

## **Sequential Modulation of Preference Judgments**

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Preference judgments of an object can be made not only based on the features of the object itself but based on other factors including context (Leder et al., 2010). The present study set out to test the possibility that the preceding preference judgment behaves like a contextual prime and influences the subsequent preference judgment. In the present study, two experiments were conducted to explore whether the preference ratings of artworks (Experiment 1) and faces (Experiment 2) are modulated by the preference judgment of the preceding stimulus. A paired sequence design was used in which a neutral stimulus is presented twice, once after a preferred stimulus and again after a non-preferred stimulus in separate blocks. The results from the two experiments showed that preference rating on a neutral stimulus was higher following a preferred stimulus than following a non-preferred stimulus, implying the sequential modulation of preference judgments.