

## Consciousness of makeup in public places.

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To makeup in public places has become common recently in Japan. In this study, the consciousness both the doer and the viewer of such behavior were investigated. In Study 1, the correlation between the behavior to makeup in public places or not several psychological scales were investigated. As a result, such behavior was significantly correlated with public self-consciousness, public other-consciousness, and the frequency of makeup in daily life. In short, those who are highly concerned with self and other's appearance, and those who makeup in daily life frequently tend to makeup in public places. Interestingly, Study 1 found that to value public manner and shame weren't correlated to such behavior. In Study 2, the difference of the viewer's consciousness by generation of the doer and by degree of makeup was investigated. As a consequence, participants rated more negatively to makeup heavily than lightly. And, participants rated more permissively to same generation than different generation. Within different generation, they rated more permissively to lower generation than to older generation. This study suggests that to makeup in public places isn't correlated with moral and shame. And consideration on the factor of youth will be needed.