
Facial attractiveness in conditions of affective priming by realistic faces

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The article is presenting an experiment where the effect of affective priming with help of realistic face and parts of the face (eyes, mouth) with different expressions on ratings of faces attractiveness was examine. The analysis of results is confirming the existence of priming effect with help of whole realistic faces and parts of the face on ratings of face attractiveness. In comparison to schematic faces with different valency the realistic faces primes can create an asymmetric effect where the most powerful influence was done by neutral face expression. Subjectively judged emotional impression from primes is not tied to influence of primes on ratings of attraction.

Key words: *affective priming, pictures of realistic faces (whole and its parts) as primes, face's attractiveness*