

Why Men Like Straight Lines and Women Like Polka Dots: Gender and Visual Psychology

Gloria Moss

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Gloria Moss : Why Men Like Straight Lines and Women Like Polka Dots: Gender and Visual Psychology before purchasing it in order to gage whether or not it would be worth my time, and all praised Why Men Like Straight Lines and Women Like Polka Dots: Gender and Visual Psychology:

1 of 1 people found the following review helpful. Design and GenderBy P. E. HowseIn this fascinating book Gloria Moss pulls down the barriers between disciplines to reveal to us in a very readable way how the work of artists and

designers is influenced by gender. The corollary is that our appreciation of art and design - particularly of almost everything that we tend to buy when we go shopping - is to a significant extent gender dependent. Men and women mostly go for different colours and patterns when it comes to interior design, and also even choose different Christmas cards. Professor Moss has shown in her own research that men greatly prefer designs created by men, and women designs by women. Men prefer lots of straight lines, while women prefer busy pictures with lots of curved lines. I suddenly found myself looking at a picture hanging in my study of stylised butterflies painted by a local artist. The wings have a lot of straight lines running across them and the wing borders are straight-edged. Sure enough it was painted by a man (my wife doesn't like it much). Moss also draws on recent findings about colour perception. Apart from obvious disparities in seeing colour - red-green colour blindness for example - there are many more subtle differences between individuals. One study in America has found that around half of all women have a fourth colour cone in the retina, implying that they can see 100 times more hues than over 97% of men that have the standard RGB cones. Moss argues that these gender differences have their origin in the Hunter-Gatherer activity that occupied men and women for 99% of human history. These historical activities continue to have an effect since the gender differences plainly have enormous consequences for the marketing of goods, where most designers are male and purchasers female - and, incidentally only 14 out of 2,500 paintings in the National Gallery in London are done by women. This book is clearly a must for people in the world of design, advertising and marketing. For all of us, though, it is highly entertaining and full of surprises, providing a reminder that the workings of the human mind are weirder and more mysterious than we like to imagine.

Discover how men and women perceive the world differently and why they won't agree on the colour or shape of the sofa!

About the Author Gloria Moss is a Professor in Marketing and Management at Buckinghamshire New University and Visiting Professor at the Ecole Supérieure de Gestion (ESG), Paris with a background in industry and consultancy in Human Resources. She has a PhD and is a Fellow of the Chartered Institute of Personnel and Development.