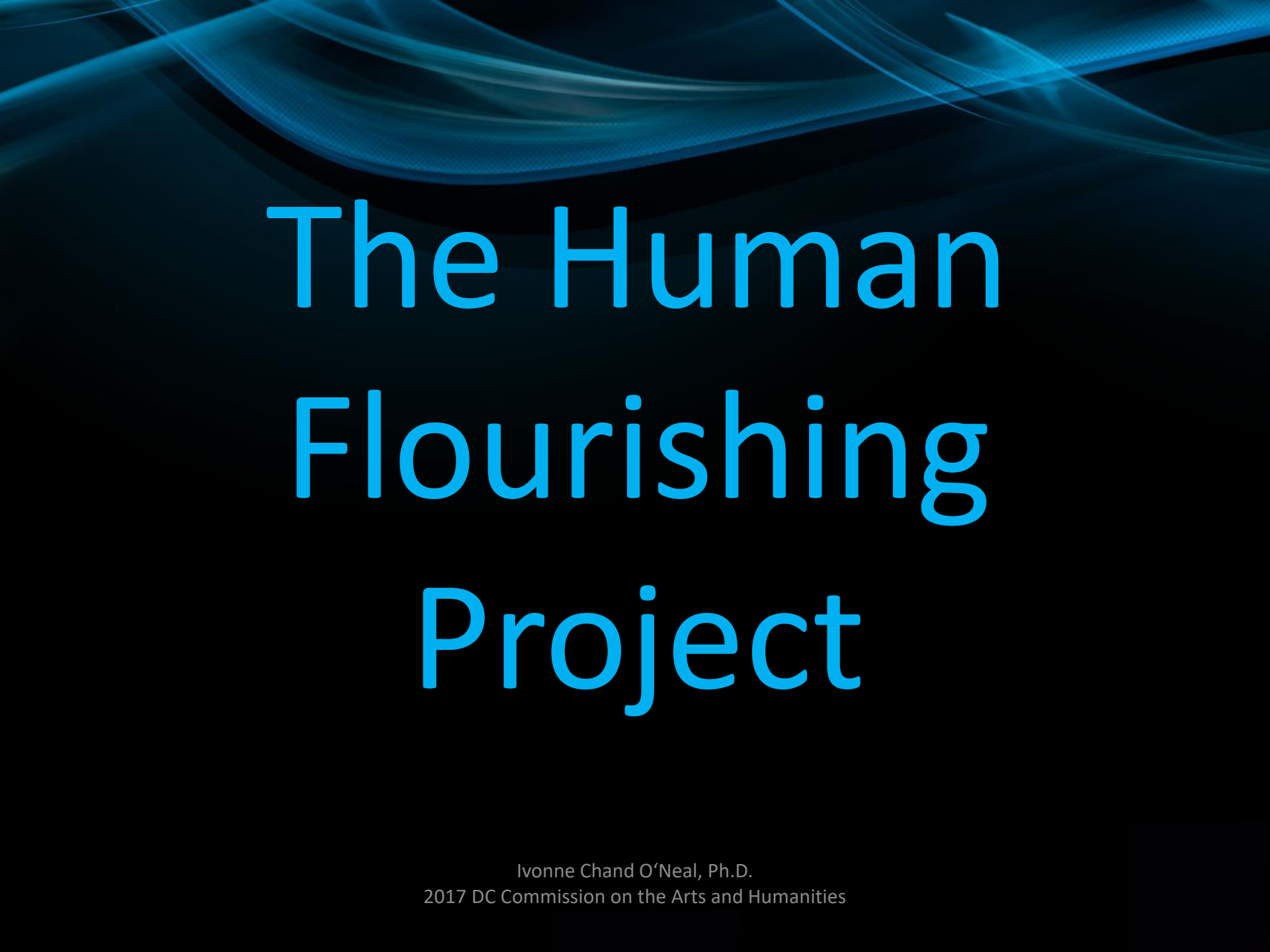
- Persistence
- Flow
- Thrill

# Conclusions

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- Flexibility
- Divergent Thinking
- Originality
- Attitudes toward the arts



# The Human Flourishing Project

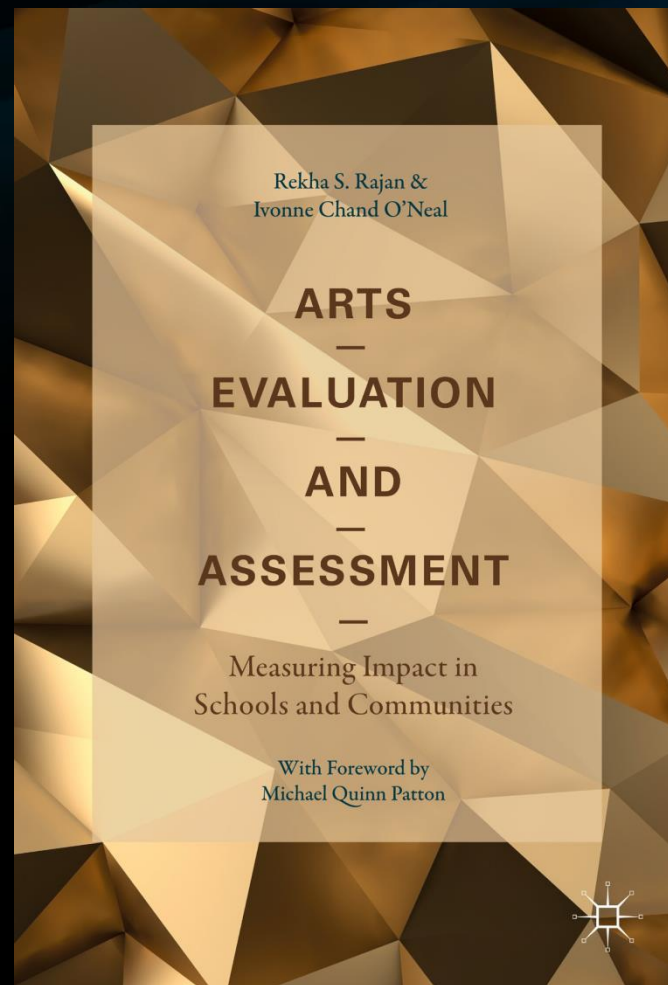
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# Examples from a new book

## Arts Evaluation and Assessment: Measuring Impact in Schools and Communities

*Co-Edited by:*

*Rekha S. Rajan and  
Ivonne Chand O'Neal*





# THANK YOU!

## To Learn More:

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