Positivism is the belief that everything can be explained as a natural process and that the scientific method can be used to understand and control the natural world. This is often referred to as the "empirical lens" where the focus is on observable evidence and the use of scientific methods to test hypotheses and theories. Positivism is often contrasted with other philosophical approaches, such as idealism or phenomenology, which emphasize the role of subjective experience and the importance of intuition and reflection in understanding the world.

In the context of visual arts, positivism might be reflected in the use of objective, empirical methods to create and analyze art. This could involve the use of scientific techniques to understand the materials and technologies used in artistic practice, or the use of statistical methods to analyze trends in art production and consumption. However, it is important to note that the relationship between positivism and visual arts is complex and multifaceted, and there are many different perspectives on how these two fields interact.

As a result, it is important to carefully consider the implications of positivism for the study of visual arts, and to be mindful of the potential limitations and biases that may arise from an over reliance on empirical methods. This involves recognizing the role of subjective experience and creativity in artistic practice, and the importance of understanding the social, cultural, and historical contexts in which art is produced and consumed.