

Abstract

The study aims at understanding spectators' theatre experience in Hong Kong. A mixed methods approach was employed to explore the framework of theatre experience. In study 1, five factors (cognition, emotion, sensation, authenticity and coherence) were extracted for the framework of theatre experience based on the 45 deep interviews from professional theatre practitioners. In study 2, Theatre Experience Scale was developed to confirm the framework. 691 audience members completed the survey. The five-factor structure was confirmed by confirmatory factor analysis. Cognition, emotion, authenticity and coherence were significant predictors of audience's overall enjoyment. Theatre Experience Scale provides a practical and efficient way for theatre companies to collect audience feedbacks.