

Abstract

The current study examined the whether the perceivers' facial self-concept influence his/her facial attractiveness judgment on others. The role of distinctiveness motive as a moderator was tested. In the first part of the study, sets of faces that were most preferred by who were satisfied and those dissatisfied with each of the seven face parts including "Eye", "Mouth", "Nose", "Chin", "Faceshape", "Forehead" and "Skin" were identified. 143 females participated in this part. In second part of the study, these face sets were morphed to form composite faces in which the characteristics common to the component faces were maintained and highlighted, while the idiosyncratic variations not common to the set of faces were averaged out. If the face part was consistently weighed higher in attractiveness judgments by those who were satisfied or dissatisfied with the face part, the face part in the resultant composite face should be found better-looking than otherwise. 63 females judged each composite face pairs' relative attractiveness.

By comparing the judged attractiveness of the composite faces within and between control and experimental group where subjects received manipulation of distinctiveness motive, the role of distinctiveness motive in moderating the effect of facial self-concept on facial attractiveness judgment was partially supported.

This study explored the less studied area in facial attractiveness: individual difference in attractiveness perception with underlying factor that is unrelated to faces' mating value thus applicable to same-sex context.

Keywords: Facial attractiveness, Face preference, Individual difference, Self-concept, Identity motive, Distinctiveness motive, Facial self-satisfaction