
Influence of expressive priming on the rating of facial attractiveness

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Influence of expressive priming by schematic faces on rating of attractiveness of realistic faces was experimentally explored. It was assumed that preliminary brief presentation of happy or sad faces would influence differently on ratings of attractiveness of realistic faces. Earlier the same effect (expressive or affective priming) was demonstrated on the liking ratings of Chinese ideographs (Murphy, Zajonc, 1993). Even though for the whole group of participants the effect of priming was statistically valid, it was registered actually only for three out of seven participants which can be tied to individual cognitive styles as well as lack of subconscious of primes in particular time period of presentation of stimulus (duration of prime's exposition is 50 ms).

Key words: *attractiveness of faces, expressive priming, schematic faces as affective primes, individual differences*