

〈報 告〉

香粧品の心理的影響の評価に関する研究 ——感性スペクトルを利用した評価について——

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Research on the Evaluation of the Psychological Influence of Cosmetics —Evaluation using Emotion Spectrum—

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Abstract

Cosmetics and beauty care variously influence the psychological state causing for example relaxation, refreshment, comfort and satisfaction. These psychological influences can be evaluated subjectively by examinees filling the questionnaires. Objectivity is sometimes supplied to subjective evaluation by analyzing the brain waves; however, measurable psychological states are limited, and it is difficult to evaluate with continuous time intervals. In this study, the subjective evaluation of the psychological influence by the application of skin care products was made by using "Emotion Spectrum Analyzer." This analyzer is capable of measuring various psychological states from the brain waves measured with continuous time intervals. We used four Emotion Spectrum indexes and four Complex Mental State indexes as indexes for evaluation. The indexes, N 1, R, N 2, P 1, N 1 + N 2, P 1 + R, N 1 + P 1 and N 2 + R assume to express anger, relaxation, sadness, joy, irritation, comfort, pleasantness and depression, respectively. When the examinees subjectively evaluated the skin care products as pleasuring after the application, the following results were obtained. 1) Moderate changes in Emotion Spectrum and Complex Mental State occurred after the application of skin care products. 2) Significant increase in change rates of P 1 was observed. These results indicate that the application of skin care products produces moderate positive psychological influences, and that these influences involve increases in P 1.

Key words: brain wave, pleasure and displeasure, skin care products, psychological influence, objective evaluation.