

Lonely Faces : Implicit Personality Theory Approach

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This study examined (a) the assumed relationship between physiognomic features and personality traits, and (b) how the faces of lonely persons were perceived. Female subjects were asked to rate either male or female photographed stimulus person (SP) on 36 five-point scales of physiognomic features. Next, they inferred the personality traits on 20 five-point scales.

Main results were as follows. 1) Separate factor analysis of ratings on physiognomic features was executed. For male SP, seven factors were extracted, while eight factors for female SP. 2) For either male SP or female SP, the factor analysis of ratings on personality traits yielded three factors. Also, a four-factor solution for female SP was interpretable. These factors were closely comparable to basic dimensions found by Hayashi (1978a, 1978b). 3) According to the canonical correlation analyses, the assumed relationship between physiognomic features and personality traits was found for only female SP. 4) Either loneliness or self-esteem reported by SPs didn't show associations with ratings on physiognomic features or personality traits.