Appendix A: Tables

Mit den vorliegenden Forschungsergebnissen stehen alle Werkzeuge zur Verfügung, um die Reliabilität und Validität der entwickelten Skala zur Erfassung ästhetischer Sensitivität für Alltagsobjekte zu untersuchen. Die Skala besteht aus 34 neuen Stimuli, deren Konstruktion in Studie 6 beschrieben ist. Die Entwicklung des externen Standards zur Erfassung der ästhetischen Sensitivität mit diesen Stimuli ist in Studie 9 der vorliegenden Arbeit beschrieben.

Table 1. Demographics for North American sample

	N	Min	Max	*Mean*	*SD*
Age	306	16	77	33.91	12.10
Household income in CAD	138	6000	331 875	62030.80	49117.80
	N	%			
Gender					
Male	139	45.1			
Female	168	54.5			
Language					
English	106	34.4			
French	168	54.5			
Other	27	8.76			
Residence					
Canada	267	86.7			
USA	16	5.2			
Elsewhere	20	6.5			

Table 2. Exact factor loadings for Factors 1 and 2

	Factor	
Factor and stimuli	1	2
Factor 1: "ugly" (α = .85)		
7	**.725**	-.100
3	**.649**	-.063
28	**.644**	3.600E-02
17	**.611**	-.078
25	**.580**	.118
33	**.579**	-.017
5	**.573**	-.013
16	**.527**	5.271E-02
29	**.517**	4.797E-02
9	**.505**	7.007E-02
8	**.488**	1.046E-02
Factor 2: "beauty" (α = .80)		
19	-.041	**.674**
15	6.648E-03	**.613**
4	5.363E-02	**.604**
2	5.416E-02	**.604**
14	-.129	**.564**
26	.116	**.541**
12	-.003	**.534**
1	7.507E-02	**.457**
6	-.052	**.415**

Note: Loadings are taken from the factor matrix. Loadings in bold are values above .40. Response format used was 0 (labelled "Urghhh, this is pretty ugly" with an icon showing a sad face) to 6 (labelled "Uihhh, this is very beautiful" with an icon showing a happy face). The following instruction was given: Below you will see 36 different pictures of objects. Please state for each object how the looks of the object make you feel, from "Urghhhh, this is pretty ugly!" (0) to "Uihhh, this is very beautiful!" (6). Please rate the objects in the given order.

Table 3. Initial and extracted communalities.

Stimuli	Initial	Extraction
1	.239	.214
2	.357	.368
3	.429	.425
4	.382	.368
5	.375	.329
6	.191	.175
7	.564	.536
8	.284	.238
9	.327	.260
12	.307	.285
14	.337	.335
15	.324	.375
16	.361	.281
17	.486	.379
19	.420	.455
25	.347	.351
26	.294	.306
28	.401	.416
29	.351	.269
33	.364	.336

Table 5. Description of scale characteristics and intercorrelations with ugly and beauty scale

Scale				Ugly scale		Beauty scale	
	M	*SD*	α	*r*	*p*	*r*	*p*
Test of Aesthetic Judgment Ability	47.46	8.52	.53	.15	.11	.19*	.04
CVPA:	22.13	8.47	.87	.06	.55	.13	.17
Value	8.65	3.89	.81	.18*	.05	.18*	.05
Acumen	8.19	3.35	.81	.04	.68	-.00	.99
Response	5.29	3.21	.82	-.11	.24	.12	.22
SOP visual only	30.80	6.23	.78	.11	.25	.19*	.04
Self-rating aesthetic sensitivity	1.42	1.08		.21*	.03	.22*	.02
Ugly room statement	1.10	1.81		.15	.10	.24**	.01
Judgment certainty	2.02	1.64		-.11	.25	.19*	.04
Index art museum visits	5.09	2.72		.12	.19	.24*	.01
Index living space							
current	2.59	1.19		-.29**	.00	-.22*	.02
ideal	1.93	1.08		-.16	.09	-.27**	.00
Social desirability	8.01	2.73	.57	-.04	.67	-.01	.95

Note. N = 118. CVPA = Centrality of visual product aesthetics; SOP = Style of processing.

p < .05. **p* < .01. All significance tests were tested two-tailed.

Table 6. Aesthetic properties generated by experts and summarized for object classes.

Object class	Properties
Works of art	shape (geometrical vs. round shapes),
	painting technique,
	contrast (relief),
	structure (ordered vs. chaotic),
	composition/ensemble,
	proportion (golden section),
	harmony of colors,
	dynamic (calm vs. moving),
	evoked associations (positive vs. negative),
	artistic quality,
	interestingness (interesting vs. boring),
	functionality,
Offices	atmosphere (bright vs. dark),
	arrangement (how the furniture stand in relation to each other),
	integration of forms,
	space (size of room compared to amount of furniture),
	consequence of design (matching design of furniture and room),
	geometrical features of room,
	design of furniture (styles),
	functionality,
	style of room (luxury vs. cheap),
	material (quality vs. cheap),

Car interiors	harmony of color (furniture/wall),
	simplicity (overall impression),
	clarity (setup of instruments)
	technology (technical vs. mechanical equipment),
	form (geometrical vs. smooth),
	symmetry,
	harmony between pieces (in color and material),
	proportion,
	usability of technical devices,
	style (modern vs. classical),
	design (simple vs. over designed),
	material (luxury vs. cheap),
	quality of construction,
Cutlery	proportion between part of cutlery (ratio head to handle),
	harmony between parts of set (fork, knife, spoons),
	perceived ergonomic (how good cutlery might to be hold in hand),
	simplicity of form,
	functionality,
	design style (classical vs. modern),
	material,
	affective reaction on design (disgust vs. enjoyment)

Table 8. Pairs of stimuli, represented dimensions and separation performance.

Object class	Stimulus pair		Represented dimension	Separation performance	
	Level of dimensions for stimulus 1	Level of dimensions for stimulus 2		z	corrected p
Art	low, high	low, medium		-3.72	.00
	low, high	low, low	Painting technique	-2.98	.00
	high, medium	low, medium	Shape	-0.88	.04
Offices	high, high	low, medium		-4.71	.00
	high, high	low, high	Arrangement	-4.00	.00
	low, high	low, medium	Atmosphere	-3.72	.00
Car interiors	high, high, high	low, low, high		-7.94	.00
	high, low, high	low, low, high	Simplicity	-7.69	.00
	high, high, high	high, low, high	Clarity	-4.96	.00
	high, high, high	high, high, low	Technology	-1.24	.07
Cultery	high, high, high	low, low, high		-7.70	.00
	high, high, high	low, high, high	Proportion	-6.20	.00
	low, high, high	low, low, low	Ergonomics	-5.21	.00
	high, high, high	high, high, low	Harmony	-3.97	.00
	high, high, low	low, low, high		-6.95	.00

Table 9. Demographics for North American sample

	N	Min	Max	*Mean*	*SD*
age	246	15	99	31.27	12.88
Household income in CAD	103	2400	400000	58935,24	54414,60
	N	*%*			
Gender					
Male	104	41.6			
Female	144	57.6			
Language					
English	78	31.2			
French	143	57.2			
Other	25	10.0			
Residence					
Canada	223	89.2			
USA	11	4.4			
Elsewhere	15	6.0			

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Table 10. Pattern Matrix for exact factor loadings

Factor and stimuli	Factor 1	2	3
Factor 1: "space" (α =.87)			
2	**.83**	-.07	-.04
10	**.82**	-.02	-.08
5	**.77**	-.05	-.13
14	**.60**	.09	.01
9	**.55**	.03	.15
4	**.52**	.03	.09
7	**.40**	.13	.23
Factor 2: paintings (α = .91)			
11	.01	**.87**	-.03
6	.04	**.84**	.01
13	-.06	**.83**	.07
3	.05	**.81**	-.06
Factor 3: cutlery (α = .84)			
15	.04	-.12	**.80**
1	.06	-.12	**.76**
12	-.03	.10	**.71**
8	-.03	.11	**.58**

Note: Loadings are taken from the pattern matrix. Loadings in bold are values of .40 or above. Response format used was 0 (labeled "not beautiful at all") to 6 (labeled "very beautiful"). The following instruction was given: Below you will see 15 different pictures of 4 objects. Please state for each object **how beautiful it is** by crossing one of the boxes to the right of the picture. Try not to state your personal preference, but rather how beautiful the object is in an "**objective**" sense. Please look at the pictures carefully. Some may seem very much alike, but at a closer look there are clear differences between them. Please rate the objects in the given order.

Table 11. Initial and extracted factor loadings

Stimuli	Initial	Extraction
1	.60	.60
2	.71	.67
3	.62	.66
4	.42	.31
5	.61	.55
6	.67	.72
7	.39	.28
8	.41	.35
9	.51	.37
10	.60	.64
11	.69	.76
12	.46	.51
13	.62	.69
14	.49	.38
15	.63	.65

Table 12. Intercorrelations between subscales and between subscales and scale overall for North American sample

Scale	Paintings	Cutlery	Overall
Space	.14 (.13)	.16 (.08)	.78** (.00)
Paintings		.09 (.37)	.59** (.00)
Cutlery			.56** (.00)

Table 13. Intercorrelations between subscales and between subscales and scale overall for German sample

Scale	Paintings	Cutlery	Overall
Space	.08 (.39)	.34** (.00)	.81** (.00)
Paintings		.12 (.21)	.52** (.00)
Cutlery			.67** (.00)

Table 14. Description of scale characteristics and intercorrelations with aesthetic sensitivity scale

Scale				Aesthetic Sensitivity Scale							
				overall		space		painting		cutlery	
	M	*SD*	*α*	*r*	*p*	*r*	*p*	*r*	*p*	*r*	*p*
Test of Aesthetic Judgment Ability	47.46	8.52	.53	.10	.30	.05	.62	.11	.26	.05	.59
CVPA:	22.13	8.47	.87	.09	.32	.21**	.02	-.18	.05	.09	.33
Value	8.65	3.89	.81	.01	.93	.14	.12	-.23**	.01	.03	.73
Acumen	8.19	3.35	.81	.03	.74	.08	.38	-.13	.17	.08	.39
Response	5.29	3.21	.82	.20*	.03	.30**	.00	-.07	.43	.12	.21
SOP visual only	30.80	6.23	.78	.23*	.01	.17	.06	.11	.24	.18	.05
Self-rating aesthetic sensitivity	1.42	1.08		-.01	.90	.02	.83	-.22**	.02	.17	.07
Ugly room statement	1.10	1.81		-.06	.50	-.14	.12	-.10	.29	.18	.06
Judgment certainty	2.02	1.64		-.14	.12	-.04	.68	-.03	.79	-.26**	.00

Scale	Aesthetic Sensitivity Scale										
				overall		space		painting		cutlery	
	M	*SD*	*α*	*r*	*p*	*r*	*p*	*r*	*p*	*r*	*p*
Index art museum visits	5.09	2.72		.06	.53	.03	.79	.07	.47	.04	.65
Index living space											
current	2.59	1.19		.10	.30	.02	.80	.16	.09	.03	.76
ideal	1.93	1.08		-.04	.67	-.04	.71	.01	.90	-.06	.51
Social desirability	8.01	2.73	.57	-.02	.82	-.06	.54	.05	.61	-.01	.95

Note. *N* = 118. CVPA = Centrality of visual product aesthetics; SOP = Style of processing. **p* < .05. ***p* < .01.

Table 15. Description of attributes and levels for each object class

Object class:	Paintings		Offices		Car interior			Cutlery		
Attributes:	shape	painting technique	arrangement	perceived atmosphere	simplicity	clarity	technology	proportion	harmony	perceived ergonomics
Level of Attributes:	high	high	high	high	high	high	high	high	high	high
	high	medium	high	medium	high	high	low	high	high	low
	high	low	high	low	high	low	high	high	low	high
	medium	low	medium	high	high	low	low	high	low	low
	medium	medium	medium	medium	low	high	high	low	high	high
	medium	low	medium	low	low	high	low	low	high	low
	low	high	low	high	low	low	high	low	low	high
	low	medium	low	medium	low	low	low	low	low	low
	low	low	low	low						

Table 16. Paintings: Average relative importance, part-worth utilities, utilities and rank order

Dimensions and levels	Average relative importance	Part-worth utilities
Shape	47.43%	
high		-.13
medium		.01
low		.12
Painting technique	52.57%	
high		-.84
medium		.24
low		.60

Combination of levels	Utilities	Rank order
high, high	3.99	9
high, medium	5.07	6
high, low	5.43	3
medium, high	4.13	8
medium, medium	5.21	5
medium, low	5.57	2
low, high	4.24	7
low, medium	5.32	4
low, low	5.68	1

Table 17. Offices: Average relative importance, part-worth utilities, utilities and rank order

Dimensions and levels	Average relative importance	Part-worth utilities
Arrangement	41.85%	
high		.65
medium		-.55
low		-.11
Perceived atmosphere	58.15%	
high		-.62
medium		-.38
low		1.00

Combination of levels	Utilities	Rank order
high, high	.70	5
high, medium	-.06	7
high, low	2.32	1
medium, high	1.56	2
medium, medium	-.50	9
medium, low	.94	4
low, high	-.27	8
low, medium	1.12	3
low, low	.18	6

Table 18. Car interiors: Average relative importance, part-worth utilities, utilities

        and rank order

Dimensions and levels	Average relative importance	Part-worth utilities
Simplicity	54.35%	
high		1.67
low		-1.67
Clarity	23.38%	
high		.60
low		-.60
Technology	22.27%	
high		.14
low		-.14

Combinations of levels	Utilities	Rank order
high, high, high	6.89	1
high, high, low	6.62	2
high, low, high	5.70	3
high, low, low	5.42	4
low, high, high	3.55	5
low, high, low	3.28	6
low, low, high	2.35	7
low, low, low	2.08	8

Table 19. Cutlery: Average relative importance, part-worth utilities, utilities and rank order

Dimensions and levels	Average relative importance	Part-worth utilities
Proportion	44.15%	
high		1.15
low		-1.15
Perceived Ergonomics	40.72%	
high		1.02
low		-1.02
Harmony	15.13%	
high		.10
low		-.10

Combinations of levels	Utilities	Rank order
high, high, high	6.74	1
high, high, low	6.54	2
high, low, high	4.70	3
high, low, low	4.49	4
low, high, high	4.45	5
low, high, low	4.24	6
low, low, high	2.40	7
low, low, low	2.20	8

Appendix B: Questionnaire - Chapter I

Below you will see 36 different pictures of objects. Please state for each object **how the looks of the object make you feel**, from "Urghhhh, this is pretty ugly!" (0) to "Uihhh, this is very beautiful!" (6). Please rate the objects in the given order.

How does the shown object make you feel on a scale from 0 and 6? (please mark with a cross)

pic. 1 out of 36

0	1	2	3	4	5	6
☐	☐	☐	☐	☐	☐	☐

Urghhh, this is pretty ugly!   Uihhh, this is very beautiful!

pic. 2 out of 36

0	1	2	3	4	5	6
☐	☐	☐	☐	☐	☐	☐

Urghhh, this is pretty ugly!   Uihhh, this is very beautiful!

pic. 3 out of 36

0	1	2	3	4	5	6
☐	☐	☐	☐	☐	☐	☐

Urghhh, this is pretty ugly!   Uihhh, this is very beautiful!

pic. 4 out of 36

0	1	2	3	4	5	6
☐	☐	☐	☐	☐	☐	☐

Urghhh, this is pretty ugly!   Uihhh, this is very beautiful!

How does the shown object make you feel on a scale from 0 and 6? (please mark with a cross)

0	1	2	3	4	5	6
☐	☐	☐	☐	☐	☐	☐
☹			😐			☺

Urghhh, this is pretty ugly!   Uihhh, this is very beautiful!

0	1	2	3	4	5	6
☐	☐	☐	☐	☐	☐	☐
☹			😐			☺

Urghhh, this is pretty ugly!   Uihhh, this is very beautiful!

0	1	2	3	4	5	6
☐	☐	☐	☐	☐	☐	☐
☹			😐			☺

Urghhh, this is pretty ugly!   Uihhh, this is very beautiful!

0	1	2	3	4	5	6
☐	☐	☐	☐	☐	☐	☐
☹			😐			☺

Urghhh, this is pretty ugly!   Uihhh, this is very beautiful!

How does the shown object make you feel on a scale from 0 and 6? (please mark with a cross)

0	1	2	3	4	5	6
☹			😐			☺

Urghhh, this is
pretty ugly!

Uihhh, this is
very beautiful!

0	1	2	3	4	5	6
☹			😐			☺

Urghhh, this is
pretty ugly!

Uihhh, this is
very beautiful!

0	1	2	3	4	5	6
☹			😐			☺

Urghhh, this is
pretty ugly!

Uihhh, this is
very beautiful!

0	1	2	3	4	5	6
☹			😐			☺

Urghhh, this is
pretty ugly!

Uihhh, this is
very beautiful!

How does the shown object make you feel on a scale from 0 and 6? (please mark with a cross)

0	1	2	3	4	5	6
☐	☐	☐	☐	☐	☐	☐

☹   😐   ☺

Urghhh, this is pretty ugly!   Uihhh, this is very beautiful!

0	1	2	3	4	5	6
☐	☐	☐	☐	☐	☐	☐

☹   😐   ☺

Urghhh, this is pretty ugly!   Uihhh, this is very beautiful!

0	1	2	3	4	5	6
☐	☐	☐	☐	☐	☐	☐

☹   😐   ☺

Urghhh, this is pretty ugly!   Uihhh, this is very beautiful!

0	1	2	3	4	5	6
☐	☐	☐	☐	☐	☐	☐

☹   😐   ☺

Urghhh, this is pretty ugly!   Uihhh, this is very beautiful!

How does the shown object make you feel on a scale from 0 and 6? (please mark with a cross)

0	1	2	3	4	5	6
☐	☐	☐	☐	☐	☐	☐

☹   😐   ☺

Urghhh, this is pretty ugly!   Uihhh, this is very beautiful!

0	1	2	3	4	5	6
☐	☐	☐	☐	☐	☐	☐

☹   😐   ☺

Urghhh, this is pretty ugly!   Uihhh, this is very beautiful!

0	1	2	3	4	5	6
☐	☐	☐	☐	☐	☐	☐

☹   😐   ☺

Urghhh, this is pretty ugly!   Uihhh, this is very beautiful!

0	1	2	3	4	5	6
☐	☐	☐	☐	☐	☐	☐

☹   😐   ☺

Urghhh, this is pretty ugly!   Uihhh, this is very beautiful!

How does the shown object make you feel on a scale from 0 and 6? (please mark with a cross)

0	1	2	3	4	5	6
☐	☐	☐	☐	☐	☐	☐

☹   😐   ☺

Urghhh, this is pretty ugly!   Uihhh, this is very beautiful!

0	1	2	3	4	5	6
☐	☐	☐	☐	☐	☐	☐

☹   😐   ☺

Urghhh, this is pretty ugly!   Uihhh, this is very beautiful!

0	1	2	3	4	5	6
☐	☐	☐	☐	☐	☐	☐

☹   😐   ☺

Urghhh, this is pretty ugly!   Uihhh, this is very beautiful!

0	1	2	3	4	5	6
☐	☐	☐	☐	☐	☐	☐

☹   😐   ☺

Urghhh, this is pretty ugly!   Uihhh, this is very beautiful!

How does the shown object make you feel on a scale from 0 and 6? (please mark with a cross)

pic. 25 out of 36

0	1	2	3	4	5	6
☐	☐	☐	☐	☐	☐	☐

☹   😐   ☺

Urghhh, this is   Uihhh, this is
pretty ugly!   very beautiful!

pic. 26 out of 36

0	1	2	3	4	5	6
☐	☐	☐	☐	☐	☐	☐

☹   😐   ☺

Urghhh, this is   Uihhh, this is
pretty ugly!   very beautiful!

pic. 27 out of 36

0	1	2	3	4	5	6
☐	☐	☐	☐	☐	☐	☐

☹   😐   ☺

Urghhh, this is   Uihhh, this is
pretty ugly!   very beautiful!

pic. 28 out of 36

0	1	2	3	4	5	6
☐	☐	☐	☐	☐	☐	☐

☹   😐   ☺

Urghhh, this is   Uihhh, this is
pretty ugly!   very beautiful!

How does the shown object make you feel on a scale from 0 and 6? (please mark with a cross)

0	1	2	3	4	5	6
☐	☐	☐	☐	☐	☐	☐

☹   😐   ☺

Urghhh, this is pretty ugly!   Uihhh, this is very beautiful!

0	1	2	3	4	5	6
☐	☐	☐	☐	☐	☐	☐

☹   😐   ☺

Urghhh, this is pretty ugly!   Uihhh, this is very beautiful!

0	1	2	3	4	5	6
☐	☐	☐	☐	☐	☐	☐

☹   😐   ☺

Urghhh, this is pretty ugly!   Uihhh, this is very beautiful!

0	1	2	3	4	5	6
☐	☐	☐	☐	☐	☐	☐

☹   😐   ☺

Urghhh, this is pretty ugly!   Uihhh, this is very beautiful!

How does the shown object make you feel on a scale from 0 and 6? (please mark with a cross)

0	1	2	3	4	5	6
☐	☐	☐	☐	☐	☐	☐

☹   😐   ☺

Urghhh, this is
pretty ugly!   Uihhh, this is
very beautiful!

0	1	2	3	4	5	6
☐	☐	☐	☐	☐	☐	☐

☹   😐   ☺

Urghhh, this is
pretty ugly!   Uihhh, this is
very beautiful!

0	1	2	3	4	5	6
☐	☐	☐	☐	☐	☐	☐

☹   😐   ☺

Urghhh, this is
pretty ugly!   Uihhh, this is
very beautiful!

0	1	2	3	4	5	6
☐	☐	☐	☐	☐	☐	☐

☹   😐   ☺

Urghhh, this is
pretty ugly!   Uihhh, this is
very beautiful!

Appendix C: German Versions of Validity Measures

Test of Aesthetic Judgment Ability (Bamossy et. al, 1993)

Picture: "Head of a Man" (Klee)

	stimme überhaupt nicht zu	stimme eher nicht zu	stimme eher zu	stimme genau zu
	0	1	2	3
1. Wenn das Gesicht lebensechter wäre, hätte es mehr Ausdruck.	☐	☐	☐	☐
2. Ein Grossteil des künstlerischen Wertes diese Gemäldes liegt im Ausdruck des Gesichts.	☐	☐	☐	☐
3. Es hat nicht lange gedauert dieses Bild zu malen.	☐	☐	☐	☐
4. Die Wirkung dieses Gemäldes wird durch den fehlenden Realismus verstärkt.	☐	☐	☐	☐
5. Es wäre schwerer, sich den Inhalt dieses Gemäldes auszudenken, als es tatsächlich zu malen.	☐	☐	☐	☐
6. Es ist schwer, dieses Gemälde ernst zu nehmen.	☐	☐	☐	☐
7. Die Farben dieses Gemäldes sind willkürlich.	☐	☐	☐	☐
8. Ein Schulkind könnte ein Bild malen, das genauso gut ist wie dieses.	☐	☐	☐	☐
9. Die Farben tragen zur Stimmung des Gemäldes bei.	☐	☐	☐	☐
10. Der Mann in diesem Gemälde hat einen merkwürdigen Gesichtsausdruck.	☐	☐	☐	☐

Test of Aesthetic Judgment Ability (Bamossy et. al, 1993) (continuation)

Picture: "Horrors of War" (Goya)

	stimme überhaupt nicht zu	stimme eher nicht zu	stimme eher zu	stimme genau zu
	0	1	2	3
1. Der Künstler will mit diesem Gemälde sozialen Protest ausdrücken.	☐	☐	☐	☐
2. Es sieht so aus als wenn der Künstler negative Gefühle gegenüber dieser Frau hat.	☐	☐	☐	☐
3. Es wäre ein besseres Gemälde, wenn die Frau schöner wäre.	☐	☐	☐	☐
4. Dieses Gemälde lässt einen daran denken, dass jeder Körper altern muss.	☐	☐	☐	☐
5. Ein so unerfreuliches Gemälde ist wahrscheinlich ein schlechtes Gemälde.	☐	☐	☐	☐
6. Der Künstler macht eine Aussage über die Einstellung der Gesellschaft gegenüber älteren Frauen.	☐	☐	☐	☐
7. Das Gemälde drückt Mitgefühl mit der Situation der Frau aus.	☐	☐	☐	☐
8. Das Schwerste daran dieses Bild zu malen, war die Details lebensnah abzubilden.	☐	☐	☐	☐
9. Die Absicht des Künstlers war einem zu zeigen, wie diese Frau aussah.	☐	☐	☐	☐
10. Das Schwerste an diesem Gemälde war es, die gemischten Gefühle gegenüber der Frau auszudrücken.	☐	☐	☐	☐

Test of Aesthetic Judgment Ability (Bamossy et. al, 1993) (continuation)

Picture: "Into the World Came a Soul named Ida" (Albright)

	stimme überhaupt nicht zu 0	stimme eher nicht zu 1	stimme eher zu 2	stimme genau zu 3
1. Dieses Gemälde zeigt, dass Krieg immer einen Gewinner hat.	☐	☐	☐	☐
2. Diese Szene veranschaulicht den Gedanken von Krieg besser als es eine ganze Schlacht tun würde.	☐	☐	☐	☐
3. Das Thema ist zu gewalttätig für gute Kunst.	☐	☐	☐	☐
4. Es wäre besser, wenn das Zentrum des Gemäldes verständlicher wäre.	☐	☐	☐	☐
5. Es ist gut wie dieses Gemälde angeordnet ist, da es die Aufmerksamkeit des Betrachters lenkt.	☐	☐	☐	☐
6. Der künstlerische Wert des Gemäldes liegt im Ausdruck von Gewalt.	☐	☐	☐	☐
7. Die Unmenschlichkeit des Krieges ist ein wichtiges Thema für die Kunst.	☐	☐	☐	☐
8. Bei diesem Bild identifiziert man sich entweder mit dem Verlierer oder dem Gewinner.	☐	☐	☐	☐
9. Wenn dies eine Kriegsdarstellung ist, dann sollten mehr Menschen darauf zu sehen sein.	☐	☐	☐	☐

Scale for Centrality of Visual Product Aesthetics (Bloch et al., 2003)

	stimme überhaupt nicht zu				stimme genau zu
	0	1	2	3	4
1. Es gibt mir ein gutes Gefühl, Produkte mit hochwertigen Designs zu besitzen.	☐	☐	☐	☐	☐
2. Ich schaue mir gern Auslagen mit hochwertig gestalteten Produkten an.	☐	☐	☐	☐	☐
3. Das Design eines Produkts erzeugt in mir ein Gefühl von Wohlgefallen.	☐	☐	☐	☐	☐
4. Schönes Produktdesign macht diese Welt lebenswerter.	☐	☐	☐	☐	☐
5. Feine Unterschiede im Design von Produkten zu erkennen ist eine Fähigkeit, die ich im Laufe der Zeit entwickelt habe.	☐	☐	☐	☐	☐
6. Ich erkenne Dinge im Design eines Produkts, die andere Leute für gewöhnlich übersehen.	☐	☐	☐	☐	☐
7. Ich besitze die Fähigkeit mir vorzustellen, wie ein Produkt mit dem Design meiner anderen Sachen zusammenpassen wird.	☐	☐	☐	☐	☐
8. Ich habe eine ziemlich gute Vorstellung davon, was ein Produkt besser aussehen lässt als ein anderes.	☐	☐	☐	☐	☐
9. Manchmal scheint die Art und Weise wie ein Produkt aussieht sich nach mir auszustrecken und mich regelrecht zu ergreifen.	☐	☐	☐	☐	☐
10. Wenn mich das Design eines Produkts wirklich anspricht, habe ich das Gefühl, dass ich das Produkt kaufen muss.	☐	☐	☐	☐	☐
11. Wenn ich ein Produkt mit einem wirklich guten Design sehe, fühle ich einen starken Drang, es zu kaufen.	☐	☐	☐	☐	☐

The visual dimension of the Style of Processing Scale (Childers et al., 1985)

	stimme überhaupt nicht zu				stimme genau zu
	0	1	2	3	4
1. Ich stelle mir gerne zukünftige Ereignisse oder Situationen vor.	☐	☐	☐	☐	☐
2. Es gibt besondere Zeiten in meinem Leben, die ich gerne noch einmal durchlebe, indem ich mir vorstelle, wie alles ausgesehen hat.	☐	☐	☐	☐	☐
3. Bevor ich etwas tue, schließe ich oft meine Augen und stelle mir bildhaft vor, es zu tun.	☐	☐	☐	☐	☐
4. Wenn ich jemandem beim Beschreiben seiner Erlebnisse zuhöre, versuche ich mir bildhaft vorzustellen, was passiert ist.	☐	☐	☐	☐	☐
5. Wenn ich an jemanden denke den ich kenne, stelle ich mir oft vor, wie diese Person aussieht.	☐	☐	☐	☐	☐
6. Ich kritzle gerne herum.	☐	☐	☐	☐	☐
7. Ich finde, bei vielen Dingen die man tut ist es hilfreich, sie sich bildhaft vorzustellen.	☐	☐	☐	☐	☐
8. Wenn ich etwas vergessen habe, versuche ich häufig, ein Bild davon vor meinem inneren Auge zu erzeugen, um mich daran zu erinnern.	☐	☐	☐	☐	☐
9. Ich benutze gerne mentale Bilder um Probleme zu lösen.	☐	☐	☐	☐	☐
10. Ich bevorzuge Aktivitäten, die wenig Lesen erfordern.	☐	☐	☐	☐	☐
11. Ich stelle mir selten vergangene Ereignisse bildhaft vor.	☐	☐	☐	☐	☐
12. Mein Denken beruht oft auf Bildern.	☐	☐	☐	☐	☐

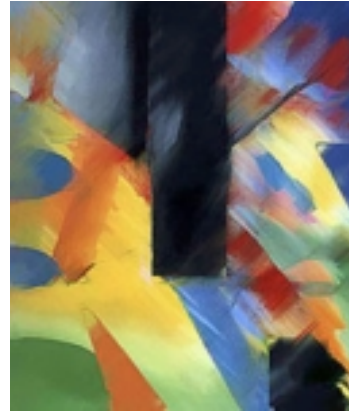**Appendix D: Sets of systematically varied Stimuli**

Object class: Paintings varied on attributes shape and painting technique

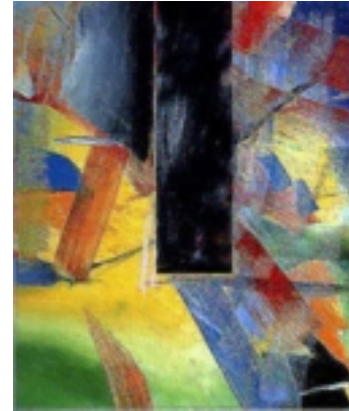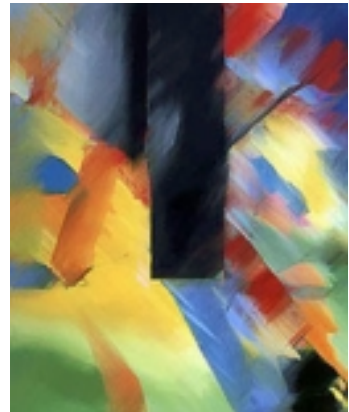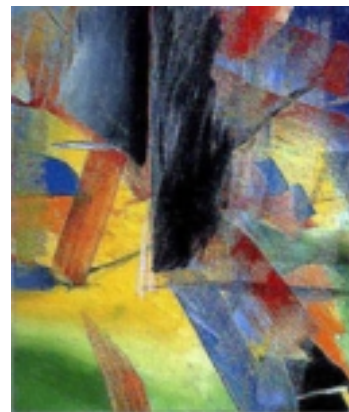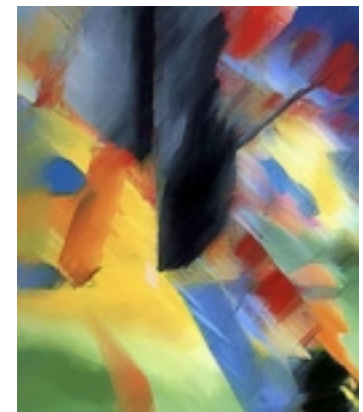| level: high, high | high, medium | high, low | medium, high |

| medium, medium | medium, low | low, high | low, medium* | low, low |

*Template stimulus, Painter: G. Richter

Object class: Offices varied on attributes arrangement and atmosphere

level: high, high*

low, high

high, low

low, low

medium, high

high, medium

medium, medium

medium, low

low, medium

*Template stimulus

Object class: Car interiors varied on attributes simplicity, clarity and technology

| level: high, high, high* | high, high, low | high, low, low | high, low, high |

| low, high, low | low, high, high | low, low, high | low, low, low |

* Template stimulus

Object class: Cutlery varied on attributes proportion, harmony and perceived ergonomics
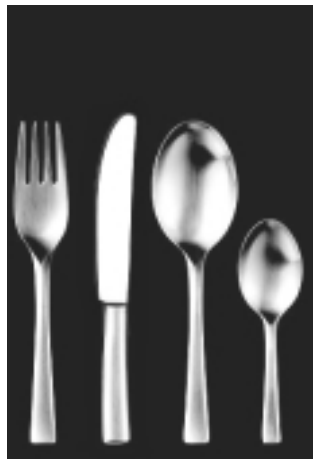

level: high, high, high*
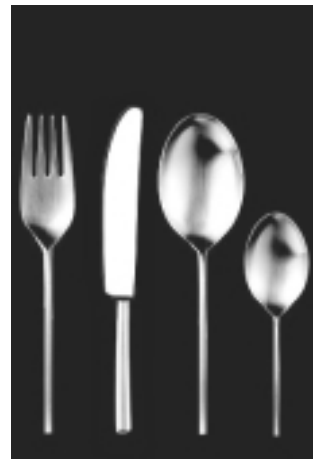

high, low, high

high, low, low

high, high, low

low, low, high

low, high, high

low, high,low

low, low, low

* Template stimulus

Appendix E: Questionnaire - Chapter III

Below you will see 15 different pictures of 4 objects. Please state for each object **how beautiful it is** by crossing one of the boxes to the right of the picture. Try not to state your personal preference, but rather how beautiful the object is in an "**objective**" sense. Please look at the pictures carefully. Some may seem very much alike, but at a closer look there are clear differences between them. Please rate the objects in the given order.

How beautiful is the shown object on a scale from 0 to 6? (please mark with a cross)

pic. 1 out of 15

0	1	2	3	4	5	6
☐	☐	☐	☐	☐	☐	☐

not beautiful at all   very beautiful

pic. 2 out of 15

0	1	2	3	4	5	6
☐	☐	☐	☐	☐	☐	☐

not beautiful at all   very beautiful

pic. 3 out of 15

0	1	2	3	4	5	6
☐	☐	☐	☐	☐	☐	☐

not beautiful at all   very beautiful

How beautiful is the shown object on a scale from 0 to 6? (please mark with a cross)

0	1	2	3	4	5	6
☐	☐	☐	☐	☐	☐	☐

not beautiful   very
at all   beautiful

0	1	2	3	4	5	6
☐	☐	☐	☐	☐	☐	☐

not beautiful   very
at all   beautiful

0	1	2	3	4	5	6
☐	☐	☐	☐	☐	☐	☐

not beautiful   very
at all   beautiful

0	1	2	3	4	5	6
☐	☐	☐	☐	☐	☐	☐

not beautiful   very
at all   beautiful

How beautiful is the shown object on a scale from 0 to 6? (please mark with a cross)

pic. 8 out of 15

0	1	2	3	4	5	6
☐	☐	☐	☐	☐	☐	☐

not beautiful at all   very beautiful

pic. 9 out of 15

0	1	2	3	4	5	6
☐	☐	☐	☐	☐	☐	☐

not beautiful at all   very beautiful

pic. 10 out of 15

0	1	2	3	4	5	6
☐	☐	☐	☐	☐	☐	☐

not beautiful at all   very beautiful

pic. 11 out of 15

0	1	2	3	4	5	6
☐	☐	☐	☐	☐	☐	☐

not beautiful at all   very beautiful

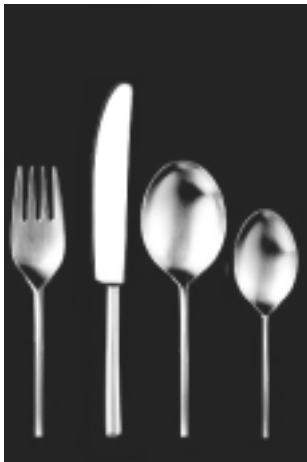# How beautiful is the shown object on a scale from 0 to 6? (please mark with a cross)

pic. 12 out 15

0	1	2	3	4	5	6
☐	☐	☐	☐	☐	☐	☐

not beautiful
at all

very
beautiful

pic. 13 out of 15

0	1	2	3	4	5	6
☐	☐	☐	☐	☐	☐	☐

not beautiful
at all

very
beautiful

pic. 14 out of 15

0	1	2	3	4	5	6
☐	☐	☐	☐	☐	☐	☐

not beautiful
at all

very
beautiful

pic. 15 out of 15

0	1	2	3	4	5	6
☐	☐	☐	☐	☐	☐	☐

not beautiful
at all

very
beautiful

Erklärung

Hiermit versichere ich, dass ich die Arbeit selbständig verfasst und keine anderen als die angegebenen Hilfsmittel und Quellen verwendet habe.

Berlin, Oktober 2004   (Christine Stich)

Lebenslauf

Geboren am 21. Februar 1975, in Rinteln.

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> Deutsch-französischer Promotionsstudiengang an der Freien Universität Berlin und der Universitè de Toulouse II betreut durch Prof. Dr. Dieter Kleiber, AB Prävention und psychosoziale Gesundheit, Freie Universität Berlin, Prof. Dr. Denis Hilton, DSVP, Université de Toulouse II und Prof. Dr. Bärbel Knäuper, Department of Psychology, McGill University.

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