

Abstract

Art derivatives, as adapted versions of originals, are popular in different social media and catch attentions from public. The current study adopted the Pleasure-Interest Model of Aesthetic Liking (PIA) to study the effect of art derivatives on enhancing processing fluency, novelty and aesthetic interest. Fifteen derivatives from three well-known representational paintings, “The Last Supper”, “Mona Lisa” and “The Birth of Venus” were used as experimental stimuli based on a pre-study. Three derivatives of the original paintings with high novelty and processing disfluency were also chosen. Blurred images of the original paintings served as control. Participants were randomly assigned to either the derivative or blurred (control) conditions.

The result matched the prediction of PIA that the aesthetic interest of derivatives was significantly associated with their novelty, deliberative processing and showed the positive effect of disfluency . However, the deliberative processing triggered had no significant effect on the aesthetic judgment on both originals and the abstract paintings. Interestingly, significant correlations were found between the novelty, deliberative processing of art derivatives and the aesthetic interest of originals and the abstract paintings. The underlying mechanism still remain unclear and need further research.