



Vitality makes dynamic faces more attractive than static faces

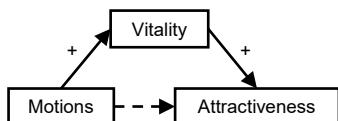
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Does not the faithful imitation of the various affections of the body when engaged in any action impart a particular pleasure to the beholder?
-- Socrates

Introduction

- **Vitality:** subject's internal energy to live; imply the physical or mental vigor of subject
- **Natural preference for vitality reflected in motions** (Fox & McDaniel, 1982; Frankenhuus, House, Barrett, & Johnson, 2013)
- **Vitality may increase facial attractiveness** (Di Dio et al., 2019; Looser & Wheatley, 2010)
- **Facial motions increase facial attractiveness through vitality?**

Hypotheses



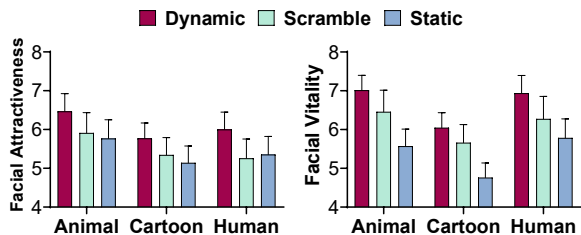
Exists in both face and other subjects

Material

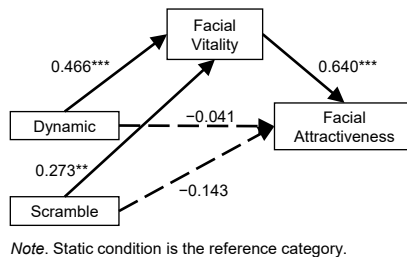
- **Dynamic:** videos from the internet
- **Scramble:** present the frames of each video in random order
- **Static:** one frame from each video with little deformation

Experiment 1: Initial Exploration Using the Questionnaire

- **Design:** 3 (motion state of faces: dynamic, scramble, static) × 3 (face type: animal, cartoon, human)
- **Procedure:** rate facial attractiveness and facial vitality on a questionnaire



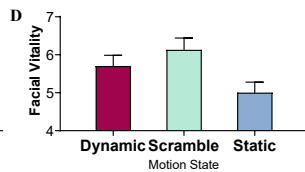
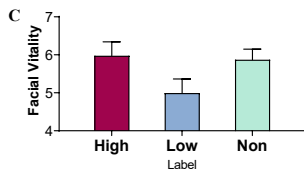
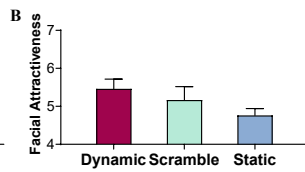
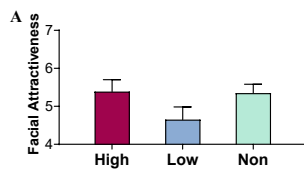
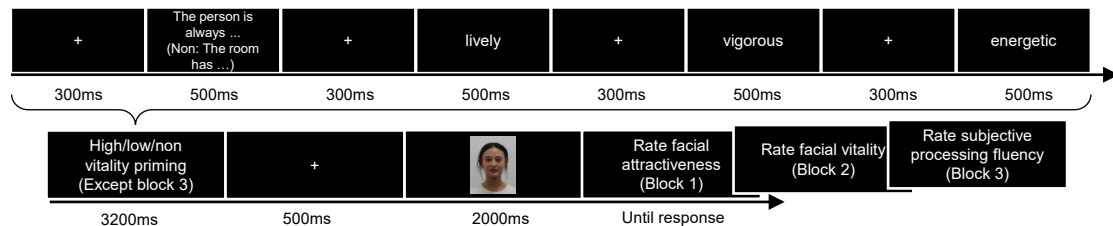
Note. Error bars indicate 95%CI.



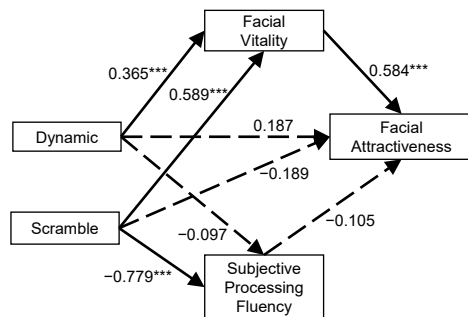
Note. Static condition is the reference category.

Experiment 2: Manipulating Vitality with Priming

- **Design:** 3 (motion state of human faces: dynamic, scramble, static) × 3 (priming label: high-, low-, and non-vitality)
- **Priming (above) and complete (below) procedure**



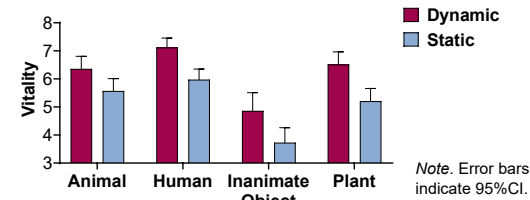
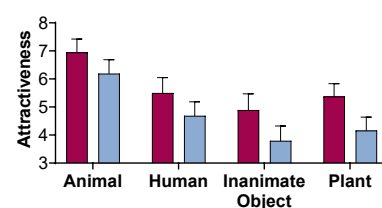
Note. Error bars indicate 95%CI.



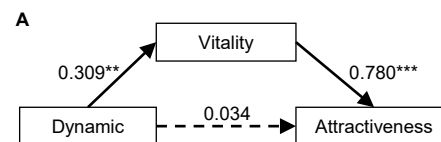
Note. Static condition is the reference category.

Experiment 3: Generalizing the Mediating Effect of Vitality

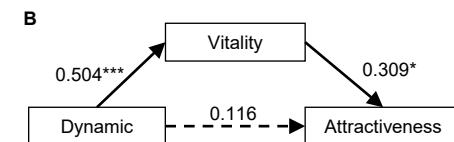
- **Design:** 4 (subject: animal, human, inanimate object, plant) × 2 (motion state: dynamic, static)
- **Procedure:** rate attractiveness and vitality



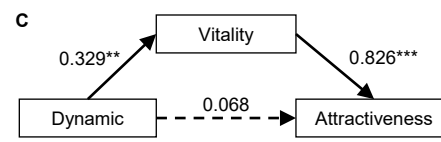
Note. Error bars indicate 95%CI.



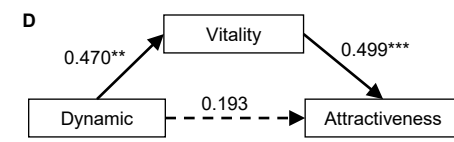
Animal



Human



Inanimate Object



Plant

Note. Static condition is the reference category.

Conclusion

- Vitality increased facial attractiveness.
- Facial motions increased facial attractiveness through facial vitality.
- Vitality mediated the relationship between motion states and attractiveness regardless of stimuli type.

Reference

Di Dio, C., Massaro, D., Savazzi, F. A., Gallese, V., Garau, T., Gilli, G., & Marchetti, A. (2019). Beauty in life: An eye-tracking study on young adults' aesthetic evaluation and vitality judgment of pictorial representations of sleeping and dead subjects. *Psych Journal*, 9(4), 458-471.

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Acknowledgments

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