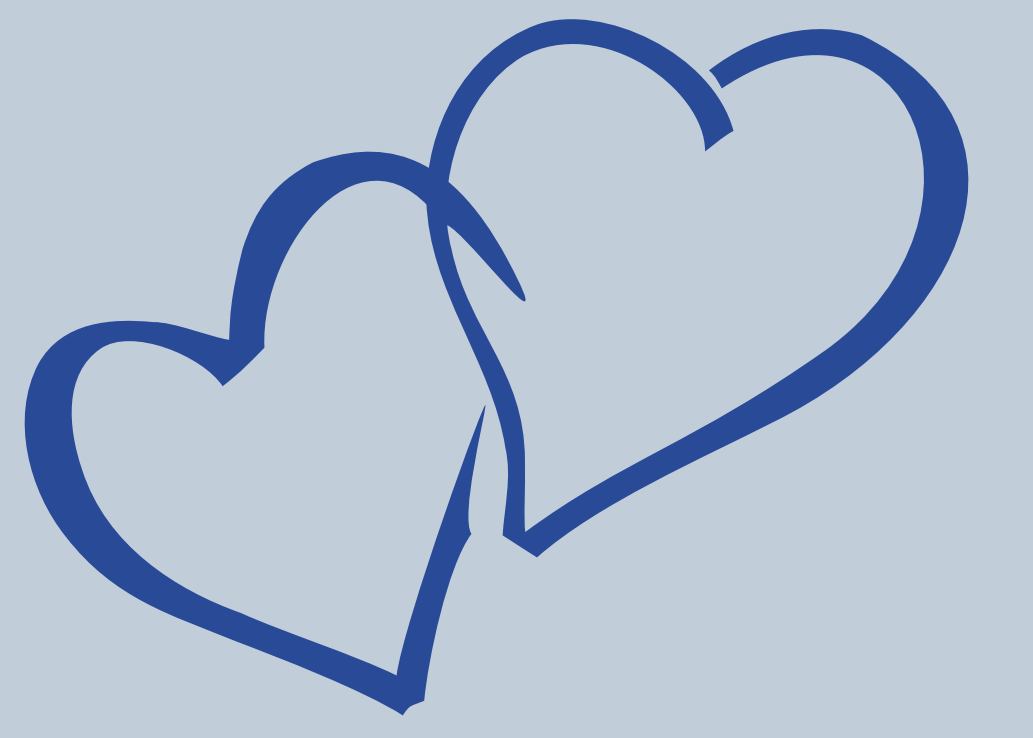




Does Beauty Truly Lie in the Eye of the Beholder?

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Introduction

Is there a consensus on physical attractiveness ratings?
How much of the variability in physical attractiveness ratings is due to the target vs. the rater?



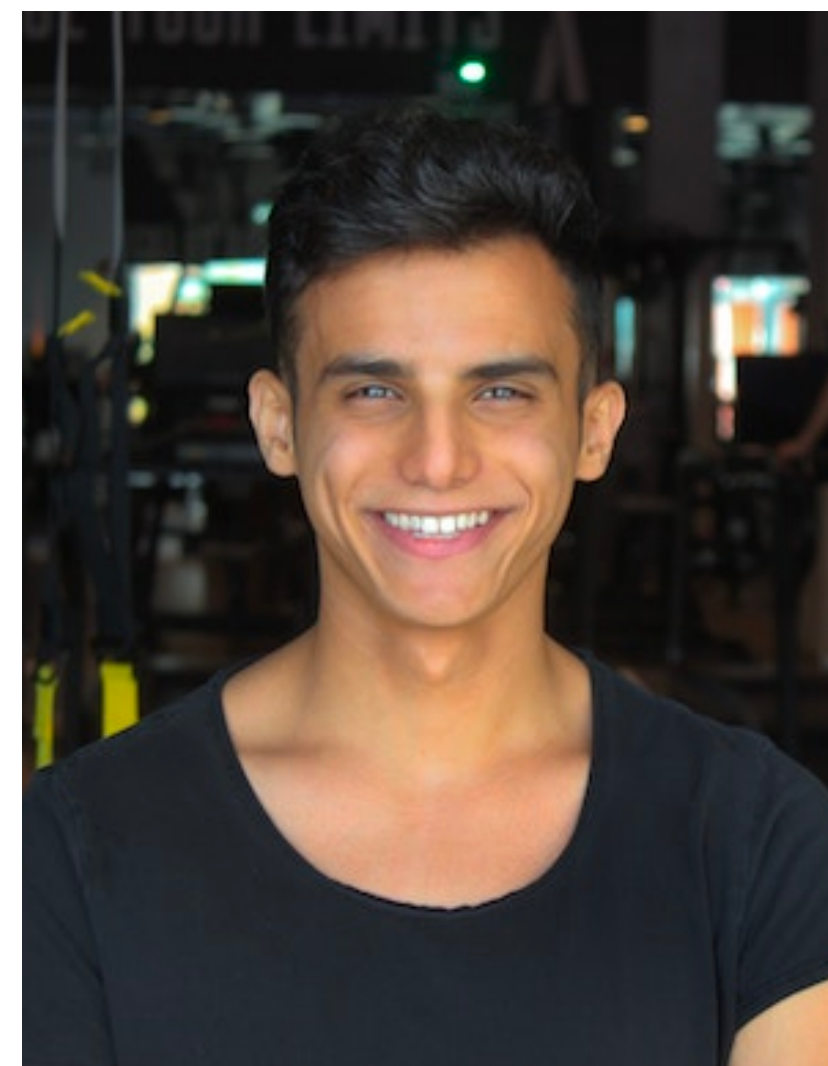
Methods

- Collected **200 naturalistic stimuli** featuring men and women of diverse ethnic backgrounds to capture a broader range of physical attractiveness and **mimic real-life online dating photos**.
- The gender of the targets was matched to the gender that participants were primarily romantically interested in.
- Participants ($N = 110$) viewed a series of photos of targets and **rated the physical attractiveness of the targets on a scale of 1 to 10**, matched by the gender that participants were attracted to (11,000 ratings).

ON A SCALE OF 1 – 10, HOW PHYSICALLY ATTRACTIVE IS THIS PERSON?



X3_pma



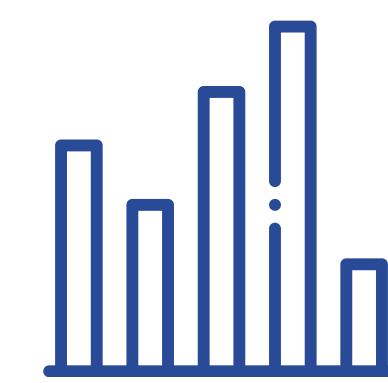
X1_pma



X93_pfa



X87_pfa



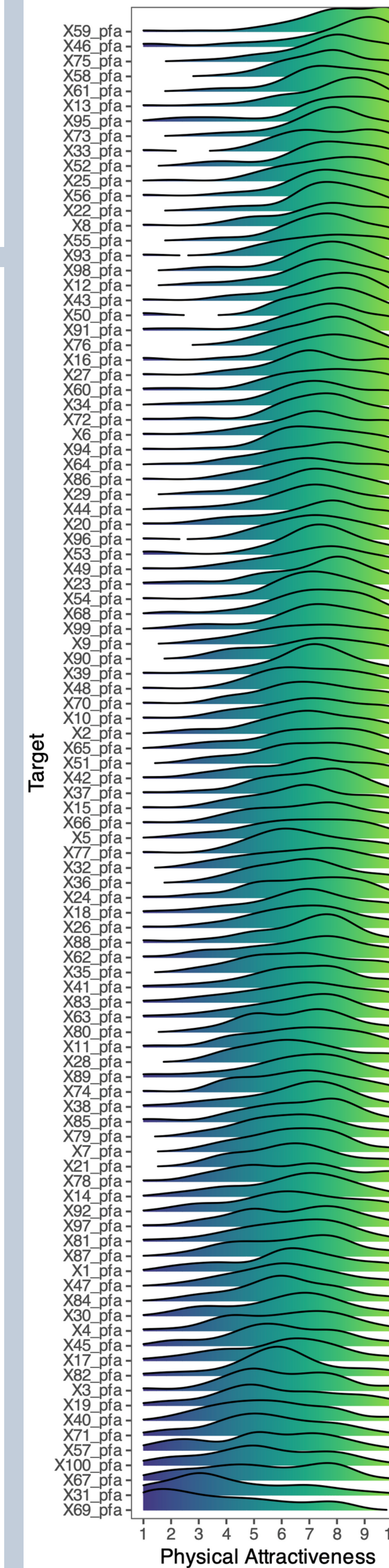
Results

	Female Targets	Male Targets
Average Rating	6.87	6.18
Range	3.72 – 8.17	4.61 – 7.39
Variability due to targets	5.7%	11.9%
Variability due to participants	50.6%	35.3%

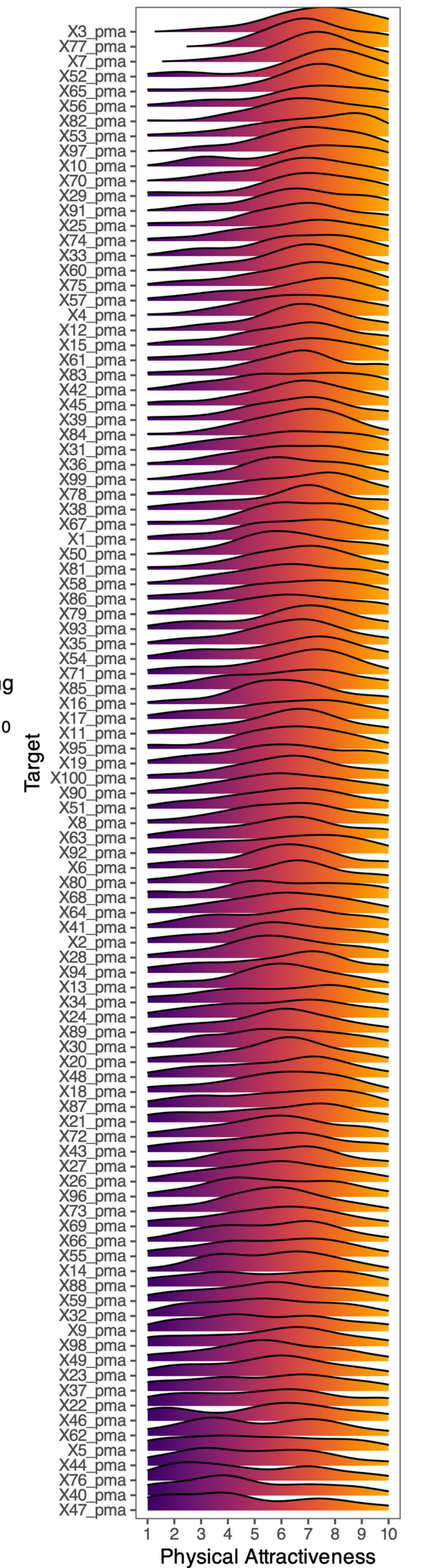
Participant differences (35.3% – 50.6%) contribute more to the variability than target differences (5.7% – 11.9%).

- This highlights that beauty perceptions are highly subjective.
- Who rates target (participants) is around 9 times as important as who is being rated (targets) for rating women and around 3 times as important for rating men

Female Targets



Male Targets



Future Directions

We plan to recruit 600 participants to rate both the targets' physical attractiveness and their romantic interest for the targets.

With the new set of stimuli, we anticipate:

1. **increase the external validity** of the study design
2. observe an **exponential relation** between physical attractiveness and romantic desire.



Key Takeaways

- The targets varied in physical attractiveness ratings substantially - Who rates target ("beholder") is around 9 times as important as who is being rated ("beauty") for rating women and around 3 times as important for rating men.
- Female targets were rated as more attractive.
- Male targets' attractiveness had less consensus.