

摘要

本文是應用「方法目的鏈」探究在兒童美術館特展之錄影分析，來理解兒童觀眾經驗價值的研究。研究者在「圖案，真奇妙！」特展挑選四件藝術作品，進行錄影與現地觀察，將40部影片資料進行編碼與計次，繪製出「屬性」、「結果」、「價值」之階層圖。研究發現：（1）作品屬性與環境脈絡影響兒童遊戲與創作分享行為；（2）本主題的參觀經驗中，成人在「友情」、「親情」、「社交關係」中，扮演引導、協助、啟發、協調的角色；（3）本主題展示反映與彰顯出「自我滿足」、「親情」、「友情」、「美感」、「社交關係」五種價值。最後，針對本研究結果對於美術館經驗之功能與潛能進行論述，探究美術館的展示設計帶給兒童觀眾經驗之價值。冀望能作為未來「方法目的鏈」在美術館觀眾研究與理論分析工具之參考。

關鍵詞：兒童美術館、錄影分析、方法目的鏈、兒童遊戲、創作分享

Abstract

This study employs the means-end chain framework to comprehensively examine the worth of the audience experience for children. This is achieved through the analysis of video footage of a particular exhibition hosted at the Children's Museum of Art. The scholarly investigation conducted pertains to the "Patterns, So Much Fun!" exhibition. The researcher selected four distinct art pieces characterized by varying attributes to assess the frequency of interactive behaviors exhibited by children in 40 recorded videos and on-site observations. This process involved constructing a value hierarchy diagram that delineated the relationships between attributes, consequences, and values. The study revealed that (1) the attributes and context of the artworks exerted an influence on the imaginative play and cooperative sharing behaviors of children; (2) in the children's museum experience, grown-ups took on the responsibilities of directing, aiding, motivating, and organizing in the areas of friendship, familial affection, and social relationship; and (3) the thematic exhibition demonstrated the five values of self-satisfaction, familial affection, friendship, beauty, and social relationship. This study aims to delve deeper into the exhibition orientation and design of art museums in order to ascertain the significance of children's engagement with art. The research findings illustrate the function and potential of museum experiences with a particular focus on their efficacy for children. Additionally, recommendations are put forth for the future utilization of the means-end-chain approach particularly for theoretical analysis and museum audience research.

Keywords: children's art museum, video analysis, means-end chain, interactive play, sharing of creation