

POSTER

THE IMPACT OF ISOLATED MAKEUP TECHNIQUES ON NON-CONSCIOUS PERCEPTION AND CONSCIOUS ATTENTION

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ABSTRACT

Appearance's modifications are frequent and important universal phenomena. Among them, the use of makeup is most highlighted in psychological studies of holistic effects. For that matter, it is assumed that the facial analysis of a made-up individual is the same as of bare faces according to normal eye fixation patterns. However, research on isolated makeup techniques indicates that such patterns may be influenced by the application's heaviness and length of exposure to the made-up face. Thus, this study aims to explore whether makeup — as a supernormal stimulus — shapes both immediate perception and sustained attention by isolating specific facial elements to determine whether they independently alter gaze patterns. Through the usage of standardized photographs of 34 Brazilian women in progressive states of makeup application, 4 groups of variants will be created by editing onto the models' bare faces: either a heavy makeup element on the skin, eyes, or mouth, or by the addition of distractors. Therefore, the use of an eye-tracker will test both the original photos and variants as capable of attracting a total of 68 observers' eyes in two distinct periods: in 300 ms, which evidences perception; and in 1000 ms, which evidences attention. The 300 ms trials shall be analyzed by multinomial logistic regression, while the 1000 ms ones shall by mean and standard deviation of the ocular permanence time. The findings could offer new insights into the universal cognitive mechanisms behind facial evaluation, and contribute to broader discussions in ethology about the social role of appearance modifications.