

Determinant of gender difference in preference of female faces

女性の顔の魅力判断における性差の決定要因

上田彩子*、小山高正

Sayako UEDA, Takahiro KOYAMA

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

Abstract.

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. Formerly, we showed that men and women differed significantly in their judgements of familiar female facial attractiveness, and the female face preferred by men has approachable, tender, and active impression, other, the female face preferred by women has unapproachable and tough impression [24]. What facial feature is the determinant of gender difference in preference of female faces? If there is determinant facial feature, facial attractiveness of female is rated differently by transferring these features in one face (e.g., the female face preferred by men) to another face (e.g., the female face preferred by women). In the study that participated 79 Japanese (42 males, M age = 30.47; 37 females, M age = 30.05) reported here, we investigate whether the ratings of female facial attractiveness is significantly different by transferring single feature in one face to another face, and to observe whether these features are differ in shapes between the face preferred by men and the face preferred by women. The results showed that the ratings of female facial attractiveness were significantly different by transferring brows, eyes and face-lines & skin-color in one face to another face. Some of these features of the face preferred by men are congruent with neonate features, other, some of these features of the face preferred by women are congruent with mature features. These results suggest that these physical differences of features are the determinants of gender difference in preference of female faces. The results also showed that there was gender difference in these transferring effects. This result suggests that that determinant of judgements of female facial attractiveness may differ between males and females.

キーワード：平均顔、魅力、顔写真、性差

Keywords : average faces, facial attractiveness, facial images, gender differences

1. Introduction

Many studies have suggested that facial beauty is not based entirely on cultural influences. Consensus in cross-cultural judgments of facial attractiveness is a robust finding [1] – [3]. Adults and children within and across cultures have shown high rates of agreement in judgments of facial attractiveness [4]. Even infants prefer to look at attractive faces, and this preference

generalizes across race, gender, and age in months [5] – [7]. Attractiveness has its basis in physical characteristics—attractive faces have been shown to be 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 men's attractiveness [15]