

# **EURONOISE2015/200**

## **Influence of Context Effects on Sound Quality Assessments**

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The process of (product) sound quality assessment usually takes place in complex settings. Accordingly, in addition to the perception of sound character representing basic auditory sensations further information is processed finally resulting in a sound quality assessment. According to Blauert a quality judgment starts out from a set of recognized features compared to a "reference set" of features and the distance between these two sets represents the perceived quality. Spatial, time, semantic, multimodal or response context substantially influence the perceived distance between recognized and expected features. Moreover, auditory sensations, expected to represent lower cognitive processes, are prone to context effects as well. But, the influence of context effects on sound perception should not be understood as a kind of bias, but such phenomena are related to the way humans perceive their environment in everyday life. The paper illustrates the importance of the sound character and the impact of contextual circumstances on the assessment of sound quality by means of some case studies. It is intended to provide a deeper understanding of modifying factors beyond the acoustical stimulus, which are integrated into the (quality) judgment of sound.

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