

Contents

1. Introduction	1
2. The Role of Facial Appearance in Liking, Dating, and Marriage..	9
The Effects of Facial Appearance on Liking	9
The Effects of Facial Appearance on Meeting and Dating	14
The Role of Facial Appearance in Marriage	29
Conclusion	39
3. The Effects of Facial Appearance in Persuasion, Politics, Employment, and Advertising	41
Facial Appearance and Persuasion	41
The Role of Facial Appearance in Politics	50
The Role of Facial Appearance in Employment	62
Facial Appearance and Advertising	75
General Conclusion	79
4. Facial Appearance and the Criminal Justice System	81
The Extent to Which People Expect a Relationship Between Facial Appearance and Criminality	81
The Effects of Facial Appearance on Recognizability	85
Is There, in Fact, a Relationship Between Facial Appearance and Criminality?	91
Facial Appearance and Attributions of Responsibility	101
The Effects of Facial Appearance on “Jurors”	104
Overall Conclusion	120
5. The Effects of Facial Appearance in the Educational System	121
The Effects of Facial Appearance on Teachers’ Expectations	122

The Effects of Facial Appearance on Academic Work	134
Is There Really a Relationship Between Facial Appearance and Academic Performance?	140
The Effects of Teachers' Facial Appearance	147
Conclusion	149
6. The Effects of Children's Facial Appearance on Adults and the Effects of Facial Appearance on Children	151
Children's Facial Appearance and Their Disciplining	151
Adults' Reactions to Infants' Facial Appearance	158
At What Age Can Children Discriminate Facial Attractiveness?	161
At What Age Do Children Demonstrate Stereotyping Based on Facial Appearance?	164
Overall Conclusion	177
7. The Social Psychology of Facial Disfigurement	179
The Birth and Development of Facially Disadvantaged Children	179
A Historical Perspective on Disfigurement and Society	185
Negative Stereotyping and Negative Attitudes Toward Disfigured Persons—Do They Exist?	187
The Relationship Between Societal Values and the Demand for Cosmetic Surgery	191
Social Interaction Involving Disfigured Persons	193
What Are the Consequences of the Negative Reactions of Others?	198
Studies of Helping Behavior Relevant to Facially Disfigured Persons	203
The Behavior of Disfigured Persons Themselves	207
Ways of Helping Facially Disfigured Persons	212
Issues to Be Considered in Future Research	213
Summary	215
8. How Can Psychologists Help Those Disadvantaged by Their Facial Appearance?	217
Attitudes Toward Facially Disfigured Persons	218
The Behavior and Attitudes of Facially Disadvantaged Persons	223
Techniques of Attitude Change	224
The Media—Enemies or Allies?	227
How the Media Can Help	232
The Provision of Health Services for Facially Disadvantaged Persons	237
Ways of Offering Help Directly to Facially Disadvantaged People	247
Conclusion	267

9. Some Final Remarks	269
Other Studies Concerning the Social Psychological Aspects of Beauty	269
What Is Facial Attractiveness?	278
Individual Differences Between Perceivers	282
Context Effects in Reactions to Faces	283
Theoretical Explanations	285
Further Points for Future Research	294
References	301
Author Index	337
Subject Index	353