Beauty is justice: the research on the relationship between the eye shape of online live bloggers and user attractiveness

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Abstract: In the era of network media, the rapid development of online live broadcasting industry has magnified the advantages brought about by high value. Eyes, as an important part of the overall face score have also received extensive attention from live broadcast groups. Guided by the theoretical framework of visual communication, this paper analyzes the relationship between the eyes of webcast bloggers and user attraction from the perspective of phenomenology, and discusses its significance. It is found that hosts with peach blossom eyes often have stronger attraction. For the difference of webcast bloggers' eyes, users' strong intuitive feelings are often more important independent variables that affect users' choice. Users' love of the anchor will also be affected by multidimensional factors.

Key words: Eye type; Users; Attractiveness; Five officials and media; Webcast blogger;

1 Introduction

With the continuous development of the Internet era, the society is in the network media, and the number of network users is also growing rapidly. In this context, the network broadcast industry is heating up rapidly. As of December 2021, China's webcast users reached 703 million, an increase of 86.52 million compared with December 2020, accounting for 68.2% of the total netizens.

At present, it has entered the visual era, and the proportion of visual factors in

the decisions of Internet users has greatly risen. Although many people advocate that people's natural appearance has little to do with people's character, personality and knowledge,we observe that the face score of online live bloggers affects the degree of attraction to users to a certain extent, in which facial features, especially eyes, are an important feature of the host to attract users. In this regard, we have wondered: what is the relationship between the host's eyes and the attraction to audience? What is the cognitive relationship between this eye type and the audience? How does this cognitive relationship correspond?

2 Literature review

2.1 Research on Webcast

The internet anchor industry first appeared on Taobao and other e-commerce platforms. With the rise of online broadcasting culture, online broadcasting has gone to the public’s view. The host image will more or less affect the audience's viewing experience. As for the definition of network anchor, Jiang Yuze, a scholar, believes that network anchor has multiple identities, and social media influencer, uploader, MC and even stars can be the names of anchor. Both products and services need the indirect role of network anchor to complete, which is a bridge between the platform and users.

Scholar Li He says live webcast is the interactive communication of emerging media on the Internet through the delivery of real-time interactive content with the supply side. Network live broadcast inherits the advantages of traditional network communication, using live broadcast platform. The continuous development of Internet information technology has led the online live broadcasting to a new era. With the continuous expansion of the meaning of online live broadcasting, technology has been iteratively and constantly developed, which has also extended the supply side and the demand side to every corner of the class. Live broadcasting has become a new underlying social tool and entertainment. Based on the huge audience and high adaptation characteristics, online live broadcasting has realized its attraction to users.

At present, the research on network anchor mainly focuses on the field of news and media, and the research results are less in visual communication, especially visual communication of eye type.

2.2 Visual communication research

After the research on the relationship between human and visual communication is proposed, it has attracted the attention of scholars at home and abroad. In fact, Nicholas Mirzov, an American theorist, has made it clear in his masterpiece “Introduction to Visual Culture” that “the most important way to understand contemporary world development is vision, not text.” As the new media technology develops, visual communication has gradually become the main way of information dissemination in social development. Live broadcast has moved from the patent of traditional media to the public, and everyone can practice it with simple operation. Network anchors integrate video, pictures and music to enhance the sensory experience of Internet users.

Guan Jian's research shows halo effect with high face score High value brings a layer of high light, giving a good imagination. People with high face score are usually regarded as an interesting person. They are better at interpersonal communication and are more successful in social life. Therefore, people are easy to be attracted by high-value people. We also seem to think unconsciously with a mindset that people who look good have excellent character, thus creating a sense of worship for high-value hosts.

2.3 Relationship between eyes and attraction from a rational perspective

The phenomenon that face score has a certain correlation with user attraction has caused a multi-perspective research in academia. Vaca Elbert E et al., a foreign scholar, analyzed the eye shape and its surrounding from the perspective of aesthetics, and pointed out that the eyelids, eyelashes, creases and eyebrow peaks around the eyes were important factors affecting eye attraction. As well as foreign scholars Lukas Prantl and others from the medical perspective of women's eye type of the overall analysis, pointed out that about women's eyes, the obvious orbital anatomical features and signs are conducive to get young appearance and attractive.

The domestic scholars Wang Lin from the perspective of psychology of college students in China's differences in eye shape for the public attractiveness of a more detailed study, the study shows that everyone's eye shape standards are not the same, as long as the size of the eye and the distance between the eyes follow the rules of five eyes the eyes are attractive.

In addition, there is a group of domestic scholars such as Zhang Yan and others

from the psychological and behavioral aspects of the impact of cartoon facial attractiveness of a more detailed study of facial features, the study shows that large eyes-thick lips of women cartoon facial attractiveness is greater or have attention bias.

2.4 Phenomenological research

Phenomenology itself belongs to the category of philosophy, which is a popular trend in the twentieth century in the West. The etymology of ‘phenomenology’ first appeared in the 18th century by the French philosopher Lambert and German classical philosopher Hegel's masterpiece. But when Husserl gave ‘phenomenon’ the special meaning of ‘essence’ and of ‘all kinds of experience’ in the field of consciousness, it changed its relative original usage.

As one of the most influential philosophers in the 20th century, Husserl's empirical phenomenon has pre-logic and pre-causality, which is the result of phenomenological reduction method. Phenomenology shows that phenomenon is a kind of ‘pure consciousness existence’ which is different from any inner experience through the research method of cognitive description. Its basic feature is to describe and analyze the composition process of concepts and categories containing essence by returning to the original consciousness phenomenon, so as to obtain the evidence of the regularity and reality of the concept of management.

Phenomenology does not take possible prejudices as the premise of thinking, but requires scientific proof, and establishes the principle of making judgments in the proof by returning to the experimental experience and the proof of things and things themselves given intuitively. At the same time, Husserl points out that it is not simply that ‘the world is real’ or that it is not judged on the basis of the distinction between reality and representation, which forms a phenomenological separation. Husserl expresses his criticism of historicism, and believes that it has extremely doubtful subjectivism, and will move without contradiction and logical principles thus turns to its opposition. Besides Husserl points out that phenomenology is transcendental and through ‘in the sense of natural man.’

3 Research design

3.1 Research questions

Starting from the phenomenological theory, this paper attempts to answer the following questions:

Does the host's eye shape affect the audience's perception of the host's character? What is the influence of the host's eyes on the audience's perception of the host's character? Will the host's eyes affect the audience's love of the host? How are this cognitive correspondence established?

This paper adopts the research methods of questionnaire and interview to try to answer the above questions.

3.2 Research hypothesis

Based on the above questions, the corresponding assumptions are put forward:

For the audience, the peach eye anchor is more attractive;

the higher the audience loves the host's eyes, the more inclined to focus on the host;

network users can be distinguished according to gender, age, education and other factors, in order to achieve the purpose of studying whether different audiences have different perceptions of the anchor eye.

In order to prove the hypothesis, this study adopts the questionnaire survey method.

3.3 Questionnaire survey method

The corresponding research object of this hypothesis is the audience who watch live stream online. Firstly, we conduct representative sampling of this group, and select the group members of WeChat group as the overall research population;

The content of the questionnaire includes basic personal information, cognition of eye type, and personal preferences for eye type. This questionnaire completed the collection in one day and is sorted out 152 useful questionnaires.

4 Data analysis

First of all, descriptive analysis of the sample group preferred anchor eye type found that peach eye is fans' favorite eye type, accounting for 28.3%, followed by apricot eye and phoenix eye, accounting for 19.7% and 19.1% respectively. According to the data collected from the questionnaire, the research hypothesis H1 proposed in this study is supported, and the hosts with peach blossom eyes are most popular with fans. For fans, hosts with such eyes are the most attractive.

Table 1 Descriptive analysis of the preference of hosts with different eye types

	Frequency	Percentage
Phoenix eyes	29	19.1
Hanging eyes	28	18.4
Apricot eye	30	19.7
Peach blossom eye	43	28.3
Round eyes	22	14.5

Pearson correlation analysis is used to analyze the correlation between the love of the anchors' eyes and the willingness to pay attention, and by this we got table 2. From table 2, it can be seen that fans' willingness to pay attention to the anchors does not show a significant correlation with their eyes ($P = 0.226 > 0.05$), which is not consistent with our expected hypothesis, so the research hypothesis H2 is not supported. This is mainly because fans not only focus on the eyes of the anchor, but also on many features related to the personal charm, including appearance, personality, influence and so on. Therefore, it is biased to infer the fan ' s love of the anchor from a single perspective.

Table 2 Correlation analysis of eye preference and attentional intention

		How much do you think you like this type of eye anchor?
How much do you think you'd like to focus on this visionary anchor?	Pearson correlation	0.099
	Sig. (double tail)	0.226
	Number of cases	152

In addition, in order to determine the differences in the perception of the host’ s eye type and personality by different fans, this paper uses chi-square test to analyze the

differences in the perception of the host' s personality by fans with different genders, ages and educational backgrounds, and obtains Tables 3 – 5.

Table 3 Different Gender Fans ' Perception of Mainstream Personality

			By observing this picture, what is your impression of the characters in the picture?					Pearson chi-square value	Progressive visibility (bilateral)
			Sunshine	Soft	Heartlessness	Biliary	Miscellaneous		
Sexuality	Men	Counting	3	12	36	9	2	6.989a	0.136
		Percentage of gender	4.80%	19.40%	58.10%	14.50%	3.20%		
	Female	Counting	1	7	64	14	4		
		Percentage of gender	1.10%	7.80%	71.10%	15.60%	4.40%		

It can be seen from Table 3 that P = 0.136, greater than 0.05, indicating that there is no significant difference in the perception of the host's personality between fans of different genders. Both boys and girls, think the anchor is a cool person accounted for the highest proportion.

Table 4 Different Age Fans' Perception of Mainstream Personality

		By observing this picture, what is your impression of the characters in the picture?					Pearson chi-square value	Progressive visibility (bilateral)
		Sunshine	Soft	Heartlessness	Biliary	Miscellaneous		

Under 18 years old	Counting	1	4	7	1	0	24.138a	0.019
	Percentage of age	7.70%	30.80%	53.80%	7.70%	0.00%		
19-25 years	Counting	2	4	64	9	6		
	Percentage of age	2.40%	4.70%	75.30%	10.60%	7.10%		
26-35 years	Counting	1	10	25	12	0		
	Percentage of age	2.10%	20.80%	52.10%	25.00%	0.00%		
Over 36 years	Counting	0	1	4	1	0		
	Percentage of age	0.00%	16.70%	66.70%	16.70%	0.00%		

It can be seen from Table 4 that P = 0.019, less than 0.05, indicating that fans of different ages have significant differences in their perception of the host's personality. In addition to considering the anchorman as a "cool" person, respondents under the age of 18 felt the anchorman's "gentle" qualities from the pictures. The 26-25-year-old interviewees not only thought the anchorman was a "cold" person, but also felt the anchorman's rage temperament. Although most of the respondents in each age stage think that the host's image is cold, people of different ages still have different impressions of the host.

			By observing this picture, what is your impression of the characters in the picture?					Pearson chi-square value	Progressive visibility (bilateral)
			Sunshine	Soft	Heartlessness	Biliary	Miscellaneous		
Record of formal schooling	Specialized below	Counting	0	4	10	3	1	14.235a	0.076
		Percentage of education	0.00%	22.20%	55.60%	16.70%	5.60%		
	College and undergraduate	Counting	3	14	79	12	5		
		Percentage of education	2.70%	12.40%	69.90%	10.60%	4.40%		
	Postgraduate and above	Counting	1	1	11	8	0		
		Percentage of education	4.80%	4.80%	52.40%	38.10%	0.00%		

It can be seen from Table 5 that P = 0.076, greater than 0.05, indicating that fans with different educational backgrounds have no significant difference in their perception of the host's personality. Whether the high education or low, think that the anchor is a cool person accounted for the highest proportion.

It can also be found from these analyses that the eye shape does convey the personality and charm of the host, but it is also easy to make a stereotype, and it is easy to judge the personality of the host from a single eye shape.

5 Conclusion

5.1 'Watching Face Culture' in Webcast

For different audiences in online live broadcast, the live broadcast that Internet users like and tend to be different. Some like humorous hosting style, some like lively and lovely hosting style, and some like serious hosting style, especially in the contemporary society where entertainment is extremely popular. Through live broadcast, people can

intuitively see the appearance and image characteristics of network anchors. Lovers are all there, ‘look at the face era’ is not born. Beauty Economics explores the relationship between labor market and appearance. The study found that people with beautiful appearance earn 5 % more than people with ordinary appearance, people with general appearance earn 10 % more than those with bad appearance.

The proliferation of image culture once again triggered the wave of ‘look at the face’ culture. As a social existence, the proliferation of ‘face-reading culture’ today is not only due to the aesthetic characteristics of face and its social communication attributes, but also due to the close relationship between face production and cultural rhetoric system in the era of picture reading. Higher face score

in live broadcasts are unconsciously attracted so most webcasts are online. And use the face score to enhance the video playback and praise. Eyes are important organs for human identification. Although these scholars’ studies have shown that high facial values are more likely to be rewarded, there is no detailed study of the attractiveness of eyes to people.

5.2 Peach Blossom Eye is the most attractive anchor

The continuous dvelopment of network live broadcasting based on new media technology has also entered the era of mobile live broadcasting, and the anchor can use their own mobile devices for live broadcasting anytime, anywhere. The network anchors improve the publicity effect through the high interactive way of live broadcast and break through the characteristics of distance limitation, and also increase their own attraction to users. For webcast bloggers, having a high reputation is often more attractive to the audience in webcast. ‘Peach Blossom Eye’ is one of the symbols of oriental classical beauty since ancient times, and also conforms to the public aesthetic. Peach blossom eyes are peach blossom-like, the eyes are long, the eyelashes are long, the upper eyelids are curved and curved, the inner corner of the eye is pointed and more inverted, the end of the eye is thin and slightly upward, and the eyes are like a curved crescent when laughing. In traditional Chinese culture, peach blossom eyes are often associated with affection and femininity, so the anchor of peach blossom eyes is also more attractive.

5.3 Users' preference for anchors is influenced by multiple factors

Although in online live broadcasting, eye shape often affects the attractiveness of the host to the user, this does not mean that the user will regard it as the most critical point of whether to like or focus on a host. The personality charm, personality, influence and other factors of the host individual to the audience cannot be ignored.

In the context of the prevalence of face culture, some unbeautiful bloggers are also popular, which reflects their personal charisma. Whether a blogger is pleasing is not necessarily determined by their appearance. Rich personal charm also attracts enough audience attention to them. Similarly, a popular blogger may also be loved for other reasons, such as its huge influence may bring users convergence psychology, but it may also be other reasons. If a blogger's good character brings pleasure to others, he is talkative, has a story, understands others, and has an effective way of communication, which may make him popular.

5.4 Different users have different perceptions of the type and character of the anchor

From the perspective of subject-object dichotomy, we found that although the subjects' feelings are different, almost all subjects show one or two eye types and perceive different personality characteristics from most subjects. The subjective difference of users is a major independent variable of their perception of eye-type personality, which means that the network users will choose the anchor according to their intuitive feelings. At the same time, age is also a major factor in the user's perception of the anchor's eye-type personality. At the same age, users' perception of the anchor's eye-type personality tends to be more similar, while people at different ages are just the opposite. These phenomena also make some hosts' eyes and appearance have a strong attraction to some users, while the other users will have a very different effect.

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