

A Study on the Illusory Correlation Effect of Clothing Style(Ⅱ)

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Illusory Correlation Effect(ICE) is a cognitive error that arises from overestimating particular stimuli of an individual or a group. This may cause formation of stereotypes of the individual or the group and may also lead to generate various biased judgements. Prior work has demonstrated ICE in clothing cognition. The purpose of this study was to investigate the effect of previous information and prejudice on ICE of clothing style and subsequent judgment.

16 color slides was prepared for this study. Clothing styles used for the slides were 12 usual styles and 4 new styles of female undergraduates. Six slides of usual style and two slides of new style was assigned to two stimuli groups(group A/ group B). One(group B) of two groups was manipulated salient target and supposed undergraduates of fashion class.

Experiment was conducted in two conditions. In a condition 1, a half of subjects were provided a new trend information, however in a condition 2, the rest didn't. Subjects were 294 undergraduates of University of Han-yang. Subjects were shown the 16 slides and were asked questionnaire. This questionnaire was included subjects' prejudice how they evaluated fashion leadership of groups majoring in fashion. For the analysis, subjects was divided into two levels(high level or low level).

The results are following.

1. Traits Evaluation

In the condition 1, group B was evaluated as more innovative than group A regardless of prejudice level. However no significant difference was found in the conditions of information. That is, in the condition 1, subjects perceived a illusory correlation between group B and new style. This result implies previous information has an influence on illusory correlation.

2. Fashion Potential Evaluation

Subjects was shown 4 slides of new style which had seen previously. High level subjects in the condition 1 evaluated one style of group B had high potential. This result implies that previous information and prejudice have an influence on illusory correlation.

This study suggests that Illusory Correlation Effect is influenced the previous information of target attributes rather than the prejudice of target group. Also judgment of target attributes is influenced the previous information and the prejudice.