



**CALIFORNIA STATE SCIENCE FAIR
2014 PROJECT SUMMARY**

Name(s) Caroline G. Jordan	Project Number 34846
Project Title Does Beauty Really Lie in the "Eye of the Beholder," or Is It Just Math?	
Objectives/Goals My experiment will examine if photographs of people with facial measurements closer to the Golden Ratio will be considered "more beautiful" in the eyes of test participants than the photographs of people with facial measurements farther from the Golden Ratio. This experiment will determine if specific symmetry and proportion (the math of the Golden Ratio) make one face more appealing than another. This will show if there is any correlation between the Golden Ratio and beauty or that beauty simply lies in the "eye of the beholder." Abstract Methods/Materials I will use photographs of ten randomly selected subjects (printed from the internet) and measure their facial features. Once all the measurements are collected, I will use a calculator to calculate and log the ratios of these features. When the ratios are computed I will then compare them to the Golden Ratio to see which come closest to the Golden Ratio. I will then rank the subjects in order of how close each is to the Golden Ratio. Then I will have ten test participants order the photographs from most appealing to least appealing and record the rankings. I will then look for a correlation between the participant's "beauty" rankings and the rankings determined by the closeness to the Golden Ratio computations. Results Subjects with facial proportions closest to the Golden Ratio were consistently considered more beautiful. Conclusions/Discussion My conclusion is that symmetry and proportion (Golden Ratio math) strongly affects people's perception of beauty. Facial features with Golden Ratio proportions definitely seem to be more appealing.	
Summary Statement My project will examine if there is a correlation between perceived beauty and mathematical proportions (the Golden Ratio).	
Help Received Father checked my calculations and taught me how to use an excel worksheet.	