

The Investigation and Analysis of College Students' Dressing Aesthetic Values

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Abstract

This study investigated college Students' dressing aesthetic values by a dressing aesthetic questionnaire drawn up by myself and analyzed the dressing aesthetic needs, the dressing aesthetic taste, the dressing aesthetic judgment and evaluation, the dressing aesthetic standards and the dressing aesthetic ideal. At the same time, this study explores the differences of aesthetic needs of dressing, dress aesthetic tastes and the dressing aesthetic standards between the male and the female, the junior grade and the senior grade, the students from cities and towns and students from rural areas. There is a great significance on the education of students' dressing Aesthetic. The positive aesthetic experience and aesthetic needs for the students are urgently to be met. The lack of dressing aesthetic creation and high-level dressing aesthetic wisdom, the appreciation, judgment and evaluation of dressing beauty have a great room for improvement. It not only requires students to improve self-awareness, but also demands joint efforts of family, university, and society.

Keywords: college students, the dressing aesthetic needs, the dressing aesthetic taste, the dressing aesthetic judgment and evaluation, the dressing aesthetic standards, the dressing aesthetic ideal

1. Introduction

The dressing aesthetic value of the university students is a dynamic system. The aesthetic interest, aesthetic pursuit and standards change with the time. To make relatively objective and accurate analysis on it, it is far insufficient to depend on some fragmentary history material, especially in the contemporary dramatic social and educational change process. In addition, there are few researches aimed at the dressing aesthetics of the university students. Most of them are related to the clothing aesthetic investigation, clothing consumption investigation, etc. However, they do not have systematic theoretical framework and background. Therefore, compiling the questionnaire about the students' dressing aesthetics value by taking the dressing aesthetics value theory of Li Xueyin as the theoretical basis is aimed at carrying out the systematic investigation and analysis on the university students' dressing aesthetic value.

“Dressing” is not the clothes with the material entity. “Dressing” defined in this paper refers to a concurrent status of three elements, i.e. human, clothes, dressing way. Hereby, the “human” includes the external and internal image. External image relatively in terms of internal image is the body image of a person which is a basic characteristic constituted by physiological factors. Internal image is the aesthetic status of the temperament [1]. Therefore, the dressing beauty refers to the harmonious beauty of the clothes with external body image and internal spirit image. Human is a natural person and also a social man. As a social man, the dressing image of human is a part of the external image in the world. The dressing image of the countrymen manifests the overall experience of this nation. The university students representing the future nation image should be equipped with dressing aesthetic consciousness and high-level dressing aesthetic wisdom.

2. The Object and Methods of the Investigation

2.1 The Object of the Investigation

Taking college students in Shanghai as the research sample, with a total of 320 questionnaires distributed and 305 valid questionnaires recovered, the recovery rate was 95.3%. The basic information shows as table 1

Table 1: The Investigation Object and the Sample Distribution

	Category	Number
Gender	Male	164
	Female	141
Grade	Freshman	76
	Sophomore	66
	Junior	85
	Senior	78
Regions	Cities and towns	152
	rural areas	153

2.2 The Methods of the Investigation

With Li Xueyin's dressing aesthetic values theory as the theoretical background, the aesthetic values questionnaire for College students have been drawn up by myself. The questionnaire has two parts, one is the survey of the basic situation of college students and the other is the survey of College Students' aesthetic values, including the investigation of the five dimensions of dressing aesthetic needs and aesthetic taste, dressing aesthetic standards, dressing aesthetic judgment and evaluation and aesthetic ideal, of which two dimensions of aesthetic needs and aesthetic taste are marked as completely agree with, agree, uncertain, don't agree with and completely disagree with for a score of 5, 4, 3, 2, 1 respectively in the means of the Likert scale. The result of aesthetic standard is got by ranking of 5 kinds of standards and other dimensions are set to the one choice question, multiple choice and open-ended questions.

2.3 Statistical Tools

By the means of computer science and technology, all the survey data are been input to the statistical software of SPSS20.0 for data processing and analysis.

3. The Results and Analysis

3.1 College Students' Dressing Aesthetic Needs

The dressing aesthetics need should be in the most basic layer of the dressing aesthetic value, and it is the initial source power for people to proceed with the dressing aesthetic. From the angle of the aesthetic psychology and Maslow's hierarchy of needs, this need not only is instinct in the realistic layer, but also is advanced in higher layer. The aesthetic needs of the reality layer include meeting the physiological needs, beautifying the human body, attracting the opposite sex, etc. The aesthetic needs of the high layer include self-actualization (build self-confidence, self-esteem, self-transcendence, etc.) aesthetic potency expression, personality charm display, etc.

Table 2: One-Sample T Test for Dressing Aesthetic Needs and Aesthetic Taste

Item	$\bar{x} \pm S$	test value =3				
		t	p	mean difference	95% confidence interval	
					lower limit	upper limit
T4	3.71±1.07	11.664***	0.000	0.715	0.95	0.84
T5	3.91±1.11	14.349***	0.000	0.908	0.78	1.03
T6	3.24±0.92	4.484**	0.000	0.236	0.13	0.34
QU	3.22±0.61	6.416**	0.000	0.222	0.15	0.29

Table 3: Independent-Samples T Test of Dressing Aesthetic Needs and Aesthetic Taste on Gender and Grade

Item	Gender	$\bar{x} \pm S$	t	p	Grade	$\bar{x} \pm S$	t	p
T4	Male	3.64±1.11	-1.313	0.190	<3	3.56±1.06	2.322 [※]	0.021
	Female	3.80±1.02				3.85±1.07		
T5	Male	3.69±1.18	-3.878 [※]	0.000	<3	3.87±1.19	0.510	0.611
	Female	4.16±0.95				3.94±1.03		
T6	Male	3.21±0.90	-0.588	0.558	<3	3.11±0.91	2.329 [※]	0.021
	Female	3.27±0.94				3.35±0.91		
QU	Male	3.16±0.58	-1.806	0.072	<3	3.06±0.59	4.649 [※]	0.000
	Female	3.29±0.62				3.37±0.59		

Table 4: Independent-Samples T Test of Dressing Aesthetic Needs and Aesthetic Taste on Region

Item	Regions	$\bar{x} \pm S$	t	p
T4	Cities and towns	3.89±0.92	2.967 [※]	0.003
	rural areas	3.54±1.18		
T5	Cities and towns	4.05±0.95	2.292 [※]	0.023
	rural areas	3.76±1.23		
T6	Cities and towns	3.38±0.79	2.659 [※]	0.008
	rural areas	3.10±1.02		
QU	Cities and towns	3.36±0.55	3.934 [※]	0.000
	rural areas	3.09±0.63		

Note: T4= the realistic layer of dressing aesthetic needs, T5= high layer of the dressing aesthetic needs, T6= satisfaction degree of the aesthetic needs, QU=dressing aesthetic taste, \bar{x} =mean, S=standard deviation, t=the mean difference test value, p=significance level, “<3” = Freshman and Sophomore, “≥3”= Junior and Senior, “※” =significant , “※※”=very significant.

From table 2, when the test value is set at 3, the mean difference is significant ($t > 1.96$, $P < 0.05$). The difference of the former two items is significant. The upper and lower limit in 95% confidence interval is more than zero. Therefore, the hypothesis that the mean of Item 4, 5, and 6 are more than 3 is established. It indicates that the need recognition degree of the university students for the realistic layer and high layer of the dressing aesthetics is quite high, but the satisfaction degree of the aesthetic needs is ordinary.

From table 3 and table 4, the advanced layer of the dressing aesthetic needs of the girl and boy has significant difference ($|t| > 1.96$, $P < 0.05$). The girl attaches more importance to the dressing than the boy, with the purpose of increasing their confidence. The satisfaction degree about the realistic layer of the dressing aesthetic needs and aesthetic needs has significant difference among grades. The students in the higher grade more care about their dressing image than the students in the lower grade. With the increasing of the age and dressing aesthetic experience, the dressing aesthetics needs the satisfaction degree to be improved. The realistic layer, advanced layer and needs satisfaction degree of the dressing aesthetics has significant difference on the dimension of the regions. It indicates that the university students from the cities and towns pay more attention to and are better at beautifying their dressing images than them from the rural areas. There is certain regional difference.

3.2 College Students' Dressing Aesthetic Taste

The aesthetic taste is the stable dressing aesthetic behavior tendency which the person made based on certain dressing beauty needs when dressing. Generally speaking, it can be regarded as a kind of appreciation on dressing beauty and represents the cognition of dressing beauty, specifically reflecting in the perception, imagination, creation, understanding and judgment on dressing beauty. The survey shows that only 28.5% of the students approved that “I can find out the characteristics of a garment (including the design, detail, material, and color peculiarity etc.) and 30.2% of the students agreed that “generally the garment that I think beautiful is beautiful in others’ eyes, and only 29.8% of the students consented to the opinion that “I can identify whether the quality of clothing materials and workmanship are good or not”.

That indicates the university students' perception, appreciation and cognition on dressing beauty have a great room for improvement.

About 50% students know well about their own dressing style. However, only 35% students approved the view of "I know how to dress myself by avoiding shortcomings to beautify themselves", which show that many students know what kind of style suit for them but there exists some incapacity on dressing beauty-appreciation and creation and they do not know how to beautify themselves by dressing appropriately. Fortunately, most students have a good self-awareness on their body appearance and 66.9% of the students thought "I accept my appearance and never want to make plastic surgery".

Supposing that the seven sub-items about dressing aesthetic taste of questionnaire have equivalent contribution to the comprehensive level of dressing taste, the average score of these seven sub-items representatives overall level of college students dressing aesthetic taste, which is expressed as QU and we can make a deep analysis through the mean difference test. The research shows (in table 2, 3, 4) that the difference is significant ($t=6.416 > 1.96$, $p < 0.05$) when setting test value as 3. But the mean value-different is very small. It indicates that the comprehensive level of dressing aesthetic taste is good among university students and there is some room for improvement. The gender difference is not obvious but distinctive on different grades and regions, mainly representing that the beauty-appreciation capacity of freshman and sophomore and the students from urban areas is higher than those of junior and senior and from rural areas respectively.

3.3 College Students' Dressing Aesthetic Judgment and Evaluation

Dressing aesthetic judgment and evaluation refers to the recognition and evaluation of beauty or ugliness of the dressing image of oneself or others according to certain dressing aesthetic standards. The dressing aesthetic judgment has three levels: The first is the aesthetic intuitive judgment of the dressing form. This kind of aesthetic intuition is a kind of instant intuition of the dressing color, pattern, style, fabric, body, and the personality and temperament. It depends on one's aesthetic taste, cultural accomplishment and life values; The second is the dressing aesthetic emotion judgment, which refers to the judgment of our dressing aesthetic activities are driven by emotions and based on the standards of aesthetic emotion experience; The third is the dressing aesthetic understanding (rational judgment) and the dressing aesthetic evaluation, which are the highest level of dressing aesthetic judgment [2]. When answering to the question of "When watching a movie, will you pay attention to the clothes inside?", 11.5% of the students said they were just concerned with the plot, not the clothes, 46.2% of the students said that it depended and only when the clothes were too beautiful or too ugly would they draw their attention, 23.9% of the students said they only focused on whether they were beautiful or ugly, and only 18.4% of the students said they would pay attention to and they would evaluate the coordination degree of the clothes with the characters and the overall atmosphere in the film. This shows that the dressing aesthetic judgment of most students has not yet risen to the rational judgment and evaluation, but is only a kind of shallow evaluation of intuitive intention and subjective consciousness tendency.

In addition, the differences of the evaluation of the dressing image of oneself, the evaluation of the dressing image of oneself in others' eyes and the evaluation of the dressing image of oneself in others' eyes in reality tend to cause dressing aesthetic conflict. Take the body evaluation for example, some people think that they are "thin", but in other people's eyes, they are "slender". The situation of the dressing image evaluation of oneself inferior to others' dressing image evaluation tends to cause such negative psychology as diffidence in the wearer. The result of the investigation shows that 50.8% of the students said that they were not sure about the evaluation of "Classmates and friends think that my usual dressing is decent, beautiful and in good taste", which indicates that the lack of dressing aesthetic communication between classmates and friends makes a lot of people don't know what kind of dressing images of themselves is in other people's eyes. Creating the dressing aesthetic communication platform to enhance the interaction and communication is good for the reconciliation of the dressing aesthetic conflicts and the elevation of dressing aesthetic quality.

3.4 College Students' Dressing Aesthetic Standards

When we judge and evaluate the dressing image of ourselves or others, everyone has their own aesthetic standards named as the dressing aesthetics standards. The dressing aesthetics standards are likely to be uncertain because of the difference and diversity. In fact, effected by socio-cultural context and people's rational aesthetics, aesthetic standards of dressing also revealed its other side of certainty and uniformity.

That the dressing aesthetic standards conclude five dimensions are the formality aesthetics standard, function standard, emotion standard, social cultural context standard and personality standard. The formality aesthetics standard refers to the clothing external beauty, including the style beauty, good quality of fabrics and beautiful colors etc. The function standard refers to the substantial function of practicality, comfort, manufacturability. The emotion standard refers to the emotional expression caused by dressing. The social cultural context standard refers to the times, folklore and social significance reflected by clothing. The personality standard refers to the awareness and evaluation of the bodies, personality and temperament reflected by dressing etc. According to the importance, the students make the five standards in sequence. The results are shown in chart1 and chart2 as below.

Chart 1: Average Rating Chart of Dressing Aesthetic Standards on the Dimensions of Gender and Region

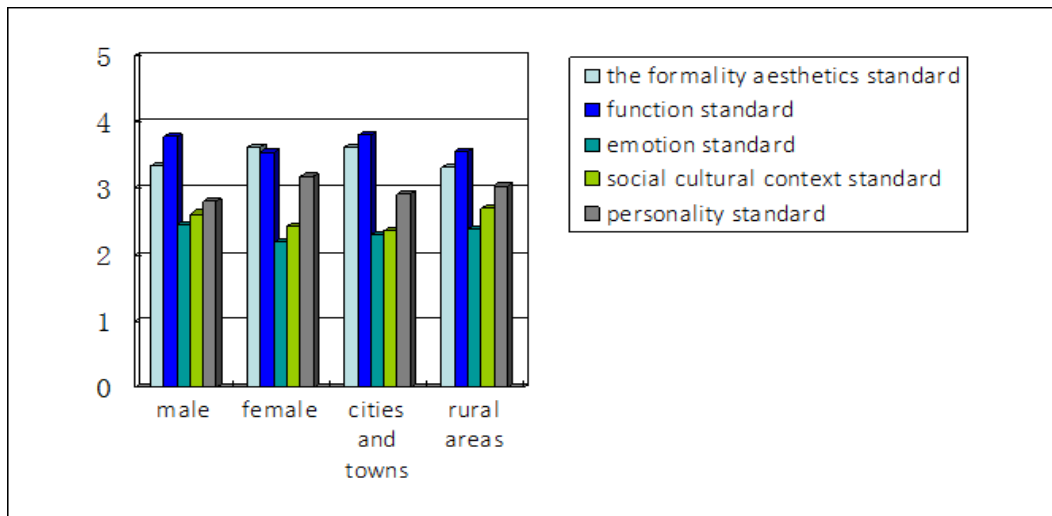
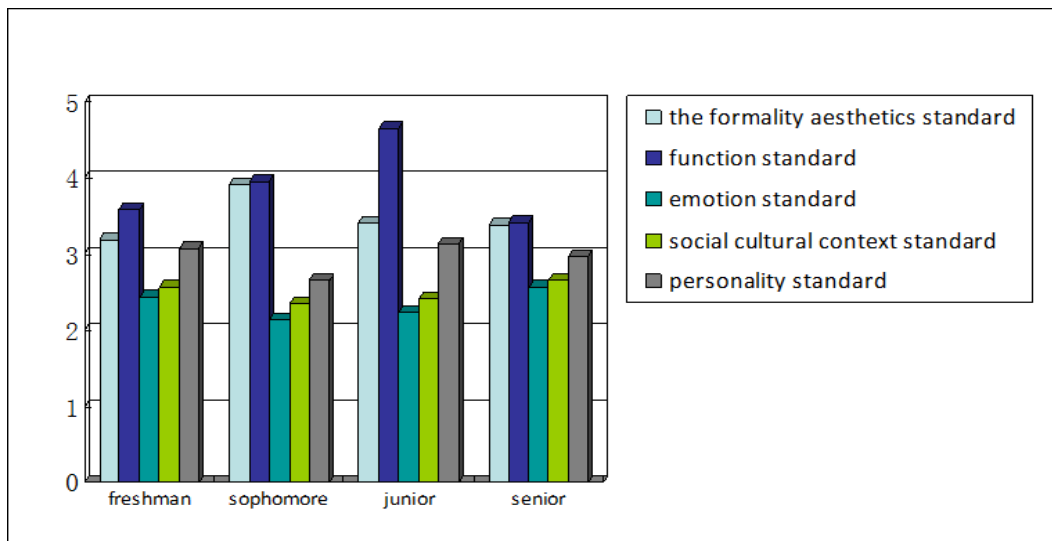


Chart 2: Average Rating Chart of Dressing Aesthetic Standards on the Dimension of Grade



The survey shows that the students of different gender, different grades and different regions almost have no difference on the sorting of the standards that the students based on when choosing garments or dressing. Transiting from high school to college, many students are accustomed to dressing aesthetic in high school. They think the rational standard of the clothing function is most important and the formality aesthetics standard is second most important. The personality standard of highlight in the internal image rank No. 3. For the students in school have little chance to contact with the society and have a relatively weak role consciousness, they hardly have idea on the social cultural context standard which shows the relationship between the dressing and times, trend and development of the society. They almost do not reach a agreement on the emotion function of dressing.

3.5 College Students' Dressing Aesthetic Ideal

Dressing aesthetic ideal is the highest level in dressing aesthetic value concept system, the highest objective pursued in dressing aesthetic activities. Established in certain aesthetic needs and tastes, and integrated with aesthetic judgment and aesthetic standards, it is a high level aesthetic value concept form that plays a leading function in aesthetic creation and appreciation activities.

People always hope that their needs can be consistent with ideals. Yet, in real world dressing aesthetic activities, the realistic needs of dressing aesthetics often conflict with dressing aesthetic ideals. With the continuous enrichment of aesthetic experience, dressing aesthetic judgment and standards are sublimated and dressing aesthetic ideals are altered in the dynamic balance of conflicts and reconciliation. At the same time, dressing aesthetic needs and dressing aesthetic tastes are restrained. Research results reveal, over half of the students want to dressed in a simple, casual, and comfy way, 21.3% of the students expect to dress with high taste image and display personality and charm, 14.8% of the students wish to look pretty, handsome, and charming, while only 6.9% of the students aspire to not be addressed as out of date dressing. Besides, in cross analysis with grade as dimension, the percentage of those that expect to dress with “high taste image and display personality and charm” is almost always on the rise on age basis, with freshmen accounting for 17.1%, sophomore accounting for 19.7%, junior accounting for 23.5%, and senior accounting for 24.4%. This shows that the majority of the students have aesthetic pursue in dressing in line with the identity of student, and as experience accumulate, dressing aesthetic ideals gradually deepen.

4. Conclusion

The difference of the advanced layer of the dressing aesthetic needs of the girl and boy is significant. The satisfaction degree about the realistic layer of the dressing aesthetic needs and aesthetic needs has significant difference among grades as well. The realistic layer, advanced layer and needs satisfaction degree of the dressing aesthetics has significant difference on the dimension of the regions of cities and towns and rural areas. The dressing aesthetic taste is good among university students but there is still some room for improvement. The gender difference is not obvious but distinctive on different grades and regions. The students of different gender, different grades and different regions almost have no difference on the sorting of the standards. They think the rational standard of the clothing function is most important and the formality aesthetics standard is second most important. The dressing aesthetic judgment of most students has not yet risen to the rational judgment and evaluation, but is only a kind of shallow evaluation of intuitive intention and subjective consciousness tendency. The majority of the students have aesthetic pursue in a simple, casual, and comfy way in line with the identity of student, and as experience accumulate, dressing aesthetic ideals gradually deepen.

For differences in dressing aesthetic grade and gender, strategic and targeted nurturance shall be conducted on the college students upon the differences. The difference between rural areas and cities, on certain degree, explains that living environment and dressing aesthetic experience since childhood, affect dressing aesthetic concept value of a person. College dressing aesthetic education is of significance. College students dressing aesthetic needs and proactive aesthetic experience demand for satisfaction. There is much room for improvement in dressing aesthetics appreciation, judgment and evaluation. Yet, it is different from the opinion held by some scholars on college student dressing aesthetic. For example, “Contemporary College Students’ Dressing Aesthetic and Education” points out, dressing of college students are copycats of secularization, personality and uniqueness are highlighted, and excitement and change are pursued [3]. The author believes that at the moment, college students dressing aesthetics lacks creation and high level dressing aesthetic wisdom, it is not copycat of secularization, highlight of personality and uniqueness, and pursuit of excitement.

School time is the most important period for forming individual aesthetic value concept. Family is the preliminary stage for dressing aesthetics of a person, while society is an intangible and lifetime education site for dressing aesthetics. The formation of dressing aesthetics concept of college students is affected by university, family, and society on different degrees. College students are full of aspirations for improvement in dressing aesthetic ability, and expectations for school and non-school education. The ultimate goal of education on dressing aesthetics for college students, is to help them feel, appreciate, express, and create the beauty of dressing, and actualize independent, rational judgment and free spirit life expression. It not only requires students to improve self-awareness, but also demands joint efforts of family, university, and society.

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