

Correlation Between Behavioral Factors and Opinion of Graffiti



History of Graffiti Subculture

- Writing or drawings scribbled, scratched, or sprayed illicitly in a public place
- Contemporary movement started in 1970s
- Graffiti associated with crime
- Broken Windows philosophy

Current Research

- Influences on graffiti writers
- Comparison of graffiti in different locations
- Less research done on reactions to graffiti

Project Goals

What behavioral factors affects someone's opinion of graffiti in their community?

- Influencing factors on opinion of graffiti
- Community reactions

Methods

- Survey
 - 250 participants
 - Ages 14-71
 - Distributed online



Survey Contents

Identifying Questions

- Age
- Creative activities
- Music preferences
- Location

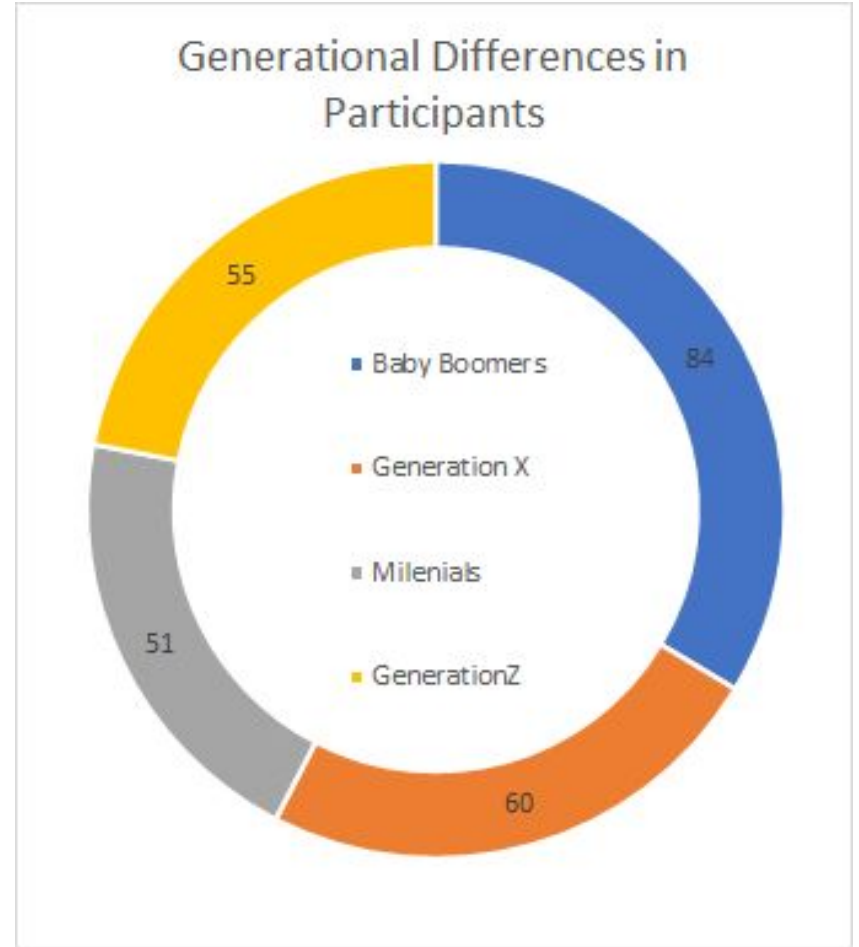
Opinion of Graffiti

- Is it vandalism?
- Is it art?
- Specific visual characteristics
- Illegal or not?

Results

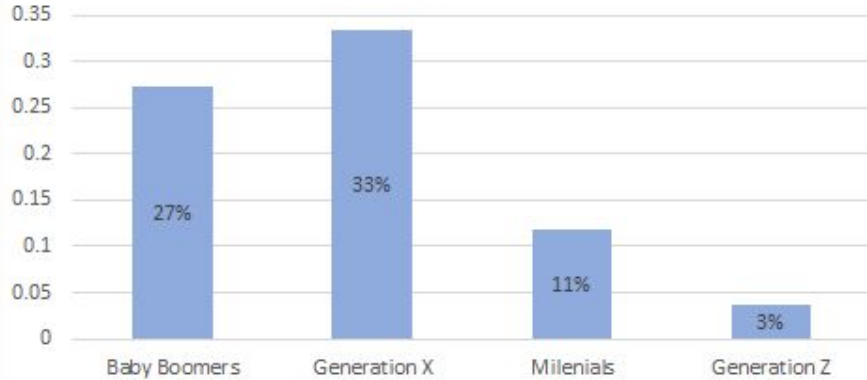
84 Baby Boomers,
60 Generation X,
51 Millennials,
55 Generation Z

69% Suburban
19% Urban
12% Rural

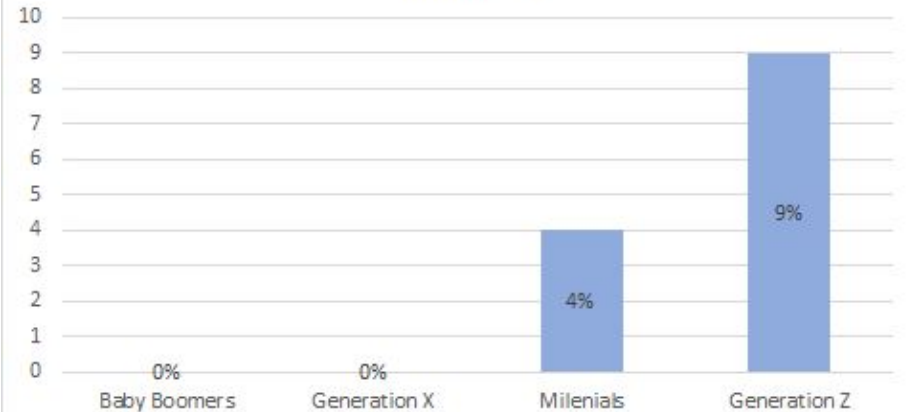


Age

Percent of each generation that always considers graffiti as vandalism

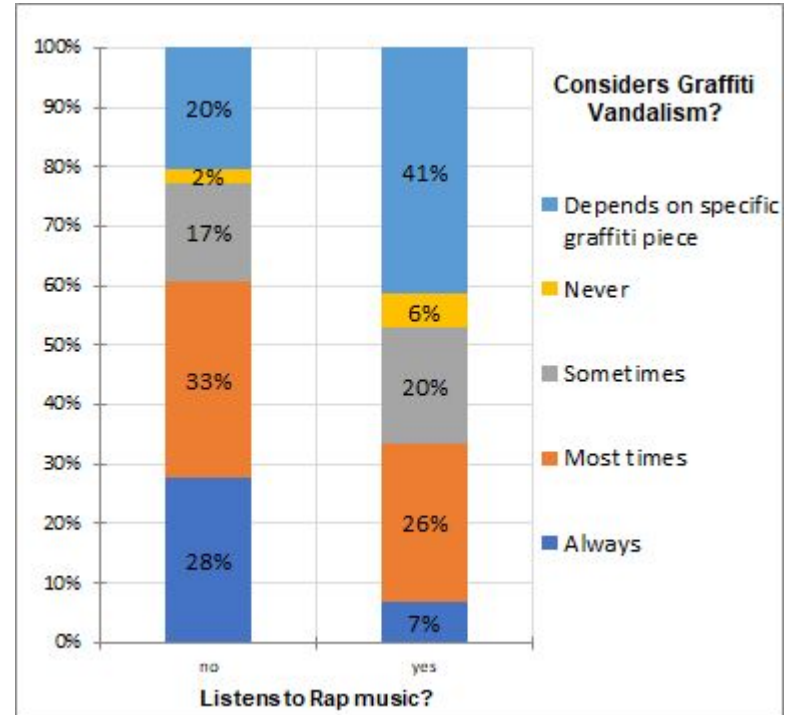


Percent of each generation that always consider graffiti art

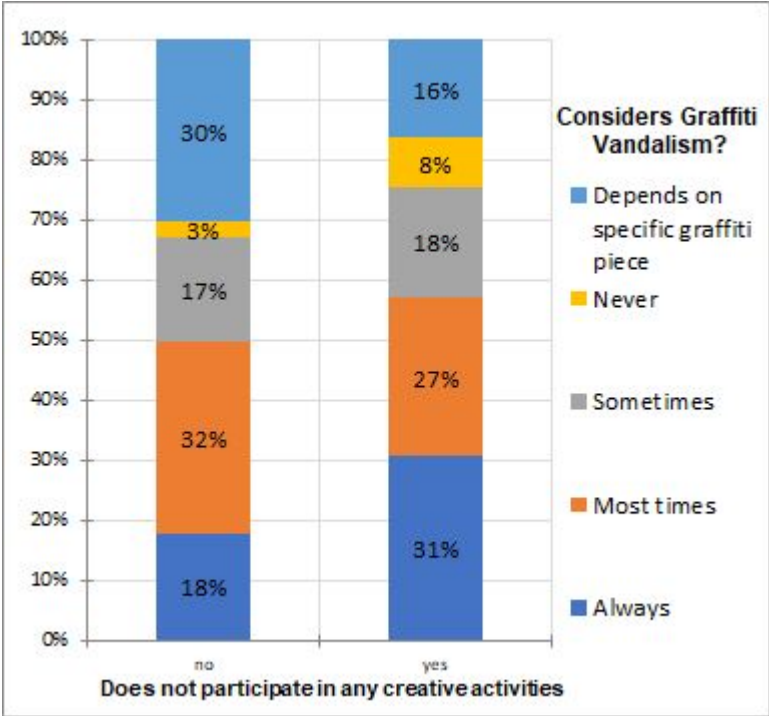
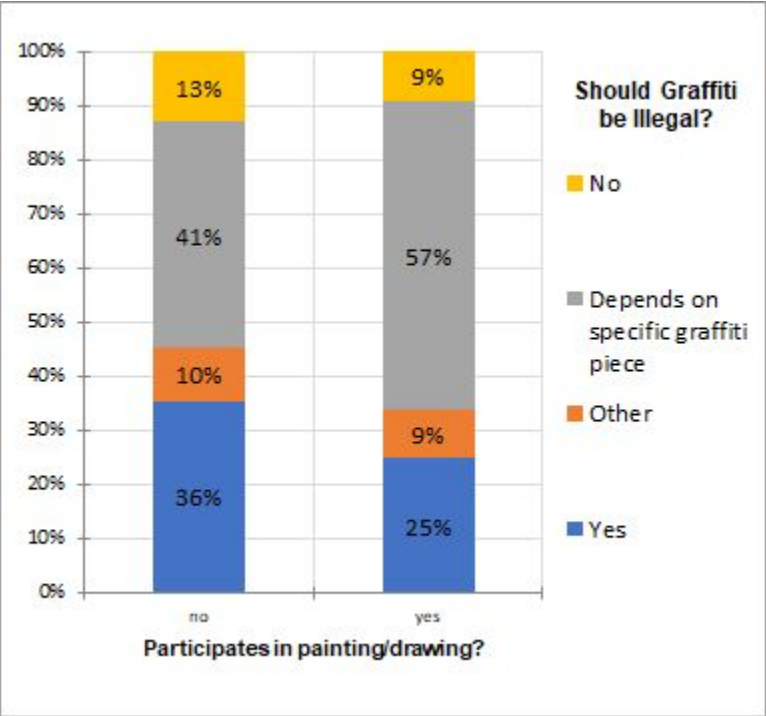


Music Preferences

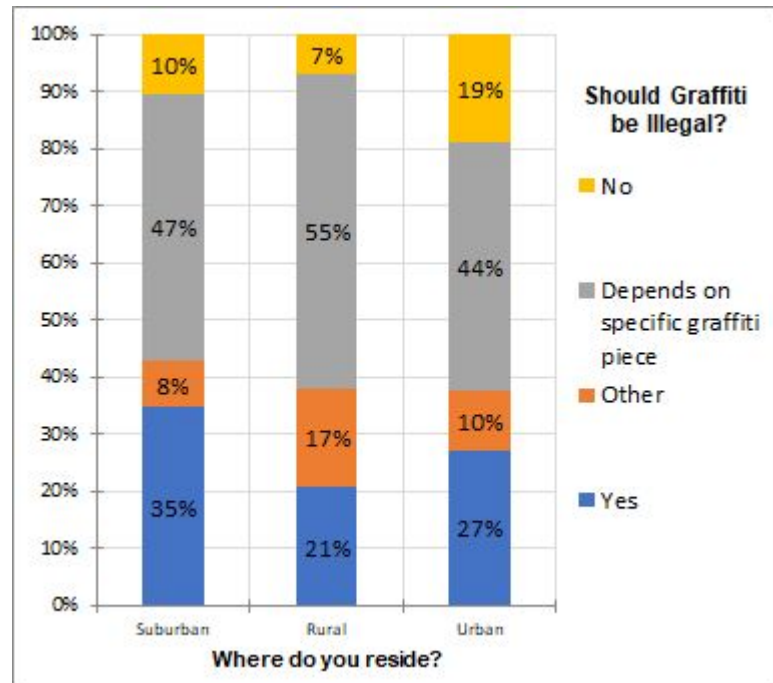
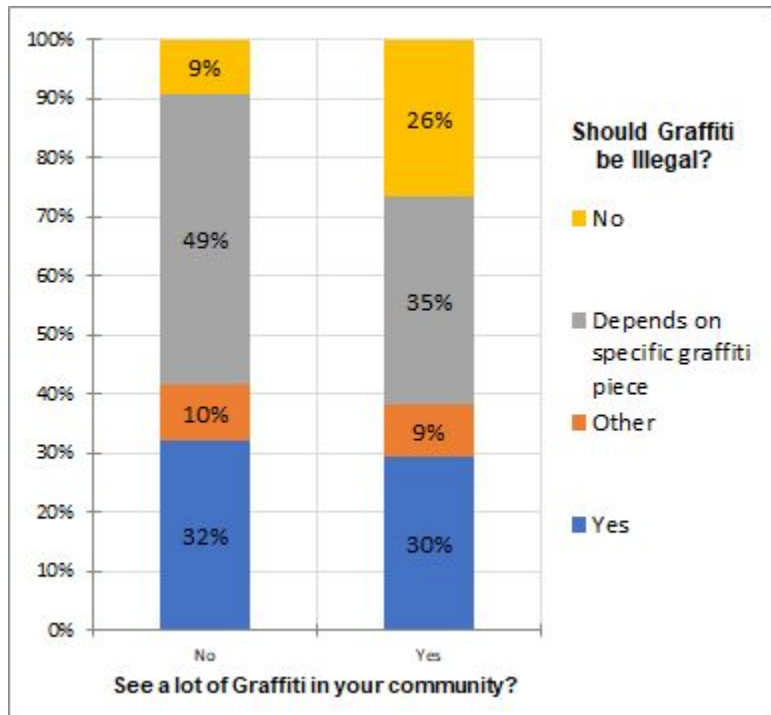
- No trend
- Rap music influences
- Hip hop and graffiti culture intertwined



Creative Activities



Location



Visual Characteristics

- Colorful
- Abstract design
- Realistic
- Profanity
- Bubble letters
- Block lettering



Limitations

- No localized study
- Conclusions made based on only surveys
- Lacking interview data

Conclusion

- Older generations have lower tolerance for graffiti
- Creative activity participants have higher tolerance of graffiti
- People with more exposure to graffiti had higher tolerance
- Music preferences had no correlation

Future Applications

- City planning
- Introduction of new graffiti policies
- Match regulations to specific communities

Correlation Between Behavioral Factors and Opinion of Graffiti

A dark blue diagonal graphic element that starts from the bottom left corner and extends towards the top right corner, creating a triangular shape on the right side of the slide.