

## **Abstract ECVP 2006 St. Petersburg: Poster on Face Adaptation**

### **Setting the trend: when attractiveness is a matter of adaptation**

**Claus-Christian Carbon, Thomas Ditye & Helmut Leder**  
**University of Vienna**  
**Faculty of Psychology, Department of Psychological Basic Research**  
**Liebiggasse 5**  
**A-1010 Vienna, Austria**

What do we like and, most interestingly: what will we like in the future? In recent years, research on figural aftereffects has shown that the inspection of distorted objects biases the perception in a subsequent test phase towards the shape of the inspected stimuli. Here we show that it is not only perception but also preferences that can be biased in the way just described. In a series of experiments we tested the hypothesis that aftereffects related to preferences do not only hold for specific attributes of single stimuli but also for more abstract stylistic information relevant for a whole class of stimuli. We employed an adaptation paradigm: participants had to inspect exemplars of **highly distinctive fashion styles**, and before and after this inspection phase they were to evaluate the preferences for other exemplars. A comparison of the data from both measuring points revealed that participants who initially preferred familiar exemplars shifted their preferences towards the more extreme styles. In sum, this indicates that even fashion trends can be explained on the basis of adaptation effects.

Keywords: adaptation effects, face perception, design, figural aftereffects, fashion, style, adaptation