Name	**Theory-based project development - Experimental Psychology in Art Reception**
Codes	M-AE-E-102-C
Host	MA School
Location	**Classroom**/Studio or workshop/ External venue/ Online

Course info			**Subject info**			
Course Type	Contact hours	Home study hours	Comprehensive Subject	Subject type	Semester	Subject credit value
Lecture	36	114	Theory-based project development	ESMA	2026 fall	5

Recommendation
This course gives practical knowledge about the theories and methods of empirical investigation in art psychology, such as preference tests, production tasks, eye-tracking and museum studies.

Short description
What can sientists measure in art reception? How can it be measured? How do we report the results of art psychology? In this course, we learn about empirical aesthetics, including its theories, history and methods. The toolset of experimental psychology can be applied for example in the form of preference tasks, associative tests, production tasks, eye-tracking and neuroimaging experiments, as well as behavioral studies. Our group project for the semester will be an art reception experiment from designing the experimental setting to data collectoin and reporting results in form of a research paper. The course aims to develop academic skills such as searching and understanding scientific literature, designing experiments, analyzing datases and writing academic texts.

Teachers				
Name	Contact information	Teaching hours	Short BIO	Open hours
Bernadett Palkó-Arndt	arndt.bernadett@mome.hu	36		

Course scheduling	
Course format	Weekly class appointments
Group consultations seminar	Thursday 10:40-12:50
Details of each session’s type and schedule, showing the teacher’s role	

Week	Date	Weekly educational content	Studio/workshop
1	10.09.	Introduction	Classroom
2	17.09.	Concepts of empirical aesthetic	Classroom
3	24.09.	Methods	Classroom
4	01.10.	Designing the project – method	
5	08.10.	Designing the project – sample	
6	22.10.	Designing the project – data collection	Classroom
7	29.10.	Designing the project – data analysis	
8	05.11.	Data analisys	
9	12.11.	Academic literature	
10	19.11.	Academic writing	Classroom
11	26.11.	Reporting – structure of a research paper / thesis	Classroom
12	03.12.	Reporting – final touches to the reports	
13			
14			
15			

Course completion requirements, prerequisites, and evaluation				
Students' duties				
Requirements, assignments	Form of evaluation	Evaluation criteria	Deadline	% in evaluation
Participationg in the group project	Verbal evaluation	active participation		30%
Writing a report of the group project	Written evaluation	APA7 guidelines of academic writing	04.01.2027.	70%
General requirements				
e.g. eligibility criteria for the exam, free-form description				

Course materials and literature
Mandatory literature
Course notes and presentations
Recommended literature

Learning outcomes	
Knowledge	Theoretical and practical knowledge about empirical research.
Skills	The course aims to develop academic skills such as searching and understanding scientific literature, designing experiments, analyzing datases and writing academic texts.
Attitude	Teamwork in the group project requires and develops social skills, mentalisation, communication and empathy. The evidence-based, experimental focus of the cours develops a critical attitude.
Autonomy and Responsibility	The experimental focus of the course develops the autonomy of scientific investigation. Students will choose a research topic, design a method and

	organize data collection, which gives them the opportunity of autonomous work. Interpreting and writing scientific literature evokes responsible attitude in information communication.

Exemption
<u>No exemption may be granted from participation in or completion of the course.</u> Exemption may be granted from completing certain tasks or attending specific sessions. Certain tasks may be replaced by equivalent activities. Full exemption may be granted The student must discuss the details of a full or partial exemption with the instructor and the programme lead.

Curricular connections		
Subject	Parallel courses	Course proportion in subject
Subject prerequisites	Special subject prerequisites	Is it available as an elective?
		~~Yes~~/No

Guidelines and rules for the use of artificial intelligence in the course
The use of artificial intelligence at the university is subject to the Artificial Intelligence and Plagiarism Policy of the Moholy-Nagy University of Arts.

Materials needed for the course	**Who provides the materials?**

Other information, comments
This course, and the activities carried out during it, fall under the scope of Section 6 (1) of the University's Intellectual Property Management Regulations, effective September 1, 2021. Accordingly, participating students will enter into an agreement with the University in line with Section 6 (3) of the Regulations, including the transfer of economic and usage rights of intellectual creations produced during the course to the University under the terms specified in the contract. Furthermore, the student is obligated to maintain full confidentiality regarding the entire course—especially concerning the subject of the course, the activities, the works, creations, and other results, as well as the circumstances of their creation—and may not disclose, publish, or make any information public, except as otherwise specified in a signed written agreement necessary for completing the course.

Acceptance of these conditions is a prerequisite for enrolling in the course. By selecting the 'Course Registration' option, the student acknowledges awareness of these conditions and agrees to participate in the conclusion of the relevant agreement.