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女子大生による顔のイメージ評価

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Image Evaluation of the Face by Women's College Students

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Abstract

　　This research tried to find out what kinds of factors there are when women's college students evaluated a beautiful face. We supposed that an image of a face was greatly influenced by the details of the face, for instance, the shape of eyes, nose, and mouth, the size of cheekbones and the outline of the face. In 2009, Mr. Kang Lee *et al.* in University of Toronto of Canada announced the beauty's "golden ratio" for a white woman. The ratio showed that the length between eyes and mouth was 36% of the distance from hairline to jaw, and the width between left and right pupil was 46% of the distance from left to right ear. On the other hand, Naemura and Harashima laboratory in University of Tokyo created a programing tool of an average face (1999.2 published). Mr. Harashima *et al.* showed that if the faces in a certain specific group were averaged the individual faces were denied and the feature of the group's faces appeared. Then, we made the average faces for women's beautiful faces, ugly faces and men's handsome faces using Harashima's programing tool. About 200 young women's college students evaluated images of the average faces in order to carry out following the researches. 1) What are the features of the women's beautiful faces evaluated by women's college students? We showed a boundary between a beautiful face and an ugly face and the main features for the women's beautiful face. 2) What are the features of the men's good looks ("IKEMEN") evaluated by women's college students? We found out some factors of the men's good looks using the SD method and factor analysis and we showed that those factors varied at different periods. Furthermore, we showed the feature of the latest men's good looks.

Key words:　image evaluation, average face, beautiful face, SD method, factor analysis.