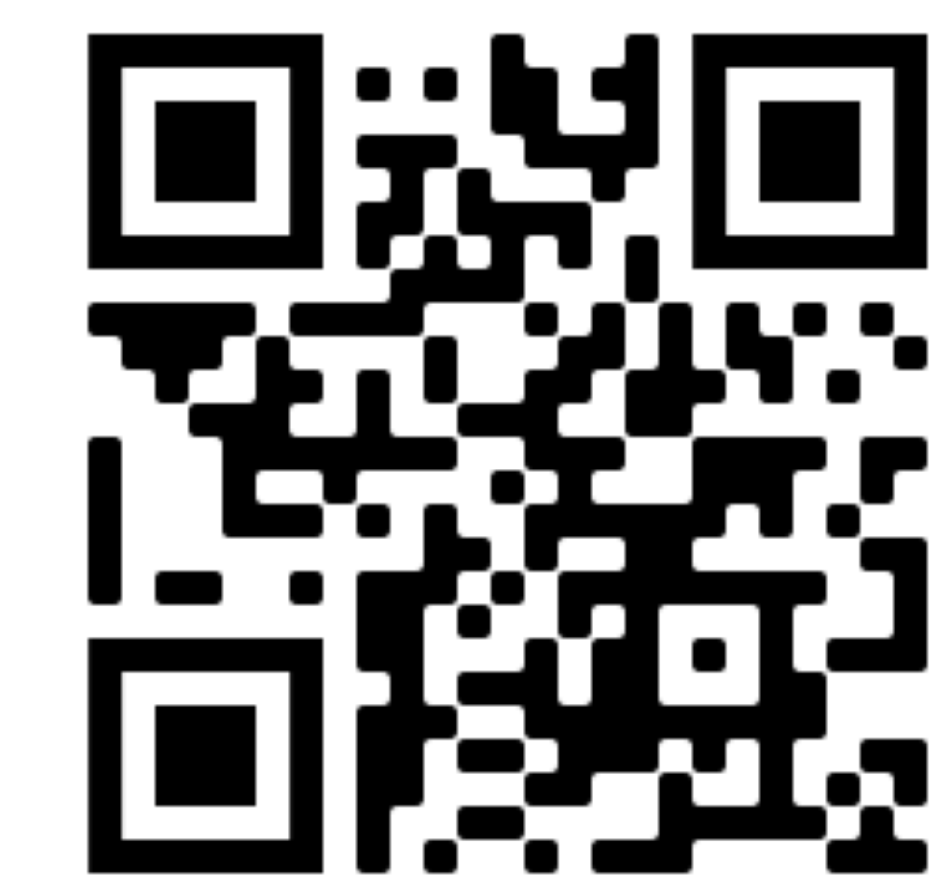


Beauty and truth, truth and beauty: Chiasmus and the Keats heuristic



Full paper
here.



Mane Kara-Yakoubian, Alexander C. Walker, Konstantyn Sharpinskyi, Garni Assadourian, Jonathan A. Fugelsang, Randy A. Harris
mkarayak@uwaterloo.ca

- Antimetabole is a literary phenomenon in which a clause is repeated in reverse order, following an A-B-B-A pattern (e.g., “*all for one , one for all*”).
- It has been suggested that the enhanced processing fluency afforded by poetic forms is misattributed by participants as evidence of truthfulness.
- Across 4 studies ($N = 797$), participants provided accuracy judgements for antimetabolic and semantically equivalent non-antimetabolic statements.
- In 3/4 studies, aesthetically structured (antimetabolic) statements evoked stronger feelings of truthfulness than their less aesthetic (non-antimetabolic) paraphrases.
- The increased speed with which antimetabolic statements were judged partially explained the accuracy benefit that they were afforded.
- Aesthetically appealing language in contexts where truth value is critical, such as politics, marketing and ideology, should perhaps encourage one to assess the content more critically.

Results				
	Study 1 *	Study 2	Study 3 *	Study 4 *
Antimetabolic mean accuracy (<i>SD</i>)	6.28 (2.21)	5.04 (1.66)	4.76 (1.65)	4.85 (1.83)
Non-antimetabolic mean accuracy (<i>SD</i>)	6.08 (2.21)	5.00 (1.63)	4.69 (1.65)	4.71 (1.82)
Antimetabolic mean RT (<i>SD</i>)	–	–	–	0.75 (0.29)
Non-antimetabolic mean RT (<i>SD</i>)	–	–	–	0.80 (0.28)

* Indicates significant difference in DVs, $*p < .001$
Response times (RT) were log transformed (Log10).



Link to chat session here:
<https://meet.google.com/xtz-zrxu-srx>