

## A study on the change of consciousness regarding tattoo

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### Abstract

This study has investigated the stream of consciousness and the actual conditions of tattoo. A survey of 466 people has found that female prefer tattoo, and a group of age between 21 and 41 and professionals are more interested in it.

Both past and present of attitude consciousness about tattoo understand it dynamic and severe. However, it is considered as a feminine these days, whereas it had been understood as a masculine image in the past, which means a decrease of symbolism by gender. Also, in comparison with the past, the current thoughts on tattoo are getting hopeful and affirmative that we could know the attitude about tattoo changes.

A survey of 106 tattooists shows that most people get a temporary tattoo, and permanent, semi-permanent tattoo came next. The most preferred area were eyebrows, are, shoulder, forearm, back of hand and waist, and a main reason of getting tattoo were for beauty and ostentation. For the level of satisfaction, 70.7% of the people polled said they were satisfied with it, and male preferred a pattern of animal, geometric and plant while female preferred a pattern of plant, animal, and geometric in order.

So far, by the lack of basic information and data, efficiency value of tattoo is in negative view. Thus, it would be required to enhance a level of understanding tattoo focusing on the positive side like a new life style, sense of value, sensation and emotion of contemporary people, and generalize it by providing various technical information and knowledge of beauty image effect accompanied with tattoo.

Key Words : Tattoo, Change of consciousness

### I . Introduction

Human being has been trying to express many things on their body since prehistoric era. Body decoration in contemporary society seeks after function, personality, and sensation to express inner image and performs a role as a new culture

that contains sense of beauty based on originality.

Tattoo, one of a typical example of body ornaments, is the oldest form of body transfiguration which showed up far prior to murals in caves and is the first separation of biological body and figurative body.<sup>1)</sup>

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Vestiges of tattoo can be found all over the world as well as in mummies of the ancient Egypt around BC 4<sup>th</sup> Century and BD 2000.<sup>2)</sup>

*Suhoji*, introduced to Japan in 18<sup>th</sup> Century, describes heroes decorated their whole body with tattoo. With images of dragon, tiger and flower, tattoo created a certa in form of symbol of a person or group in the past. Tattoo spread to criminals and avant-garde musicians in the early of 20<sup>th</sup> Century also listed on prohibition list by resisting to society and became negative.<sup>3)4)</sup>

However, as an atmosphere that admits and respects various culture under the influence of post-modernism in the late 20<sup>th</sup> Century forms, with importance of personality, understanding of body ornaments has been changed. Some modern artists were dreaming about 'returning to primitiveness'simultaneously with finding basic vitality hiding behind it. They aimed human nature through creative idea and motive denying any standard or formula and sticking to nostalgia for the primitiveness and human itself.<sup>5)</sup>

In Korea, body art named body painting and art make up came into a spotlight between the late 1980's and the early 1990's. With those make up artist studied in France, America, and Japan as a frontier, there held body painting workshops and exhibitions, and there has been a variety of movements like show and performance.

In western culture, studies on tattoo have not been conducted only in art but in anthropology, sociology, psychology and critical history. In case of Korea, the studies on tattoo prior to 1990's were mostly dealt only in psychopathology. After 2000's, however, studies with artistic perspective have been begun, but meager.<sup>6)</sup>

Tattoo now establishes itself as a familiar part

of cultural phenomenon along with body decoration such as body painting and piercing. Although tattoo is the most showy field of art that can decorate oneself and express personality, its efficiency and value have underestimated because of negative image and lack of data.

Thus, through this study, I am going to check the stream of consciousness and the actual conditions of tattoo of general public, and provide various technical information and date about beauty image effect of tattoo.

## II. Literature Review

### 1. Definition of tattoo

A tattoo is a mark made by inserting pigment into the skin for decorative or other reasons. The original root word of "tattoo" comes from the Polynesian word "mark." The first closest known usage of the word was spread to England and other European countries through Captain James Cook's voyage diary in 1769. So, the root word of tattoo comes from the Tahitian word *tatau*, meaning to strike same as *dapp* in Arabian word.<sup>7)8)</sup>

In modern society, tattoo does not mean only permanent but also mean *Henna*, *Semi-Tattoo* and *Body-Painting*.

The shape of tattoo could be defined as natural, animal, plant, artificial, geometry, multi and else pattern, and also could be classified in seven ways as Black & Gray, Color, Tribal, Celtic, Irezumi, Old school and New school according to techniques, shape, and color. It could also be divided into "technique based on skin color" and "technique based on fashion" in general.<sup>9)10)</sup>

## 2. Previous research related to tattoo

It is said that many researches had been processed in Korea after 2000 according as interests of public grew up. There are several researches so far: Lee Sun Bun<sup>11)</sup>: The Study on the tattoos as a New Code of Popular Culture, Kim Eun Jin<sup>3)</sup>: A Study on Visualization of Tattoo, Chung Kyung hee<sup>12)</sup>: A Study on the Development of Tattoo Patterns Using Brand Logos, Lee Mi OK et al.<sup>9)</sup>: A Study on the Expression Characteristics of TATTOO Expressed Film and Converting the Recognition on TATTOO. Most of these are about studies of relevance to fashion, meaning of tattoo as a body ornament, and visual patterns, and no practical study about change of understanding about tattoo had been presented yet. We used Kim Ki Jung's<sup>13)</sup> A Study on change of Koreans' perception of color as our source in this study.

## III. Objects of study and method

### 1. Objects of study

This research uses questionnaire to check the relation between the degree of awareness about tattoo and beauty image.

The research has been conducted from March 2nd 2007 to March 16th 2007 in 520 people of the beauty industry. But it analyzes overall 466 except for 54 people due to their inaccurate answers.

### 2. Statistical analysis

A survey paper of this study is constructed with questions about personality, understanding of tattoo, condition of tattoo, and image about tattoo. The questions about change of

understanding of tattoo are ten, and are constructed depend on whether the interviewer has tattoo or not.

This study uses a frequency analysis of the applicants to check the relations between the degree of awareness about tattoo and beauty image: the research on the consciousness regarding tattoo, relation with exterior image, actual uses and image tattoo. The change of the consciousness is undertaken by a cross analysis. Among the results, if the number of real cases is over 30 and the frequency of each cell is lower than 5, the ability of screening is raised by using the Fisher's Exact Test.

## IV. Results

### 1. General features

To understand relationship between a level of recognition and beauty image, total 466 people have participated in this survey and we had 27.7% of male and 72.3% of female. As for the age, 35.6% among them is under the age of twenty accounting for the largest portion, and the next largest 24.5% is the age of 21-30, 22.7% is the age of 41-50, and 17.2% is the age of 31-40. In respect of whether being married, 24.5% is married and 65.5% is single, more than the married. As for jobs, students are 57.5%, taking up the largest part of interviewee, and the next largest is household of 15.7% and regular employee of 12.2% (Table 1).

### 2. General features and a survey on the interests

For the relationship between the general features and the interests in tattoo, 58.1% of male

&lt;Table 1&gt; General Features

General Features		Frequency	%
gender	male	129	27.7
	female	337	72.3
age	under 20	166	35.6
	21-30	114	24.5
	31-40	80	17.2
	41-50	106	22.7
status	married	161	34.5
	single	305	65.5
occupation	student	268	57.5
	regular employee	57	12.2
	professional	37	7.9
	self-employment	13	2.8
	household	73	15.7
	others	18	3.9

interviewee answered they are not interested in tattoo, while 50.7% of female answered they are. As for the age, 56.6% of under age of twenty and 75.5% among the age of 41-50 said they are not interested in it. By the estimate, 60.5% among the age of 21-30 and 72.5% among the age of 31-40 expressed their interests in tattoo. With the respect to status, the single are more interested in it than the married. Regarding occupational features, the interest in tattoo was featured in the order of professional, regular employee and student.

The relevance between the general features and the interests in tattoo according to the age, to whether being married and to the occupational feature except for sex shows the statistically similar difference (Table 2).

### 3. The change of consciousness regarding tattoo

In the regard to the changing consciousness of tattoo, the question 'looks dynamic?' was answered 'yes' by 83.0% in the past and by 86.3% in the present. With the answer of 'mild'

taking up 17.0% in the past and 13.7% in the present, the consciousness of tattoo has changed from a mild and static form to a dynamic one (Table 3).

The second indicator of the change, 'looks powerful?' tells that 84.8% of the past and 81.8% of the current people answered 'yes', and 15.2% of the past and 18.2% of the present responded to the opposite, 'feeble' marking higher record.

The image of tattoo was 'powerful' both in the past and in the present (Table 4).

The result of the question 'is it unstable?' was 79.0% in the past and 64.2% in the present, and the response to the 'stable' was 21.0% (past) and 35.8% (present). It indicates that current people have thoughts about it more stable than the past, and shows similar difference statistically (Table 5).

Among these changing factors, the previous people 56.0% responded to the 'masculine' and current people 64.2% answered to the 'feminine.' And each 76.4% and 87.8% thought of it as 'showy' marking high (Table 6 and 7).

In addition, 44.45% of the earlier people

<Table 2> General features and the interests on tattoo

		interest in tattoo		total	P-value <sup>1)</sup>
		yes	no		
gender	male	54 (41.9)	75 (58.1)	129 ((100.0))	0.053
	female	171 (50.7)	166 (49.3)	337 ((100.0))	
age	under 20	72 (43.4)	94 (56.6)	166 9(100.0)	0.000***
	21-30	69 (60.5)	45 (39.5)	123 ((100.0))	
	31-40	58 (72.5)	22 (27.5)	80 ((100.0))	
	41-50	26 (24.5)	80 (75.5)	106 ((100.0))	
status	married	67 (41.6)	94 (58.4)	161 ((100.0))	0.023*
	single	158 (51.8)	147 (48.2)	305 ((100.0))	
occupation	student	127 (47.4)	141 (52.6)	268 ((100.0))	0.008*
	regular on-the-job	28 (49.1)	29 (50.9)	57 ((100.0))	
	professional	22 (59.5)	15 (40.5)	37 ((100.0))	
	self-employment	3 (23.1)	10 (76.9)	13 ((100.0))	
	household	30 (41.1)	43 (58.9)	73 ((100.0))	
	others	15 (83.3)	3 (16.7)	18 ((100.0))	

\*≤0.05, \*\*≤0.01, \*\*\*≤0.01

<sup>1)</sup> Fisher's Exact Test

recognized tattoo pessimistic, but 74.2% of the present-day acknowledges it optimistic. With the regard to the 'dark', the past took up 76.2%. This is in contrast with the 53.9% of the current response to that, remarkably lower (Table 8 and 9).

In the question whether it is congested, the portion of the present 51.5% is lower than the past's 69.7%. Meanwhile, in an inquiry about 'impulsive', the contemporary's portion marks lower than the earlier period, form 80.0% to

64.6%. On the contrary, the opposite site, the 'rational' has been upped to 35.4% from 20.0% (Table 10 and 11).

The negative image on tattoo down to 51.7% from 77.5% of the past, and the positive credit becomes higher from the previous 22.5% to the current 48.3% which reveals the consciousness of tattoo is getting to the positive (Table 12).

<Table 3> The consciousness change from the past to the present regarding tattoo 1 (dynamic and mild)

consciousness	changing factor		total	P-value <sup>1)</sup>
	dynamic	mild		
past	387	79	466	0.203
	(83.0)	(17.0)	(100.0)	
present	402	64	466	
	(86.3)	(13.7)	(100.0)	

\* $\leq 0.05$ , \*\* $\leq 0.01$ , \*\*\* $\leq 0.01$

<sup>1)</sup> Chi-square independence test

<Table 4> The consciousness change from the past to the present regarding tattoo 2 (powerful and feeble)

consciousness	changing factor		total	P-value <sup>1)</sup>
	powerful	feeble		
past	395	71	466	0.219
	(84.8)	(15.2)	(100.0)	
present	381	85	466	
	(81.8)	(18.2)	(100.0)	

\* $\leq 0.05$ , \*\* $\leq 0.01$ , \*\*\* $\leq 0.01$

<sup>1)</sup> Chi-square independence test

<Table 5> The consciousness change from the past to the present regarding tattoo 3 (unstable and stable)

consciousness	changing factor		total	P-value <sup>1)</sup>
	unstable	stable		
past	368	98	466	0.000
	(79.0)	(21.0)	(100.0)	
present	287	179	466	
	(61.6)	(38.4)	(100.0)	

\* $\leq 0.05$ , \*\* $\leq 0.01$ , \*\*\* $\leq 0.01$

<sup>1)</sup> Chi-square independence test

<Table 6> The consciousness change from the past to the present regarding tattoo 4 (gender)

consciousness	changing factor		total	P-value <sup>1)</sup>
	feminine	masculine		
past	205	261	466	0.000
	(44.0)	(56.0)	(100.0)	
present	299	167	466	
	(64.2)	(35.8)	(100.0)	

\* $\leq 0.05$ , \*\* $\leq 0.01$ , \*\*\* $\leq 0.01$

<sup>1)</sup> Chi-square independence test

<Table 7> The consciousness change from the past to the present regarding tattoo 5 (showy and plain)

consciousness	changing factor		total	P-value <sup>1)</sup>
	showy	plain		
past	356	110	466	0.000
	(76.4)	(23.6)	(100.0)	
present	409	57	466	
	(87.8)	(12.2)	(100.0)	

\* ≤ 0.05, \*\* ≤ 0.01, \*\*\* ≤ 0.01

<Table 8> The consciousness change from the past to the present regarding tattoo 6 (optimistic and pessimistic)

consciousness	changing factor		total	P-value <sup>1)</sup>
	optimistic	pessimistic		
past	259	207	466	0.000
	(55.6)	(44.4)	(100.0)	
present	346	120	466	
	(74.2)	(25.8)	(100.0)	

\* ≤ 0.05, \*\* ≤ 0.01, \*\*\* ≤ 0.01

<sup>1)</sup> Chi-square independence test

<Table 9> The consciousness change from the past to the present regarding tattoo 7 (dark and bright)

consciousness	changing factor		total	P-value <sup>1)</sup>
	dark	bright		
past	355	111	466	0.000
	(76.2)	(23.8)	(100.0)	
present	251	215	466	
	(53.9)	(46.1)	(100.0)	

\* ≤ 0.05, \*\* ≤ 0.01, \*\*\* ≤ 0.01

<sup>1)</sup> Chi-square independence test

<Table 10> The consciousness change from the past to the present regarding tattoo 8 (congested and clear)

consciousness	changing factor		total	P-value <sup>1)</sup>
	congested	clear		
past	325	141	466	0.000
	(69.7)	(30.3)	(100.0)	
present	240	226	466	
	(51.5)	(48.5)	(100.0)	

\* ≤ 0.05, \*\* ≤ 0.01, \*\*\* ≤ 0.01

<sup>1)</sup> Chi-square independence test

<Table 11> The consciousness change from the past to the present regarding tattoo 9 (impulsive and rational)

consciousness	changing factor		total	P-value <sup>1)</sup>
	impulsive	rational		
past	373	93	466	0.000
	(80.0)	(20.0)	(100.0)	
present	301	165	466	
	(64.6)	(35.4)	(100.0)	

\*≤0.05, \*\*≤0.01, \*\*\*≤0.01

<sup>1)</sup> Chi-square independence test

<Table 12> The consciousness change from the past to the present regarding tattoo 10 (negative and positive)

consciousness	changing factor		total	P-value <sup>1)</sup>
	negative	positive		
past	361	105	466	0.000
	(77.5)	(22.5)	(100.0)	
present	241	225	466	
	(51.7)	(48.3)	(100.0)	

\*≤0.05, \*\*≤0.01, \*\*\*≤0.01

<sup>1)</sup> Chi-square independence test

<Table13> The experience of being tattooed

	answer	frequency	%
the experience of being tattooed	yes	106	22.7
	no	360	77.3

4. A survey on the actual condition of tattoo

In an inquiry whether being tattooed, 22.7% of the examinee has experienced tattoo and the rest 77.3% has not (Table 13).

5. Reason why not get tattoo (group of non-tattoo)

People who have not ever experienced any tattoo answer to the reason why they have not as follows: they do not hate tattoo but not on them 27.5%, they do not like tattoo itself 15.8%,

and they are worried about the pain 13.1% (Table 14).

6. A survey on the actual conditions of tattoo (group of tattoo)

The research on the actual conditions of tattoo in the 106 people who have experienced tattoo shows that the permanent body tattoo takes up 25.46%, the semi-permanent is 23.57% and the temporary tattoo is 49.10%. The response regarding the number of tattoo on their body is that 50.00% is one, 28.30% is two and



<Table 14> The reason for NOT getting tattoo

	survey on the actual condition in a group who are not being tattooed	frequency	%
The reasons for not getting tattoo	not like tattoo itself	57	15.8
	not hate tattoo but on my body	99	27.5
	worried about other's views	9	2.5
	worried about skin trouble	44	12.2
	dissuasion by others	11	3.1
	worried about the pain	47	13.1
	others	65	18.1
	no response	28	7.8

9.43% is three.

The most frequently tattooed regions of body are as follows: the eyebrows 19.8%, the arm 18.9%, the shoulder 12.3%, the forearm 11.3%, the back of the hand and the waist are each 5.7%. And the main aims of getting tattoo are for beauty 68.9% and for showing off 12.3%.

The level of satisfaction after being tattooed is 41.5% in the 'a little' as the highest, 29.2% in the 'very much' and 24.5% in the 'normal' (Table 15).

### 7. The relationship between general features and favorite figure

Favorite figures for tattoo according to the general features are as follows: male examinee prefers to in order of animal 39.5%, geometric 25.6% and nature 10.9%; female has a preference for plant 35.6%, animal 25.5% and geometric pattern 22.8% which shows the similar result between them.

When taking a look at whether being married, married people favor in order of animal, plant and geometric pattern, and single examinee prefers to in order of geometric, animal and plant patterns. The preference according to occupations shows that plant, geometric and

animal figures take up most parts, which indicates the similar difference statistically (Table 16).

## V. Conclusion and Suggestion

Tattoo is recognized as a field of art to express personality escaping the image of a mere tool for ornamentation in modern society.

Scholars including Lee, Mi Ok reckon that postmodernism has allowed the repressed internal desire and sensitivity of individuals to be granted as a novel meaning and value. To them, tattoo has been acknowledged as a medium to express the interest in body, and not as the stereotype of a specific group but as the result of interactivity, which is being accelerated in the multiculturalism with the global network. That is, the multiculturalism has speeded up the revival and popularity of tattoo. It shows a neo-naturalism turning to nature to search for estrangement, the loss of purity and the meaning of the existence.<sup>9)</sup>

This study shows that the changing consciousness of tattoo is moving away from the images of aspects of powerful, masculine, unstable and negative and toward the images of

&lt;Table 15&gt; The actual conditions of tattoo (in a group who are being tattooed)

	actual conditions of tattoo (in a group being tattooed)	frequency	%	
way to tattoo	permanent tattoo	27	25.46	
	semi-permanent tattoo	25	23.57	
	temporary tattoo	52	49.10	
	no response	2	1.87	
the number of tattoo on body	1	53	50.00	
	2	30	28.30	
	3	10	9.43	
	4	1	0.94	
	over 5	5	4.73	
	no response	7	6.60	
tattooed regions	breast	2	1.9	
	eyebrows	21	19.8	
	eyebrow line	8	7.5	
	back	4	3.8	
	abdomen	1	.9	
	hand	1	.9	
	finger	1	.9	
	back of the hand	6	5.7	
	wrist	3	2.8	
	clavicle	2	1.9	
	shoulder	13	12.3	
	face	1	.9	
	buttocks	2	1.9	
	arm	21	19.8	
	forearm	12	11.3	
	waist	6	5.7	
	thigh	2	1.9	
	reason for being tattooed	beauty	73	68.9
		dissatisfaction with body	9	8.5
showing off		13	12.3	
threatening		1	.9	
defense		3	2.8	
others		5	4.7	
no response		2	1.9	
the level of satisfaction after being tattooed	very much	31	29.2	
	a little	44	41.5	
	normal	26	24.5	
	very regretful	3	2.8	
	no response	2	1.9	

<Table 16> The relation between general features and favorite figures

		favorite figures							total	P-value	
		nature	animal	plant	artificial	geometric	complex	others			
gender	male	14	51	6	5	33	8	12	129	0.000**	
		(10.9)	(39.5)	(4.7)	(3.9)	(25.6)	(6.2)	(9.3)	(100.0)		
female	female	26	86	120	9	77	8	11	337		
		(7.7)	(25.5)	(35.6)	(2.7)	(22.8)	(2.4)	(3.3)	(100.0)		
status	married	17	55	48	4	27	2	8	161	0.057	
		(10.6)	(34.2)	(29.8)	(2.5)	(16.8)	(1.2)	(5.0)	(100.0)		
single	single	23	82	78	10	83	14	15	305		
		(7.5)	(26.9)	(25.6)	(3.3)	(27.2)	(4.6)	(4.9)	(100.0)		
occupation	student	21	74	66	10	71	12	14	268	0.009**	
		(7.8)	(27.6)	(24.6)	(3.7)	(26.5)	(4.5)	(5.2)	(100.0)		
	regular on the job	regular on the job	7	20	11	0	13	2	4		57
			(12.3)	(35.1)	(19.3)	(.0)	(22.8)	(3.5)	(7.0)		(100.0)
	professional	professional	0	17	12	0	5	2	1		37
			(.0)	(45.9)	(32.4)	(.0)	(13.5)	(5.4)	(2.7)		(100.0)
	self employment	self employment	1	7	3	0	2	0	0		13
			(7.7)	(53.8)	(23.1)	(.0)	(15.4)	(.0)	(.0)		(100.0)
household	household	10	14	32	2	11	0	4	73		
		(13.7)	(19.2)	(43.8)	(2.7)	(15.1)	(.0)	(5.5)	(100.0)		
others	others	1	5	2	2	8	0	0	18		
		(5.6)	(27.8)	(11.1)	(11.1)	(44.4)	(.0)	(.0)	(100.0)		

aspects of feeble, stable, feminine and positive. In the previous era, impairing the inborn body from parents was regarded as a blasphemy and as a way to punish criminals. Until recently, tattoo has also had a negative image as a symbol of mob, as a representation of social deviant's desire and as a way to shun the military service. However, current multimedia has given rise to the change of the value, recognition and behavior regarding tattoo, which means a movement towards multicultural, post-border and post-prohibition society.

Paying attention the changing tattoo from men to on women's body, the research shows that tattoo for aesthetic aspect has increased,

that people are getting tattoo on various regions of body, that they are doing for diverse design, individuality, convenience combined, and that the relevance between tattoo and beauty image is significantly high.

So far there is no accurate statistical result regarding tattoo by the government, though, Kyeong Hee Jeong published a thesis on the analysis of tattoo patterns in domestic and foreign web pages.<sup>12)</sup> For Jeong, domestic web sites prefer animal, geometric, nature, plant, complex and artificial patterns, while overseas have a preference for animal, geometric, nature, plant, artificial and complex figures in those orders. In my study, men prefer,

in declining order: animal, geometric and nature patterns. This makes a contrast with women preferring plant and the animal and geometric.

The result from this research provides that regions of body being frequently tattooed are in order of eyebrows, arm, shoulder, forearm, back of the hand and waist. On the other hand, in Jeong's survey shows that the most frequent regions are the upper part of the arm, shoulder, back, wrist, calf, hip and breast, which could be differentiated from my research. That's because Jeong's survey was based on the internet data base.

Although now tattoo is recognized as one of the fields of beauty, so far tattoo has been regulated as a medical procedure in Korea. For this reason, to escape from the penalty of illegal medical surgery, people practicing beauty and tattooists are tattooing underground.

However, foreign countries have accepted it as one of modern fashions and as a body art, one of the art forms not as a subculture by the deviant.

Thus Korea needs to make an effort to embrace these aspects on tattoo. Overcoming the lack of basic data, low efficiency in living life and the underestimated value, we should permit and enhance the positive sides of tattoo in value system, sensibility and convenience. Also, it needs to be further generalized by providing technical information on the effect of tattoo's beauty image for regular citizens.

This research was conducted by the questionnaire to check the changing consciousness of tattoo and the actual conditions in overall 466 people, and finally get to the result as follows: Women prefer tattoo to men. People between 21-40 years old and professionals have a higher likelihood to get a tattoo.

For the changing consciousness of tattoo from the past to the present, both eras recognize its dynamic and impact. Now tattoo is considered as feminine, in contrast the previous era, when it was acknowledged as a purely masculine image.

And unlike the past response, the current thoughts on tattoo are getting to a positive and optimistic one.

The results on the actual tattoos in the 106 people who have experienced tattoo show that the largest number of people get temporary tattoo, followed by permanent tattoo and then semi-permanent. The most frequently tattooed regions of body are the eyebrows, the arm, the shoulder, the forearm, the back of the hand and the waist. And the main reasons of getting tattoo are for beauty and showing off. For the level of satisfaction after being tattooed, 70.7% interviewees answered they are satisfied with it. Males prefer a pattern of animal, geometric and plant, and females are interested in plant, animal, geometric patterns.

So far the value and the efficiency of tattoo have been underestimated in Korea. We need to enhance the level of understanding tattoo, focusing on the positive side of tattoo in modern lifestyle, value system, sensibility and convenience. Further tattoo should be more generalized by providing technical information on the effect of tattoo as beauty for regular citizens.

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