عنوان فارسی مقاله:
فرکانس های فضایی بر قضاوت زیبایی شناختی ساختنی‌ها به طور بین فرهنگی تاثیر می‌گذارد

عنوان انگلیسی مقاله:
The spatial frequencies influence the aesthetic judgment of buildings transculturally
DISCUSSION

At least in Western cultures, from the Roman times, specific architectural ornaments and modules (e.g., arches, columns, gates, temple fronts) have been used to make religious and state (seats of government) buildings prominent and outstanding (e.g., attracting attention and being memorable). Recent ERP studies with Western participants (Oppenheim et al., 2009, 2010) have shown that high-ranking buildings have, indeed, more impact on the minds of their beholders than low-ranking buildings, being facilitated in both categorization processes and retrieval of semantic and possibly episodic knowledge, compared to the low-ranking counterparts. Here, we asked whether also the visual aesthetic judgment of buildings was sensitive to the rules of the classical decorum system, with high-ranking buildings judged as more appealing than low-ranking ones. Thus, we examined the effects of cultural expertise and low-level properties of the visual stimuli (specific spatial frequency domains characterizing the stimulus) on this process.