Three online experiments: Does perceived authenticity influence beauty judgment?

A: We manipulate fakeness of the object, telling participants that the object they rate is fake or genuine.

B: We manipulate fakeness of the medium, telling participants that the medium of the object they rate is fake or genuine.

We here manipulate fakeness in stimulus descriptions and assess perceived beauty and authenticity of the stimulus.

Procedure

- Image / video + Description
- Rate: authenticity
- beauty
- Manipulation check for all items

Authenticity: Fakes seem less authentic.

Beauty: Art fakes seem less beautiful.

Authenticity explains the most variance in beauty in every stimulus.

After stepwise model selection based on AIC-criterion, the only consistent predictor for beauty ratings across studies and manipulations was perceived authenticity.

If the art object is fake, it is perceived to be less beautiful.

Music videos and diamond earrings are perceived as less beautiful if they are described as fakes.

Fakeness does not affect judgments of human beauty.

Aesthetic value depends on perceived authenticity.

Greater authenticity consistently predicts greater beauty ratings for all stimuli — art and people.