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Poster

Potential Cues for Attractiveness in Inherent Visual Characteristics of Extracorporeal Personal Ornaments

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ABSTRACT

Many studies have focused on the attractiveness of physical characteristics of the human body but few on extracorporeal attributes. This study aims at identifying whether inherent visual characteristics of necklaces exist that make them attractive (or not). Through questionnaires, the preferences for 9 visual variables, three linked to the beads constituting the necklace (the beads' shape, sizes, colour and shade) and five concerning the visual aspect of the necklace as a whole (it's degree of homogeneity, symmetry, contrast against its background, its number of strands and length) were tested in three European regions (France, Germany, and Netherlands). Despite small sample sizes (n=32 for France, n=69 for Germany, n=42 for the Netherlands), results show for all three regions a preference for single strand necklaces composed of small white, rounded beads displayed in a symmetrical, homogeneous way and strung on a rather short string. No significant differences in choices could be established between female and male participants. This suggests the existence of some bio-psychological foundation in the appreciation of beauty and attractiveness in extracorporeal elements. Some differences in choices between the three European regions could indicate that familiarity with specific visual aspects of necklaces also play a role.