



Bullshit Makes The Art Grow Profounder

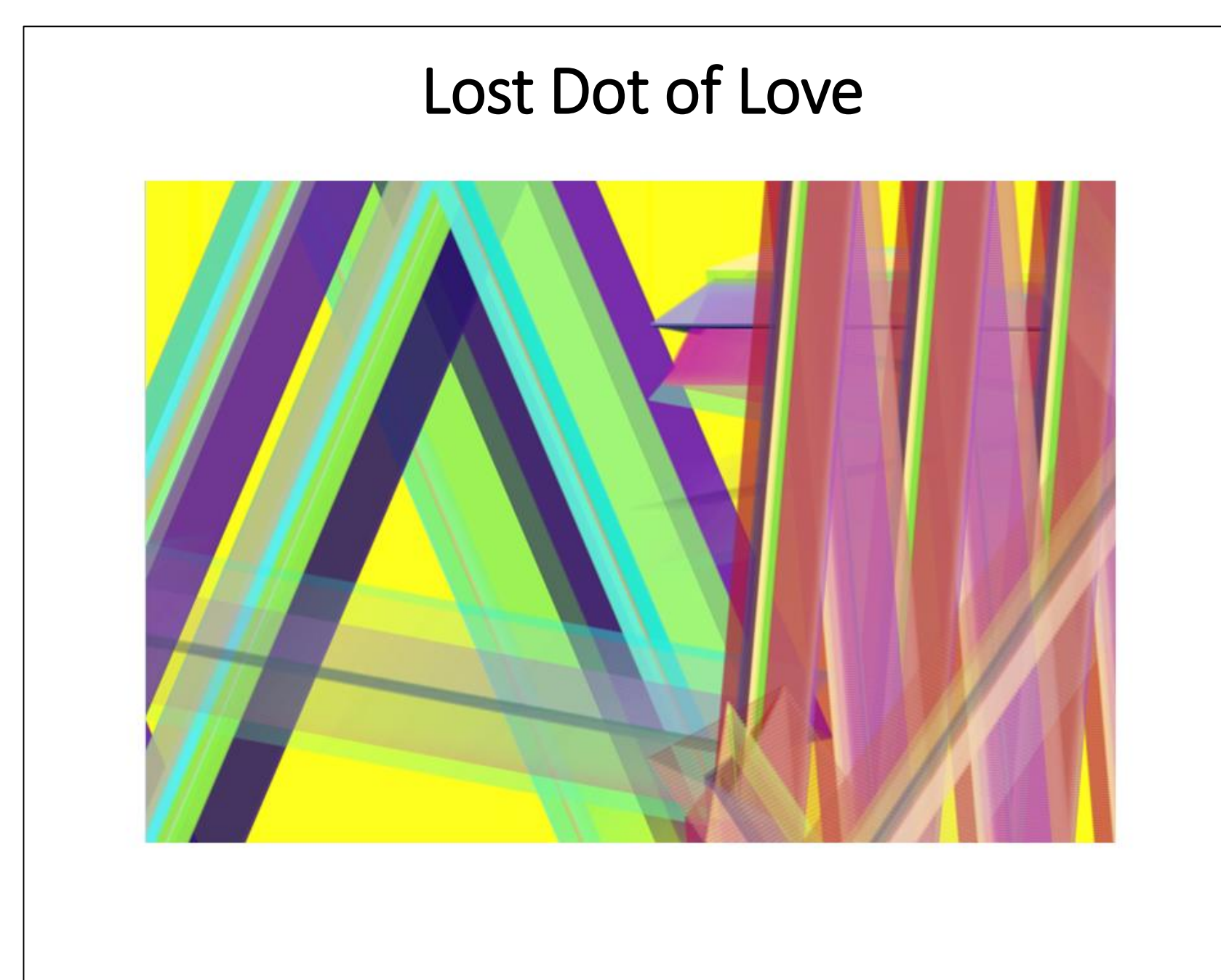
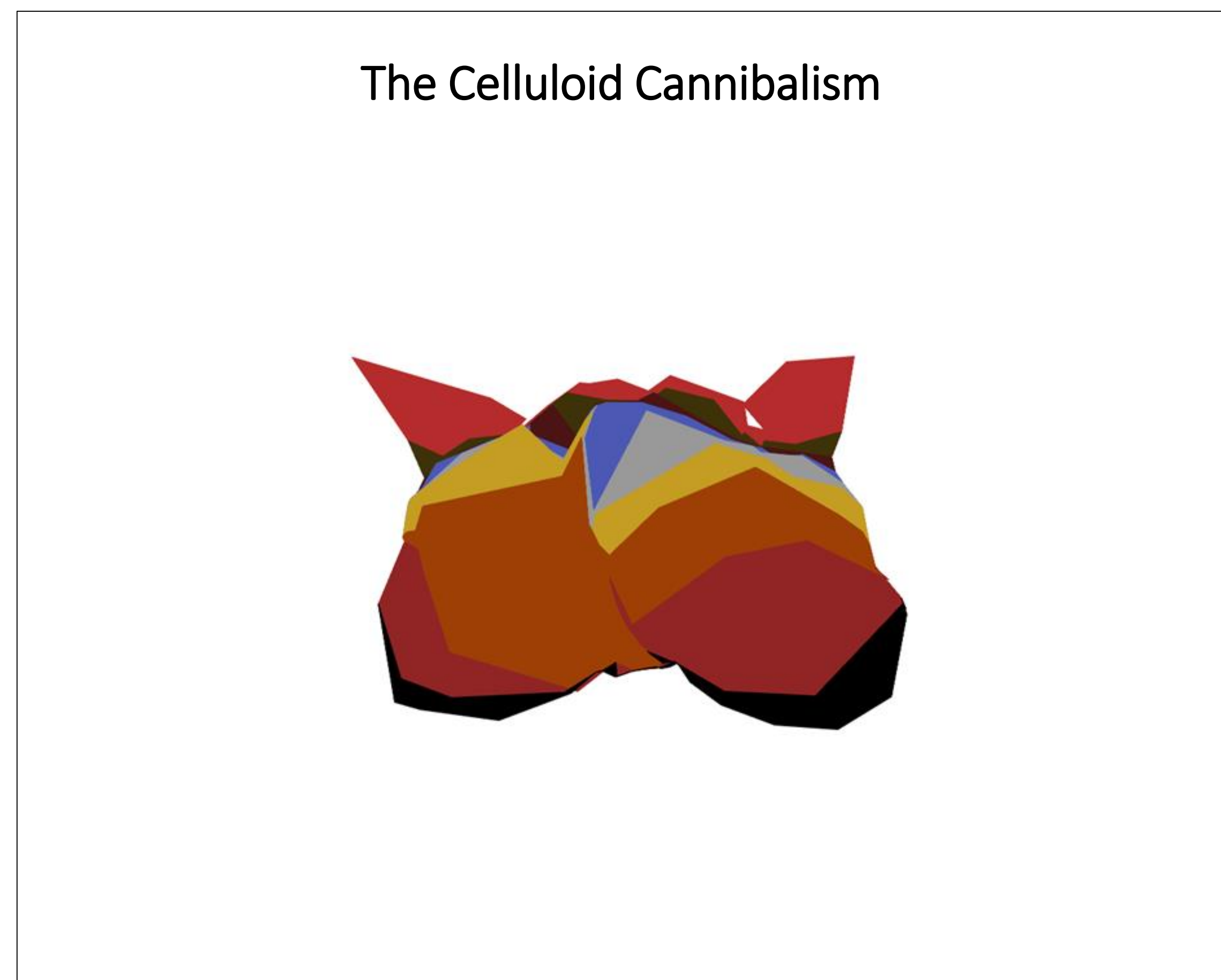
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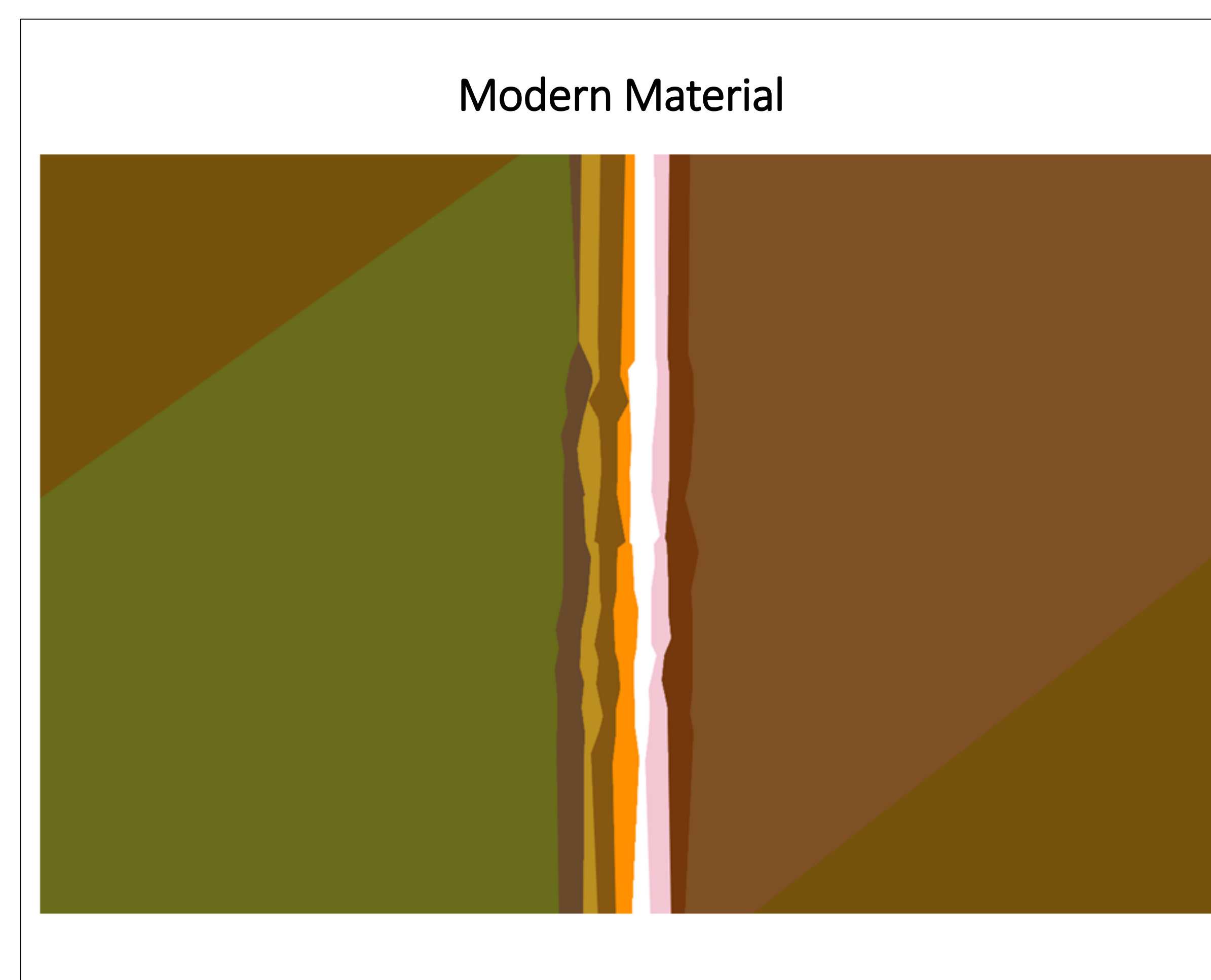
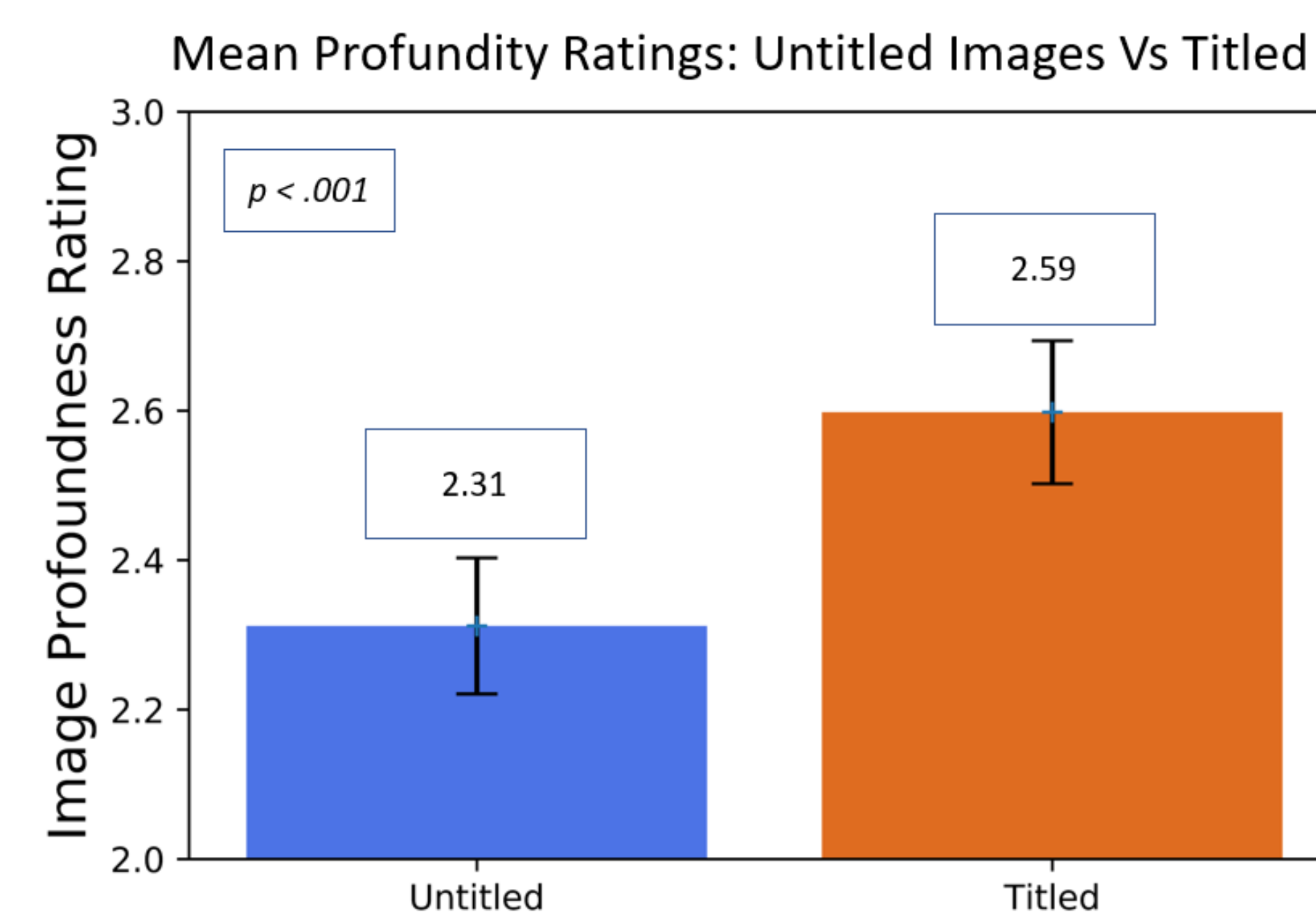


Summary

- The presence of a randomly generated bullshit title boosted the perception of profoundness in an abstract image compared to a mundane title or no title.
- International Art English or “Artspeak” is processed in a cognitively similar way as bullshit, and may be a real world example of such.
- Bullshitting may be a low cost strategy for achieving success in prestige awarding domains with subjective evaluation criteria.



What's in a name?



Bullshit Receptivity

Mundane statements:

“Most People Enjoy some sort of Music”

Motivational Quotes:

“A wet man does not fear the rain”

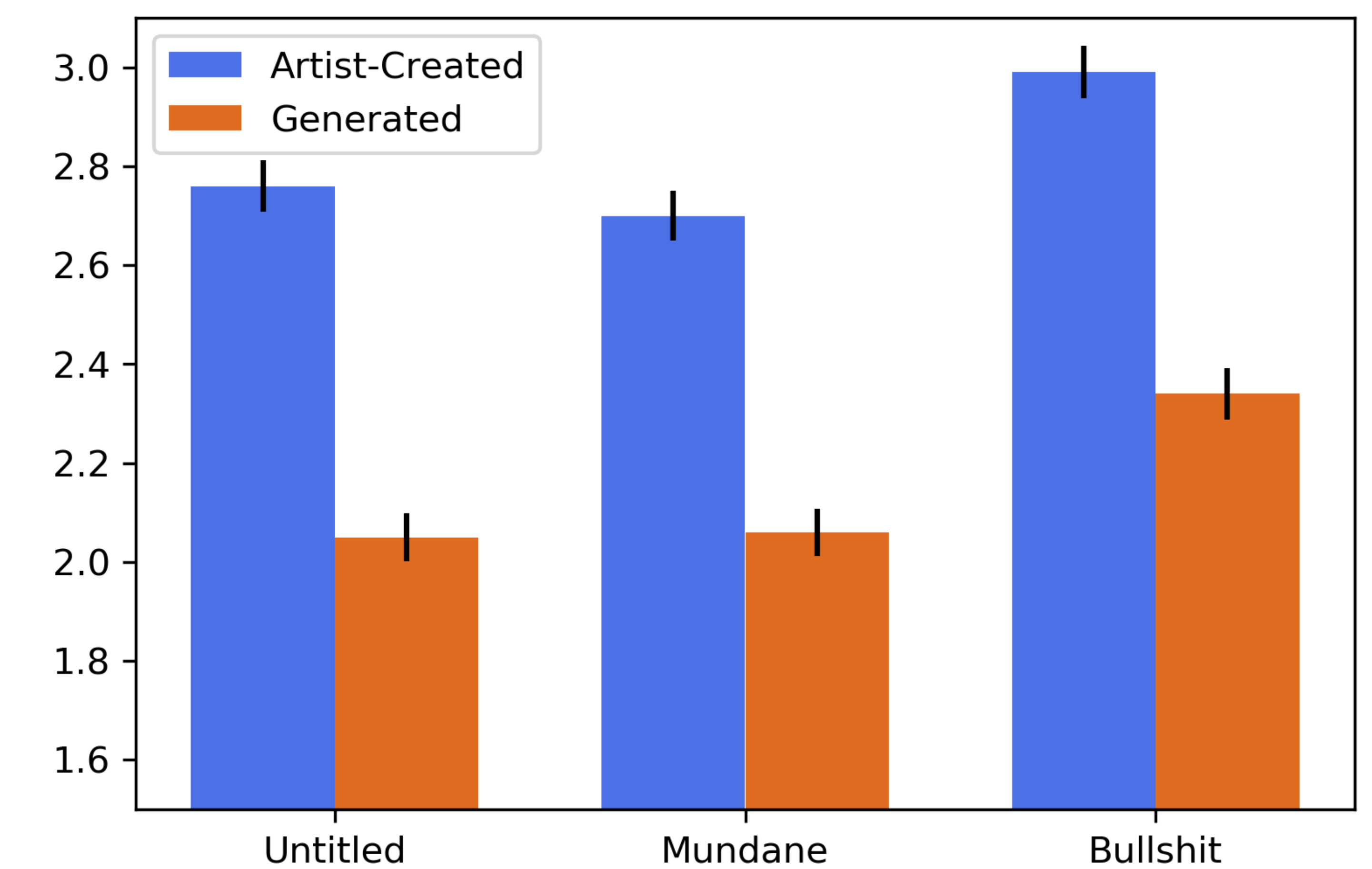
Bullshit:

“The future explains irrational facts”

International Art English “Artspeak”

“Inspired by the un-inked page, the blank screen, the untouched canvas, the white ‘readiness’ of the seemingly un-pixelated infinity of a page without text.”

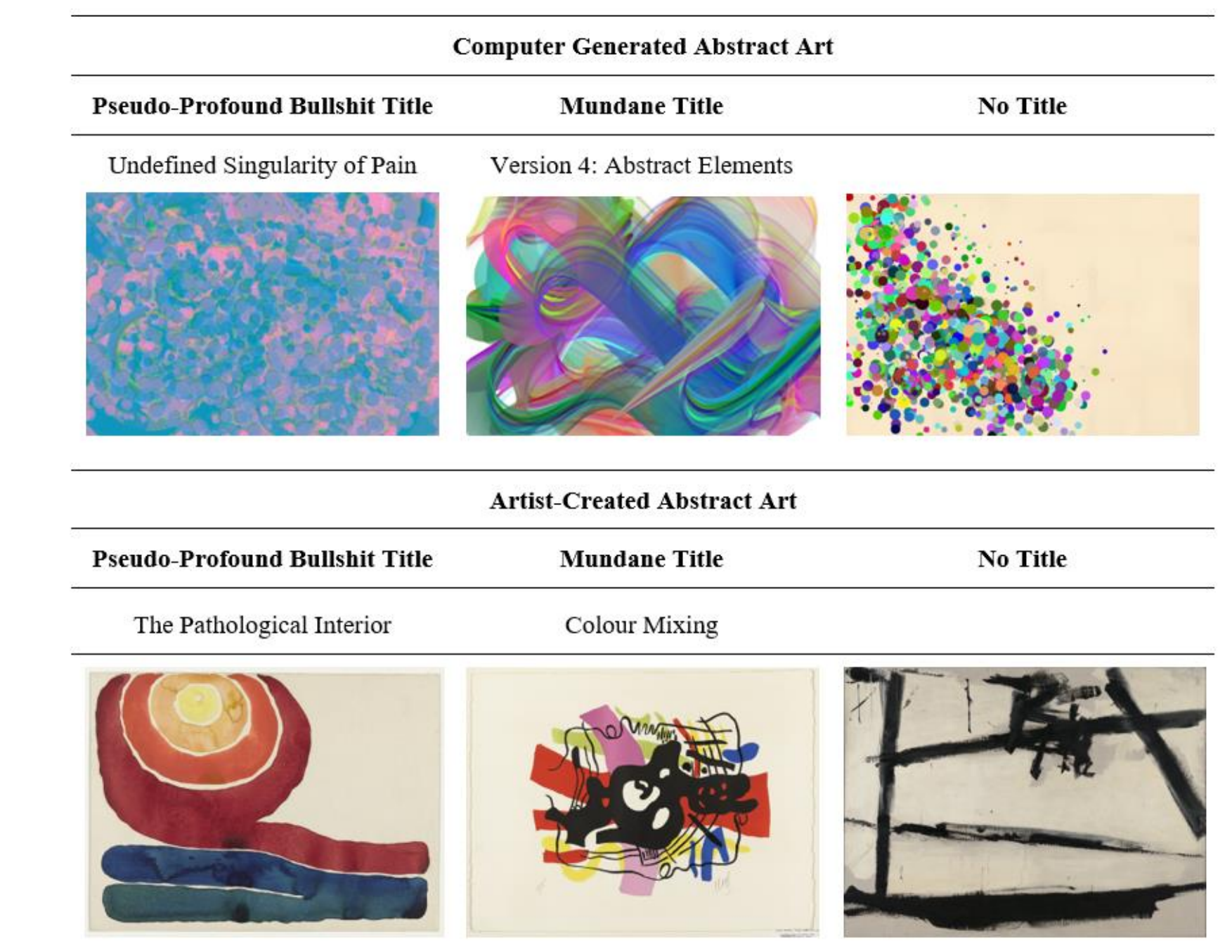
Profoundness Ratings for Art by Title Category and Method of Creation



Discussion

Bullshit Makes the Art Grow Profounder.

International Art English may represent a “real-world” instantiation of Pseudo-Profound Bullshit. Artists may have discovered the potential for Pseudo-Profound Bullshit to confer advantages in competitive domains.



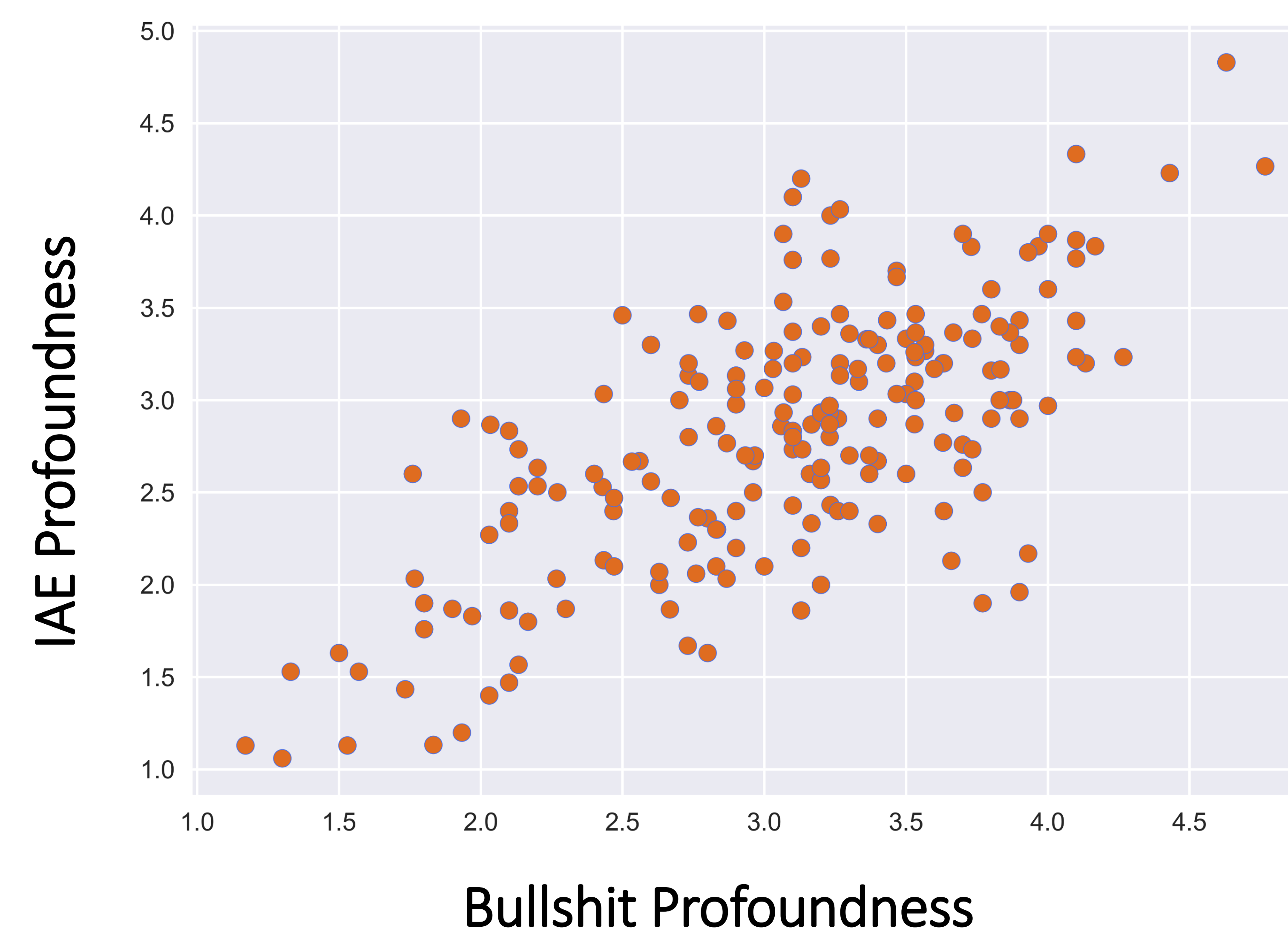
References

- Pennycook, G., Cheyne, J. A., Barr, N., Koehler, D. J., & Fugelsang, J. A. (2015). On the reception and detection of pseudo-profound bullshit. *Judgment and Decision Making*, 10(6), 549.
- Turpin, M. H., Kara-Yakoubian, M., Walker, A., Gabert, N. N., Fugelsang, J., & Stolz, J. A. (2019). Bullshit Makes the Art Grow Profounder. (under review)
- Rule, A., & Levine, D. (2012). International art english. *Triple Canopy*, 16.

Method

- 818 University of Waterloo Undergraduates across four studies
- 142 semi-randomly computer generated abstract images, 71 artist-created abstract images.
- Images presented randomly, with an equal chance of a bullshit title, a mundane title or no title being paired with an image on any trial.
- Participants rated images, Pseudo-Profound Bullshit and Artspeak on a 1-5 scale for Profoundness (1 = Not At all profound, 5 = Very Profound)

Bullshit ratings vs International art English



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