

Typical errors in aesthetic judgments

Illusion of thinking in aesthetic judgment. [for example Nadirashvili and Dzidziguri]. The research participants were asked to evaluate a poem or a painting using a 5 point scale (-5 +5). The poem (painting) presented to the first group was attributed to a well known artist/poet. The material for the second group was attributed to an unknown person. The material presented to both groups was fully identical. The average assessment given by the first group was +4. The second group's average assessment was -4.

Just like with illusions of thinking, the basis for the typical errors in aesthetic judgments is the **assimilation effect of the set underlying the process of thinking**. It is a very common effect and is not followed by the **illusion of contrast** or objectification that could fix it. It is under the influence of **conformity** and **stereotypes** [see **typical errors in moral judgments**].