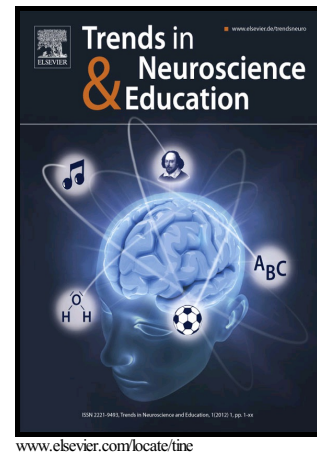


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**The modulation of personal traits in neural responses during the aesthetic
experience of mundane art**

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Abstract

To date, individual differences in the neuroaesthetics of mundane art are seldom studied. This study addresses group differences with regard to the neural mechanisms of aesthetic emotions and aesthetic judgments toward everyday designed products according to levels of everyday aesthetic experience and expertise in design. A fMRI experiment that included 26 college students was employed. The findings of this study suggest that rich everyday aesthetic experience elicits more brain activations in aesthetic judgments, and expertise in

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