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The difference of first impression due to the interaction between facial contours and glasses shapes

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The life styles of people in recent decades have experienced great changes compared with the past. However, the number of people with Myopia has also increased rapidly. Many people have begun to wear glasses in order to correct their vision in recent years. On the other hand, people are more concerned with their appearance and impressions in public with the development of society especially.

Modern glasses are designed not only to correct the wearer's vision, but also to focus on improving the wearer's temperament by changing its appearance. Studies have shown that changing the hair, makeup, glasses, and lipstick of color may change the impression to others. In other words, it means that people's impressions may change in accordance with changes in appearance. In the research of this field, it may also change the impression depending on the type of glasses.

This study focuses on the impact of impression change between the wearing of glasses and the influence of facial contours. The first question is to verify whether wearing glasses affects the impression of individual by exploring the relationship between the type of glasses and changes in impression. The second question is to analysis the interaction between glasses and facial contours in more detail that change impression. The result of this study can be applied as a reference for people both who wear glasses or desire to change the appearance of themselves.

This study employed a within-subject experiment that based on the questionnaire score made by participants that according the targets. There are two independent variables in this design, where we consider face contours and types of glasses under six conditions as for the facial contours and types of glasses.

Regarding the evaluation of the impression, this study employed 20 pairs of adjectives to create a Likert scale. The impression scores of 30 photos were evaluated by the scores of participants in Likert scale. There were 21 participants and 21 valid data.

The result showed that the evaluated items are divided into three factors based on the results of the factor analysis that involves sociality, activity and affinity. The first factor was named sociality due to the description of these adjectives are work attitudes related in this factor. The second factor was named activity due to the description is related energy and vitality of human. The third factor was named affinity due to the description is about the personality characteristics like friendly and easygoing which are frequently existed in the daily social interaction. Wearing glasses can have a significant impact on all the three mentioned aspects. Facial contours have only a significant impact on sociality and activity, but insignificant impact on affinity.

The result of analysis indicated that the interaction between facial contour and glasses was only significant on activity. In the situation of facial contour as the only independent variable, the condition of triangular face had the highest scores on sociality and activity, and round face had the lowest score on activity. In the situation of glasses as the only independent variable, the condition of thin-framed glasses have the highest score on sociality, and large frame glasses have the highest affinity score.

This result can provide us with a reference for potential and current glasses wearers. Wearing thin-frame glasses can make a professional impression at social activity due to its improvement of sociality, and large lens glasses can make a better affinity during the activities of making friends or dating due to its improvement of affinity. There also are interaction on activity between facial contours and types of glasses. People with elliptical faces had better wear square-shaped small-frame lenses or round-shaped large-frame lenses rather than wearing square-farmed large-lens glasses for keep the activity. People with square and triangle faces are suitable to wearing all types of glasses due to the insignificant changes on

activity. People with rectangle will have better improvement on activity by wearing square thin-frame small lens. People with round face had better wear thin-frame small lens and square thick-frame large lens to keep activity.