

既知女性の顔の魅力判断における性差の影響

Effects of gender on judgements of familiar female facial beauty

上田彩子、小山高正

Sayako Ueda, Takamasa Koyama

E-mail : sueda@fc.jwu.ac.jp

英文要旨

If attractiveness preferences evolved from mechanisms of mate choice, men and women should have different motivations in judging females' facial attractiveness. Few studies have examined facial preferences in same-sex, however, the target faces used in these experiments were always unfamiliar female. Does familiarity influence judging female facial attractiveness? In the study reported here, we investigate whether attractiveness of the familiar female face shape is judged differently by men and women, and what is the facial impressions difference between men's preferred familiar female face and women's preferred familiar female face. Participants rated relative attractiveness and facial impressions of celebrities which were carefully matched for recognisability and absolute attractiveness ratings in a preliminary study. The results showed that men and women differed significantly in their judgements of familiar female facial attractiveness, and the face preferred by men and the face preferred by women seemed to differ in facial shape. Men's preferred female face has approachable, tender, and active impression. Women's preferred female face has unapproachable and tough impression. These results suggest that the impact of facial physical factor has an effect on judging facial attractiveness of familiar female and facial familiarity might have little effect on gender differences of female facial preference.

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1. Introduction

Many studies have suggested that facial beauty is not based entirely on cultural influences. Consensus in cross-cultural judgements of facial attractiveness is a robust finding [1] – [3]. Adults and children within and across cultures showed high rates of agreement in judgments of facial attractiveness [4]. Even infants prefer to look at attractive faces, and the effects of attractiveness on infants' gaze generalize across race, gender, and age by months [5] – [7]. Attractiveness also has a basis in physical characteristics. Attractive faces are symmetrical [8], [9], average [10], [11], youthful [12], [13], and mature [14]. Sexual dimorphism is

another important contributor to attractiveness. There is some evidence that masculine facial characteristics are positively associated with male's attractiveness [15] – [17]. In female faces, many studies indicate that feminine features increase female's attractiveness [18], [2], [17], [13]. These observations suggest that some components of judgments of facial beauty are likely to be culturally universal and innate.

Substantial evidence from social psychology suggests that the sex of the target face affects ratings of attractiveness. Agreement regarding the attractiveness of faces is stronger for female faces than male faces. People make more distinctions regarding the attractiveness of