

RUNNING HEAD: DIGITAL ART'S IMPACT ON MOOD

The Emotional Impact of Digital Art

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Abstract

This study examines how the act of viewing digital artwork may influence one's emotional state. Previous research has shown that exposure to other types of visual art can reduce stress and influence mood, but fewer studies have investigated how digital art may affect viewers. This study explores whether viewing digital art, which is now widely encountered through online platforms, can produce changes in mood when viewed independently. 275 participants were recruited through convenience sampling, primarily from the Boston University college and high school community. Using a Qualtrics online survey, participants self-reported their emotional states using the Pick-A-Mood scale, both at the beginning of the survey and after viewing each of the 8 art pieces. Demographic information was also collected. Survey data was exported to SPSS and analyzed using paired-sample t-tests to determine whether significant differences in mood occurred after exposure to different artworks. The results from these tests indicate that viewing digital art can influence mood both positively and negatively. Several statistically significant changes were observed between original mood and between sequential pieces. Overall, the findings of this study suggest that viewing digital art may meaningfully affect viewers' moods, indicating that the consumption of digital media may have significant influence over one's emotional state.