

AUSTIN COLLEGE
INSTITUTIONAL REVIEW BOARD
Human Subjects Request for Approval

Name of investigators: Melanie Daughtrey and Diana Hobbs
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Project title: Attractiveness Ratings and Its Relationship with Media Portrayals of Attractiveness

Estimated start date: August 30, 2011

Estimated completion date: April 12, 2012

This request is for a:

☒ [X] new project

☐ modification of approved project

☐ renewal of previously approved project

IRB # of approved project _____

Category of Project

☐ Faculty or staff research project

Department:

Funding agency (outside funding):

☒ [X] Student research project:

Course number and name (if applicable): 460, 490 Independent Study

Name of professor or staff sponsor (required): Renee Countryman

☐ Class research project (faculty only)

Course name and number:

In making this application, I certify that I have read and understand College policies and procedures governing human subject research and agree to abide by them. I certify that the attached information accurately describes the proposed research project.

Investigator(s) signature(s)

Date

If a student project:

I have read the attached information. In my opinion, it accurately describes the research, and that research will comply with College policies and procedures governing human subject research. I accept responsibility for supervising the student's conduct of the research.

Sponsor's signature

Date

Note: Signatures not required if submitted electronically. If this is a student project that has been submitted electronically, sponsor should send an e-mail to IRB chair in lieu of signature.

Research Project Information

(Note: Err on the side of ambition in filling out the following information. The IRB will need as much information as possible about your research project – and adequate information will assist us in avoiding any unnecessary delays.)

- 1. Please type a description of your project below (not more than one page). Describe the project's goals, design, major hypotheses or research questions, procedures, etc. Please minimize your use of jargon; the IRB members may not be specialists in your academic discipline.**

This study compares the correlation between the attractiveness of women in regards to their hairstyle. We would like to compare women with long straight hair, long curly hair, short straight hair, and short curly hair. These manipulations on hairstyle will be done by use of a hot iron to straighten and curl hair, and we will photograph each within the same day and use a photo-editing program to make the styles appear shorter and/or longer. We will then compile the photos in a random sequence and ask men to rate the attractiveness of the women on a 1-7 Likert scale. After we analyze the scores of the women's attractiveness, we would additionally like to compare our findings to research on media sources, such as Vogue and Allure, and what they portray as attractive hairstyle throughout recent years. This will be evaluated by assessing the amount of photos of women with long straight or curly hair versus short straight or curly hair in the magazines. Based on previous studies and evolutionary psychology, we believe that the long hair will be more attractive, both curly and straight, than short hair. We also believe that the media affects how we depict our style more than most would believe it to.

- 2. Please describe your participant populations(s). (Check all that apply)**
(Note: "Participants" refers to research assistants as well as subjects)

- ☐ Adults
- ☒ Students
- ☐ Minors (under the age of 18)
- ☐ Mentally or physically challenged individuals
- ☐ Minority groups (specify)
- ☐ Vulnerable populations (please specify) _____

How will participants be selected, recruited, or enlisted?

Students will be recruited by the psychology extra credit pool at Austin College. Male populations in particular will only be allowed in the study.

Will they be paid or compensated in some other fashion (food, prizes, money, academic grades, etc.)? If yes, please specify. How, if at all, will compensation be affected by withdrawal from your study?

The only compensation they will receive is extra credit in a psychology course they may be taking. If they withdrawal from the study they will not receive the extra credit in their course.

Are there any special characteristics of your participants that the committee needs to be aware of? Please specify.

The only special characteristic is that they are all male.

3. Will subjects be asked to identify themselves or provide any type of information that could allow them to be identified by someone with access to your research materials (e.g. SSN, unique characteristics, any type of identity coding)? If so, please describe all measures that will be taken to protect the confidentiality of information provided. Please note that this question pertains to all research notes and raw data, not just to published products of the study.

No.

4. How will the data be obtained (check all that apply)?

- ☐ Observation: ☐ In a public location ☒ In a private location
- ☒ Questionnaire or survey
- ☐ Interview(s): ☒ face-to-face ☐ telephone ☐ email/chatroom
- ☐ Tests: ☐ published/standardized ☐ researcher-created
- ☐ Other: specify

Please attach a copy or detailed description of the written or oral materials or experimental procedures to which participants will be asked to respond. Failure to include this information may delay approval of your request.

5. How and where will the data be stored?:

For how long? If the data are to be destroyed later, specify how, when and by whom:

The data will be stored on our personal laptops as well as Dr. Countryman's computer for five years. The files on the computer will be deleted, and the physical copy in Dr. Countryman's office will be shredded by her personally.

6. Please describe all foreseeable risks (physical, mental and social) to the participants. Describe any distress that might be caused by the study, such as probing for information that might be considered personal or sensitive to the participant or that might be considered offensive, threatening or degrading. If deception will be employed, describe the nature of the deception and the rationale for its use. If distress is a possible outcome or if deception will be employed, describe the planned procedures for debriefing the participants after the research is conducted.

There should be very minimal or no risk to the participants. If the participants are rating the attractiveness of girls that they know on campus, there could potentially be some distress on how other participants view/rate others' friends.

7. If outside agencies of any kind are working with Austin College faculty, staff or students, or if Austin College faculty, staff or students are conducting research projects along with or for outside agencies, please list all contact information (names, addresses, phone numbers) for those who have engaged in this relationship for the purposes of this project. Additionally, the IRB will want a signed statement from those contacts that describes in detail the nature of that relationship, including specific information pertaining to prospective payments, expectations, limitations, deadlines, etc. Projects may be approved prior to receipt of such statements, but the investigator is responsible for providing these documents in a timely manner.

None.

8. Please describe any medical procedures to be used (for example, blood pressure or temperature monitoring, heart rate monitoring, EKG, blood drawing, etc.) and describe the safeguards to be employed. Justify the necessity of employing invasive or noninvasive medical procedures.

None.

Consent process (documentation of consent is not required if your project is determined to be exempt from further IRB review; see IRB guidelines for explanation of exemption review criteria).

1. Please describe the consent process by explaining when and how the participant's consent will be solicited. Describe additional steps that will be taken to ensure the participant's right to withdraw without penalty at any time and to guarantee their privacy and to ensure confidentiality. If participants include minors or other populations who may not be able to give consent for themselves, describe how parents/guardians will be informed of the study and give their consent. If the research is part of an in-school or institutional study, what will teachers, officials, or administrators be told about the study, and how will their permission be obtained?

Attach all relevant consent forms to this application. Failure to do so may delay approval of this proposal.

The attached consent form will be handed out to each potential participant directly before the experiment. Individuals may withdraw from the study with out any penalty as described in the form.

2. How and where will the written, signed consent forms be stored? If these will be destroyed later, specify how and when that will occur. (We recommend that consent forms be retained for at least three years following the completion of the research.)

They will be stored in Dr. Countryman's office for 5 years, followed by destruction by shredding.

Submit this application electronically (preferred) or in hard-copy to IRB chair, Wayne Meyer.

Rev 2005

Question Types

In general, Do you find long hair or short hair more attractive in women?

In general, Do you find curly or straight hair more attractive in women?

Has this answer changed with time?

What do you think has influenced your opinion?

Does media play a role in your opinions?

Likert Scale Ratings of Attractiveness

Very Unattractive = 1, Unattractive = 2, Slightly Attractive = 3, Moderately Attractive = 4, Fairly Attractive = 5, Attractive = 6, Very Attractive = 7







