

Abstract ECVP 2006 St. Petersburg: Poster on RET (repeated evaluation technique)

The Repeated Evaluation Technique or 'How can we measure attractiveness in a valid way'?

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So far, attractiveness has mostly been measured only once, in single-shot studies. Yet, in reality it seems to be a very dynamic variable: specific preferences for faces, objects or consumer products develop over time. This makes it necessary to measure attractiveness in more complex settings during which participants are familiarised with the objects of interest. In a series of studies we tried to achieve this aim by employing the so-called *repeated evaluation technique* (RET, Carbon and Leder 2005). The RET simulates everyday experiences by not only exposing participants massively with the stimuli but also having them evaluate the stimuli in many different aspects. The idea of this procedure is to deepen participants' understanding of the material. Experiments using RET have shown that, for instance, highly innovative products benefit from elaboration and familiarisation, whereas preferences for more conservative, low innovative products drop over time. Therefore, the RET seems to be an appropriate technique to be used in applied studies concerned with preferences, attractiveness and concepts of innovativeness.

Carbon C C, Leder H, 2005 "The Repeated Evaluation Technique (RET). A method to capture dynamic effects of innovativeness and attractiveness" *Applied Cognitive Psychology* **19** 587-601

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