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**Effect of body image presentation format to female physical attractiveness.**

Pan, Zhigeng (ed.) et al., Transactions on Edutainment VII. Berlin: Springer (ISBN 978-3-642-29049-7/pbk; 978-3-642-29050-3/ebook). Lecture Notes in Computer Science 7145. Journal Subline, 239-247 (2012).

Summary: In the past studies, female body images in different formats (line drawings, 2D photographs and 3D wire-framed movie clips) have been used as visual stimuli. How the presentation of the body images influence the perception of physical attractiveness is not clear. In this investigation, we compared the use of 2D wire-framed images and 3D wire-framed animations as stimuli for the judgment of female physical attractiveness and estimation of body weight and waist-to-hip ratio (WHR). It was found that 3D wire-framed animations are advantageous in differentiating the attractiveness of female images and providing a more accurate estimation of body weight and WHR. Furthermore, it showed that female images displayed on the computer screen smaller than life size are perceived more attractive than images projected on the wall in life size scale.

*Classification:* R80 R30 R60

*Keywords:* image format; projected scale; physical attractiveness; waist-to-hip ratio; body mass index; volume height index

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