



Schönheit

# Das Geheimnis der Schönheit

## Bericht - Ergebnisse

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# Allgemeine Hypothese

Schönheit

- Fügt man einem Frauengesicht künstlich kindliche Merkmale hinzu, wirkt es attraktiver



# Spezifische Hypothese

Schönheit

- Je mehr kindliche Merkmale einem Frauengesicht hinzugefügt werden (bis zu 50%), desto attraktiver wird es wahrgenommen.




- Ausgangspunkt: Frauengesicht
- Verschiedene Anteile kindlicher Merkmale (0-50 %)
- Attraktivitäts-Rangreihe
- Gleicher Vorgang für vier weitere Frauengesichter



# Versuchsplan

Schönheit

UV \ AV	attraktiv 0cm			unattraktiv 100cm		
KS 00%						
KS 10%						
KS 20%						
KS 30%						
KS 40%						
KS 50%						



# Interpretation Experiment

Schönheit

❖ Tendenzen

❖ Bestätigung der Hypothese?



Ja / Nein??



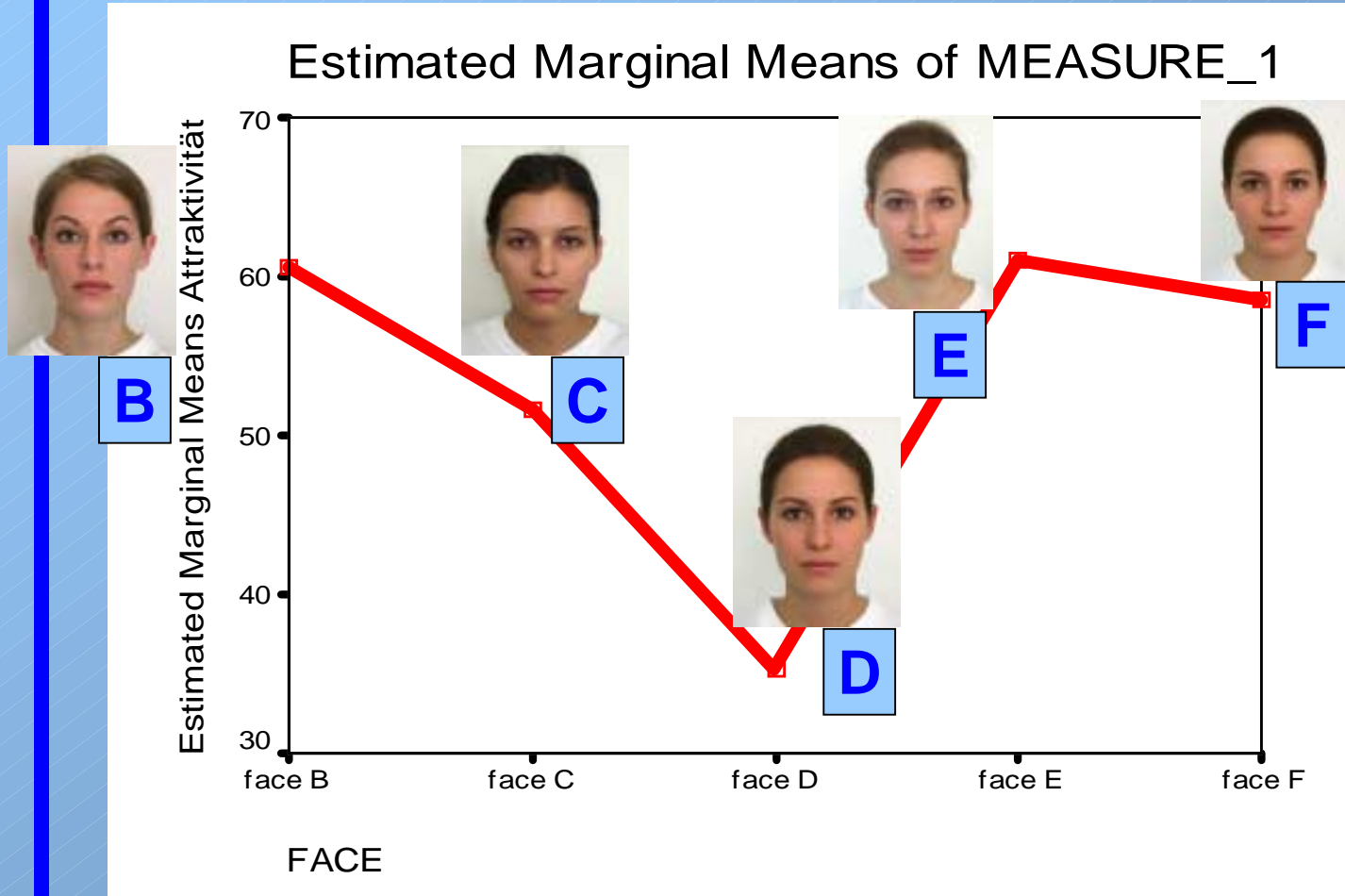
## 2 - faktorielle Varianzanalyse mit Messwiederholung über beide Faktoren

- Kindchenschema
- Gesichtstyp



# Attraktivität der Facetypen

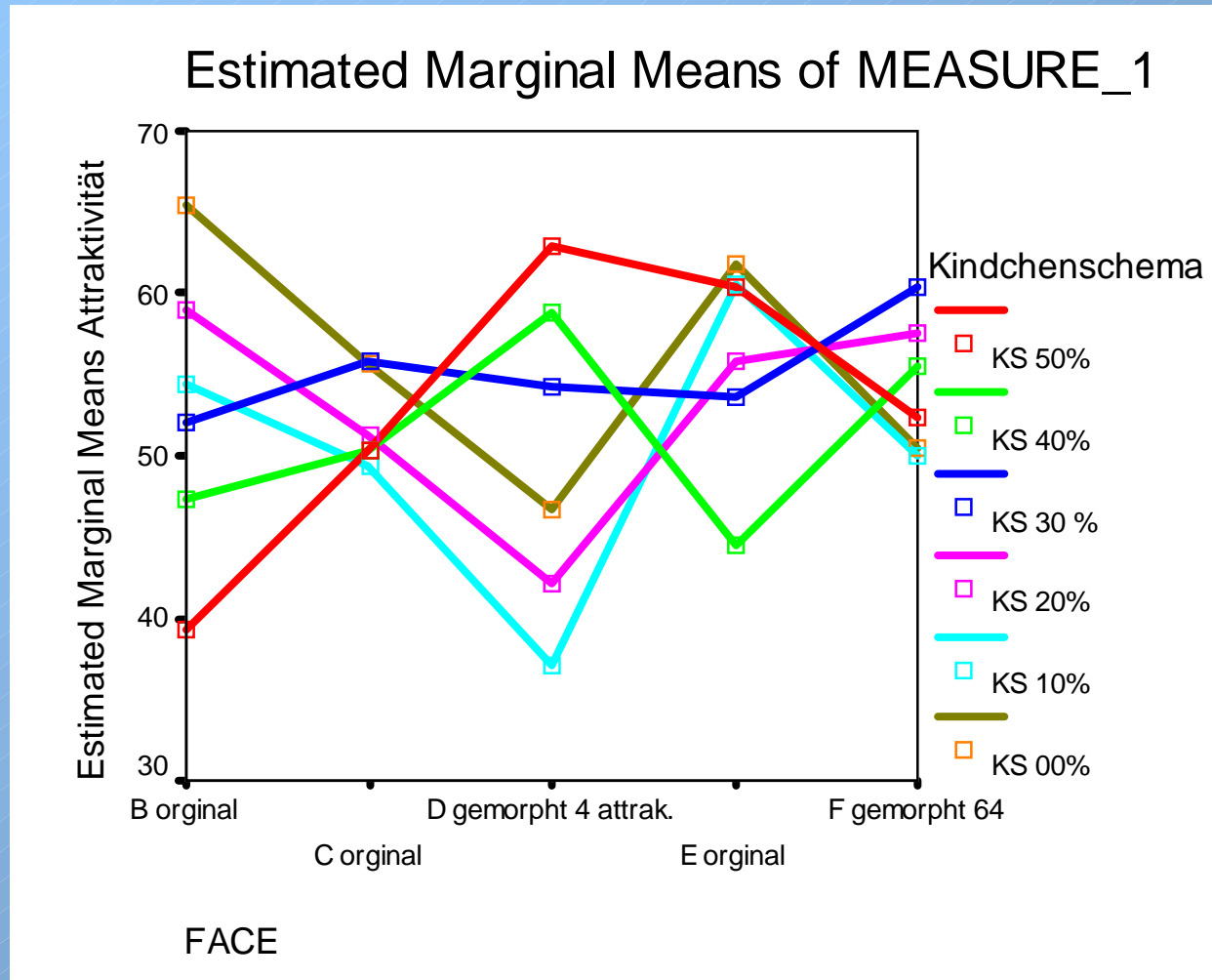
Schönheit





# Interaktion: Face \* KS

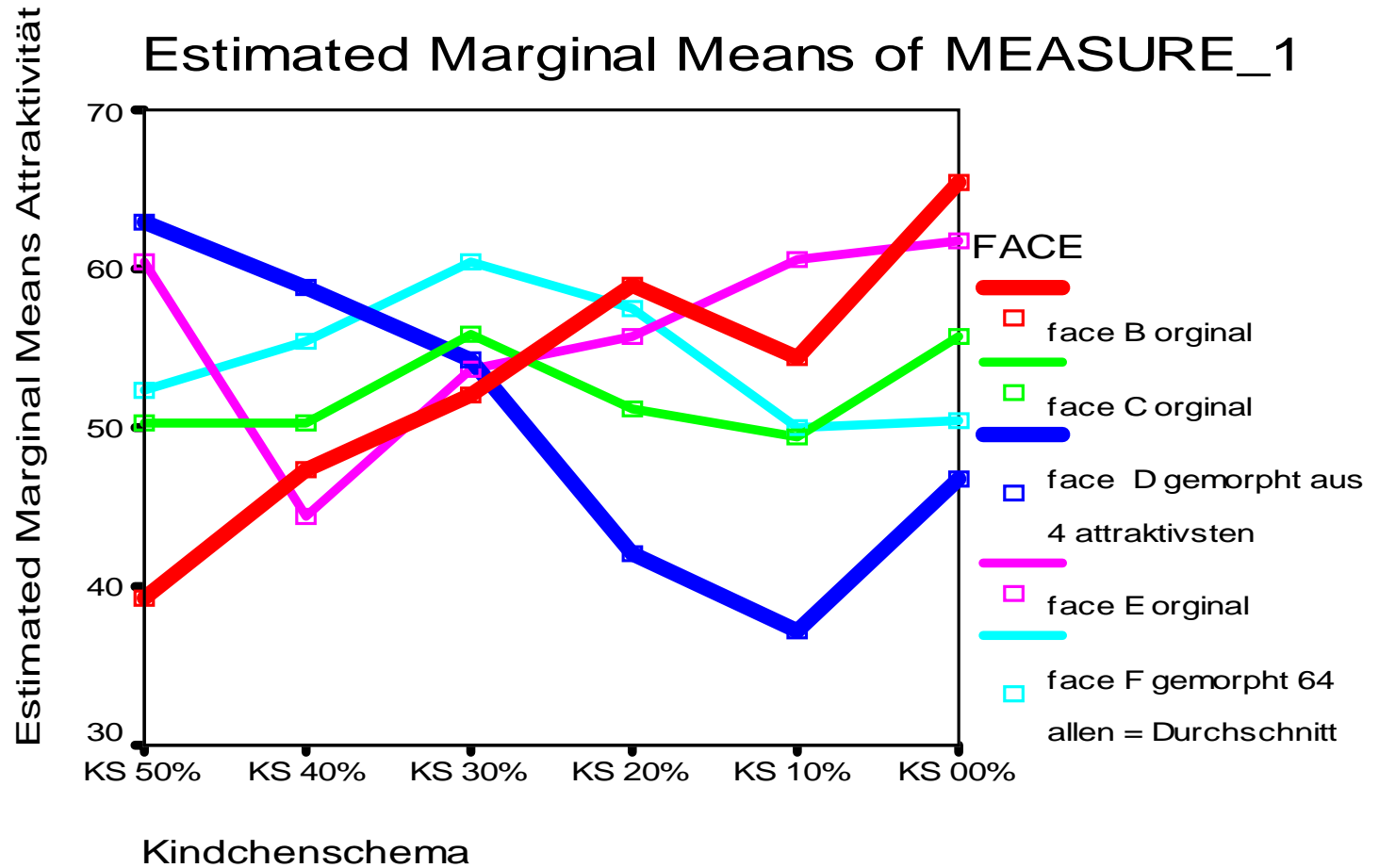
Schönheit





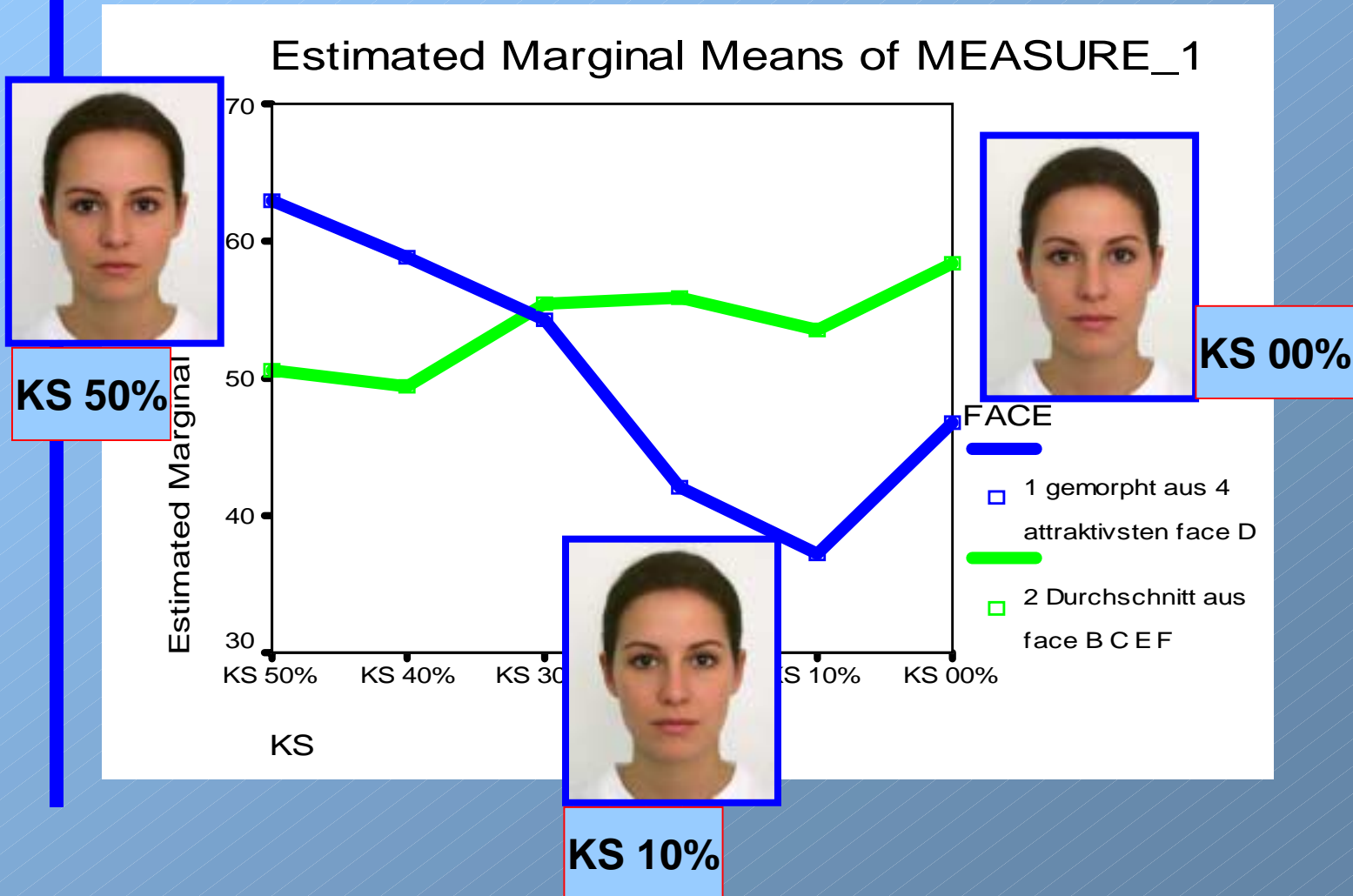
# Interaktion: KS \* Face

Schönheit





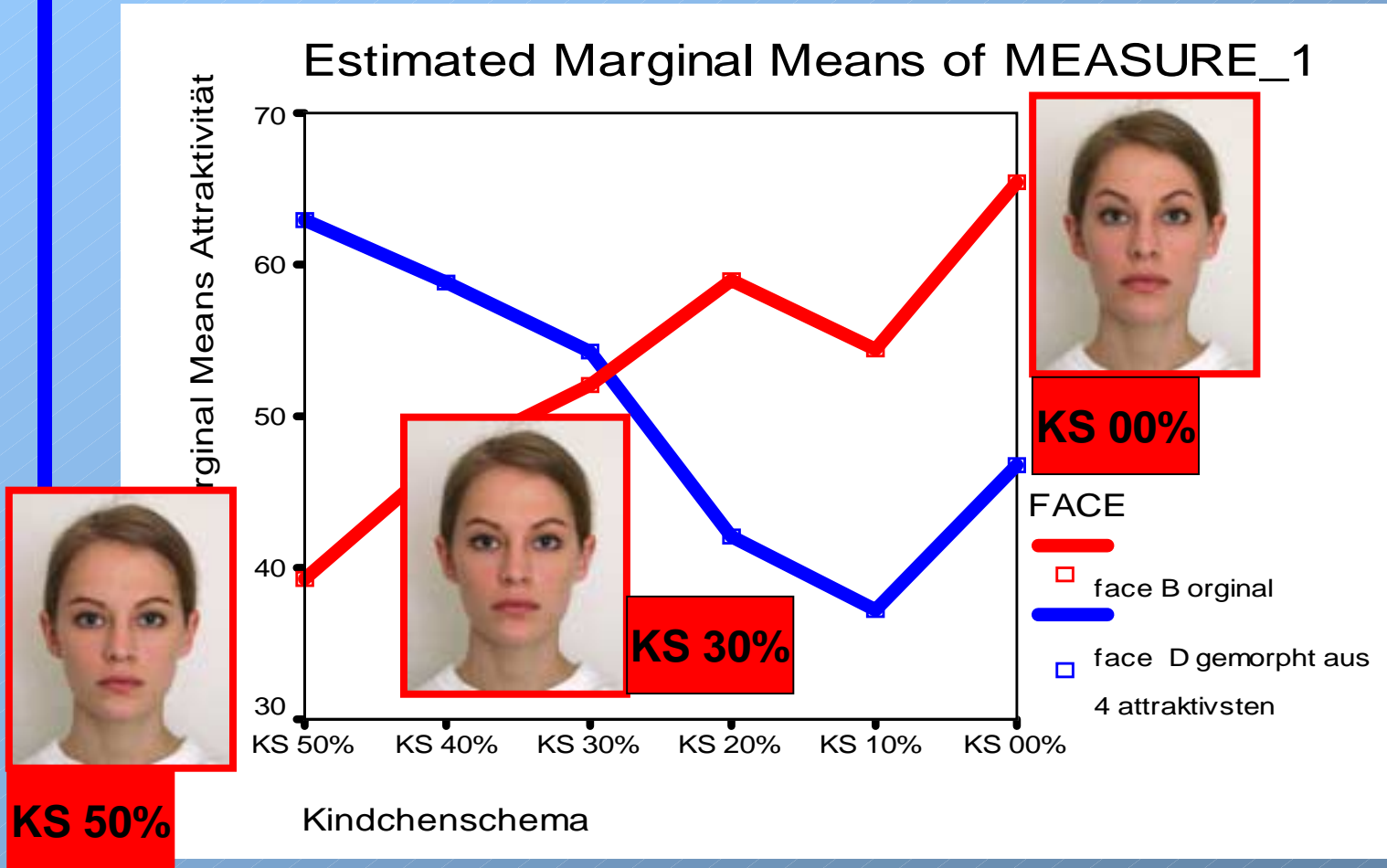
# Face D: gemorphot 4 Attraktivsten Schönheit





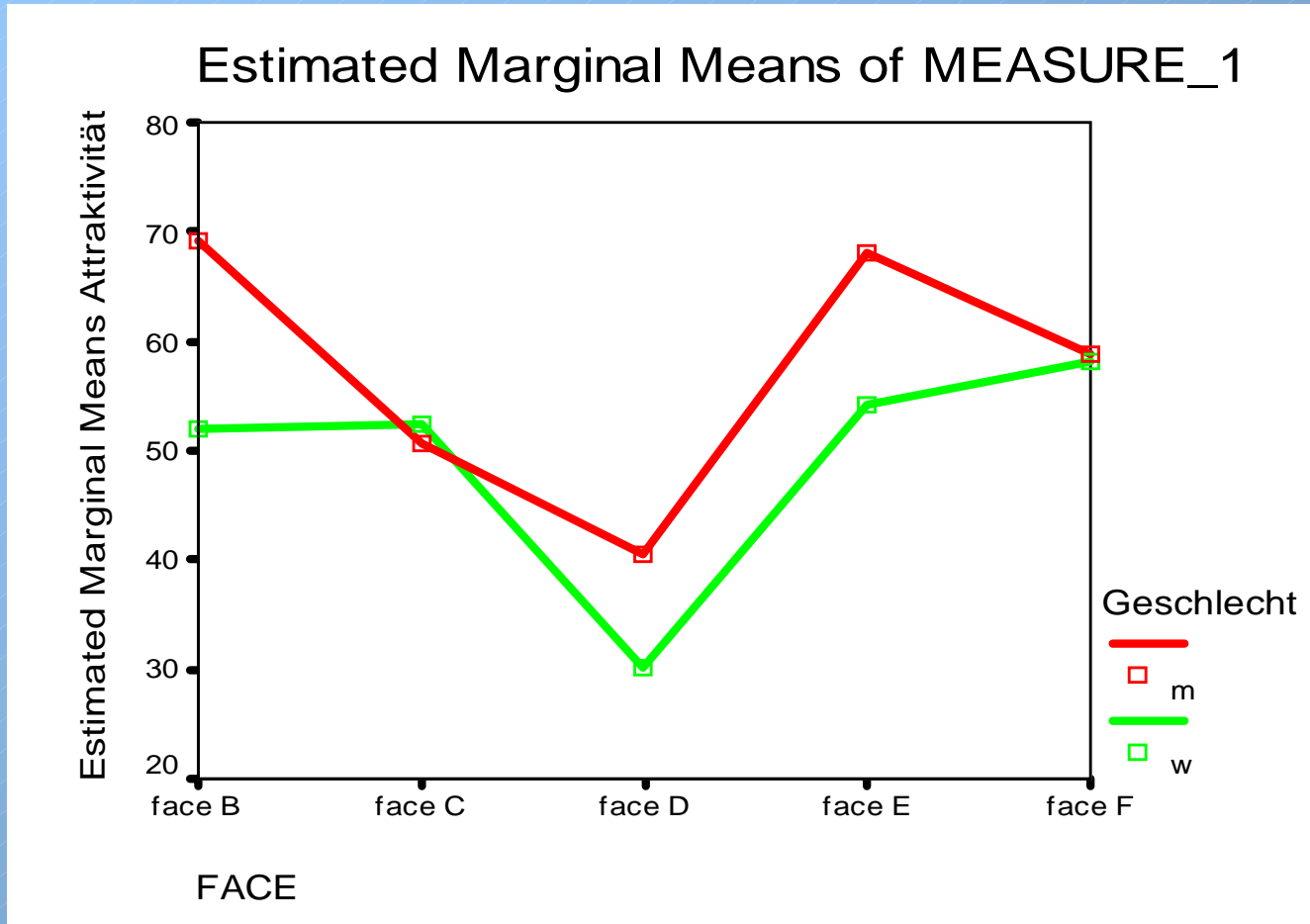
# Face B: Originalgesicht

Schönheit





# Interaktion: Face \* Ges. Schönheit





# Attraktivität der Facetypen Schönheit

## Tests of Within-Subjects Effects

Measure: MEASURE\_1

Source		Type III Sum of Squares	df	Mean Square	F	Sig.
FACE	Sphericity Assumed	9327.260	4	2331.815	3.477	.012
	Greenhouse-Geisser	9327.260	2.863	3257.395	3.477	.024
	Huynh-Feldt	9327.260	3.425	2723.268	3.477	.017
	Lower-bound	9327.260	1.000	9327.260	3.477	.078
Error(FACE)	Sphericity Assumed	50971.540	76	670.678		
	Greenhouse-Geisser	50971.540	54.405	936.894		
	Huynh-Feldt	50971.540	65.075	783.268		
	Lower-bound	50971.540	19.000	2682.713		



# Attraktivitätsmittelwerte: Faces

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## Descriptive Statistics

	Mean	Std. Deviation	N
ab org	60.6000	29.31750	20
ac org	51.5500	24.45291	20
ad sexy	35.3500	27.45575	20
ae org	61.1000	25.74347	20
af mix all	58.5000	22.82542	20



# Interaktion: Face \* KS

Schönheit

Tests of Within-Subjects Effects

Measure: MEASURE\_1

Source	Type III Sum of Squares	df	Mean Square	F	Sig.	
FACE	Sphericity Assumed	2319.477	4	579.869	1.084	.371
	Greenhouse-Geisser	2319.477	3.240	715.833	1.084	.366
	Huynh-Feldt	2319.477	3.985	582.030	1.084	.370
	Lower-bound	2319.477	1.000	2319.477	1.084	.311
Error(FACE)	Sphericity Assumed	40661.523	76	535.020		
	Greenhouse-Geisser	40661.523	61.565	660.468		
	Huynh-Feldt	40661.523	75.718	537.013		
	Lower-bound	40661.523	19.000	2140.080		
KS	Sphericity Assumed	2450.380	5	490.076	.664	.652
	Greenhouse-Geisser	2450.380	1.768	1386.331	.664	.504
	Huynh-Feldt	2450.380	1.935	1266.128	.664	.516
	Lower-bound	2450.380	1.000	2450.380	.664	.425
Error(KS)	Sphericity Assumed	70164.420	95	738.573		
	Greenhouse-Geisser	70164.420	33.583	2089.280		
	Huynh-Feldt	70164.420	36.771	1908.128		
	Lower-bound	70164.420	19.000	3692.864		
FACE * KS	Sphericity Assumed	22648.203	20	1132.410	2.997	.000
	Greenhouse-Geisser	22648.203	6.884	3289.788	2.997	.006
	Huynh-Feldt	22648.203	11.199	2022.263	2.997	.001
	Lower-bound	22648.203	1.000	22648.203	2.997	.100
Error(FACE*KS)	Sphericity Assumed	143597.997	380	377.889		
	Greenhouse-Geisser	143597.997	130.804	1097.815		
	Huynh-Feldt	143597.997	212.789	674.837		
	Lower-bound	143597.997	19.000	7557.789		



# Interaktion: Face \* Ges.

Schönheit

## Tests of Within-Subjects Effects

Measure: MEASURE\_1

Source		Type III Sum of Squares	df	Mean Square	F	Sig.
FACE	Sphericity Assumed	9327.260	4	2331.815	3.386	.014
	Greenhouse-Geisser	9327.260	2.773	3363.794	3.386	.028
	Huynh-Feldt	9327.260	3.511	2656.869	3.386	.018
	Lower-bound	9327.260	1.000	9327.260	3.386	.082
FACE * GES	Sphericity Assumed	1386.460	4	346.615	.503	.733
	Greenhouse-Geisser	1386.460	2.773	500.015	.503	.667
	Huynh-Feldt	1386.460	3.511	394.933	.503	.710
	Lower-bound	1386.460	1.000	1386.460	.503	.487
Error(FACE)	Sphericity Assumed	49585.080	72	688.682		
	Greenhouse-Geisser	49585.080	49.911	993.468		
	Huynh-Feldt	49585.080	63.191	784.684		
	Lower-bound	49585.080	18.000	2754.727		



# Interaktion: D\*BCEF

Schönheit

Tests of Within-Subjects Effects

Measure: MEASURE\_1

Source		Type III Sum of Squares	df	Mean Square	F	Sig.
FACE	Sphericity Assumed	763.267	1	763.267	1.892	.185
	Greenhouse-Geisser	763.267	1.000	763.267	1.892	.185
	Huynh-Feldt	763.267	1.000	763.267	1.892	.185
	Lower-bound	763.267	1.000	763.267	1.892	.185
Error(FACE)	Sphericity Assumed	7665.275	19	403.436		
	Greenhouse-Geisser	7665.275	19.000	403.436		
	Huynh-Feldt	7665.275	19.000	403.436		
	Lower-bound	7665.275	19.000	403.436		
KS	Sphericity Assumed	3550.938	5	710.188	2.078	.075
	Greenhouse-Geisser	3550.938	2.696	1317.114	2.078	.121
	Huynh-Feldt	3550.938	3.184	1115.072	2.078	.109
	Lower-bound	3550.938	1.000	3550.938	2.078	.166
Error(KS)	Sphericity Assumed	32464.000	95	341.726		
	Greenhouse-Geisser	32464.000	51.224	633.766		
	Huynh-Feldt	32464.000	60.505	536.548		
	Lower-bound	32464.000	19.000	1708.632		
FACE * KS	Sphericity Assumed	7606.471	5	1521.294	5.818	.000
	Greenhouse-Geisser	7606.471	3.308	2299.564	5.818	.001
	Huynh-Feldt	7606.471	4.088	1860.509	5.818	.000
	Lower-bound	7606.471	1.000	7606.471	5.818	.026
Error(FACE*KS)	Sphericity Assumed	24841.050	95	261.485		
	Greenhouse-Geisser	24841.050	62.848	395.256		
	Huynh-Feldt	24841.050	77.679	319.790		
	Lower-bound	24841.050	19.000	1307.424		