**Position & Context: Design**

**Two Categories of Titles**

- **Category 1**: Left-Right Title
- **Category 2**: Right-Left Title

**Implied Object**

- **Left-Right Title**: Implied object located on left or right of depicted object.
- **Right-Left Title**: Implied object located on right or left of depicted object.

**Fit experiment**: Rank order images from worst to best for fit, objects appeared at 5 positions (see above).

**Preference experiment**: 24FC with all possible image-title pairs for all 3 titles and the best image for each title from Fit experiment. Objects appeared at 3 positions: best Fit image for each title (Gardner & Palmer 2009).

**Position & Context: Results**

- **Image that fits best with one title fits the worst with another title.**
- **“Non-default” object positions are more preferred, so long as they are justified by the title.**

**What accounts for preference of titled images?**

- **Fit between titles and images**: 27.5% variance
- **Preference for titles alone**: 15.2% variance
- **Total**: 42.7% variance

**Perspective & Context: Background**

**Canonical Perspective** (Palmer, Rosch, & Chase, 1981)

**Perspective and Preference (Khalil & McBeath, 2006)**

- Canonical perspective preferred in ratings of aesthetic response to images of everyday objects.

**Research Questions**

- As with position, can we shift preference for different perspectives with different titles?

**References & Acknowledgements**


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