

Dealing with Large Quantities of Pictures

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Abstract

The pictorial turn was triggered above all by the increasing number of pictures. In 2015, 3.2 billion pictures were posted daily on social media. The use of large quantities of pictures characterize our daily life and (visual) culture. From its origin art education is interested in art, that means teaching happens around singular images, the masterpieces. Art education developed a wide range of methods for analyzing and reflecting singular images. It is getting more difficult for art educators when it comes to many pictures. Beside these qualitative approaches we need quantitative ones. In my paper I present various ways how to investigate and analyse images. Quantitative analysis is useful for discovering basic cultural patterns and stereotypes of (visual) culture. It is suitable for use in school and higher education. A relative small group of students can investigate a quite large amounts of data. By using quantitative content analysis students easily and playfully can recognize critical differences (F. Marton) of various types of images.

Keywords

Quantitative investigation, Content analysis.