

Impression Formation Based on Female Facial Shape and the Sex of Perceiver

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This research examined the relationship between the facial shape of female and the impression formation. Two hypotheses that were tested were as followed ;first, the sex type of subjects and the facial shape of female will influence judging the impression of female persoanlity; second, specific facial shape will be more influenced on specific category of impression formation.

4 black & white photographs were used as stimuli. Each of the four photographs was basically same face. They have changed into having different facial shapes but other features of face were identically same using an Adobe Photoshop program. Two hundreds and fifty four undergraduate students, enrolled at Sangmyung university, the Chonan campus, volunteered to participate in the study.

Repeated measures ANOVA was performed to test the research hypotheses.

Results supported two hypotheses. Findings were as followed ; (1)Subjects formed different impressions of personality characteristics based on the facial shape of female. In perceiving the influence of female facial shape on impression formation, female subjects demonstrated more sensitive and sharper judgements than male subjects. ;(2) the specific facial shape was more influenced on the specific category of impression formation. In the category of "feminine", a facial shape most strongest influenced, and also in the

categories such as "intelligent" and "noble", a facial shape somewhat strongly influenced on the judgement of subjects ; In the categories of "arrogant" and "characteristic", not only a facial shape but also the other features of face or solely the other facial features except a facial shape might be influenced on the judgement of rating levels of impression formation.; In the categories of "good-natured", "kind-hearted", and "warm", a facial shape influenced on the judgements of rating levels, not as strong as in the categories of "feminine", "noble", and "intelligent".