

3.4 Factor analysis

There were 15 “cute” characteristics in the survey, used principal component to do factor analysis for observing the influence factors. According to the principal component analysis, the “cute” characteristics was sorted to three main factor groups, first factor group received highest measurement which were fickle, soft, warm, insecure, harmless, friendly and relaxed; Second factor group received secondly measurement which were frankly, lively, active, delightful and interesting; Third factor group received lowest measurement which were childish and dumb. The cross match results of the three factor groups and correlation coefficient was found that higher correlation between first factor group and the degree of like and cute.

4. Conclusions

According to the survey on “negative and positive cute characteristics,” and “the each cute characteristic effect on character design evaluation,” the conclusion can be made as follows.

1) “Cute” characteristics

Based upon the positive characteristics of character design survey result we can find: interesting, new, delightful, lively and friendly are regular been thought as positive characteristics. The positive characteristics, like warm, harmless, soft, friendly, relaxed, interesting and delightful, and the evaluation of like and cute were closely linked.

According to the character design analysis results of negative characteristics, we could find: dumb, shy and childish can be accepted to “cute.” And shy, evil, fickle can be accepted to “like,” among them, “shy” also can be accepted to “cute.”

2) The evaluation of “cute” character design

According to the factor analysis results, the characteristics of “cute” character design were sorted to three factor groups. The first group’s factors were warm, relaxed, soft, harmless, friendly, fickle and insecure, above vocabularies were both positive and negative. At the same time, the degree of like and that of cute were intimate related.

5. References and Citations

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- [4] Gorki Yomota (2007) *Cute-Presentation Transcript*, Conmen Wealth, Taipei, pp 28.
- [5] Rocket Company (1991) *The New Oxford Illustrated English-Chinese Dictionary*, Rocket Company, Taipei, pp 284.
- [6] Peter Thailer (2001) *Pictoplasma*, DieGestalten Verlag, Berlin, pp 1.
- [7] In “cute” characteristics vocabularies survey, a total number of 16 graduate student subjects were recruited; among them, there were 9 females and 7 males.