

Research on College Students' Aesthetic Preference for Plastic Surgery Face

Yanli Fu, Aili Chen*

Sichuan University of Culture and Arts, Mianyang 621000, China

Abstract

In recent years, the aesthetic tendency of online plastic surgery face has become a popular trend of public aesthetics, which is popular in the network and has an important impact on our real life. Its aesthetic choice shows this feature from self shooting to live webcast and then to cosmetic surgery. This paper uses the questionnaire survey method, combined with the aesthetic preference of college students for plastic surgery face(eyes, nose, chin), obtains the aesthetic preference and aesthetic view of college students, so as to put forward the correct aesthetic value and guide the real life.

Keywords

College Student; Plastic Surgery Face; Aesthetic Preference.

1. Introduction

Baidu's word "Internet celebrity" shows that it is the abbreviation of Internet celebrity. Originally, "Internet celebrity" refers to people who are popular because they are concerned by Internet users because of an event or behavior in real or online life. Internet celebrity is the face shape with most Internet celebrity facial features. Because most of these people have undergone cosmetic surgery, their faces are very similar, To sum up: big eyes, high bridge of nose, sharp chin, like Du mouth to sell cute, take photos must close the chin. Beauty is an emotional experience formed by human beings through a series of social practices in the process of long-term development. Some studies have shown that through individual pursuit of beauty, we can better feel the beauty of life, improve life taste and increase life fun. Aesthetics is to see the world from an aesthetic point of view, and it is an important part of the world outlook. College students are in an important period of the formation and development of their aesthetics, which affects their understanding and transformation of the world. At the same time, college students are the main group of Internet users. With the advent of the era of we media and network live broadcasting, various network cultures have gradually emerged: network language, network anchor, network celebrity and network celebrity. In the face of these explosive information carriers that spread beauty, college students are more and more difficult to identify beauty and ugliness. Therefore, this study is of great significance. It aims to help college students have a correct understanding of their popular Internet face, and guide them to form a correct aesthetic outlook, values and outlook on life.

2. Object and Method

2.1. Subjects

132 college students were randomly selected from the school, including 74 boys and 58 girls. 77 people had known about the Plastic surgery face and 55 people had not understood the Plastic surgery face. The average age was 20 years old, and their visual acuity or corrected visual acuity were normal. They all volunteered to participate. The last valid data was 132 groups.

2.2. Test Instruments

The program was programmed with e-prime2.0, and the experiments were performed on a laptop computer with a 14 in. Screen, and spss7.0 was used for data processing and analysis.

2.3. Test Materials and Procedures

On the basis of baseline, according to a standard face of Chinese women synthesized by foreign photographers from thousands of Chinese women's photos, the eyes, nose and chin are taken as independent variables. There are three levels under each variable. The eyes are represented by a (normal eyes), B (big eyes) and C (small eyes), and the nose is represented by a (normal bridge of nose), B (high bridge of nose) and C (collapsed nose bridge) indicates that the chin is represented by 1 (normal Chin), 2 (pointed chin) and 3 (short flat Chin). The eyes, nose and chin in the photo are modified through PS, and 27 pictures of 3 (eyes) * 3 (nose) * 3 (Chin) plastic surgery face are drawn. The pictures are presented randomly, and the subjects are asked to score three levels according to their own aesthetic preferences. Press the button, "1-3" is like respectively (y key), general (T key) and dislike (R key), the key disappears, and the options and reaction time are automatically recorded. Finally, SPSS is used to analyze the data, sort out the collected data, and conduct independent sample t-test to obtain m value, SD and t value.

3. Results

3.1. Simple Effect Test of Different Levels of Chin and Eyes

Due to the interactive effect between Chin and eyes, in order to further study the aesthetic preference of three levels of chin and three levels of eyes, these two variables are tested by simple effect test, and Table 1 is obtained. It can be seen from Table 1 that there are significant differences between Chin and eyes at any level of chin. The F value and P value are: F (normal eyes) = 30.82, $P < 0.001$; F (big eyes) = 6.14, $P < 0.01$; F (small eyes) = 52.39, $P < 0.001$.

Table 1. Simple effect test of different levels of chin and eyes

Chin	Different levels of eyes	F
-	Normal eyes	39.82
-	Big eyes	6.14
-	Small eyes	52.39

Multiple comparisons were made on different levels of chin and eyes to obtain tables 2 and 3. According to Table 2 and Table 3, there are extremely significant differences between normal chin and short flat chin, sharp chin and short flat Chin ($P < 0.001$), and there are extremely significant differences between normal eyes and small eyes, big eyes and small eyes ($P < 0.001$). Table 4, the level of chin is 1 (normal Chin), and the average judgment of aesthetic preference of eyes e (small eyes) > e (big eyes) = e (normal eyes); The level of chin is 2 (sharp chin), and the average number of aesthetic judgment of eyes e (small eyes) > e (big eyes) > e normal eyes); The level of chin is 3 (short flat Chin), and the average aesthetic judgment of eyes is e (small eyes) > e (normal eyes) > e (big eyes).

Table 2. Multiple comparisons of Chin

(I)Chin	(J)Chin	MD
Normal Chin	Short flat Chin	-0.16
Pointed chin	Short flat Chin	-0.22

Table 3. Multiple comparisons of eyes

(I) Eye	(J) Eye	MD
Normal eyes	Small eyes	-0.51
Big eyes	Small eyes	-0.45

Table 4. Descriptive statistics of eyes and chin

Chin	Eye	MD
Normal Chin	Normal eyes	2.29
Normal Chin	Big eyes	2.29
Normal Chin	Small eyes	2.83
Pointed chin	Normal eyes	2.09
Pointed chin	Big eyes	2.37
Pointed chin	Small eyes	2.79
Short flat Chin	Normal eyes	2.57
Short flat Chin	Big eyes	2.47
Short flat Chin	Small eyes	2.85

It can be seen from the comprehensive analysis in Table 2, Table 3 and Table 4 that no matter what level of chin, the subjects scored the third level of eyes, small eyes, that is, the subjects disliked the pictures of small eyes the most. On the normal chin and pointed chin, subjects like the pictures of normal eyes best. The characteristics of plastic surgery face are pointed chin and big eyes, but the results show that the subjects do not like the combination of pointed chin and big eyes best, but prefer the normal eye size at the level of pointed chin.

3.2. Simple Effect Test of Different Levels of Chin and Nose

There are interactive effects between Chin and nose. Further study the aesthetic preferences of three levels of chin and three levels of nose, and test the simple effects of the two variables. At any level of chin, there were significant differences in different levels of nose. The F value and P value were: F (a) = 23.86, P < 0.001; F(b)=26.27, p<0.001; F(c)=4.93, p<0.05. After multiple comparisons of the nose, it can be seen that there is a significant difference between the normal bridge of the nose and the high bridge of the nose (P < 0.05), and there is an extremely significant difference between the high bridge of the nose and the collapsed bridge of the nose (P < 0.001).

No matter what kind of Chin level, the subjects' preference for the third level of the nose is general. At the two levels of sharp chin and short flat chin, the subjects have the same preference for the nose. They prefer the high bridge of the nose to the normal bridge of the nose.

3.3. Gender Differences in College Students' Aesthetic Preference for Plastic Surgery Face

It can be seen from Table 5 that there are significant differences between men and women in the judgment score of aesthetic preference in multiple pictures (P < 0.05), especially in Ab1, Ab3, ba3, Bc3, Cb3 and plastic surgery face (P < 0.001). Boys scored lower than girls on multiple pictures. In addition, both men and women scored the highest on the aesthetic preference of plastic surgery face and the lowest on slightly smaller face.

Table 5. Gender differences in college students' aesthetic preference for Plastic surgery face

	Man(M)	Man(SD)	Woman(M)	Woman(SD)	t
Ab1	2.39	0.75	2.22	0.62	1.37
Ab2	1.86	0.74	2.07	0.65	-1.65
Ab3	2.39	0.77	2.71	0.53	-2.65
Ac3	2.45	0.74	2.67	0.57	-1.92
Ba1	2.34	0.76	2.14	0.69	1.56
Ba3	2.38	0.81	2.57	0.57	-1.53
Bb1	2.35	0.77	2.09	0.66	2.10
Bb3	2.38	0.82	2.55	0.63	-1.33
Bc2	2.47	0.78	2.64	0.61	-1.32
Bc3	2.36	0.82	2.67	0.54	-2.46
Ca2	2.77	0.51	2.88	0.38	-1.36
Cb2	2.64	0.65	2.86	0.44	-2.28
Cb3	2.78	0.48	2.93	0.32	-2.03
Plastic surgery face	2.82	0.48	2.95	0.29	-1.74
Slightly smaller face	1.14	0.38	1.62	0.67	-5.24

Table 6. Reflection of gender differences in college students' aesthetic preference on reaction time

	Man(M)	Man(SD)	Woman(M)	Woman(SD)	t
Ab2	4320.01	13799.56	2288.66	1852.42	1.11
Ab3	2265.50	2942.93	1748.00	1322.42	1.24
Ac2	3015.93	4554.34	2126.28	2021.52	1.38
Ac3	2892.38	5473.31	1457.31	887.87	1.98
Cb3	1755.91	2660.01	1101.97	1518.13	1.80
Cc2	1916.97	2999.47	1193.17	823.68	1.78

It can be seen from Table 6 that the gender differences in college students' aesthetic preferences are reflected in the reaction time. There are significant differences in many pictures ($P < 0.05$), and the reaction time of girls is shorter than that of boys. On AB2, AB3, AC3 and CB3, there were significant differences in aesthetic preference judgment score and reaction time ($P < 0.05$).

4. Conclusion

The aesthetic preferences of college students for plastic surgery face are normal eyes, high bridge of nose and sharp chin. The aesthetic preferences of eyes, nose and mouth affect each other. College students of different genders have the same aesthetic preference for online plastic surgery face, but boys have greater inclusiveness for online plastic surgery face.

In the research, university students had their own preferences for the Plastic surgery face which was decorated through plastic surgery, makeup and other decorations. Would university students have the same aesthetic perception for the various beauties presented in real life and virtual life? Further research was needed. At the same time, due to the factors of manpower and material resources, this research was only chosen to study in one campus. The source of the subjects was limited, and the number of the subjects could be expanded in the future.

References

- [1] Sun JJ, Li DB. Aesthetic preference of female teachers for dressing nudity in campus environment. *Journal of Chinese Clinical Psychology*, 2014, 22(2).
- [2] Wang HF, Guo R. Research on the influence of popular aesthetics on real life--Taking the influence of netflix face on selfies as an example. *Journal of News Research Guide*, 2018, 10(9):100-100.
- [3] Shi Y. Netflix face, in essence, caters to male aesthetics. *Modern Youth*, 2018, 4:67-67.
- [4] Zheng PP. Women being observed: From aunt's silk scarf to an netflix face. *China Youth Daily Vision Center*, 2018, 7:22-23.
- [5] Jin YY. I don't want to have a netflix face. Small round and square face are also beautiful faces. *Women's World*, 2017, 9:50-51.
- [6] Tong E. Why is netflix face so popular? *Encyclopedia for Middle School Students: Chinese*, 2016, 11: 42-44.
- [7] Hu TS. Research on the Variation of College Students' Aesthetic Views and Their Educational Guidance during the Internet time. *Audio-visual Education Research*, 2011, 8:42-45.
- [8] Wen JR. The discussion of the aesthetic education of college students from the perspective of the Internet, 2016, 4:115-117.
- [9] Xie Q. The psychological development value and implementation strategy of art dialogue teaching. *Southwest University of Science and Technology Teaching and Management: Theoretical Edition* 2007, 10:147-148.
- [10] Han HF, Li YY, Wei J, Yang XX, Wei Wei, Mao TX, Zhang JF. A preliminary study on the structure of aesthetic goals and values of college students, *Southwest University, Department of Psychology*, 2015 Vol 12(40): 124-128.
- [11] Liang M. Aesthetic Dilemma and the Construction of College Students' Aesthetic Values. *Educational Exploration*, Tianjin Normal University, School of Marxism, Issue 9, 2015, 9: 129-132.