

Vizualinio grožio patyrimo poveikis darbo našumui

The effect of experiencing visual beauty on work performance

In the current research project, the focus is on exploring how the experience of beauty can impact human work performance. The basic assumption is that experiencing beauty can – much like money – act as a rewarding stimulus, motivating individuals to invest more effort in tasks. Using experimental methods, the project aims to investigate the motivating effects of beauty. The plan is to examine the effectiveness of various forms of beauty, such as those found in nature or expressed through art (among others), and their impact on different aspects of work performance, such as persistence and procrastination tendencies. Additionally, the effects of beauty on types of work will be assessed, ranging from more automatic tasks to cognitive and physical work.