

## A project on individual factors moderating the preference for curvilinear contour

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In interior environmental research the preference curved vs angular features was analyzed according to explicit and implicit measures. Using experimental paradigms based on reaction time (RT) focused on approach-avoidance tendencies, studies confirmed effects of curved vs. angular interior designs with experimental paradigms, i.e., associative biases with approach-avoidance words (females are more prone to the positive effects of biophilic curves) and with movements (images of curved interiors were responded with faster approach; angularity was always avoided faster than curvature).

The study will examine the role of other dispositional factors (personality traits and the level of expertise) moderating the preference for curvilinear contour. Previous investigations demonstrated a different preference profile for curvature depending on the task: in beauty judgments, greater preference for curvilinear than rectilinear design was found significant on experts; in the task involving self-reported approach-avoidance decisions, greater preference to enter in curvilinear than rectilinear spaces was observed in non-experts. Other findings reported that quasi-experts (students specializing in industrial design) were significantly more prone to prefer rectilinear environments, to dislike curvilinear spaces and significantly more likely to opt to exit than enter them.

Consequently, the focus will be on the main effects of person-related characteristics (sex; expert or quasi experts (n=90 subjects) vs non-expert participants (n=90 subjects) and openness to experience with the two contextual factors (classic vs modern style and angular vs curved stimulus) and their interactions on implicit (RT) and explicit (self-reported) measures. Living spaces supported by photo-realistic interior pictures/images will be used as stimuli during the experimental study.

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