

The Effects of Image Making According to Somatotypes and Face Types

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Abstract

The purposes of this study were to find out any significant differences among somatotypes and face types and importance of image making to successful students' life. The respondents were composed of 181 males and 160 females. It consists of total 29 items including the facial features, personality expression methods, characteristics of body shapes, image making, colors and neckline and their responses were measured with Likert 5-point scale. For data analysis, descriptive statistics, cross-tabulation analysis including χ^2 -test and frequency analysis were used.

As the results, 47% of male students and 28% of female students responded they were satisfied with their own facial types. 32% of male students and all female students were not satisfied with their own body shapes and fashion depends on accessories like hat, sunglasses, boots and necklace rather than dress itself. All male and female students were not satisfied with their body shapes and recognized the importance of image.

They answered that they change image if someone advises their image and it suggests that information and intellectual needs of image making are required and approach to efficient methods of image making is needed.

Key Words : Image Making, body shape, facial types, accessories, dress

I . Introduction

As concerns on the appearance have been increased, the standard of ideal appearance has been also social issue and diet articles are propagated through mass media jumping on the bandwagon of well-being. Body image which is an important factor of image making is formed through perception of appearance like features of

each part of body, dress and makeup including body size, weight and face and process of evaluating them¹⁾ and attraction of appearance is an important clue in making impression and sometimes it surpasses other important properties²⁾. Based on such a social issue, body functions as a component of appearance with dress and the youth are absorbed in dressing themselves up, imitate entertainers' makeup and keep

excessive diets, which often raise social problems³⁾.

Idealized body appearance delivered through mass media makes us accessible to professional body control, makeup and artificial culture by digital technique. Men have been changed to feminine disposition and express their own body attraction and image actively. As sexual difference in dress has disappeared in the youth since 1980s owing to development of leisure life, the appearance of jeans and unisex mode, factor of women's dress has been introduced into men's dress or outer garments like underwear have been worn and multiple cultures have been mixed. In addition, men who makeup their faces and have women's hair style have appeared, escaping from such idea that men who makeup their faces are immoral or short hair style is masculine^{4,5)}. People's life has been enriched with radical growth of economy, concerns on beauty have been more increased than before and recognition that measure of beauty has followed western body shapes has been also enhanced. So women prefer to have tall and slender figure and it is thought that their dissatisfaction^{6,7,8)} with their body affects image making.

There have been a lot of researches on influences of recognition of female students' facial types and body shapes on their image making, but there are little researches making male students subject of research or comparing female and male students.

This study conducts questionnaires of satisfaction and dissatisfaction of facial types and body shapes, body characteristics and dress behavior for image making with 341 men and women college students and lead them to form their own affirmative ego based on information of their own facial types and body

shapes, apply it to their actual life to achieve positive and successful life.

Therefore, the purposes of this study were to find out any significant among somatotypes and face types and to provides the goodness of a fit model of image making to successful students' life.

II. Theoretical Background

Body images is a complex construct encompassing one's cognitions, emotions, and actions regarding one's body according to Cash and Prunzinsky(1990)⁹⁾. Nevertheless, the primary focus of body image research has been on cognitive and behavioral aspects¹⁰⁻¹⁴⁾ and relatively fewer studies have assessed mood and other affective aspects of body image¹⁵⁻¹⁹⁾. In a study by Heinberg and Thompson(1995)¹⁶⁾, research participants who viewed a videotape containing images that reflected cultural ideals of thinness and attractiveness exhibited greater depression, anger, and appearance dissatisfaction than those who viewed neutral images unrelated to the appearance. Stice and Shaw(1994)²⁰⁾ exposed college women to attractive images from magazines and found that the exposure produced a "negative affective state" (depression, stress, guilt, shame, insecurity, and body dissatisfaction), which predicted bulimic tendencies. Pinhas *et al.*(1999)¹⁹⁾ examined women's mood states before and after exposure to images of fashion models from fashion magazines or to neutral images of objects(no human figure in them). Research participants were both more depressed and angrier after exposure to idealized fashion images as compared to exposure to the neutral images.

Many researchers used degree of body satisfaction as one of methods to evaluate body

image and degree of body satisfaction means indicating degree of satisfaction or dissatisfaction of men's own body parts²⁰⁾. According to many preceding researches, degree of body satisfaction is closely related with individual self-respect, self-concept and self-image^{21,22)}. Degree of body satisfaction is varied depending on sex, race and age and according to Cash, Winstead & Janda (1986)²³⁾, as a result of examining men and women in America, 34% of men and 38% of women are dissatisfied with their body image and women are less satisfied with their body image than men do. Desmond *et al.* (1989)²⁴⁾ examined black and white women's perception of their own body shapes and reported that while black women perceive themselves to be lighter and slenderer than actual, white women perceive themselves to be heavier than actual. It has been also reported that Korean women perceived their body shapes to be fat and big and they were more dissatisfied with their body shapes than American women did^{25,26)}. Although women in their twenties have slender and long body shapes than those in their thirties, degree of satisfaction with their own body was lower and younger generation has high concerns on the appearance, body and dress²⁷⁾. According to research on 'Actual and Ideal Body Shapes of Women in their Twenties' by Jung Jae-Eun and Lee Sun-Won (1993)²⁸⁾, women in their twenties are satisfied with their light weight, long limbs and slender body and want to have slender lower half of their body rather than upper half of the body. Also those who are evaluated to be slender body shape objectively evaluate themselves to be fat and it suggests that women prefer slender body shape.

Term 'metro sexual' meaning men sensitive to fashion and having more concerns on appearance

appeared in 2004. This term was used first to ironize men of feminine taste at an article to daily newspaper *Independent* by British culture critic Mark Simpson in 1994, but it meant frank modern men who are much interested in and informed themselves of fashion, foods and beauty over time²⁹⁾. Subsequently concept of 'üever sexual' appeared in 2005, where German word üever means 'super' or 'beyond' in English. This concept means sexy man emphasizing masculinity. Marian Salzman the strategic content chief of JWT, the worldwide advertisement company, explained that "üever sexual is those who have affirmative aspects of men such as self-confidence, leadership, passion and benevolence and at the same time overcome weaknesses common to men such as scorn of women, emotional emptiness and lack of cultural backgrounds"³⁰⁾. Recently, 'cross sexual' referring to 'men dressing up like women 'not' men having much concerns on appearance' appeared. New actor Lee Jun-Ki was praised to 'prettier man than woman' at his first movie 'King's Man'. Culture critic Lee Dong-Yeon commented that "reversal of sexual identity' has the aspect of deviation expression of social dissatisfaction caused by depression", "men's pursuit of bisexual image is expressed by young people's anxiety about real issues such as polarization of rich and poor and youth unemployment with their reaction against adults society and generation" and "their psychology to have reward from anxiety caused by depression resulted in attachment to style"³¹⁾.

Many researches and high concerns of mass media on body image affect lifestyles of men and women college students and will be important motivation for their self-development.

III. Research Methods

1. Research Items

It consists of total 29 items including the facial features of college students, personality expression methods, characteristics of body shapes, image making, colors and neckline and their responses were measured with Likert 5-point scale giving one point to 'it is not very likely' and five points to 'very likely'.

These items were instructed to answer after listening to explanation of contents related to image making to reduce error of questionnaires. On the questions of colors, Munsell's color specification was shown to subjects to make choice of color and on the questions of facial types and neckline forms, they were guided to answer seeing picture painted on questionnaire.

2. Subjects of Research

Informal interviews of subjects as a primary survey were conducted the basis for the development of s questionnaire. Subjects of research were men and women college students between 19 and 28 years old, residing in Gwangju and Jeonnam regions. One hundred eighty one undergraduate male students and one hundred sixty undergraduate female students enrolled in cultural courses, which relation with somatotype and self-development participated in this research during 2005 spring. The respondents for this research were a convenience non-probability sampling during the class.

3. Data Analysis

Data obtained by questionnaires were 314 and the appearance rate was obtained with frequency using statistical SPSS package program for

statistical analysis, chi-square was obtained for comparison of color preference and each diagram was drawn using Excel program.

IV. Results & Consideration

1. Relationship of Satisfaction with Facial Types to Dress

As concepts of metro sexual and ÷ever sexual beyond concept of unisex have been strongly emerged, concept of image making was appeared as an important factor of successful social life to male students as well as to female students. From such a viewpoint, this research examined facial types and body shapes of men and women college students in their twenties and importance of image making and as a result of considering what factors are important for image making, 47 numbers of men college students and 28% of women college students were or very satisfied with their own facial types. Thus, it was found that women college students were not satisfied with their own facial types and 33% of men students and 59% of women students have considered plastic surgery or wished to have it in order to change their facial types if they can have a chance and they expressed their dissatisfaction with their facial types.

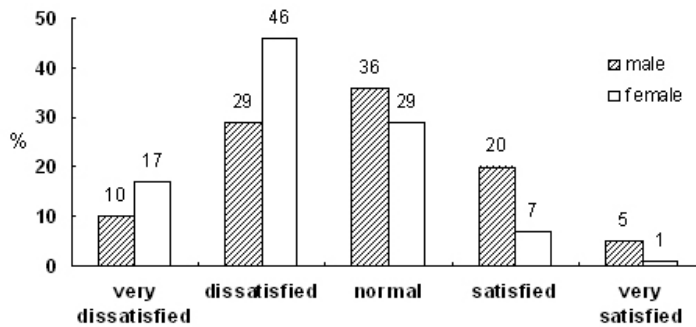
On one side, while women students considered relevances between their facial types and dress carefully and showed high frequency that their facial types matched any dress well, men students had high satisfaction with their facial types, but they didn't consider their facial types didn't match any dress and these findings are identical with those of body image by Cash, Winstead & Janda(1986)²³. These results suggest that exact analysis of one's own facial type and feature and researches and efforts for this are needed.

<Table 1> Relationship of facial types to dress

Unit : n (%)

Items	Very dissatisfied		Dissatisfied		Normal		Satisfied		Very satisfied	
	M	F	M	F	M	F	M	F	M	F
Satisfaction with my facial type	4(2)	8(5)	17(9)	35(22)	74(42)	2(45)	58(32)	38(24)	27(15)	7(4)
Closeness between facial type and dress	10(6)	3(2)	26(15)	31(19)	58(32)	39(24)	64(35)	70(44)	21(12)	17(11)
Degree of countenance control	19(11)	7(4)	48(27)	37(23)	63(36)	63(39)	40(22)	44(28)	8(4)	9(6)
Harmony of facial type with all dress	14(8)	9(6)	50(28)	53(33)	82(45)	76(48)	21(12)	14(9)	12(7)	7(4)

M: Male(181) / F: Female(160)



<Fig. 1> Satisfaction with facial types.

2. Importance of Personality Expression

91 numbers of female students (57%) and 71 numbers of male students (41%) wished to wear dress discriminated from others for expressing their image and personality and it was found that they recognized the importance of personality expression. 32% of male students and 48% of female students gave priority to and were concerned with accessory rather than dress. It means that they emphasized accessories such as hat, sunglasses,

boots and necklace rather than dress itself and used them to highlight their own images from such a viewpoint of fashion.

Since they thought face and body shape separately, most of the college students didn't consider connection between facial types and dress code closely. Considering that they gave more priority to accessories than dress as a factor to be used for expressing their own personality, it reflected the economic situation of college students.

On questions whether they prefer to dress of exposing body as factors to choose dress, 46% of male students and 66% of female students preferred dress exposing body. 70% of male students and 78% of female students judged they had round or egg facial types. Male students chose round neckline type and female students did V neckline type.

3. Characteristics of Body Shapes and Image Making

Male and female students were not satisfied with their body shapes and controlled meals to maintain their body shapes, but didn't exercise regularly. Since they were not satisfied with their

current body shapes but didn't find how to improve it, it is considered that importance of appearance and necessity of body management should be educated and informed widely.

123 numbers of 181 male students (68%) and 119 of 160 female students (74%) recognized importance of image in their lives. On the question whether they change their image if someone points out defects of their image or they had intention to change their image, 64% and 67% of male students answered 'yes' respectively and 75% and 77% of female students did and it was found that male and female students made efforts to improve and change their own image to get better impression.

<Table 2> Personality Expression and Image Improvement

Unit : *n* (%)

Item	quite not so		not so		normal		so		quite so	
	M	F	M	F	M	F	M	F	M	F
Dress distinguished from others preferred	7(4)	1(1)	37(21)	18(11)	61(34)	50(31)	50(28)	63(39)	23(13)	28(18)
Efforts to improve image	9(5)	2(1)	28(16)	28(18)	69(38)	48(30)	50(28)	62(39)	23(13)	19(12)
Preference of peculiar dress and products	20(12)	7(4)	53(30)	34(21)	60(34)	71(46)	36(20)	31(19)	9(5)	16(10)

<Table 3> Importance of Image Making

Unit : *n* (%)

Item	quite not so		not so		normal		so		quite so	
	M	F	M	F	M	F	M	F	M	F
My image is important	0(0)	0(0)	14(8)	3(2)	43(24)	38(24)	78(43)	80(50)	44(25)	39(24)
I want to change my image	9(5)	0(0)	14(7)	7(4)	43(24)	33(21)	80(44)	85(53)	35(20)	35(22)
I will change defect of my image	3(2)	0(0)	8(4)	6(4)	48(27)	29(19)	84(47)	90(58)	35(20)	29(19)
I want to buy dress reflecting my image or character.	5(2)	1(1)	21(11)	15(9)	71(39)	58(36)	63(36)	68(43)	21(12)	18(11)
I have tried to change image once	7(4)	9(6)	42(23)	44(28)	58(34)	56(34)	55(31)	45(28)	15(8)	6(4)

As a result of making cross-tab analysis of degree recognizing importance of image making and satisfying body shapes, 83 numbers of total 341 subjects (24%) were not satisfied with their own body shapes, but felt that image making was important in their lives.

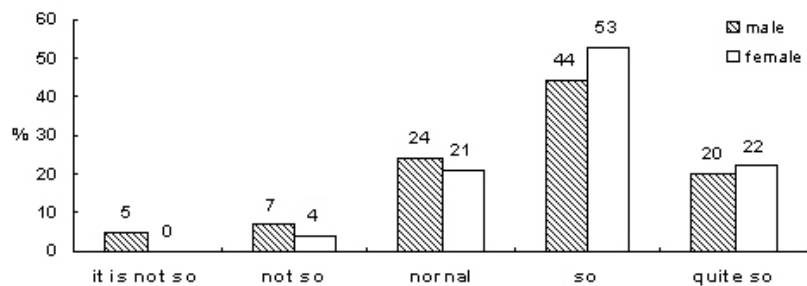
As shown in table, subjects answered they would change their image if someone advises their image and it suggests that information and intellectual desire for image making are required and approach to efficient methods of image making is needed.

In choosing preferred color from Munsell color specification, male students chose blue color and female students did yellow color (10YR) and male students chose blue and white colors as colors appropriate to their faces and female students did yellow (10YR) and pink colors. Blue color has been preferred for long as Korean was called blue country and it was universal color as it was also found at costume systems of Goguryeo, Baekje and Silla and has our unique national symbolism as well as symbolism of the Yin-Yang and the Five-Elements school. Yellow color was considered as emperor's color since the age of Silla and in the fifth year of King Taejo, both men and women didn't wear yellow dresses³²⁾.

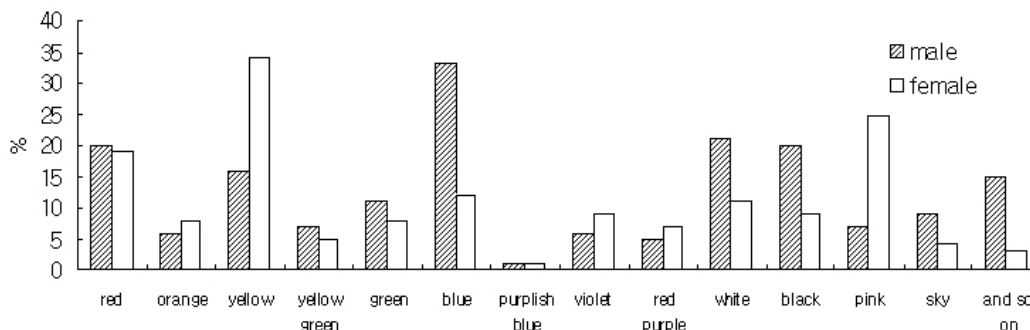
Considering their favorite colors are identical with colors appropriate to their faces, it was judged that they had little chance to try other colors.

Complexion of Korean people is a little different in color number, but we have complexion of Yellow-Red series. Kim(2006)³³⁾ reported that color appropriate to Korean adult male's complexion was Blue-Green series. Results of this study were similar to those of research that favorite colors are identical with appropriate colors.

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<Fig. 2> I want to change my image.



<Fig. 3> Recognition of colors appropriate to one's own complexion.

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V. Conclusions

This study conducted questionnaires of satisfaction and dissatisfaction with facial types, characteristics of body shapes and dress behaviors for image making with 341 males and female college students. It is aimed to form affirmative ego based on information of their own facial types and body shapes, apply it to actual life to help them achieve successful and active campus life and provide materials of influence of their recognition of facial types and body shapes on their own image making. I would like to suggest the ideal figure from this result

and to help a confirmation the goodness of fit model for college student. The results of this study are as follows.

47% of male students and 28% of female students responded they were satisfied with their own facial types, but female students were not satisfied with facial types and both male and female students have had intention to have plastic surgery, or 33% and 59% of respondents who have a hope to operate or they want to have it if possible. Thus it was known that college students expressed their dissatisfaction with their current facial types

On items for subjects to change their facial form or expression, they showed a sensitive response, but the recognition of body shapes were less important than facial types.

32% of male students and all female students were not satisfied with their own body shapes and fashion depends on accessories like hat, sunglasses, boots and necklace rather than dress itself.

All male and female students were not satisfied with their body shapes and 123 numbers of 181 male students (68%) and 119 numbers of 160 female students (74%) recognized the importance of image. They answered that they change image if someone advises their image

and it suggests that information and intellectual needs of image making are required and approach to efficient methods of image making is needed.

Consequently, since this research used college students in Gwangju and Jeonnam regions as subjects of research, it follows difficulties to make extended interpretation to all students, but concrete classification of body shapes and relationship to image should be embodied to get quantitative results. And simulation of body shapes is built by distinguishing sex of male and female, variables are presented and research of image making appropriate to their idea body shape should be continued.

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