

# Facial Resemblance Increases Attractiveness

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# Overview

- Is there differential attractiveness of self-resembling faces?
- Is this effect the same for same-sex and other-sex faces?
- Can those results be explained in terms of a predictable consequence of face encoding (i.e. averageness)?
- Or by differential resemblance?

# Attractiveness of Self-Morphs

- Do people perceive self-morphs to be more attractive than others find those same images?
- Subjects offer more to attractive people in a hypothetical dictator game (Hancock).
- Penton-Voak, Perrett and Pierce (1999) investigated this question with male morphs of female subjects.

# Other-Sex Self-Transforms



Same-sex  
Average



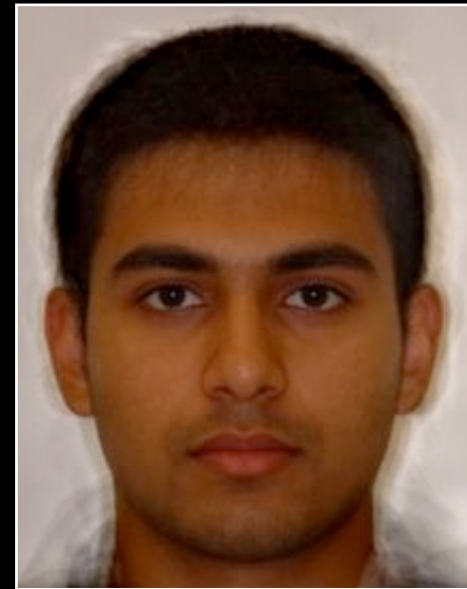
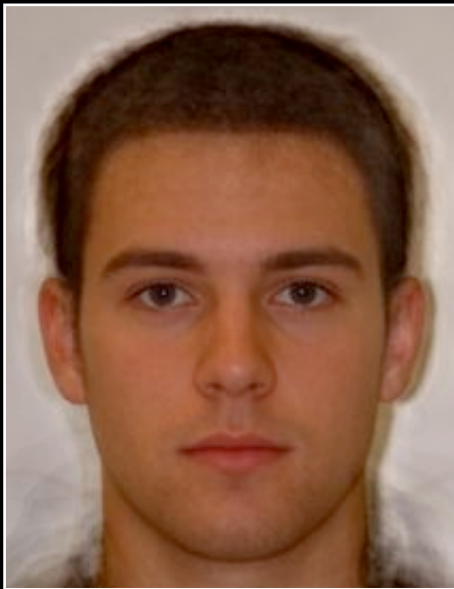
Transform  
100% Shape  
0% Colour



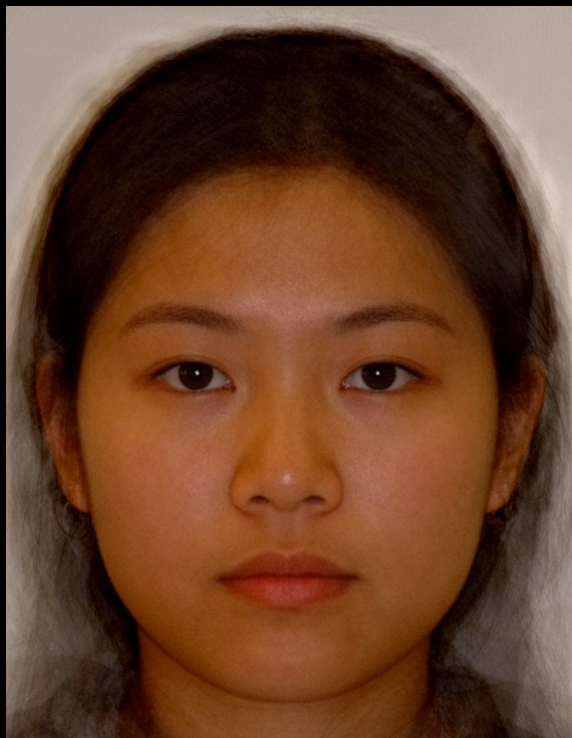
Subject

(Penton-Voak, Perrett & Pierce, 1998)

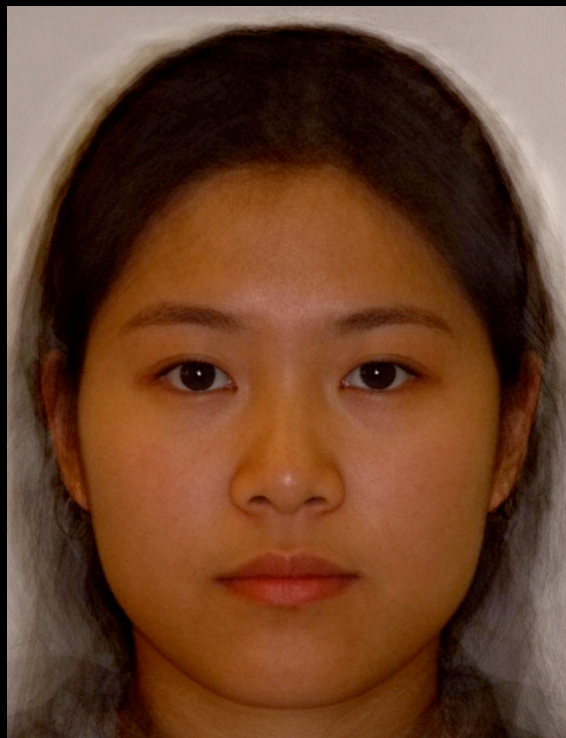
# Averages



# Making Same-Sex Morphs



Average  
50% shape  
100% colour

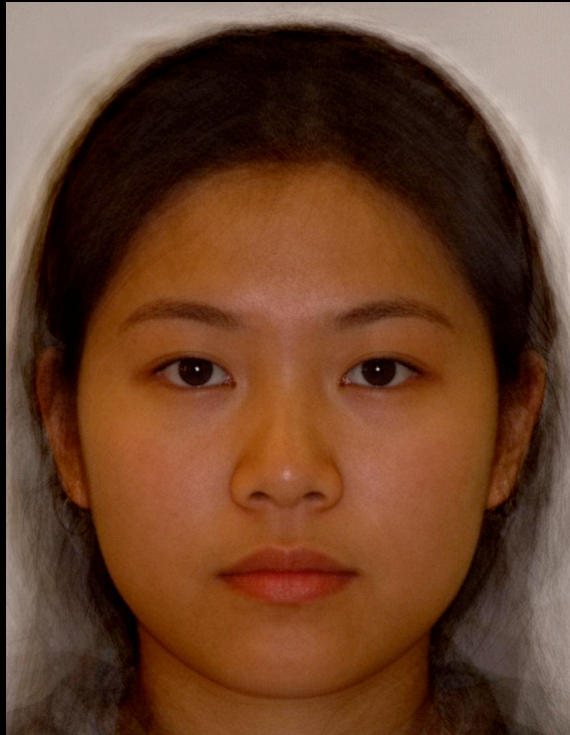


Morph



Subject  
50% shape  
0% colour

# Making Other-Sex Transforms



Same-Sex  
Average

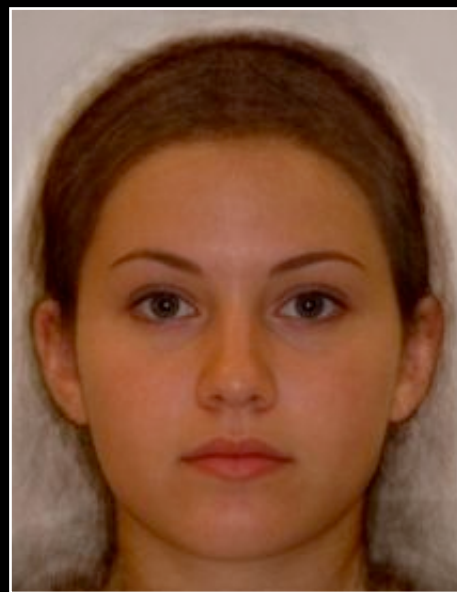
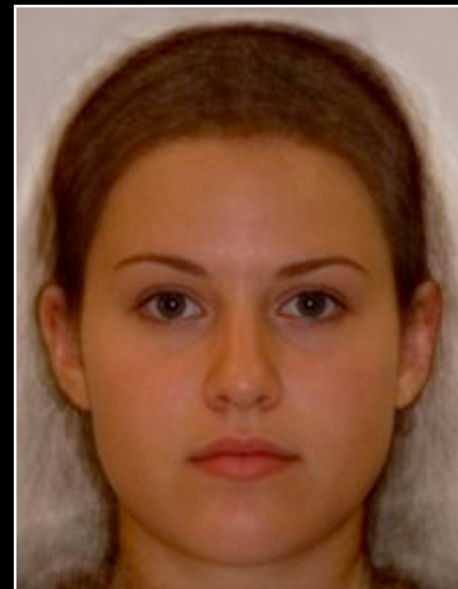
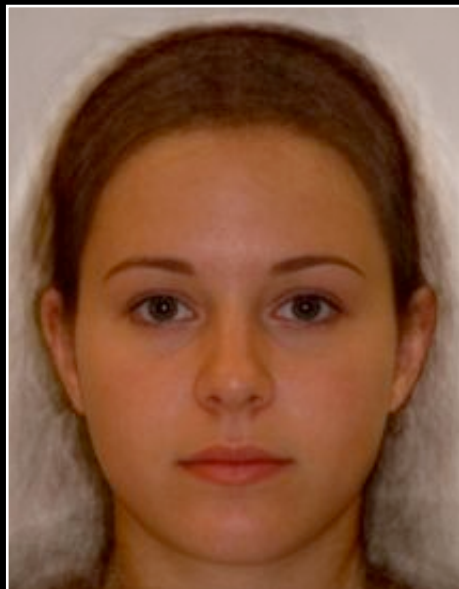


Transform  
50% shape  
0% colour



Subject

# Groups of Seven

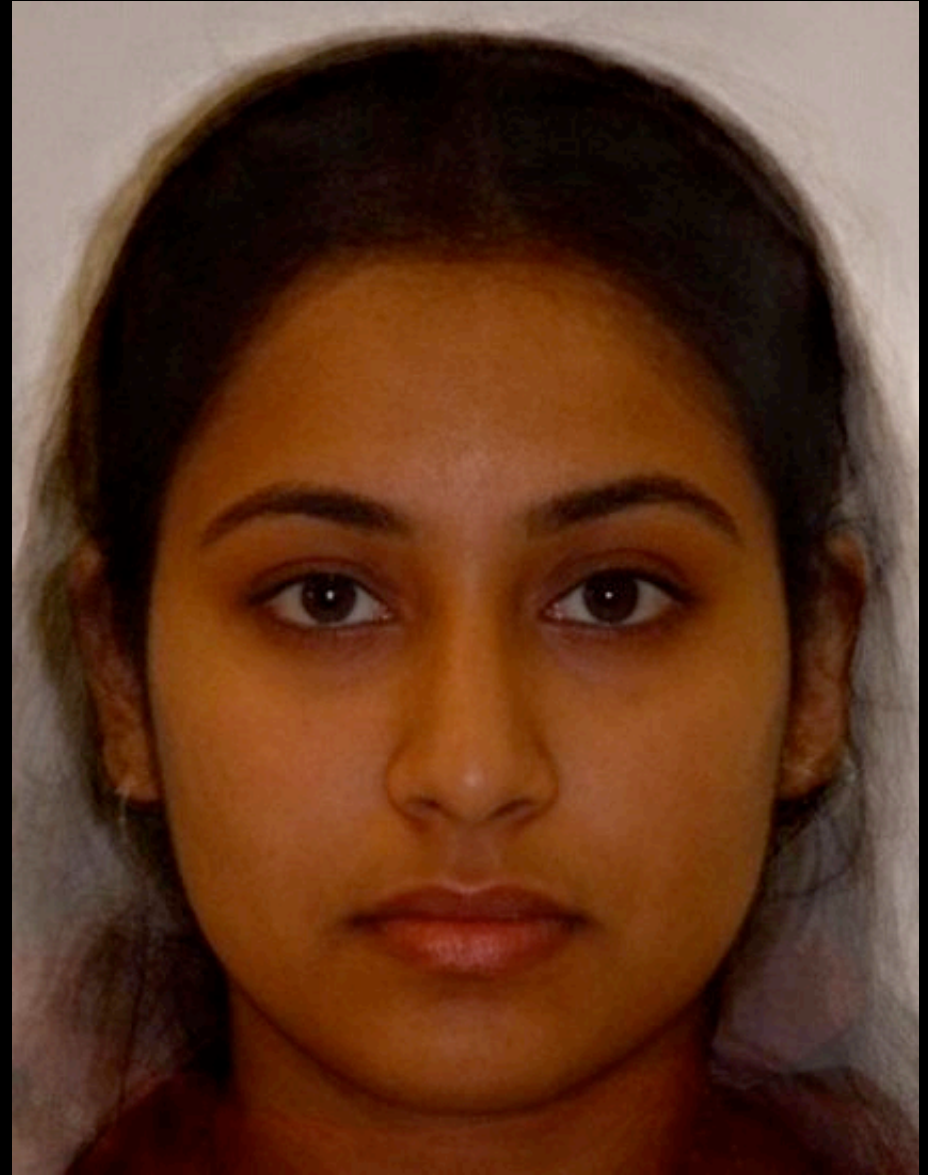




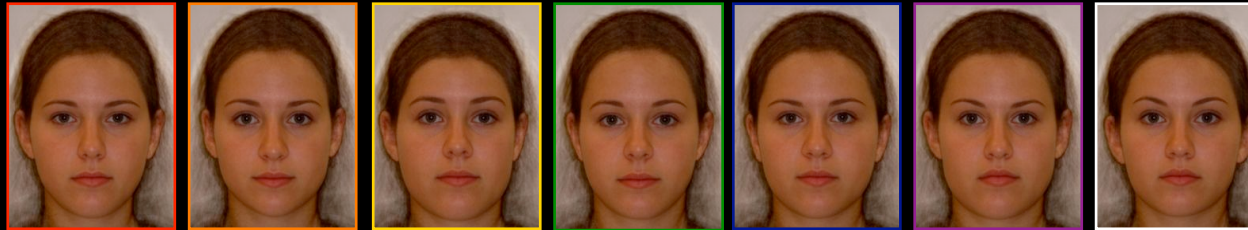
# Forced Choice Attractiveness

- Stimuli were very similar and subjects gave similar ratings for attractiveness.
- Stimuli were very small when all on the screen at the same time for rankings.
- The two-alternative forced-choice method avoided these difficulties.
- Subjects saw same and other-sex faces in blocks, randomizing which came first.

Click on the face you find more attractive.










# Analysis

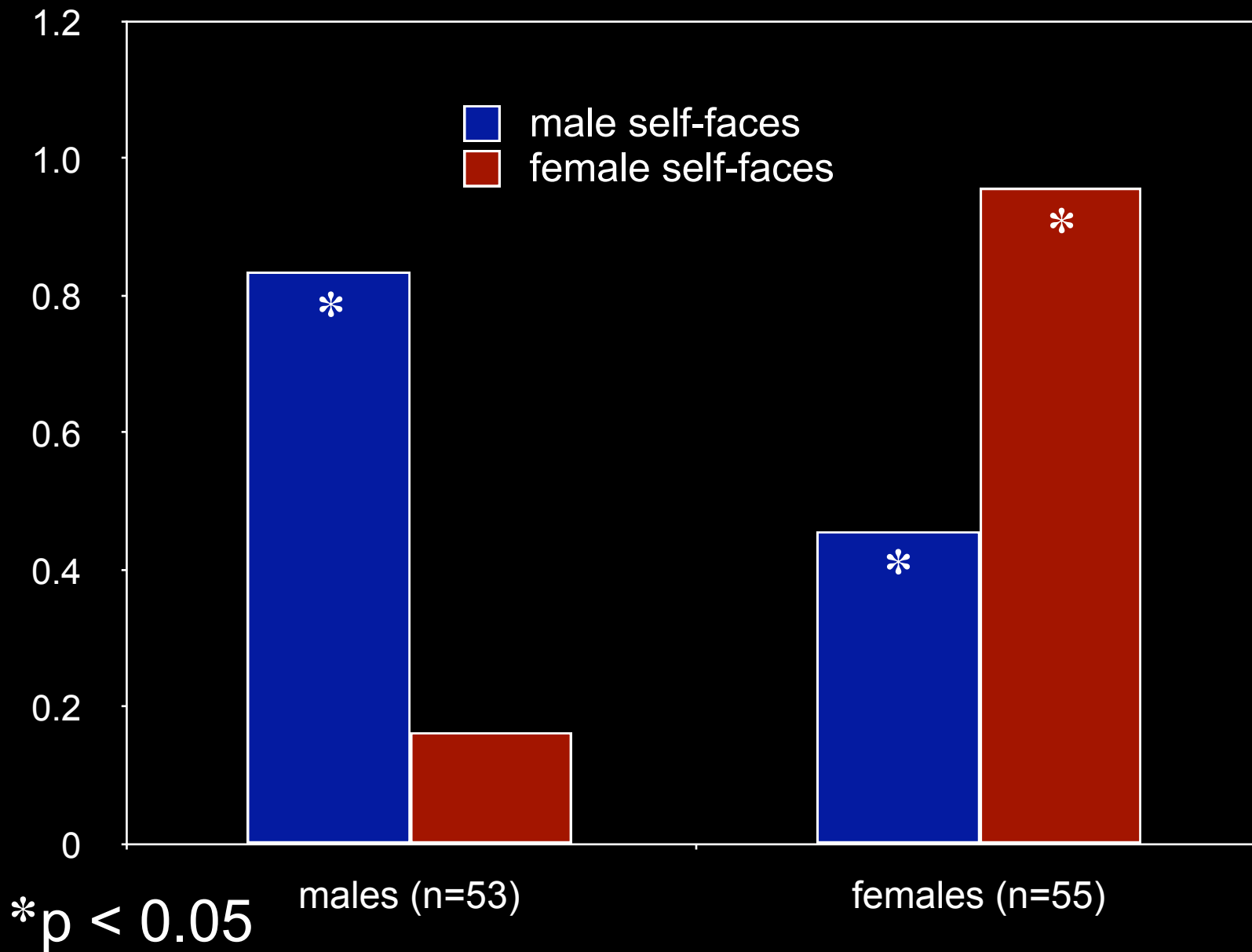


average  
excluding  
self

self  
minus  
average

	5	5	2	3	3	4	4	3.5	1.5
	3	5	3	5	5	4	3	3.8	1.2
	3	3	6	0	0	0	0	1.0	5.0
	0	2	5	2	1	1	1	1.7	0.3
	4	4	2	6	6	5	5	4.3	1.7
	4	2	1	4	3	3	5	3.2	-0.2
	2	0	2	1	3	4	3	2	1.0

# Differential Attractiveness



# Interaction between Sex of Subject and Sex of Face

Factor	F	p
Subject Sex	0.61	0.44
Face Sex	0.23	0.63
<b>SS x MS</b>	<b>10.6</b>	<b>0.002</b>

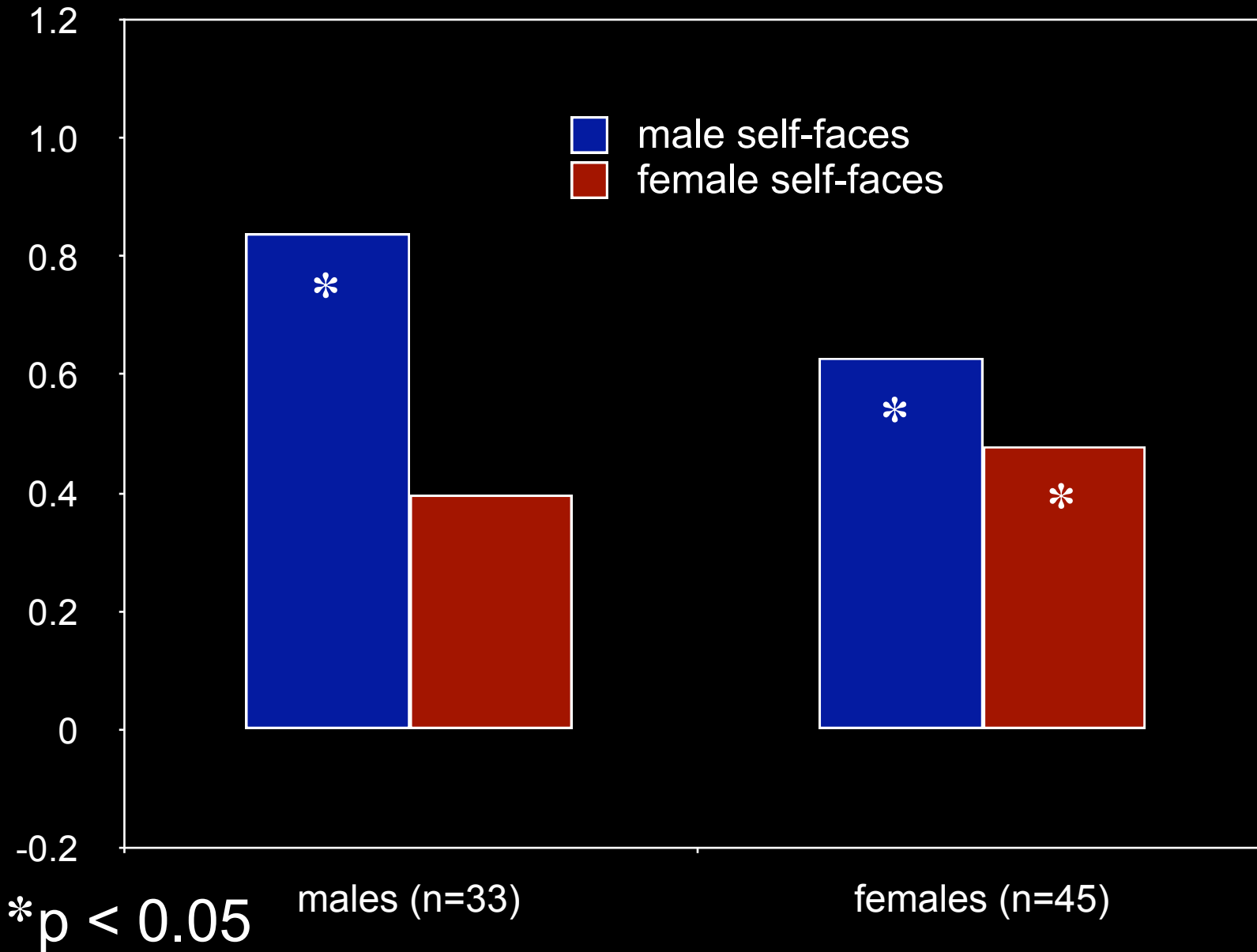
# Why Same-Sex Only?

- Optimal outbreeding?
- Other-sex face resemble the subject less than same-sex faces?
- Same-sex faces look more average to the subjects than other-sex faces (a predictable outcome of face encoding)

# The Averageness Experiment

- Everything was the same as the attractiveness experiment.
- Groups were made of 6 subjects' self-faces and the 7th face was the average.
- Preferences for the average and for self-morphs were assessed.

# Differential Averageness

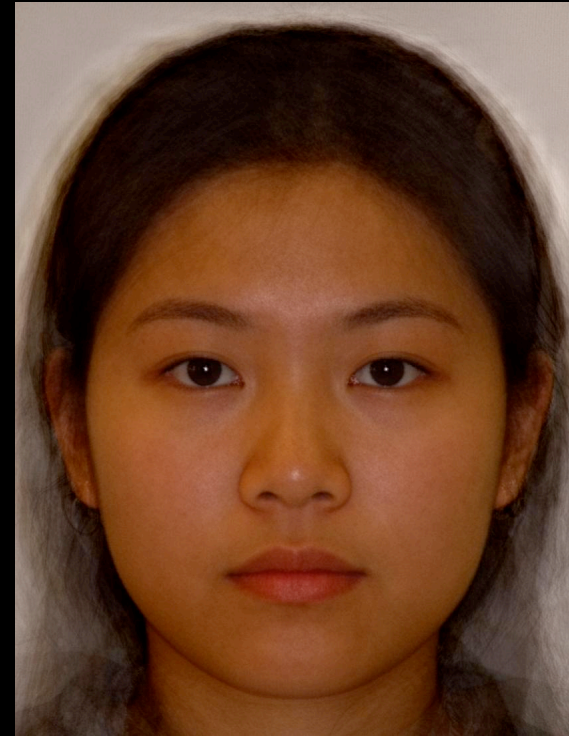




# Measuring Resemblance

Resemblance was measured by 8 independent observers, who rated each pair on a 5-point Likert scale.

(Cronbach's alpha = 0.73)

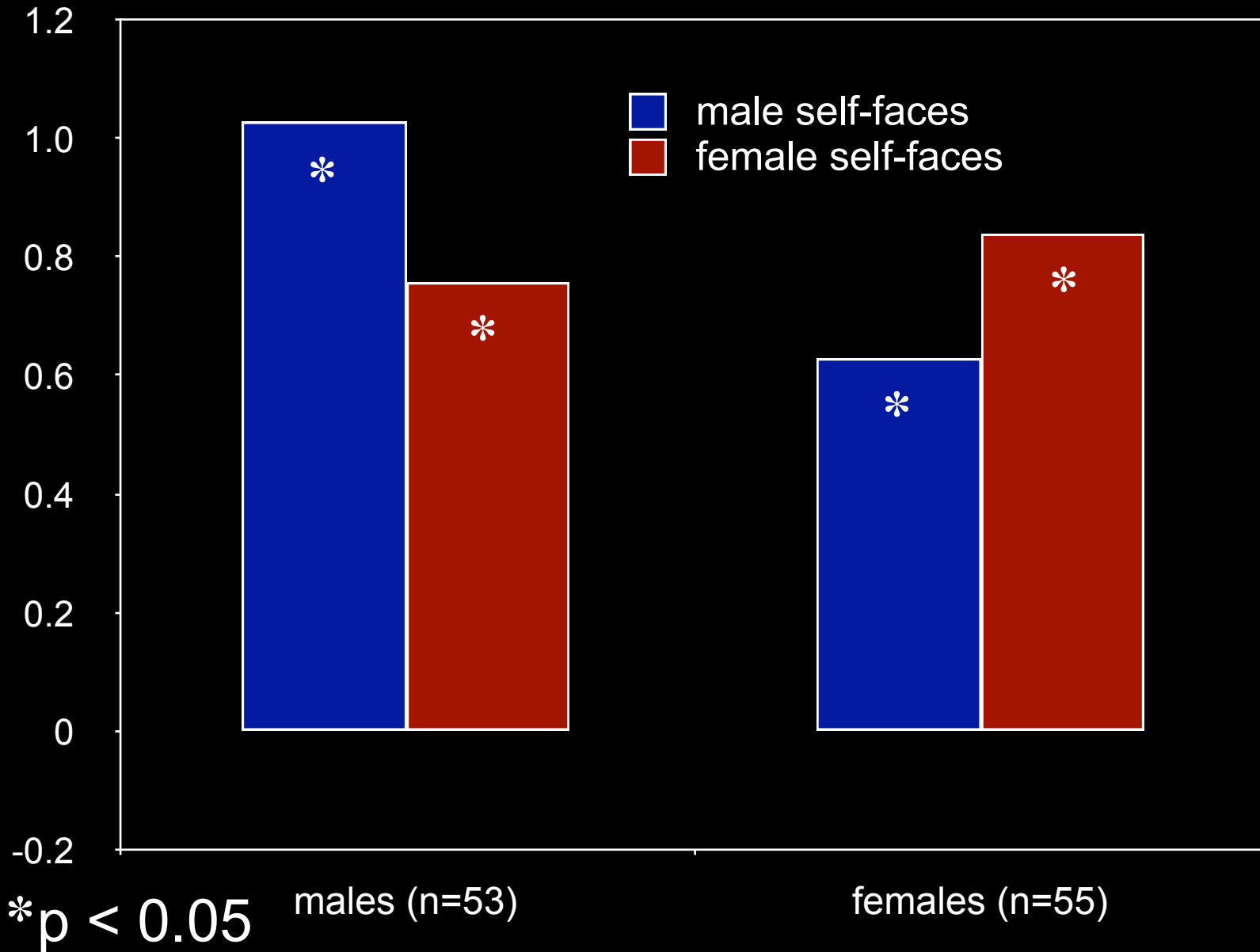


Not Similar



Very Similar

# Differential Resemblance



# Interaction between Sex of Subject and Sex of Face

Factor	F	p
Subject Sex	3.33	0.07
Face Sex	0.93	0.34
<b>SS x MS</b>	<b>35.6</b>	<b>0.001</b>

# Conclusions

- Resemblance to self increases the attractiveness of same-sex faces more than other-sex faces.
- Not a result of differential averageness.
- Probably a result of differential resemblance.
- An optimal outbreeding interpretation is not supported.

# Acknowledgements

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