

Abstract ECVP 2005 La Coruña: Talk on Empirical Aesthetics/Design

Innovation in Design and Aesthetics. How attributes of Innovation influence Attractiveness on the long run

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Innovativeness is defined as ‘originality by virtue of introducing new ideas’. Thus, innovative designs often break common visual habits and are evaluated as relatively unattractive at first sight (Leder & Carbon, 2005, in press). In most empirical studies, attractiveness is measured only once. These measures do not capture the dynamic aspects of innovation. However, as demonstrated by Carbon and Leder (2005, in press) the validity of attractiveness evaluations can be improved by the so-called *Repeated Evaluation Technique* (RET). RET simulates time and exposure effects of everyday life. Using RET, we investigated the appreciation of different car designs and art pictures varying in innovativeness (respectively, being uncommon for portraits). While the mere exposure theory (Zajonc, 1968) would predict a general increase of liking in increasing exposure, RET revealed dissociate effects depending on innovativeness. Only innovative material showed an increase in attractiveness. Low innovative designs and art objects were rated as being relatively attractive in the beginning, but did not profit from elaboration due to RET.

Carbon, C. C., & Leder, H. (2005, in press). The Repeated Evaluation Technique (RET). A method to capture dynamic effects of innovativeness and attractiveness. *Applied Cognitive Psychology*.

Leder, H., & Carbon, C. C. (2005, in press). Dimensions in appreciation of car interior design. *Applied Cognitive Psychology*.

Zajonc, R. B. (1968). Attitudinal Effects of Mere Exposure. *Journal of Personality and Social Psychology*, 9(2), 1-27.