

### **Abstract**

This paper aimed to investigate the effects of Action Observation (AO) and Rhythm on the appreciation of Chinese calligraphy. The study involved 171 participants who were randomly assigned to video (normal, 2X, 4X, or 0.5X speed) or picture conditions. They were asked to rate their aesthetic experience after appreciating Chinese calligraphy. Results did not support the hypothesis that these factors would enhance aesthetic experiences. However, it was noted that the effect of action observation and rhythm on Chinese calligraphy differs depending on the level of interest. Participants with a higher interest in calligraphy showed a greater appreciation of the artwork comparing those with a lower interest. More importantly, there were significant differences between the 2X video and picture groups in the aesthetic experience of people with a neutral interest in Chinese calligraphy. It proposed the potential influences of AO and rhythm while suggesting that interest plays a moderate role in art appreciation. Overall, the study provides empirical evidence to facilitate Chinese calligraphy appreciation. We also discuss practical and theoretical implications for understanding aesthetic appreciation.

*Keywords:* aesthetic experience, action observation, rhythm, interest, Chinese calligraphy