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Hair Length Influence on Perception of Male Attributes

By

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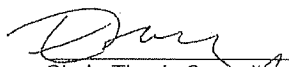
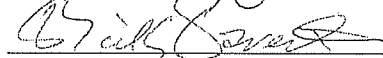Master of Arts in Experimental Psychology

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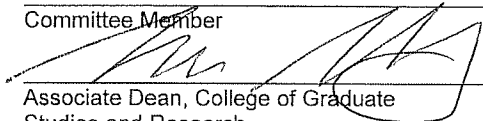
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Abstract

Hair Length Influence on Perception of Male Attributes

Patrick Connors

Although the relationship between a woman's hair length, attractiveness and perceived

intelligence has been studied, the same relationship has not been investigated in males

(Buss, 1995; Buss & Schmitt, 1993; Hinsz, Matz, and Patience 2001; Mesko & Bereczkei

2004). In the present study, 148 female Towson University undergraduate students rated

photos of male models in terms of these two attributes, among others. There was found to

be two significant main effects of the Hair length and Model, specifically on the two

main attributes of attractiveness and intelligence.

Keywords: Hair Length, Intelligence, Attractiveness, Gender

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Introduction

First impressions are difficult to change, and 100 ms is all that is required for an individual to formulate an impression (Bar, Neta & Linz, 2006; Willis & Todorov, 2006). However, first impressions are seldom accurate because they are based largely on physical characteristics. Heckert (2003) found that hairstyle is an important aspect of appearance that influences first impressions. Hair can be easily manipulated to emphasize physical attributes or to hide their imperfections. The amount of money spent on hairstyle, especially by women, indicates its significant influence on impressions (Hinsz, Matz, & Patience 2001). Hair can denote a person's health, age, and even suggest the quality of their genetic make-up (Mesko & Bereczkei 2004), all of which influence how attractive or intelligent they may seem to others.

This paper will examine the relationship between hair length, attractiveness and intelligence. It will also outline the gender differences in mate selection, with focused attention on the importance of perceptions based on male hair length, highlighting why research on the perception of male hair length is as important as the perception of females' hair length.

Hair and Attractiveness

Mesko and Bereczkei (2004) conducted an experiment to test three evolutionary based hypotheses relating to hair: covering hypothesis, healthy mate theory, and good genes theory. The covering hypothesis suggests that head hair either accentuates or hides a person's facial features; short hair shows off advantageous ones, while long hair conceals them. Thus, short hair should increase the attractiveness of women who were judged to be highly feminine, and long hair should obscure features that appeared more

masculine, such as a larger jaw. The healthy mate theory states that the conditioning of

the hair would accentuate or diminish the attractiveness because it indicates an absence of

pathogens that could potentially be harmful to mates or offspring. This theory is similar

to the good genes theory, which states that, regardless of the person's facial features,

longer hair suggests a healthier individual. If a person has long healthy looking hair,

he/she will appear to be free of any parasites or diseases that would diminish their appeal

as a potential mate.

To test their predictions, Mesko and Bereczkei (2004) took pictures of 77 females

who had their hair pulled back in clips to reduce the amount of visible cranial hair, and

adopted a neutral expression. This was called the "basic face" (Mesko & Bereczkei,

2004). A group of 30 males then rated these pictures for attractiveness using a scale of 1

to 6, where 6 was the most attractive. The 10 most attractive and 10 least attractive rated

photos were selected for further use. Using computer software (Cosmopolitan My Style

2), the researchers modified the women's photos to create six different hairstyles: short,

medium, long, disheveled, bun, and unkempt, applied to them instead of the basic face.

Next, a new group of 52 males rated the 20 females' photos. First, they were shown the

"basic face" and then were randomly shown the remaining 120 pictures; each picture was

rated on four different features of female attractiveness as defined by previous studies:

femininity, youth, health, and sexiness (Mesko & Bereczkei, 2004). By eliminating the

original attractiveness values of the "basic face" from the ratings of the styled photos,

Mesko and Bereczkei were able to calculate the effect that hairstyle had on attractiveness.

The results from the Mesko and Bereczkei (2004) study supported the good genes

theory. Only the medium and long-length hairstyles seemed to have a positive effect on

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perceived attractiveness; these variables also had the largest change when it came to the dimension of perceived health. The conclusion, therefore, was that the longer a woman's hair, the healthier and more attractive she appears to be. Thus, her appeal as a potential mate increased (Mesko & Bereczkei, 2004).

Hinsz, Matz, and Patience (2001) concluded that longer hair suggests youthfulness. These researchers interviewed women randomly in various public places. While one researcher asked the women a battery of questions, regarding marital status, health, and reproductive ability, a confederate researcher stood discreetly aside and rated the participants' hair quality and length, as trained by local hair salons (Hinsz, Matz, & Patience 2001). The difference between their measures suggested that younger women's hair tends to be longer, and appears better cared for versus older women's hair. A possible explanation provided by the researchers was that men naturally look for younger women, because they would be more likely able to carry a full-term pregnancy. Therefore, women are more likely to keep their hair longer and better maintained while they are younger and actively searching for a potential mate.

The main impact of this finding is that it identifies what males seem to find attractive in women. While being younger does not guarantee a woman to be more physically attractive, propagating the species is hardwired into every animal. By appearing younger, and thereby boosting the innate potential of fertility, women are more likely to attract a mate (Buss, 1995; Buss & Schmitt, 1993).

In addition to biological prosperity, hair can also portray social or economic status (Banet-Weiser 2001). For instance, women in high-level jobs, such as a business executive, often adopt a "power cut" (a short, well-manicured style) to look less

feminine, but not too masculine (Drentea 2004). This hairstyle may suggest competence, efficiency and success. In a business setting, a woman with short hair might appear more attractive, on an accompanying socioeconomic level, rather than a purely physical one. Biologically, this attraction can be explained as an individual searching for a mate that can best provide for and protect it and its offspring. Also, in this day and age, what better protector and provider could there be than a successful and most likely rich, one?

To summarize, women, who are most often the subjects of these studies, are generally more attractive to males if they have longer hair which accentuates their youthfulness and health status (Mesko & Bereczkei 2004; Hinsz, Matz, & Patience 2001). However, hair does not just attract a mate based on the physical aspects it portrays. By adopting a shorter "power cut" style of hair, women portray a more professional and efficient appearance that suggests competence and success (Drentea 2004). This possibly provides them with a better socioeconomic appeal, which in the modern world, may have as much influence as the physical appearance (Banet-Weiser 2001).

Hair and Intelligence

Men are traditionally portrayed as having short hair in the media, with cultural differences in presentation. Men who have less hair, typically due to male pattern baldness, are viewed as older, and consequently, more intelligent, than those with more hair (Cash 1990; Wogalter & Hosie 1991).

Similar to Mesko and Bereczkei (2004), Wogalter and Hosie (1991) used a computer program (Mac-a-Mug Pro) to simulate different amounts of cranial hair in males. Two experimenters then classified these variants based on the quantity of cranial

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hair; having less hair and raised frontal hairlines indicated that the person "appeared to be balding." These hairstyles were then paired with 16 faces. The study also placed the hairstyles on faces that also had one of 16 randomly generated beards on the chin. The photos were then placed in a booklet in random order and given to the 48 participants (29 female, 19 male), who were asked to estimate the ages of the people and to rate their attractiveness, intelligence, and social ability using a scale of 0-6, with 6 being the highest.

The results indicated that cranial hair and the gender of the rater significantly affected ratings of intelligence (Wogalter & Hosie 1991). Overall, pictures of men who had less cranial hair had higher ratings of intelligence, and female raters were more likely than male ones to rate the photos that way. A possible explanation for this is that, while males with less hair appeared more intelligent, they also appeared older. This finding was important to the current study because unlike the attractiveness studies, it provides evidence that women believe a man with shorter hair looks more intelligent.

Cash's (1990) experiment supported the notion that the less cranial hair a man has, the older he is assumed to be. In this study, 108 participants (54 male, 54 female) rated 18 photos of both balding and non-balding men on seven dimensions of social perception. Cash found that, with less cranial hair, a man is assumed older. These results support Wogalter and Hosie's (1991) findings, and provide more evidence for the idea that a man with shorter hair will be seen as more intelligent than one with longer hair.

Methodological Issues

With the exception of Hinsz, Matz and Patience (2001), all studies of the possible effects of hair on social perception have used photos of individuals. While this

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methodology ensures an internally valid experimental design, it does not depict the types

of judgments people make of live models. For instance, Cash (1990) used 18 photos of

men with either balding or not balding hair. By using multiple models, he allowed for

some external validity, but he also could not be completely sure that hair was the only

variable having an effect. Because no one person looks *exactly* like another how can the

investigator be sure that the length of hair is the only factor? For example, the arc of a

person's cheekbones, or any other minor facial detail, may compliment a person better

than another.

On the other hand, both Mesko and Bereczkei (2004) and Wogalter and Hosie

(1991) used a computer program to create the different hairstyles. Wogalter and Hosie

used the program to generate facial features also. While this does control for the

possibility of another variable influencing the rating, it does not necessarily provide as

much external validity.

Gender Differences in Mate Selection

Male preferences of a mate's hair could be drastically divergent from the female.

Do women desire men with long hair that look younger, less successful and perhaps more

feminine? Unfortunately, there have been no studies so far that have investigated this

possible variable.

Studies that have investigated possible sex differences in attraction have found

differences in mate selection between men and women (Cunningham, Barbee, & Pike

1990; Graziano, Jensen-Campbell, Shebilske, & Lundgren 1993; Fallon & Rozin 1985;

Brown, Cash, & Noles 2001). According to Graziano, Jensen-Campbell, Shebilske, and

Lundgren (1993), men tend to choose their mates based upon their physical features

alone, while women's choices are based more upon the male's socioeconomic status and ambition. Singh (1995) also found that women tend to choose mates based on socioeconomic status. By combining the ideas that a man's hair can depict not only how healthy he is, but also his socioeconomic standing, it is obvious that hair can influence a woman's mate choices.

How much a woman's mate selection is influenced by a man's hair is supported by Brown, Cash and Noles (2001). They discovered that attraction is significantly related to the neatness of a person's hair and overall grooming. They theorized that the more an individual conformed to gender standards (i.e., males more masculine, and females more feminine), the more attractive they were perceived. The results suggested that masculinity/femininity is related to hair neatness and grooming. Again, longer hair tends to accentuate feminine qualities, thus raising the question: would a male who has longer hair suffer a penalty to his attractiveness rating, by not conforming to gender standards? In addition, if a man is considered more intelligent when he is going bald or already is bald, then a man with short hair should be viewed as more intelligent than a man with long hair.

Evidence from several online websites is consistent with the previous literature. There are numerous sites on the internet now that allow people to rate another person's body for attractiveness based upon pictures they post to the site. While these may not be well controlled pictorial manipulations, they are good examples of the fact that men with short hair are viewed physically more attractive. For instance, on the site Rate My Body (www.ratemybody.com), the top eighteen men on the site all have short hair. This is also the case on other sites. On "Cutemeter" (www.cutemeter.com), eight out of the top ten

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males have short hair. On "Like My Body" (www.likemybody.com), the top ten males all

have short hair, as opposed to long hair. On "Rating My Look"

(www.ratingmylook.com), there were more males with long hair in the top 10, but the

majority of photos still had short hair.

The Present Study

The present study was designed in an attempt to determine if males with short hair

are seen to be more attractive and intelligent than males with longer hair. This study adds

to the literature since previous studies failed to look at attractiveness and intelligence as

dependent variables when hair length is deliberately manipulated with wigs. It is

hypothesized that the shorthaired photos will rate higher in intelligence and

attractiveness.

Method

Participants

This study was conducted using 148 Towson University female undergraduate

students. The mean age of the participants was 20.6 years. 79.7% of the participants

reported themselves as being White, 17.6% Black, .7% Asian, and 2.0% Other. All were

collected from the Towson Psychology research pool.

Materials

Photos. Three different male models were used for the stimuli, each with three

pictures: a shorthaired photo, a medium-haired, and a longhaired one. After taking the

shorthaired photo the longer hairstyles were simulated using a wig (see Appendices A

through I).

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Rating Scales. Under each picture were multiple rating scales, ranging from one to five, with one being the lowest rating, and five the highest. The objects of the rating scales were attractiveness, intelligence, friendliness, athleticism, and whether the participant believed the model would be found attractive by other women. Participants also indicated whether they would date said model, along with an inquiry of their relationship status, and their significant others' hair length. In addition to this, participants were asked to provide their age and ethnicity. See example of the rating scales in the Appendix.

Procedures

One of the nine photos was selected randomly and presented to the participant face down. Each participant turned over the photo and rated it in terms of the given qualities. Participants also rated the model's attractiveness to other women and rated whether they would romantically date said model. They also answered questions about their current relationship status, and about their significant others' hair length. In addition to this, participants provided their age and ethnicity. All information provided was kept confidential.

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Results

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A 3 (Model) X 3 (Hair length) ANOVA was conducted on the data. A significant main effect of Hair was found, Wilk's Lambda = .608, $F (16, 124) = 2.192$, $p<.05$, partial eta squared = .220. The observed power was .97, accounting for roughly 97% of the variance. Another significant main effect was found for the Model, Wilk's Lambda = .653, $F (16, 124) = 1.841$, $p<.05$, partial eta squared = .192. The observed power of the Model condition was .932, accounting for roughly 93% of the variance. There was no

significant main effect interaction of the two. Using a post-hoc Tukey test, it was

determined that there were no significant differences between the Short and Medium hair

lengths. The same post-hoc test also determined that both the Short and Medium hair

lengths were significantly different from the Long condition.

Attractiveness

A one-way ANOVA found a significant effect of Hair on the Attractiveness

rating, $F(2,147) = 13.877$, $p<.05$. Looking at Figure 1 (Appendix J), the Short and

Medium conditions average Attractiveness rating were higher than that of the Long hair

condition. A two-tailed Pearson R Correlation analysis of the data was also found to be

significant, $r = -.316$, $p<.05$.

A one-way ANOVA also found a significant effect of Model on the

Attractiveness rating, $F(2, 147) = 7.726$, $p<.05$. Looking at Figure 1 (Appendix J), it

appears that Model M was rated highest regardless of the hairstyle, with Models MC and

J respectively 2nd and 3rd. A two-tailed Pearson R Correlation analysis of the data was

also found to be significant, $r= .189$, $p<.05$.

Intelligence

A one-way ANOVA found a significant effect of Hair on the Intelligence rating, F

$(2, 147) = 4.648$, $p<.05$. Looking at Figure 2 (Appendix K), the Short and Medium

conditions average Intelligence rating were higher than that of the Long hair condition. A

two-tailed Pearson R Correlation analysis of the data was also found to be significant, $r =$

$-.219$, $p<.05$.

A one-way ANOVA also found a significant effect of Model on the Intelligence

rating, $F(2, 147) = 6.535$, $p<.05$. Using Figure 2 (Appendix K), Model M was rated the

most intelligent looking, regardless of the hairstyle the participant viewed. Model J was rated 2nd most intelligent, and Model MC the least intelligent looking of the models.

Discussion

Hair is a very prominent and influential part of a person's appearance: it can denote a person's gender, age, and in some cultures, even their social standing. It also influences other aspects, like a person's perceived intelligence and attractiveness, at least in women (Hinsz, Matz, & Patience 2001; Mesko & Bereczkei 2004). Because men's hair length is less frequently studied than women's, this study looked at how a male's hair length affected his perceived intelligence and attractiveness. It was found that both the Hair and Model conditions had an overall significant effect, as well as a significant effect on the attractiveness and intelligence ratings.

Using the correlational analysis, the shorter the hair in the picture, the higher the rating was. This shows that, of the women who participated, males with shorter hair were perceived as both more attractive and more intelligent than males with the longer hair. This directly supports the hypothesis that men with shorter hair will be seen as both more attractive and intelligent than men with longer hair.

There were also ratings collected for how friendly, athletic, and how attractive other women would find the model. In regards to friendliness, there was a significant effect of the Model condition on the rating. The ratings of athleticism and attractiveness to other women, however, were found to be significantly effected by the Hair condition.

Seeing as there were no significant interactions between the Hair and Model conditions, this indicates that each condition was acting independently on the select ratings. The importance of this is that, while the different models did have an effect on

some ratings, like friendliness, it did not confound the dependent variable of changing the hair length via wigs. In other words, while it would appear that both the Model and Hair conditions affected the ratings of attractiveness and intelligence, the two together did not work in concert to do so.

While this study has not only furthered the literature of first impression and attraction, it also has potential in the nonscientific world. Using these findings, dating sites can take steps to further assist their clients who are more difficult to find matches. In the same regard, an employment agency can help hard to place clients refresh their looks to help them appear more friendly, attractive, or intelligent to potential employers. Even a salon or barber shop could use these results to sell hairstyles to customers, again quoting that it would help them appear more intelligent or attractive.

This study examined how much influence a male's hair length has over his perceived attractiveness and intelligence. While women's hair length and style has been extensively examined, the same cannot be said for male's (Buss, 1995; Buss & Schmitt, 1993; Hinsz, Matz, and Patience 2001; Mesko & Bereczkei 2004). This is just one step towards readily quantifying what women may find attractive in a potential mate.

Appendix A

Age:
Race:
White___ Black___ Asian___ Other___

Rate this guy in terms of friendliness: 1 - - - - 2 - - - - 3 - - - - 4 - - - - 5 Not Very Very Friendly Friendly	Rate this guy in terms of attractiveness: 1 - - - - 2 - - - - 3 - - - - 4 - - - - 5 Not Very Very Attractive Attractive
Rate this guy in terms of athleticism: 1 - - - - 2 - - - - 3 - - - - 4 - - - - 5 Not Very Very Athletic Athletic	Rate this guy in terms of intelligence: 1 - - - - 2 - - - - 3 - - - - 4 - - - - 5 Not Very Very Intelligent Intelligent
Do you believe this guy is found attractive by other women? 1 - - - - 2 - - - - 3 - - - - 4 - - - - 5 Not Very Very Attractive Attractive	Would you date this guy? Yes _____ No _____

Are you currently dating someone?
Yes _____ No _____
If so, how long is their hair?
Bald _____
Buzz/Military _____
Ear-length _____
Shoulder-length _____

Appendix B

Age:
Race:
White___ Black___ Asian___ Other___

Rate this guy in terms of friendliness: 1 - - - - 2 - - - - 3 - - - - 4 - - - - 5 Not Very Friendly	Very Friendly	Rate this guy in terms of attractiveness: 1 - - - - 2 - - - - 3 - - - - 4 - - - - 5 Not Very Attractive	Very Attractive
Rate this guy in terms of athleticism: 1 - - - - 2 - - - - 3 - - - - 4 - - - - 5 Not Very Athletic	Very Athletic	Rate this guy in terms of intelligence: 1 - - - - 2 - - - - 3 - - - - 4 - - - - 5 Not Very Intelligent	Very Intelligent
Do you believe this guy is found attractive by other women? 1 - - - - 2 - - - - 3 - - - - 4 - - - - 5 Not Very Attractive	Very Attractive	Would you date this guy? Yes _____ No _____	

Are you currently dating someone?
Yes ____ No ____
If so, how long is their hair?
Bald ____
Buzz/Military _____
Ear-length ____
Shoulder-length ____

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Appendix C

Age:
Race:
White___ Black___ Asian___ Other___

Rate this guy in terms of friendliness: 1 - - - - 2 - - - - 3 - - - - 4 - - - - 5 Not Very Very Friendly Friendly	Rate this guy in terms of attractiveness: 1 - - - - 2 - - - - 3 - - - - 4 - - - - 5 Not Very Very Attractive Attractive
Rate this guy in terms of athleticism: 1 - - - - 2 - - - - 3 - - - - 4 - - - - 5 Not Very Very Athletic Athletic	Rate this guy in terms of intelligence: 1 - - - - 2 - - - - 3 - - - - 4 - - - - 5 Not Very Very Intelligent Intelligent
Do you believe this guy is found attractive by other women? 1 - - - - 2 - - - - 3 - - - - 4 - - - - 5 Not Very Very Attractive Attractive	Would you date this guy? Yes _____ No _____

Are you currently dating someone?
Yes ____ No ____
If so, how long is their hair?
Bald ____
Buzz/Military _____
Ear-length ____
Shoulder-length ____

Appendix D

Age:
Race:
White___ Black___ Asian___ Other___

Rate this guy in terms of friendliness: 1 - - - - 2 - - - - 3 - - - - 4 - - - - 5 Not Very Friendly	Very Friendly	Rate this guy in terms of attractiveness: 1 - - - - 2 - - - - 3 - - - - 4 - - - - 5 Not Very Attractive	Very Attractive
Rate this guy in terms of athleticism: 1 - - - - 2 - - - - 3 - - - - 4 - - - - 5 Not Very Athletic	Very Athletic	Rate this guy in terms of intelligence: 1 - - - - 2 - - - - 3 - - - - 4 - - - - 5 Not Very Intelligent	Very Intelligent
Do you believe this guy is found attractive by other women? 1 - - - - 2 - - - - 3 - - - - 4 - - - - 5 Not Very Attractive	Very Attractive	Would you date this guy? Yes ____ No ____	

Are you currently dating someone?
Yes ____ No ____
If so, how long is their hair?
Bald ____
Buzz/Military ____
Ear-length ____
Shoulder-length ____

Appendix E

Age:
Race:
White___ Black___ Asian___ Other___

Rate this guy in terms of friendliness:	Rate this guy in terms of attractiveness:
1 - - - - 2 - - - - 3 - - - - 4 - - - - 5	1 - - - - 2 - - - - 3 - - - - 4 - - - - 5
Not Very Friendly Very Friendly	Not Very Attractive Very Attractive
Rate this guy in terms of athleticism:	Rate this guy in terms of intelligence:
1 - - - - 2 - - - - 3 - - - - 4 - - - - 5	1 - - - - 2 - - - - 3 - - - - 4 - - - - 5
Not Very Athletic Very Athletic	Not Very Intelligent Very Intelligent
Do you believe this guy is found attractive by other women?	Would you date this guy?
1 - - - - 2 - - - - 3 - - - - 4 - - - - 5	Yes _____ No _____
Not Very Attractive Very Attractive	

Are you currently dating someone?
Yes ____ No ____
If so, how long is their hair?
Bald ____
Buzz/Military _____
Ear-length ____
Shoulder-length ____

Appendix F

Age:
Race:
White___ Black___ Asian___ Other___

Rate this guy in terms of friendliness: 1----2----3----4----5 Not Very Friendly Very Friendly	Rate this guy in terms of attractiveness: 1----2----3----4----5 Not Very Attractive Very Attractive
Rate this guy in terms of athleticism: 1----2----3----4----5 Not Very Athletic Very Athletic	Rate this guy in terms of intelligence: 1----2----3----4----5 Not Very Intelligent Very Intelligent
Do you believe this guy is found attractive by other women? 1----2----3----4----5 Not Very Attractive Very Attractive	Would you date this guy? Yes ____ No _____

Are you currently dating someone?
Yes ____ No ____
If so, how long is their hair?
Bald ____
Buzz/Military _____
Ear-length _____
Shoulder-length ____

Running head: HAIR LENGTH INFLUENCE PERCEPTION

Appendix G

Age:
Race:
White___ Black___ Asian___ Other___

Rate this guy in terms of friendliness: 1 - - - - 2 - - - - 3 - - - - 4 - - - - 5 Not Very Very Friendly Friendly	Rate this guy in terms of attractiveness: 1 - - - - 2 - - - - 3 - - - - 4 - - - - 5 Not Very Very Attractive Attractive
Rate this guy in terms of athleticism: 1 - - - - 2 - - - - 3 - - - - 4 - - - - 5 Not Very Very Athletic Athletic	Rate this guy in terms of intelligence: 1 - - - - 2 - - - - 3 - - - - 4 - - - - 5 Not Very Very Intelligent Intelligent
Do you believe this guy is found attractive by other women? 1 - - - - 2 - - - - 3 - - - - 4 - - - - 5 Not Very Very Attractive Attractive	Would you date this guy? Yes _____ No _____

Are you currently dating someone?
Yes _____ No _____
If so, how long is their hair?
Bald _____
Buzz/Military _____
Ear-length _____
Shoulder-length _____

Running head: HAIR LENGTH INFLUENCE PERCEPTION

Appendix H

Age:
Race:
White___ Black___ Asian___ Other___

Rate this guy in terms of friendliness: 1 - - - - 2 - - - - 3 - - - - 4 - - - - 5 Not Very Very Friendly Friendly	Rate this guy in terms of attractiveness: 1 - - - - 2 - - - - 3 - - - - 4 - - - - 5 Not Very Very Attractive Attractive
Rate this guy in terms of athleticism: 1 - - - - 2 - - - - 3 - - - - 4 - - - - 5 Not Very Very Athletic Athletic	Rate this guy in terms of intelligence: 1 - - - - 2 - - - - 3 - - - - 4 - - - - 5 Not Very Very Intelligent Intelligent
Do you believe this guy is found attractive by other women? 1 - - - - 2 - - - - 3 - - - - 4 - - - - 5 Not Very Very Attractive Attractive	Would you date this guy? Yes ____ No _____

Are you currently dating someone?
Yes ____ No ____
If so, how long is their hair?
Bald ____
Buzz/Military _____
Ear-length ____
Shoulder-length ____

Appendix I

Age:
Race:
White___ Black___ Asian___ Other___

Rate this guy in terms of friendliness:	Rate this guy in terms of attractiveness:
1 - - - - 2 - - - - 3 - - - - 4 - - - - 5	1 - - - - 2 - - - - 3 - - - - 4 - - - - 5
Not Very	Not Very
Very Friendly	Very Attractive
Friendly	Attractive
Rate this guy in terms of athleticism:	Rate this guy in terms of intelligence:
1 - - - - 2 - - - - 3 - - - - 4 - - - - 5	1 - - - - 2 - - - - 3 - - - - 4 - - - - 5
Not Very	Not Very
Very Athletic	Very Intelligent
Athletic	Intelligent
Do you believe this guy is found attractive by other women?	Would you date this guy?
1 - - - - 2 - - - - 3 - - - - 4 - - - - 5	Yes ____ No ____
Not Very	
Very Attractive	
Attractive	

Are you currently dating someone?
Yes ____ No ____
If so, how long is their hair?
Bald ____
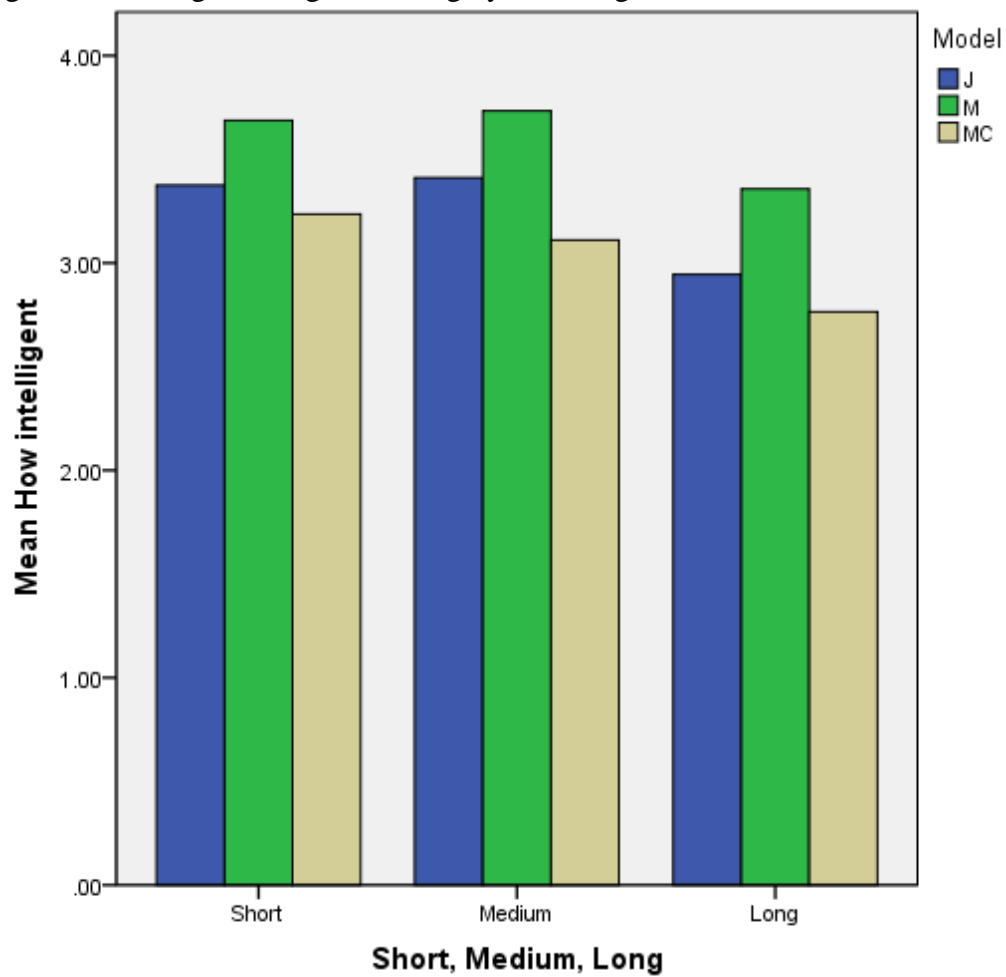Buzz/Military ____
Ear-length ____
Shoulder-length ____

Running head: HAIR LENGTH INFLUENCE PERCEPTION

Appendix J

Figure 1- Average Attractiveness rating by Hair style and Model

Running head: HAIR LENGTH INFLUENCE PERCEPTION
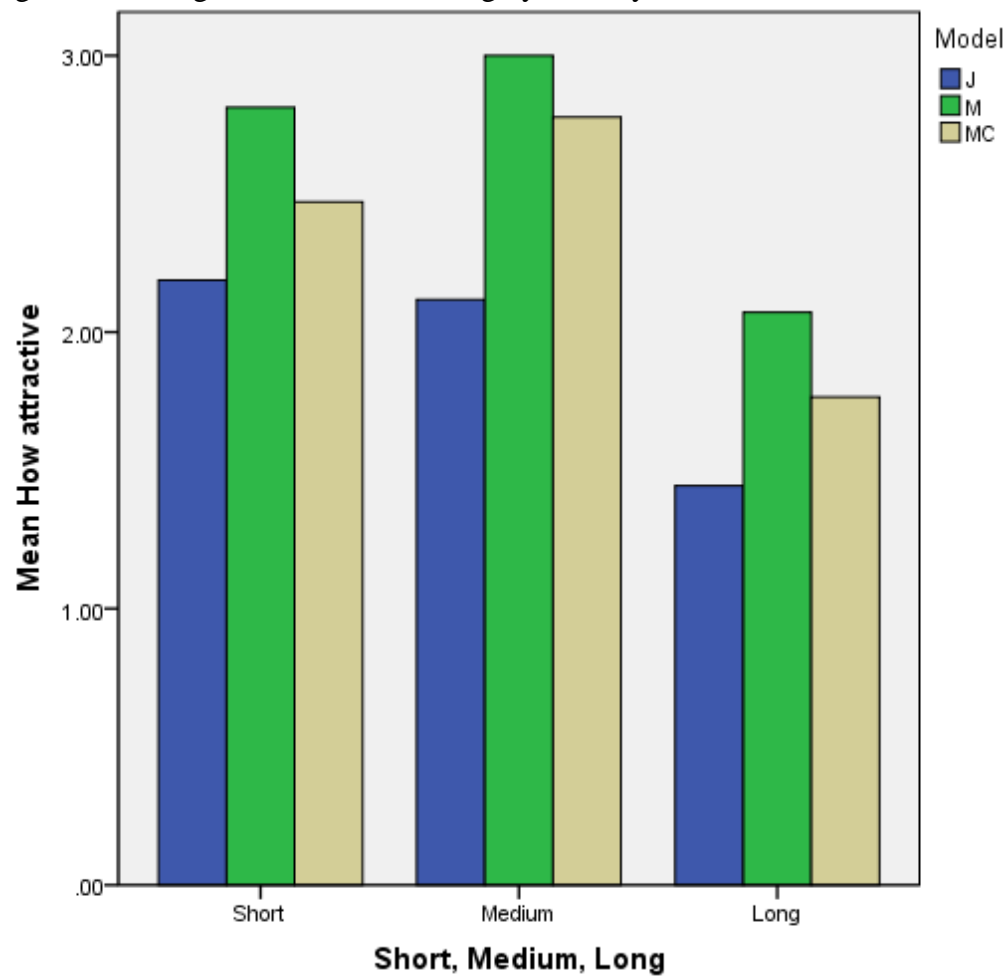
Appendix K
Figure 2 - Average Intelligence rating by Hair length and Model

Running head: HAIR LENGTH INFLUENCE PERCEPTION

IRB Exemption Letter

TOWSON
UNIVERSITY

EXEMPTION NUMBER: 10-1X26

To: Patrick   Connors
From: Institutional Review Board for the Protection of Human
         Subjects, Deborah Gartland, Chair   DG/WRP
Date: Tuesday, April 13, 2010
RE: Application for Approval of Research Involving the Use of
         Human Participants

Office of University
Research Services

Towson University
8000 York Road
Towson, MD 21252-0001

t. 410 704-2236
f. 410 704-4494

Thank you for submitting an application for approval of the research titled,
Prejudice Towards Males Based on Hair Length

to the Institutional Review Board for the Protection of Human Participants
(IRB) at Towson University.

Your research is exempt from general Human Participants requirements
according to 45 CFR 46.101(b)(2). No further review of this project is
required from year to year provided it does not deviate from the submitted
research design

Running head: HAIR LENGTH INFLUENCE PERCEPTION

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Running head: HAIR LENGTH INFLUENCE PERCEPTION

CURRICULUM VITA

NAME: _____Patrick Connors_____

PERMANENT ADDRESS: __12322 Itnyre Rd_____

_Smithsburg MD, 21783_____

PROGRAM OF STUDY: __Psychology_____

DEGREE AND DATE TO BE CONFERRED: __Master of Arts in Experimental
Psychology, 2011__

Secondary education: (name of school, city, state and graduation date:

Collegiate institutions attended   Dates   Degree   Date of Degree

Towson University, Towson MD (Master's) 08/10 - 05/11 MA   05/11

Towson University, Towson MD (Bachelor) 08/05 - 05/10 BA   05/10

Major: Psychology

Professional publications: (list publications chronologically in proper style)

Poster Presentation - Towson Student Research Expo - 05/10
Relationship between Word Use and Health

Poster Presentation - 1st International Positive Psychology Association Conference -
08/10
Relationship between Word Use and Health

Professional positions held: