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Perception of Face Attractiveness and Mate Selection Processes

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Poster Presentation P44

PERCEPTION OF FACE ATTRACTIVENESS AND MATE SELECTION PROCESSES

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Contrast effects occur when highly attractive faces reduce the perceived attractiveness of subsequent faces. Because of the high value society places on physical appearance, it is important to understand how experience with faces influences perception of attractiveness. This study investigated whether contrast effects occur after adaptation to attractive or unattractive faces. Contrast effects in this study decreased attractiveness ratings of faces after experience with highly attractive faces and enhanced attractiveness ratings after viewing unattractive faces. After viewing unattractive faces, a positive relationship was found between perceived self-attractiveness and perceived ability to compete for a long-term mate. After viewing attractive faces, self-attractiveness was positively correlated with higher attractiveness requirements for a long-term mate. Contrast effects were also found for prototypical faces. Results supported previous findings.