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RELATIONSHIP BETWEEN PERCEPTUAL AND STRUCTURAL VARIATION OF HUMAN FACES: CROSS-CULTURAL COMPARISON

## ABSTRAKT

The perception of facial features is a fundamental aspect of human culture, influencing daily interactions and relationships. This thesis explores the cross-cultural dynamics of facial perception. First, the theoretical introduction establishes the centrality of facial perception across cultures. Empirical studies included in this thesis elucidate the convergence and divergence of attractiveness standards among cultures. Additionally, this thesis explores the interplay between facial shape dimorphism, color dimorphism, and typicality across a wide variety of populations.

The context of Vietnamese immigrants in the Czech Republic offers a unique lens to study the impact of the sociocultural environment on facial perception and preferences. By analyzing attractiveness assessments provided by Czech Europeans, Czech Vietnamese, and Asian Vietnamese raters for Czech and Vietnamese faces, the studies included in this thesis further elucidate the convergence and divergence of attractiveness standards across these groups. The results of these studies underscore the role of facial averageness as a universally significant trait in attractiveness judgments.

Studies added to the appendix explore relationships between self-perception and external perception, as well as investigate the role of vocal and movement cues in conjunction with facial appearance. Albeit not cross-cultural, these studies highlight the multifaceted nature of facial appearance and its contribution to mixed signals in interpersonal communication.

The findings contribute to our understanding of the universality and cultural specificity of facial perception, bridging the gap between biology, culture, and individual experiences in shaping human interactions and relationships.