

Effect of makeup to one's awareness

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This study consists of two parts, namely Study I and II. In Study I, we studied how making up and removing it influence the mood of the person concerned. We also studied whether or not any difference is observed in the influence on mood by personality. The subjects were women's college students. We had those who had seldom made up done so and measured the change of mood by SD method. On the contrary, we had those who had usually made up removed the makeups and measured the influence on mood by the same method. The personalities were examined by MPI (EPQ). The result was that much change of the mood occurred in both cases. The influence on mood by removing makeup was, however, more. Though the difference by personality was also observed, it was not so distinct.

In Study II, we studied the feeling of the adults surrounding the subjects for makeup by research. As the interest in makeup starts to increase in girls' high school students, we studied the feeling of the adults for the making up behaviour of the girls' high school students. In order to clarify the peculiarity of feeling for makeup, we compared it with the feelings for hairstyle and dressing. And in order to see the peculiarity of makeup, we studied the feeling of the persons surrounding the subjects for the makeup of college students and compared it with that for the makeup of the girls' high school students. The result was that the feeling of the adults for the makeup of girls' high school students was considerably peculiar in comparison with that for the makeup of college students and negative to it. The feeling for the makeup of college students becomes positively affirmative, therefore it can be said that this dramatic change is a trait of makeup. However we were unable to investigate the cause of this fact.