

# THE IMPACT OF **TIMING** ON REDUCING **BIAS** BASED ON **PHYSICAL ATTRACTIVENESS**

Tara Quinlan, Dr. Jordan Axt

Department of Psychology, McGill University

## Overview

- It only takes 100 ms of exposure to a face to encode physical attractiveness, which is linked to biases (i.e., the halo effect)

## Conditions

- **Control** (qualifications + faces stayed on screen for the entire judgment)  
Or face appeared...
- **1000 ms** or **2500 ms**  
... after qualifications

## Judgment Bias Task (JBT)

- Goal : evaluate applications for an academic honors society and accept ~ half of **64 applicants**
- 32M + 32F
- **32 objectively more attractive** + 32 objectively less attractive
- 32 objectively more qualified + 32 objectively less qualified
- 8M + 8M + 8M + 8M**
- 8F + 8F + 8F + 8F**

**Criterion** : leniency / being **strict** in evaluation ; is one response (e.g. to accept or reject) more likely

**Sensitivity** : extent to which you **distinguish** between two populations (e.g., more vs less qualified profiles); related to the amount of **noise** (errors)

## Example of an objectively better application:

FACE		
Science GPA =	3.2	(3.2
Humanities GPA =	3.9	+ 3.9
Recommen. letter =	Excellent	+ 4
Interview score =	72.5	+ 2.9
		= <b>14</b> )

- + Instructions : press 'e' key to **reject**, 'i' key to **accept**
- + 850 eligible participants
- + Project Implicit research pool

## Results

- Found **no main effect** of condition neither for sensitivity nor criterion bias
- Found a **reliable criterion bias** in **each condition** in favor of more attractive applicants

## Future Directions

- Intersectionality of gender, race/ethnicity and physical attractiveness biases



McGill Intergroup  
Cognition Lab



undergraduate  
poster showcase

