

## A Research of the Cognitive Dimensions of the Term, 'Sexy'

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The purpose of this research is to find out the cognitive dimensions of the term, 'Sexy'.

Clothes gives individual's identity including concept about distinction of sex and clothes indicate of sexuality. Specially, clothes has inseparable relation with ladylike substance first of all an equality is formed "Her = dress that she wears".

In 21th century, It can say 'Sexy' is emphasized representative image of one of woman by many designers. 'Sexy' is representative keyword of woman's esthetic sense, sometimes 'Sexy' is used to meaning of 'Beautiful', 'Feminine', and sometimes indirect expression about inflammatory and suggestive woman that is not chaste. We can analogize that can have various dimensions. In other words, it is that various kinds dimensions exists in the cognitive dimensions of 'Sexy'.

First, I needed to confirm whether the cognitive dimension of 'Sexy' is various kinds.

Pretest was executed survey, included following question; 'Please fill out answer sheet sequentially, after suppose that woman who wear sexy dress, look at her and rising conception more than five'

The subjects of pretest were 68 of 80 responses; female(57.1%) and male(42.9%) between 19 years old to 34 years old in Seoul. It could express 20 items that attractive, appeared and so on, after have abstraction 56 vocabulary by

frequency analysis and factor analysis. Statistical processing was used SPSS 10.0 for windows.

I investigate whether there are what kind of dimensions in cognitive dimensions of 'Sexy' of woman in premise that it exists various different cognitive dimensions in dimension of 'Sexy'. Based on pretest, had made survey of 20 subjects with 5-points scale and have got 129 responses that female between 18 years old 33 years old, the location of kangnam, kangbuk, sindosy, etc., analyzed as used 125 responses. by used SPSS 10.0 for windows.

Ask that degree of thinking in example words about woman weared sexy dress who made individual's imagination. It can be bind cognitive dimensions of 'sexy' to 6 groups by frequency analysis and factor analysis, and explanative value is 75.211.

The result of cognitive dimensions of the term, 'Sexy' can be summarized as follows 6;

- 1) shape looks better,
- 2) embarrassed and ugly,
- 3) polished and is haute,
- 4) beautiful and fresh,
- 5) is inflammatory and suggestive,
- 6) personal character looks bad