

Perception of Faces: A Replication

How Targets are Perceived Based on Ethnicity and Gender

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INTRODUCTION

Oosterhof and Todorov (2008): *The functional basis of face evaluation.*

How people evaluated faces?

Valence-Dominance Model - we judge faces on two dimensions:

- Valence: how approachable one seems to be
- Dominance: how physically strong or weak one seems to be

Psychological Science Accelerator: overarching replication project

- 100s of labs around the world
- Test if valence-dominance model generalizes cross-culturally

3 criteria for a successful replication :

1. First two components have Eigenvalues > 1
2. First component correlates strongly with trustworthiness ($\lambda > .7$) and weakly with dominance ($\lambda < .5$).
3. Second component correlates strongly with dominance ($\lambda > .7$) and weakly with trustworthiness ($\lambda < .5$).

Exploratory analyses were also done in order to see if faces were rated differently on valence and dominance by gender and ethnicity

METHOD

Participants = 79

- Age: $M = 20.26$ years, $SD = 3.47$
- Gender: M=32, F=46, Missing= 1
- Race: White=35, Non-white=42, Missing=2

Recruitment: students from IIT (SONA and MTCC bridge)

Procedure:

1. Demographic questionnaire
2. Randomly assigned to rate 120 faces on one trait (e.g., "attractive")

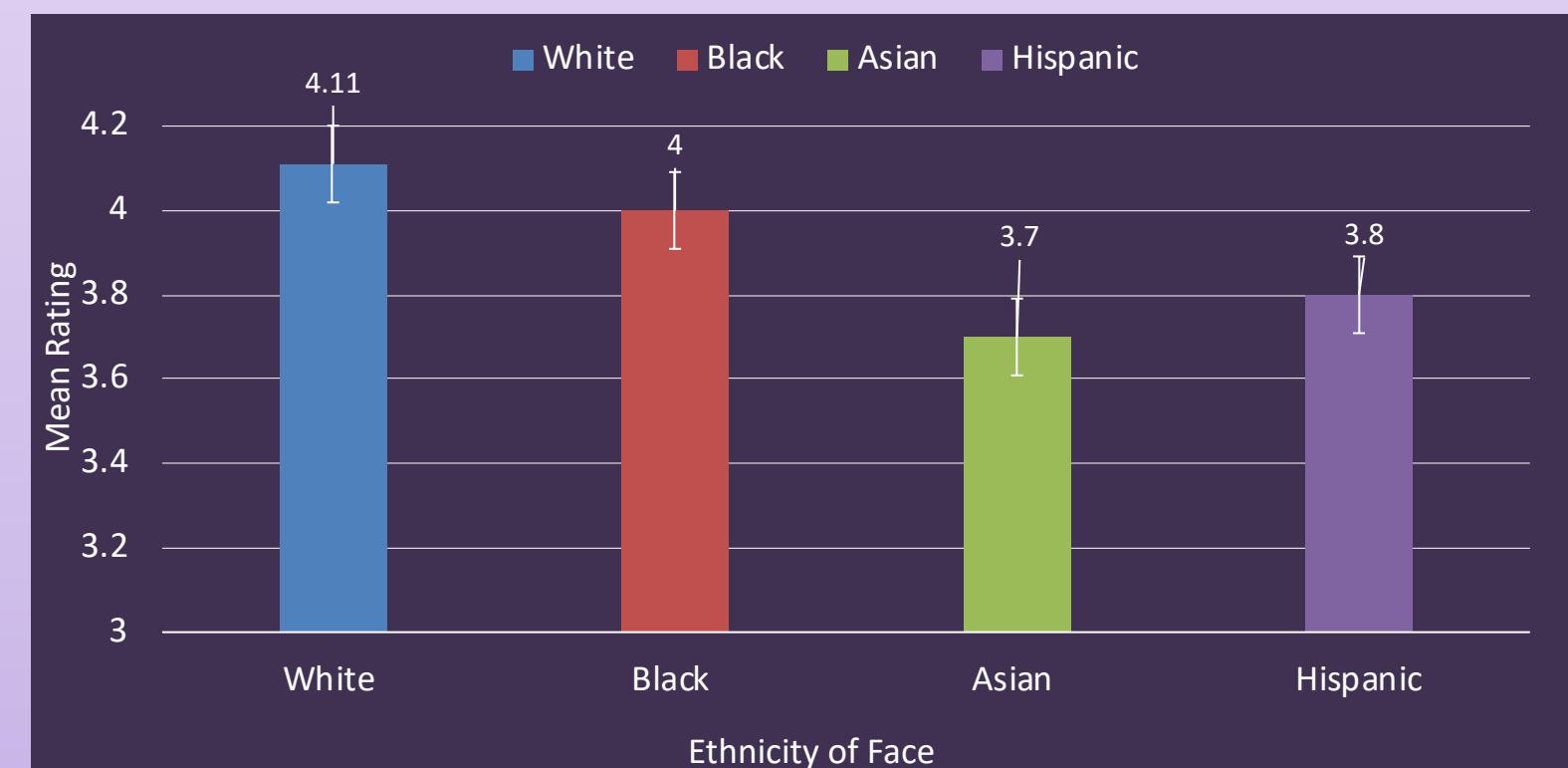


RESULTS

Tables 1 & 2. Principal components analysis loadings for 13 traits in IIT sample compared to Asia and Middle East

USA/IIT			PC1	PC2	PC3	PC1	PC2	PC3
			Middle East			Asia		
PC 1	PC 2	PC 3	trustworthy	-0.22	0.16	0.78	-0.19	0.12
0.78	0.06	0.05	Emostable	0.77	-0.22	0.16	0.82	0.06
0.76	-0.06	0.19	Trustworthy	0.83	0.11	-0.02	0.75	0.18
0.82	-0.11	0.01	Sociable	0.76	0.15	-0.27	0.58	0.14
0.79	-0.26	0.09	Caring	0.59	0.11	0.42	0.77	-0.35
0.47	0.03	-0.08	Responsible	0.75	-0.41	-0.18	0.69	0.41
0.75	0.39	0.01	Confident	0.69	0.44	0.03	0.52	0.17
0.52	0.52	-0.15	Attractive	0.55	0.19	0.49	0.59	0.53
0.56	0.49	0.31	Dominant	0.61	0.5	-0.34	0.59	-0.14
0.34	0.06	-0.74	Intelligent	-0.77	0.08	0.44	-0.78	0.06
-0.52	0.59	0.13	Aggressive	-0.6	-0.36	-0.37	-0.58	-0.39
-0.69	0.57	-0.19	Mean	-0.43	0.81	-0.04	-0.45	0.8
-0.24	0.05	0.63	Unhappy	-0.51	0.68	-0.03	-0.53	0.66
-0.6	-0.22	0.01	Weird	0.05	0.8	-0.11	0	0.79

Figure 1. Mean Differences across Ethnic Groups in Perceptions of Dominance



DISCUSSION

Limitations:

- Small sample size
- Convenience sampling
- White/Non-white vs. White/Black/Asian/Hispanic

Future Research:

- More diverse sample
- Ask sexuality question in order to compare LGBT vs. heterosexual raters
- Include obvious LGBT faces to see how they perceived

Implications:

- Evaluations of faces affect motivation, feeling, and decision making
i.e. sentencing for criminals , voting behavior