

バレエ DVD 鑑賞前後における態度・行動意図の変容－大学バレエクラスを対象として－

Change of attitude and behavioral intention in appreciation of a ballet video:
a case of a university ballet class.

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Abstract

To improve an audience's attitude and behavioral intention, both how and what to appreciate must be discussed. The purpose of this study was to comprehend whether appreciation of a dance with different commentary influences an audience's attitude and behavioral intention toward the relationship with dance.

The repetition measurement was used to examine differences between sports attitude and behavioral intention. A 3×2 experimental design was implemented: conditions of instruction (on movement and dancer, related to story and performed environment, and non-instruction) × different time (before and after appreciation). A *t*-test was used to analyze differences in the means of pre-post-tests and groups.

The results showed that the experimental group, which received commentary related to both movement and dancer, had higher scores than other groups. These results were directly connected to attitude toward watching ballet. Therefore, to improve an audience's continuous intention to watch a sport, this study suggested that the audience must be educated on how to appreciate it.

Similarly, the experimental group which received commentary on the story and performed environment had higher scores on behavior intention of playing than other groups. If the commentary only focuses on knowledge of ballet, then the results may have less influence on attitude and behavioral intention in dimension of playing. In the control group, subjects continuously showed their interest in an impressive scene.

Regarding the duration of experience, beginners showed effective differences after receiving commentary on the story and the performance itself while watching a ballet. For audiences with a long history of appreciating ballet, commentary on dancers' skills and backgrounds had an influence on the degree of interest and attitude toward participation. Appreciation with commentary enables these audience members to sympathize with dancers' experience and skills.

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