

## **Abstract**

Visual attention plays an important role in getting information about a potential partner (Krupp, 2008). Studies have shown that people pay more attention to sexually relevant stimuli (Fromberger, 2012) and that both men and women focus their attention on naked bodies rather than dressed bodies (Lykins, 2006). Currently, there are hardly any studies dealing with the visual perception of women in relation to attractiveness and the degree of arousal of the male stimulus presented. The aim of this thesis was to test how the women's view (especially the number and length of fixations) differed during exposure to erotic photographs displaying men with different level of attractiveness, nakedness and arousal. In our study, women's eyes were measured by eye tracker Eyelink 1000plus. 28 heterosexual women of reproductive age, without diagnosed sexual problems, participated in the research. The results show the relationship between number, length of fixation and location of the view with the degree of attractiveness, nakedness and arousal of the presented stimulus. Furthermore, a link between subjective assessment of arousal and pleasantness with the attractiveness of the presented stimulus was found. Another surprising result is the size of the pupil area, which was more dilated during the presentation of a non-erotic stimulus (a man in underwear) than an erotic stimulus.

**Key words:** perception, male attractiveness, eye tracking