A Study of Human Art Appreciation Preferences Based on Jung's Personality Theory

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Abstract:

Nowadays, as AI painting becomes more and more well-developed, the debate of the value of painting is more. To figure out the process of people's art appreciation, this study is based on Jung's personality theory and utilizes semi-structured interview and network observation methods to collect data. Based on the 16 personality types of Jung's personality theory, this study categorized and analyzed the respondents according to the above categories. During art appreciation, the research found that each personality type showed significant differences in their feelings about the metaphors, details, and emotions of the artworks. Different dominant or auxiliary functions in different personality types lead to different appreciative preferences as well. For the above results, the authors reflect on the applicability of Jung's theoretical model. The applicability and limitations of Jung's theoretical model in the process of human art appreciation are further discussed in relation to other art appreciation models. From the theoretical perspective of Jung's model, this study helps to complete the research perspective for understanding the human art appreciation process, providing insights into the assessment of AI paintings as well.

Keywords: Jung's personality theory, aesthetic experience, art.

1. Introduction

As AI painting becomes more and more well-developed, people nowadays pay more attention to the field of art. AI painting. AI painting is a technology that uses complex algorithms and artificial neural networks to extend the knowledge and capabilities of artists. People could use this technology to generate various genres of painting. The debate about art become more and more. Some people think that the main value of the painting is the story, inspiration, and struggling artist trying to make. Others think that valuable painting should only be painted with well-designed composition, stoke, and so on. People tend to behave differently towards AI painting and human painting. For example, some people might believe that AI painting could never replace human painting, while others think that AI painting has the ability to completely replace human painting. According to the interview data, researchers found that different attitudes toward paintings could have a significant influence on art appreciation. Therefore, how people appreciate an artwork and the factors that influence this process should be given more importance. There is much research on the aesthetic experience. Marković has done their research on this field, and proposed two parallel processes during aesthetic ex-

perience: the first level is about the theme of an artwork and finding the deeper meaning of it (symbolism), and the second level is having an association and finding similarities among artworks [1]. Moreover, Marković points out that during the second process, different people may have different preferences for it [1]. Ramachandran proposed another theory in terms of neurosciences. He mentions that artists might emphasize certain parts of an object in order to have stronger stimuli, and this could explain for both realism and abstract painting [2]. Other researchers are also trying to find the relationship between visual stimuli and brain section [3-5]. But neither of these theories has a clear explanation of why different people might have a different favorite genre of art and the similarities between them. However, there is still a lack of research on art appreciation from personality perspectives. For this research, researchers give the relationship between certain preferences and different personality types. The advantage of personality theory is that it reveals that different personalities can have very different processes of perceiving things. Jung's personality theory is a theory that divides people into 16 different personality types. There are also 8 different attitude pairs in Jung's personality theory. These pairs consist of extroversion intuition (Ni), introversion intuition (Ne), extroversion sensing (Se), and introver-

sion sensing (Si), and functions pairs madding up of the introversion thinking (Ti), extroversion thinking (Te), introversion feeling (Fi) and extroversion feeling (Fe). [1-5] This study will be based on Jung's personality theory and analyze the research questions through the MBTI symbols for each personality.

This research will show the process of the different personality types and difference among them through Jung's personality theory, and therefore, figure out how different functions revealed by Jung impact the process of art appreciation. In order to do this, researchers will use interviews and posts on the internet. There are 10 interviewees in this research and researchers collect posts mainly from Bilibili, Xiaohongshu, and Weibo. Answering the question about the differences among different personalities is based on all the data collected. It not only extends the application of Jung's personality theory but also could provide a good base of the analysis of the value of AI painting. Also, it could provide another way to understand how people appreciate an artwork.

2. Methodology

2.1 Semi-structured Interview

This research applies semi-structured interviews. It is featured by unrestricted questioning order and questioning content, which allows researchers to change the question and sequence according to the circumstance. Also, semi-structured interview allows interviewees to give more in-depth answers to the questions. Based on the principle of representativeness, scientificity and comprehensiveness, researchers select interviewees who have the relative same level of art appreciation but with different personality types. Table 1 shows the basic information about the interviewees. According to Jung's personality theory, interviewees will be divided into 8 groups. For each interviewee, the average interview duration is 1.5 hours. In the interview, researchers show the interviewees 7 paintings which contain abstract art, impressionism art, and classical art. Such as Monet's *Woman with a Parasol-Madame Monet and Her Son*, Van Gogh's *Sunflowers*, *Almond Blossom* and *The Potato Eater*, Rembrandt's *The Night Watch*, Mondrian's painting *Composition in Red, Blue and Yellow*, Marcel Duchamp's *Nude Descending a Staircase*. The interviewees were given information about the painting and asked what they thought and felt about the paintings as well as why they thought so. Also, interviewees all know what researchers are researching and accept the interview and sound recording. Interviewees' personal information will be anonymized.

Table 1. Basic information about the interviewees

Number	Age	Sex	Dominant and auxiliary function
Intj1	17	Male	Ni Te
Infj1	17	Male	Ni Fe
Intp1	17	Female	Ti Ne
Infp1	17	Male	Fi Ne
Entp1	17	Female	Ne Ti
Entp2	17	Female	Ne Ti
Enfp1	17	Female	Ne Fi
Isfj1	17	Female	Si Fe
Isfp1	17	Male	Fi Se
Istp1	17	Female	Ti Se
Estj1	17	Male	Te Si
Esfj1	17	Male	Fe Si
Esfj2	17	Male	Fe Si

2.2 Internet Observation

Internet observation is a method which researchers find and record relevant data from posts, videos, and vlogs [6]. Researchers could use this method to find more diverse and more data. This paper will use internet observation to collect more information about the art appreciation preferences of people with different personalities. First, the researchers will use Internet social apps such as Weibo, Xiaohongshu, and TikTok as network observation points. Then, researchers will select posts on these platforms

using the keyword: 16 personality types and art appreciation. After that, researchers will observe and analyze their posts and comments about art appreciation. Finally, these data will support the semi-structured interview and also be compared with the data collected from the interview, improving the reliability. The main sources of this data are platforms like Bilibili, Xiaohongshu, and Weibo.

3. Dominant function's impact on the process of art appreciation

In this research, researchers find that for people with different personality types. They tend to have different preferences and characteristics during the art appreciation. According to Jung's theory, every person has their dominant function (dom), auxiliary function (aux), tertiary function (ter), and inferior function (inf) [7-10]. There are still some rules when different pairs fit into different functions. To be specific, if dominant function is attitude pairs, auxiliary function must be functional pairs, and vice versa. If the dominant function is extroversion one, the auxiliary function must be introversion one, and vice versa. For the dominant and inferior function, both of them must be different types of attitude pairs and different introversion and extroversion types, so do as auxiliary and tertiary function. For example, the INTJ personality type has a Ni as the dominant function. Therefore, their auxiliary functions must be extroversion function pairs: Te, and the inferior function must be extroversion sensing, which is different from intuition and introversion. Thus, their tertiary function must be Fi, which is different from thinking and extroversion. Table 2 shows the distribution of the four functions of Jung's 16 personality types. Here is the analysis of the different attitudes toward the process of art appreciation from different personality types.

Table 2. Jung's 16 personality types

Types	Intj	Entj	Intp	Entp	Infj	Enfj	Infp	Enfp	Istj	Estj	Istp	Estp	Isfj	Esfj	Isfp	Esfp
Dom	Ni	Te	Ti	Ne	Ni	Fe	Fi	Ne	Si	Te	Ti	Se	Si	Fe	Fi	Se
Aux	Te	Ni	Ne	Ti	Fe	Ni	Ne	Fi	Te	Si	Se	Ti	Fe	Si	Se	Fi
Ter	Fi	Se	Si	Fe	Ti	Se	Si	Te	Fi	Ne	Ni	Fe	Ti	Ne	Ni	Te
Inf	Se	Fi	Fe	Si	Se	Ti	Te	Si	Ne	Fi	Fe	Ni	Ne	Ti	Te	Ni

3.1 The Personality Type Ne

For the personality types whose dominant and auxiliary function is Ne, they tend to have a free association and find which part of one painting is interesting. This kind of person tends to make connections between the painting and anything that has weak links. They show a rich imagination. In this research, one INFP thinks that the color blocks in Mondrian's painting: *Composition in Red, Blue and Yellow* actually represent the fundamental elements of the world. He thought that he could imagine that the red block is a head and therefore the white blocks are the hands holding that head. One ENTP said that she thinks only realistic art and the pioneers of one genre of painting are true art. She thinks that art should be easily appreciable and effort-consuming. According to the whole content, researchers think that she has Marxism, which she learned most from school, connected with art appreciation.

3.2 The Personality Type Ni

For the personality types whose dominant and auxiliary function is Ni, they will find it very interesting to find metaphors in the painting, and they are more interested in pure abstract painting. During the art appreciation, they can always find the in-depth senses behind the painting, which is given by what the whole painting looks like or some signs appeared in the painting. For example, one INFJ found that Marcel Duchamp's *Nude Descending a Staircase* gives him a sense of destruction because of the destructive cubism and dynamic futurism genre of painting. One INTJ thought that Van Gogh's *Almond Blossom* gave him a sense of elegance just because this painting represents white flowers. "Any painting that painted white flowers I will give you the same comments."

3.3 The Personality Type Se

For the personality types whose dominant and auxiliary function is Se, they tend to sense the painting directly, colors, stokes, composition, and object of the painting for example, without any subjective deconstruction of all kinds of information. Therefore, during the appreciation of paintings, they tend to just describe the content of paintings and details they find, then gain stimuli from those things. By contrast, Si users tend to blend their emotions with the painting, which will be shown later. For example, after one ESFP saw Rembrandt's *The Night Watch*, he said that he saw a lot of people looking in different directions. Therefore, all of these give him a sense of disorder. From this, researchers find that they try to describe paintings objectively.

3.4 The Personality Type Si

For the personality types whose dominant and auxiliary function is Si, when they appreciate a painting, they tend to deconstruct many details in order to fit their needs, like emotion. Si users will say the painting seems to be darker than usual when they feel upset. During the art appreciation, Si users always do this. One ISFP after seeing Rembrandt's *The Night Watch* said that he thinks that the army in the painting is brutal, without any sympathy, because he saw the little girl seems to be scared of this army. One ISFJ said "I feel that my life is artistic. The painful life combines with some artistic seasoning agent, allowing people to feel that life is not so painful."

3.5 The Personality Type Fe

For the personality types whose dominant and auxiliary function is Fe, when they perceive some feelings from the painting, they tend to prefer the feelings that could have a positive effect on the physical world. For example, one ISFP said that he did not like Van Gogh's *Sunflowers* because he felt like Van Gogh was just complaining about how bad life was, which is a kind of spirit that is not promoted in China.

In addition, function Fe could provide them with an idea of decentralization: that is they tend to feel and sense the painting without the influence of their own feeling. For example, one INFJ tends to perceive the feelings and core of one painting without knowing the painter's life experience. He thinks that this could directly reflect what painters thought at the time they were painting.

3.6 The Personality Type Fe

For the personality types whose dominant and auxiliary function is Fi, they have very different ways to process the emotions they perceive from the painting. They tend not to consider the positive impact or decentralization. Instead, they are more focused on what emotions they themselves like. One INFP likes Van Gogh's artwork *The Sunflower* because he thinks the story behind it is interesting. The reason he likes Monet's *Woman with a Parasol-Madame Monet and Her Son* the most is that this painting makes him as if he could feel all the things in that painting.

3.7 The Personality Type Ti

For the personality types whose dominant and auxiliary function is Ti, they tend to find the cause of one result in that painting. For example, they tend to know the background information like history, changes among genres, and so on. They may also tend to want to know what techniques painters used in order to reach the effect they what, instead of getting or perceiving the emotions that the painting conveys. After seeing Rembrandt's The Night Watch, one ENTP analyzes two aspects that make her feel that two people in the front of this painting are the main characters; that is complementary colors and the use of light. One INTP told researchers the way she wants to appreciate art: that is to learn all the composition, stoke, light use, and even brain science and psychology to analyze how every effect could be achieved.

3.8 The Personality Type Te

For the personality types whose dominant and auxiliary function is Ti, they also focused on the cause and result, and they have different ways of processing these like that of Fe and Fi. For them, they tend to learn every appreciation theory and then they could make their comments on the painting. They pay more attention to the result part. By contrast, Ti users always put more attention on the cause part. One INTJ said that he always likes to know everything about art he could, like background, skills, and even practicing painting himself. Therefore, he could have the ability to distinguish between good and bad.

4. Discussion

4.1 The Advantages and Disadvantages of Using Jung's Personality Theory

Through the detailed analysis of the characteristics of the way every personality type used to appreciate art, the diversity of art appreciation preferences becomes clearer and clearer. This research is based on Jung's personality theory, and has many advantages and some disadvantages. The advantage of using Jung's personality theory is that this theory clearly reveals the differences and mental mechanisms of each personality, and during many years of applying, most of it has been proven to be effective. On the one hand, although researchers cannot ignore the fact that in reality, many people behave differently from Jung's theory of personality, In the circumstance of art appreciation, Jung's personality theory is very effective and shows its reliability for people who are able to exclude almost all these social factors. On the other hand, different types of personalities have different majors and hobbies, which might influence the process of art appreciation significantly. For example, extroversion intuition users are really good at associating painting with various things, and the users of sensing pairs are really good at observing paintings, almost all the details can be observed. Moreover, people's attention is also affected by personality types, which is confirmed by Jung's personality theory. Feeling pairs users might be good at perceiving emotions the paintings convey, and thinking pairs users might be good at analyzing the techniques painters use in order to achieve a certain effect.

The disadvantage of using Jung's personality theory is also obvious. According to Jung's theory, individuals may be under the influence of two personality types at the same time. For example, people could use Se and Fi together: that is people could receive every detail from the painting and then find their own feelings about that painting. This could be very similar to Si pairs. Thus, it will be hard to find how much a personality type tends to use its dominant, auxiliary, tertiary, and inferior function and the difference in the extent of one pair using between two personality types in which dominant or auxiliary function is the same. In order to solve these problems, researchers think that later research could make a more detailed and more interview. Also, further research could be based on this research to have a more specific interview. Also, there are many different personality theories, one of them describes that the function of one person is different but not inherent. Later research could combine these theories with this research.

4.2 Combine with Other Aesthetic Experience Model

This study mainly researches the difference between the way and preference among people in art appreciation, providing more interesting ways for developing other models. However, this research is mainly based on Jung's personality types, researching this topic from different perspectives of different personality types, but it could have some limitations. Therefore, in the future, this research could be combined with different perspectives from other subjects, starting interdisciplinary research. Here are some other different perspectives from personality types: symbolism (things behind the painting or what theme the painter wants to convey.), feeling, stimuli (the one triggered purely by the form of art), and technique. These fields should not only be attached importance to art creation but also in terms of art appreciation. Besides the pure psychological model, neurosciences could find how these four aspects work.

5. Conclusion

Through Jung's personality perspective, this research analyzes the differences in preferences and characteristics among 16 personality types. This research finds that 16 types of personality could have a significant influence on the process of art appreciation, therefore influencing the genre of art they like and the reason why they like it. This research extends Jung's personality theory to the field of art appreciation, enriching scholar's understanding of aesthetic experience. Meanwhile, there are still some problems in this research. Firstly, in order to accurately know one person's personality type, a large amount of information would be required. Due to the objective conditions, the quantity of research samples is limited and the paintings used for interviews may be contingent. Secondly, this research could not find the influence of tertiary function and inferior function, but this should be further tested. Thirdly, in this paper, researchers do not discuss how two functions together influence the process of art appreciation. In the future, the research about human preference in the field of art appreciation could be extended to the field of art education, art creation and so on. Using psychology, sociology, brain science, and so on to gain a more comprehensive understanding of this subject.

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