SIRINEE LIKITVANICHKUL : A COMPARISON OF THE JUDGEMENT OF THE ATTRACTIVENESS FROM EXTERIOR AND INTERIOR PERSONAL ATTRIBUTES BETWEEN HIGH AND LOW SELF-MONITORING PERSONS. THESIS ADVISOR : ASSO.PROF. YOTHIN SANSANAYUDH, Ph.D., JARUNGKUL BURAPAVONG, 137 PP. ISBN 974-582-803-3

The purpose of this research was to compare the judgement of the attractiveness from exterior and interior personal attributes between high and low self-monitoring persons (HSM and LSM persons). The instrument was composed of a) Self-Monitoring Scale developed by Nittaya Rattanapichit (1990) based on Mark Snyder's theory. b) Stimulus material consisted of personal photographs together with personal informations based on Snyder, Berscheid, and Glick (1985). In the first experiment, the amount of time HSM and LSM persons spent judging the attractiveness of the stimulus material were compared. The subjects' judgement of attractiveness from either exterior or interior personal attributes were also recorded. In the second experiment, comparisons were made of the judgement of the attractiveness HSM and LSM persons made when presented with desirable or undesirable exterior and interior personal attributes.

The results are as follows:-

Experiment 1:

1. HSM persons spend significantly more time looking at exterior personal attributes than LSM persons. (P<.001)

2. LSM persons, however, spend significantly more time looking at interior personal attributes than HSM persons. (P<.001)

3. HSM persons also make judgement based on exterior personal attributes significantly more often than LSM persons while LSM persons based it significantly more often on interior personal attributes than HSM persons. (P<.01)

Experiment 2:

1. HSM persons base their judgement of the attractiveness on desirable exterior despite undesirable interior personal attributes significantly more often than LSM persons while LSM persons base their judgement on desirable interior despite undesirable exterior personal attributes significantly more often than HSM persons. (P<.01)