

メーキャップの心理的有用性

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The Effect of Makeup on Psychological State

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Abstract

The effect of makeup on psychological states of women was investigated by a questionnaire which consists of 30 adjectives expressing mental states. The result of factor analysis shows the effect has major 5 factors; becoming positive, being relaxed, becoming fore-looking, feeling good and feeling secured.

The psychological effect of makeup was also investigated by measuring the subjects' voice pitch under 3 experimental conditions; 1) wearing no makeup (non-makeup condition), 2) wearing makeup put on by oneself (makeup-by-oneself condition), 3) wearing makeup applied by professional beautician (makeup-by-expert condition). The subjects' voice pitch heightened when their makeup applied by expert; this suggests that the subjects' emotional state was activated under this condition.