

DGPs 2004 in Göttingen: Talk-Beitrag: *Innovation in design-aesthetics*

Carbon, C. C. & Leder, H. (2004). *Innovation in design-aesthetics*

Oral Presentation, 44. Conference of the Deutsche Gesellschaft für Psychologie (DGPs), Göttingen/Germany (26.9.-30.9.2004).

To explore the concept of *innovativeness* two experiments were conducted. Innovativeness is defined as the originality by virtue of introducing new ideas. Thus, innovative designs often break the common visual habits and are evaluated as relatively unattractive at first sight (Leder & Carbon, in press). However, usual measures of attractiveness test the concept of attractiveness only once, thus they seem not to capture the changing impact that innovative designs over a certain period time. To remedy this weakness of testing that improves the validity of the attractiveness evaluations.

Consequently, with this new testing procedure we could show that primarily innovative designs profit from a long-term exposure. In contrast to this, less innovative designs achieved relatively high attractiveness scores at the beginning, but were evaluated as uninteresting and unattractive after participants more elaborately dealt with it. Therefore, our testing procedure seems more appropriate for applied studies concerned with attractiveness and the concept of innovativeness than common rating strategies.

Leder, H., & Carbon, C. C. (in press). Dimensions in appreciation of car interior design.