

## **Abstract**

The diploma thesis deals with the effect of physical appearance and behavior on the assessment of the sexual attractiveness of men from the point of view of women. At the same time, the influence of a dynamic stimulus in the form of behavior (video) and a static stimulus in the form of a photograph is used to assess sexual attractiveness. Research participants (n=30), evaluated the attractiveness of 5 actors in two phases, first in a photograph (static stimulus) and later after watching short 10-second videos (dynamic stimulus) depicting three types of behavior - positive, neutral and negative. Results of a repeated-measures analysis of variance (ANOVA) showed that positive behavior significantly increased attractiveness over neutral behavior and neutral behavior over negative. At the same time, they also pointed out the significant influence of a dynamic stimulus (behavior) on the assessment of attractiveness compared to a static stimulus (photo).

## **Key words:**

sexual attractiveness, behavior, physical appearance, dynamic stimulus, static stimulus