

〈シンポジウム I〉

『感覚を科学する』視覚から考える

色彩と容貌印象の心理学的関連

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**The Psychological Relationship between Color and Facial Impression**

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**Abstract**

Psychological studies on *cosmetic behavior* in Japan have increased since the 1980s. In addition to researchers in cosmetics companies, academics have examined the psychology of cosmetic behavior from various points of view. However, the psychological effect of make-up on facial impressions has not been fully elucidated.

To investigate the psychological mechanisms of the effect of make-up on facial impression, we performed two experiments. In the first experiment, the relationship between 6 shades of eye shadow and subjective “eye size” or “depth of eye” were evaluated by 16 college students. We considered that 1) eye shadow extends the subjective distance between the observer and the eye by overhead illumination; and 2) this change of subjective distance evokes the estimation of larger eye size by constancy scaling. The results supported our hypotheses described above. In the second experiment, the beauty of facial skin was estimated from 11 shades of base make-up (foundation). Eye movements of 15 female volunteers in their 20s were measured during evaluation of facial images. A moderate shade of foundation (60%) was judged most beautiful and focused observers’ gaze points on the eyes, nose, and mouth. It was indicated that faces with 60% foundation shade successfully directed the gaze to the main facial features by screening out uneven skin colors without hiding the vitality of the actual skin.

**Key words:** eye shadow, foundation, visual illusion, overhead illumination hypothesis, constancy scaling.