

REGIONAL VARIATION IN PREFERENCES FOR VERNACULAR HOUSES

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This paper tests two theories of relevance to design review and design guidelines. In Study 1, a between-subjects design, 111 college students in Connecticut and 93 college students in Ohio judged goodness of example, familiarity, or preference for 6 houses. The results failed to uncover differences in response related to local experience, suggesting that global features of the houses may overcome local experience. In Study 2, a within-subjects design, 110 students from Connecticut and 49 from Ohio rated goodness of example, familiarity, and preference for the same 6 houses. Results indicate minor effects of goodness of example and familiarity on preference. The results show preference as multidimensional, reflecting knowledge structure, physical features, and connotative meanings.