

The interaction between self-awareness of appearance and behaviour as nonverbal communication skills and social adjustment

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Abstract

Theory of social skills and practice of social skills training (SST) have widely been utilised for university students with social maladjustment in Japan. At the present time, SST is mainly focused on verbal communication skills training such as assertion training or appropriate response training. The purpose of the present study was to examine whether individual self-awareness of appearance and behaviour would influence social maladjustment. A questionnaire was developed to measure self-awareness of appearance and nonverbal behaviour during conversation. The sample was 203 Japanese university students (94 males, 109 females). Factor analysis generated four factors, "Awareness of appearance," "Sensitivity to others," "Conformity" and "Specificity." Based on these factors, the subscales were developed, which afterwards examined the correlation with social skills and loneliness scales. Consequently, self-awareness of appearance and behaviour showed a moderate positive correlation with social skills and weak negative correlations with loneliness. Thus, it was supported that self-awareness of appearance and behaviour during conversation could influence either social maladjustment or interpersonal relationship.

Key words : self-awareness of appearance, social skills, social maladjustment

Introduction

Interpersonal relationship distress and isolation from group seem to be a common problem amongst Japanese university students. A behavioural model of these social phobias considers inappropriate behaviour or lack of social skills as the cause of social anxiety (Davison & Neale, 2001). In fact, individuals who describe these symptoms tend not to possess the basic social skills required at their age for facilitating interpersonal relationships.

Social skills training (SST) has actively been implemented in the student counselling. The concept of SST has gradually become more conventional in the field of clinical psychology. At the present time, SST in clinical psychology is mainly focused on verbal

communication skills training such as assertion training, appropriate response training and so forth (Wada, 1991, Gambrill & Richey, 1975; Rathus, 1973). In fact, I practiced ordinary SST during student counselling which resulted in the client performing learned skills in the actual situation as an exposure in vivo. However, I thought that something should be taken prior to SST or in vivo exposure, because although these students learned some basic social skills, it was still difficult for them to fit in a group.

As a result of behaviour analysis of students with interpersonal relationship problems, I realised that their fashion, makeup, hairstyle and behaviour tended to be slightly different from the majority of others. In extensive interpretation, it is considered that these appearance and behaviour as nonverbal communication

skills may be associated with some part of their interpersonal distress. Some studies found that self-esteem or evaluation of others in terms of individual fashion, makeup or appearance are important factors for improving individual images (Takagi, Daibo & Kamiyama, 2001; Feather, Kaiser & Rucker, 1988).

While the relationship between appearance and behaviour and interpersonal relationships has mainly been discussed in the field of social psychology, few studies in this regard have been conducted in clinical psychology except for some studies of makeup therapy for elderly females. Recently clinicians and psychotherapists have just begun to pay attention this area (Deschodt, 2002). As a reason for this, it is supposed that there are a large number of factors which contribute to the notion of individual appearance and behaviour as nonverbal communication skills, and it may be difficult to apply this concept directly to the actual counselling. However, as can be seen from our daily life, messages from individual appearance have a considerable impact on other people, and it may be possible to modify these messages by improving nonverbal communication skills. Thus, the purpose of the present study is to examine the relationship between self-awareness of appearance and behaviour and social maladjustment.

Nonverbal Communication and message

People often assess other people comprehensively through nonverbal communication signals. Nonverbal communication (NVC) is defined as nonverbal behaviour which involves a number of behaviours using the human body and its associate areas (Matsumoto, 1999). Fukada (1998) summarised representative examples of NVC in the following six categories:

- 1) Body movement: gesture, posture, expression, gaze etc.
- 2) Spatial behaviour: personal distance, interpersonal distance and territory.
- 3) Paralanguage: voice tone, voice volume, voice quality, silence and speech error
- 4) Bodily contact: touching, hugging, stroking and tapping.
- 5) Physical characteristics: height, weight, body built,

colour, body odour and hair colour.

- 6) Artefacts: makeup, perfume, clothes, glasses and accessories.

NVC is a complex combination of signs through which we can communicate even when we are not talking (Dumbleby & Burton, 1995). During communication, NVC is encoded and sent to others as messages, which can greatly influence whether the following verbal communication will be effective. In other words, it is considered that NVC is the preliminary step towards verbal communication and social interaction. NVC has a number of characteristics and functions, and some functions occur when they are used with language. Patterson (1983) examined interpersonal communication functions including NVC in social interaction and mainly classified them into five areas: 1) information supplement, 2) adjustment of social interaction, 3) expression of intimacy, 4) social control, and 5) facilitation of service and business goal. 1) and 2) are quite fragmentary elements, and 3) to 5) are associated with the overall course of communication (Daibo, 2002). These functions are significantly conveyed through NVC. Thus it is naturally important to contemplate the NVC function when examining communication skills.

Appearance and interpersonal communication

Our judgement of personal quality of others can easily be influenced by their appearance such as dress, hairstyle and makeup. Takagi, Daibo & Kamiyama (2001) defined that clothing implies all items used to vary physical appearance and categorised three dimensions: 1) self-confirmation, self-reinforcement and self-modification, 2) distributing information, and 3) accelerating and suppressing social interaction. Based on these functions, interpersonal communication is a process of interpersonal cognition which can be understood as the derivation of one's personality through clothing as a NVC.

Keasey & Keasey (1973) investigated whether individual clothing influences compliance behaviour in an experiment that utilised a signature collecting campaign for opposing the deployment of troops in Cambodia. Consequently, it was found that staff who wore a conservative (formal) outfit were able to collect

more signatures than those who were in hippie style. This implies that people seem to either observe or judge one's appearance and decide a following behaviour.

Thus the process of interpersonal perception relates to information gained from individual appearance. We unconsciously acknowledge that appearance represents an individual's characteristics or even personality. According to Takagi, Daibo & Kamiyama (2001), appearance provides us with the following information relevant to interpersonal perception.

- 1) Information of identity: Age, sex, social position, race, group of belonging.
- 2) Information of personality: Glitter, integrity, femininity.
- 3) Information of attitude: Conservative, progressive, epicurean.
- 4) Information of affection and emotion: Relaxation, comfort, grief, pleasure, satisfaction.
- 5) Information of sense of value: Healthy, sporty, casual, sexual attraction.
- 6) Adjustment information: Time, space, occasion.

In interpersonal communication people will start forming personal perception based on information like above. This information will be a determinant of the receiver's response that will be fed back to the sender. Then the sender's behaviour will be decided depending on what sort of response is received.

Appearance and Japanese youth

With the development of the Japanese economy and privatism, Japanese fashion has been diversified, and the range of choices for clothing has expanded. Due to a variety of choices, Japanese youth tend to be absorbed in their own clothing style based on an individual fashion sense. In addition, the media provides massive fashion information, from clothing to cosmetics, which stimulate young Japanese and create new trends. As a tendency of Japanese youth fashion, Abe (1999) summarised that despite the fact that Japanese teenagers are attuned to the high-fashion trend of the time, they feel uncomfortable to absorb it directly. Consequently Japanese youth seem to take into account a fashion that is slightly different from others for their own originality, yet still one which is not contrary to

group conformity.

Japanese teenagers in the developmental stage are the most aware of esteem from others and focus on expressing themselves through their own clothing (Hakoi, 1999). In this regard, Kaiser (1985) pointed out that young people do not adequately develop the ability to contemplate individual personality on the whole but tend to concentrate on the appearance of others.

Method

Subject

The subjects were 203 Japanese university students (94 males, 109 females). The average age of the subjects was 20.92 (SD=3.79). The data was collected from undergraduates enrolled in a counselling class at a local university in Nobeoka, Japan. The questionnaire was administered in June and July in 2003.

Assessment scale

The questionnaire consisted of three scales. They were 1) The Kikuchi' Social Skill Scale (KISS-18), 2) The Revised UCLA Loneliness Scale, and 3) an Awareness of Appearance and Behaviour Scale (AABS) developed for this study.

Procedure

Prior to administering the survey, 15 voluntary university students were interviewed in order to create the AABS scale. Each student was asked what sort of communication factors except for verbal communication did they believe would influence interpersonal communication. To this question, the subjects stated their opinions as in depth and freely as possible. Collected opinions were analysed and eventually 50 questions were itemised to develop the questionnaire. It was supposed that the completed items would be associated with interpersonal communication skill. The Likert scale was utilised for the questionnaire, which rates answers on a 1-5 (1.Strongly disagree, 2.Disagree, 3.Undecided, 4.Agree, 5.Strongly agree).

Results

1. Factor Analysis

Prior to the factor analysis, three items with high skewness were eliminated. The interpretable four factors were extracted with the Eigenvalue 1.0 or above. It was decided to rotate these four factors (maximum likelihood with promax rotation). Subsequently, it was decided to keep the items that showed factor loadings of .40 or above. In the case of cross-loading, the item was included in the highest loading factor. This procedure eliminated an additional 15 items. Table 1 shows the factor loadings of the remaining 32 items.

Table 1. Factor structure of items and each factor loading

Items	Factor I	Factor II	Factor III	Factor IV
(I) Awareness of appearance (15 items)				
6. Being attentive to shoes	0.761	0.208	0.411	0.343
5. Being attentive to makeup	0.709	0.292	0.333	0.363
9. Being attentive to hair dressing	0.705	0.165	0.298	0.320
18. Spending on clothes	0.699	0.173	0.278	0.578
49. Reading fashion magazines	0.683	0.167	0.274	0.363
8. Being attentive to shampoo and conditioner	0.675	0.256	0.315	0.205
4. Being attentive to accessories	0.665	0.266	0.378	0.388
3. Being attentive to bag	0.637	0.311	0.353	0.278
12. Skin care	0.634	0.320	0.436	0.135
10. Body odour care	0.615	0.352	0.356	0.276
1. Being attentive to hairstyle and colour	0.530	0.000	0.000	0.273
11. Using perfume	0.522	0.109	0.000	0.218
13. Weight control	0.514	0.315	0.394	0.000
17. Sweating care	0.505	0.335	0.369	0.192
7. Posture care	0.414	0.282	0.324	0.130
(II) Sensitivity to others (8 items)				
30. Nodding	0.150	0.641	0.266	0.000
26. Accepting opinions of others	0.182	0.618	0.200	0.135
34. Having a conversation while reading someone's expression	0.273	0.611	0.356	0.000
29. Monitoring expressions of others	0.255	0.533	0.247	0.000
27. Behaving while paying regard to others in a public space	0.145	0.495	0.329	0.000
40. Being concerned about discomfort of others	0.147	0.441	0.240	0.165
25. Talking freely to others	0.218	0.409	0.200	0.342
39. Smiling	0.258	0.409	0.243	0.000
(III) Conformity (5 items)				
46. Proper dressing for a situation	0.362	0.489	0.816	0.000
48. Considering clothing depending on a situation	0.351	0.443	0.785	0.111
47. Proper hairstyle for a situation	0.386	0.492	0.750	0.000
45. Selecting cloths in consideration of others	0.474	0.197	0.589	0.259
37. Caring for eye line	0.387	0.539	0.593	0.195
(IV) Specificity (4 items)				
44. Adhering to own fashion	0.591	0.204	0.382	0.754
41. Wearing unusual clothes	0.408	0.233	0.189	0.713
14. Wearing brand-name products	0.515	0.000	0.219	0.527
50. Being aware of masculinity or femininity	0.407	0.159	0.287	0.486

The first factor had an Eigenvalue of 9.98, which accounted for 21.24% of the variance. It was composed of 15 items associated with attentiveness and interest of appearance such as hairstyle, fashion, makeup and so forth. Thus the first factor was named "Awareness of appearance." The second factor with an Eigen of 3.60 and 7.67 % of variance consisted of eight items, all of which were engaged in interpersonal sensitivity, including "Accepting opinions of others" and "Having a conversation while reading expression of others." This factor was called "Sensitivity to others." The third factor had an Eigen of 2.17 and 4.62 of variance and included

five items. These five items were relevant to appropriate appearance depending on the situation, and was named "Conformity." The fourth factor with an Eigen of 1.87 and 3.99 of variance consisted of four items associated with unusual fashion and individual character, called "Specificity."

2. Construction and the reliability of the subscales

Based on the factor analysis, four subscales were formed by simply adding the scores of the items (unit weight). In order to examine reliability of the four subscales, the Cronbach alpha was calculated. The internal consistency (Cronbach's alpha) of "Awareness of appearance," "Sensitivity to others," "Conformity" and "Specificity" was .89, .74, .82, .71. respectively. The reliability of these scales was considered adequate. Table 2 shows the item-total correlation, alpha deleted for each item within subscales.

Table 2. Item-total correlation, alpha deleted for each item

(I) Awareness of appearance (15 items: $\alpha=.89$)	Item Total Correlation	Alpha if Item Deleted
6. Being attentive to shoes	0.710	0.887
5. Being attentive to makeup	0.666	0.888
9. Being attentive to hair dressing	0.662	0.888
18. Spending on clothes	0.625	0.890
49. Reading fashion magazines	0.624	0.890
8. Being attentive to shampoo and conditioner	0.653	0.889
4. Being attentive to accessories	0.621	0.890
3. Being attentive to bag	0.588	0.891
12. Skin care	0.595	0.891
10. Body odour care	0.570	0.892
1. Being attentive to hairstyle and colour	0.516	0.894
11. Using perfume	0.487	0.896
13. Weight control	0.483	0.895
17. Sweating care	0.485	0.895
7. Posture care	0.389	0.898
(II) Individual attention (8 items: $\alpha=.74$)	Item Total Correlation	Alpha if Item Deleted
30. Nodding	0.534	0.701
26. Accepting opinions of others	0.566	0.698
34. Having a conversation while reading someone's expression	0.425	0.724
29. Monitoring expressions of others	0.517	0.706
27. Behaving while paying regard to others in a public space	0.430	0.723
40. Being concerned about discomfort of others	0.392	0.729
25. Talking freely to others	0.336	0.743
39. Smiling	0.357	0.735
(III) Conformity (5 items: $\alpha=.82$)	Item Total Correlation	Alpha if Item Deleted
46. Proper dressing for a situation	0.722	0.762
48. Considering clothing depending on a situation	0.721	0.760
47. Proper hairstyle for a situation	0.675	0.775
45. Selecting clothes in consideration of others	0.487	0.828
37. Caring for eye line	0.511	0.821
(IV) Respect for individual style (4 items: $\alpha=.71$)	Item Total Correlation	Alpha if Item Deleted
44. Adhering to own fashion	0.617	0.590
41. Wearing unusual clothes	0.574	0.613
14. Wearing brand-name products	0.428	0.702
50. Being aware of masculinity or femininity	0.417	0.708

3. The correlation amongst the subscales

As can be seen from these results, it is said that the extracted four subscales with 32 items hold satisfactory levels of consistency. The correlation between each subscale was examined, and there were positive correlations between the four subscales. Table 3 presents the correlation matrix.

Table 3. Between subscales correlations

Subscale	Subscale I	Subscale II	Subscale III	Subscale IV
I (Awareness of appearance)	1.00	0.322**	0.485**	0.607**
II (Sensitivity to others)	0.322**	1.00	0.458**	0.231**
III (Conformity)	0.485**	0.458**	1.00	0.373**
IV (Specificity)	0.607**	0.231**	0.373**	1.00

**p<0.01

4. Validation of the subscale items

Quartile deviations of each subscale score were calculated. As a basis for each high and low score group, all extracted items were t-tested. Consequently all high score groups of the subscale showed a significantly higher score on each item than that of the low score group, which indicated high item validity. The results are shown in table 4.1-4.4.

Table 4.1. t-test of each item in subscale 1

Subscale 1	Group	N	M	SD	t	p
6. Being attentive to shoes	High	53	4.32	0.72	15.19	**
	Low	50	1.80	0.94		
5. Being attentive to makeup	High	53	4.45	0.72	13.13	**
	Low	50	1.98	1.15		
9. Being attentive to hair dressing	High	53	4.13	1.00	15.69	**
	Low	50	1.38	0.75		
18. Spending on clothes	High	53	3.90	1.02	12.68	**
	Low	50	1.62	0.77		
49. Reading fashion magazines	High	53	3.96	1.01	12.16	**
	Low	50	1.60	0.94		
8. Being attentive to shampoo and conditioner	High	53	4.54	0.57	11.18	**
	Low	50	2.26	1.36		
4. Being attentive to accessories	High	53	3.94	0.94	13.37	**
	Low	50	1.52	0.88		
3. Being attentive to bag	High	53	3.79	1.11	10.83	**
	Low	50	1.62	0.90		
12. Skin care	High	53	4.35	0.87	11.20	**
	Low	50	2.02	1.22		
10. Body odour care	High	53	4.33	0.87	9.96	**
	Low	50	2.32	1.16		
6. Being attentive to hairstyle and colour	High	53	4.32	0.97	7.67	**
	Low	50	2.58	1.31		
11. Using perfume	High	53	4.11	1.28	10.55	**
	Low	50	1.62	1.10		
13. Weight control	High	53	4.43	0.79	8.43	**
	Low	50	2.48	1.47		
17. Sweating care	High	53	4.56	0.74	6.34	**
	Low	50	3.38	1.12		
7. Posture care	High	53	3.79	1.09	6.31	**
	Low	50	2.30	1.29		

**p<0.01

Table 4.2. t-test of each item in subscale 2

Subscale 2	Group	N	M	SD	t	p
30. Nodding	High	61	4.68	0.59	11.60	**
	Low	61	2.86	1.07		
26. Accepting opinions of others	High	61	4.55	0.61	10.57	**
	Low	61	3.06	0.91		
34. Having a conversation while reading someone's expression	High	61	4.78	0.45	9.32	**
	Low	61	3.32	1.13		
29. Monitoring expressions of others	High	61	4.60	0.66	9.92	**
	Low	61	3.06	1.01		
27. Behaving while paying regard to others in a public space	High	61	4.63	0.73	6.85	**
	Low	61	3.62	0.89		
40. Being concerned about discomfort of others	High	61	4.40	0.88	7.42	**
	Low	61	3.16	0.96		
25. Talking freely to others	High	61	4.00	1.18	7.65	**
	Low	61	2.54	0.90		
39. Smiling	High	61	4.55	0.78	6.21	**
	Low	61	3.50	1.05		

**p<0.01

Table 4.3. t-test of each item in subscale 3

Subscale 3	Group	N	M	SD	t	p
46. Proper dressing for a situation	High	62	4.69	0.49	14.1	**
	Low	57	2.47	1.11		
48. Considering clothing depending on a situation	High	62	4.27	0.77	16.6	**
	Low	57	1.77	0.86		
47. Proper hairstyle for a situation	High	62	4.41	0.85	13.17	**
	Low	57	2.14	1.02		
45. Selecting clothes in consideration of others	High	62	3.43	1.23	9.15	**
	Low	57	1.64	0.83		
37. Caring for eye line	High	62	4.18	1.14	2.42	*
	Low	57	3.66	1.15		

*p<0.05 **p<0.01

Table 4.4. t-test of each item in subscale 4

Subscale 4	Group	N	M	SD	t	p
44. Adhering to own fashion	High	57	4.03	0.82	15.66	**
	Low	62	1.66	0.82		
41. Wearing unusual clothes	High	57	3.96	0.98	15.36	**
	Low	62	1.50	0.76		
14. Wearing brand-name products	High	57	3.19	1.30	11.56	**
	Low	62	1.16	0.45		
50. Being aware of masculinity or femininity	High	57	3.78	1.03	10.74	**
	Low	62	1.82	0.96		

**p<0.01

5. The correlation between AABS subscales and KISS-18 and UCLA scores

The correlations between the subscale scores and social skill scale (KISS-18) and loneliness scale (UCLA) were tested to examine the relationship between self-awareness of appearance and behaviour factors and social maladjustment. Table 5 shows the correlations between the subscales and social skills and loneliness. According to the Pearson's correlation coefficient, social skill showed a moderate positive correlation with "Sensitivity to others" ($r=0.493$), "Specificity" ($r=0.389$) and "Conformity" ($r=0.316$); and a weak but statistically significant correlation with "Awareness of appearance." On the other hand, loneliness indicated weak negative correlations with all subscales ($r=-0.241$, -0.225 , -0.148 and -0.188) despite being statistically significant.

Table 5. Correlations between the subscales and social skill and loneliness

	Social skill	Loneliness	Subscale I	Subscale II	Subscale III	Subscale IV
Social skill	1.00	-0.421**	0.288**	0.493**	0.316**	0.389**
Loneliness	-0.421**	1.00	-0.241**	-0.225**	-0.148*	-0.188**
I. Awareness of appearance	0.288**	-0.241**	1.00	0.332**	0.485**	0.607**
II. Sensitivity to others	0.493**	-0.225**	0.332**	1.00	0.458**	0.231**
III. Conformity	0.316**	-0.148*	0.485**	0.458**	1.00	0.373**
IV. Specificity	0.389**	-0.188**	0.607**	0.231**	0.373**	1.00

*p<0.05 **p<0.01

Discussion

1. Factor analysis of self-awareness of appearance and behaviour

With regard to self-awareness of appearance and behaviour, the factor analysis was conducted on 32

items. As the result of the analysis interpretable, four factors were extracted. The first factor, named "Awareness of appearance," mainly consisted of 15 items dealing with interests of self-appearance. This factor explained that people who are aware of appearance care not only for their clothing items or hairstyle, but also for physical beauty such as weight control or skin care. In addition, it was found that these people tend to care for body odour as well. The common feature of these items was derived from active messages from appearance, presumably positive. These people who are aware of their appearance may be able to manage the individual image projected to others by manipulating their appearance, which will greatly influence the following interpersonal relationship.

The second factor, "Sensitivity to others," contained the items regarding nonverbal individual attention and motor skills such as nodding, smiling and monitoring expressions of others, which can support smooth interpersonal interactions. It is considered that these non-verbal communication skills are directly attached to verbal communication skills. Wada (1991) asserted that individuals with high nonverbal sensitivity would be able to develop interpersonal relationships and solidly maintain them. Unlike the first factor, AABS items in this factor are more associated with the response and feedback process in the circumstance of verbal communication. Therefore, it could be difficult to acquire these skills without learning in the actual interpersonal interactions.

The third factor, named, "Conformity," may be derived from the ability to appreciate the given situation in which one's self is placed. Essentially, individuals in the group possess desires of conformity and specificity, both of which will control the member's clothing style (Takagi, Daibo & Kamiyama, 2001). All groups of people subconsciously have their own norm of what constitutes appropriate behaviour within the group, and what is acceptable in terms of individual clothing style (Tanaka, 1999). Moreover, the norm in the group functions to homogenise individual behaviours and clothing, and those who act under the social norm will obtain rewards leading to positive reinforcements. On the other hand, people with the deficit of clothing conformity in a group could obtain negative reinforcements. Creekmore (1980)

asserted that attractive students were aware of and conformed to the modal dress that facilitated the level of peer acceptance. In order to construct effective interpersonal relationships, individuals need to anticipate or assess a situation, then manage their clothing accordingly.

"Specificity," the last factor, consisted of four items emphasising on individual's fashion style. This factor seems to be the opposite concept in terms of conformity. However, Abe (1999) asserted that today's young Japanese tend to feel an affinity with someone who is familiar with good looking fashion, viewing them as a trend leader, rather than a fashion model or a TV star. With the deregulation of youth fashion, those who adhere to their own fashion regardless of style are considered to be accepted amongst young Japanese. However, it will obviously be performed within a certain level of limitation, where a majority of Japanese youth can acknowledge what passes for good fashion, with the limitation gradually changing as the public acknowledges new fashion styles. For example, several years ago, young people dyeing their hair-colour was considered bad behaviour in Japan. Today, however, many Japanese youths with dyed hairs, especially females, can be seen in schools or many workplaces in greater or lesser degrees. Thus, new fashion trends will penetrate society, creating new fashion boundaries of acceptability.

2. The relationship between the AABS subscales and social skills

In the relationship between the subscales and social skills, all subscales were positively correlated with social skills. From this result, it is revealed that individuals with higher self-awareness of appearance and behaviour will possess higher social skills. The concept of self-awareness of appearance and behaviour and social skills cannot be separated, but it is necessary to contemplate the mutual relationship.

Of all subscales, the second subscale, "Sensitivity to others," showed the highest correlation with social skills, which means nonverbal behaviour during conversation would be the most important factor for interpersonal communication. Compared to other nonverbal communication skills, the items included in

"Sensitivity to others" are more associated with the response and feedback process in circumstances of verbal communication. As mentioned before, in order to acquire such nonverbal communication skills, individuals would have to learn and reinforce them in actual interpersonal communications. Nonverbal communication behaviours such as nodding, smiling and accepting opinions of others are considered relatively easy to learn, which should be practised along with the verbal skills developed in SST. Apart from the second subscale, "Specificity," the fourth subscale, indicated a moderate positive correlation with social skills. This result was opposite to a hypothesis prior to the analysis, because it was supposed that clothing specificity might be acknowledged as something contrary to the conformity prevalent in Japanese society. Nevertheless, it may say that those who attach importance to their own fashion style have the ability to observe others keenly, which relates to some sort of relationship with social skills.

3. The relationship between the AABS subscales and loneliness

As well as the positive correlation between social skill and AABS subscales, loneliness exhibited weak negative correlations with the subscales. The first subscale, "Awareness of appearance," showed a slightly higher correlation coefficient than the other subscales. This result might be associated with a determinant nonverbal factor for the degree of loneliness. Individuals who express considerable interest in fashion tend to be active and positive to interpersonal relationships (Takagi, Daibo & Kamiyama, 2001). In this regard, Francis (1992) indicated that clothing deprivation had a significant effect on social participation. This result can be intimately related to the relationship between the subscales and loneliness, because the levels of loneliness and extroversion can interact with each other. However, clothing practice or training alone will not decrease levels loneliness in clinical use. The process of decreasing loneliness through SST and nonverbal communication skills practice is as follows:

1) Educating the importance of self-awareness of clothing and nonverbal behaviour for interpersonal communication.

- 2) Learning communication skills including both verbal and nonverbal skills.
- 3) Practicing learned skills in actual interpersonal communication.
- 4) Attempting to change cognition from receiver.
- 5) Feedback and acquiring new (positive) cognition.
- 6) Improving interpersonal communication leading to relationship to others.
- 7) Enhancing better relationships with others.
- 8) Decreasing loneliness.

If the first process, "Educating the importance of self-awareness of clothing and behaviour," was conducted in the actual counselling, individuals suffering from social maladjustment, may have more opportunities to acquire different perceptions, leading to effectively improved social skills.

Conclusion

Social skill is one of the important interpersonal communication components that interact with a variety of adjacent areas such as social maladjustment. With the hypothesis that self-awareness of appearance and behaviour as nonverbal communication skills are deeply associated with social skills and social maladjustment, the present study attempted to extract the factors of self-awareness of appearance and behaviour, then developed subscales regarding nonverbal communication skills. Moreover, this study investigated the relationship between the factors and social skill and loneliness, because it was supposed that these are deeply related to social maladjustment. As the result of survey and analysis, the following conclusion was achieved.

The factor analysis in terms of self-awareness of appearance and behaviour extracted four factors (32 items), all of which positively correlated with individual social skills, particularly the subscales, "Sensitivity to others" and "Specificity" which showed high correlation coefficients. This result supported appearance and behaviour as nonverbal communication skills related to interpersonal communication as well as social skills. The relationship between the subscales and loneliness revealed weak negative correlations. This consequence suggested the possibility that individual awareness and

nonverbal behaviour can either directly or indirectly affect social maladjustment.

To sum up, the present study found that appearance and nonverbal behaviour are very important communication skills for effective interpersonal communication and relationship. Hence counsellors or psychotherapists who implement SST for clients suffering from social maladjustment will need to assess their appearance and nonverbal behaviour more carefully. Also apart from SST, they should explain and educate clients how individual appearance and nonverbal behaviour influences interpersonal relationships from the point of view of cognitive behaviour theory.

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大学生の外見・しぐさに対する意識と社会的スキル、社会的適応との関連

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要 約

本研究では外見やしぐさに対する意識が、社会的スキルや孤独感に影響を及ぼしているかを検討することを目的とした。大学生を対象に質問紙調査を行い、対人関係に影響を及ぼす可能性のある外見やしぐさに対する意識と社会的スキル・孤独感との関連を検討した。その結果、外見に対する意識と社会的スキル・孤独感には相互作用があることが明らかにされた。今後、これらのコミュニケーションスキルをSST同様、臨床の現場でトレーニングする必要があると考えられる。

キーワード：外見への意識 社会的スキル 社会的不適応