# 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

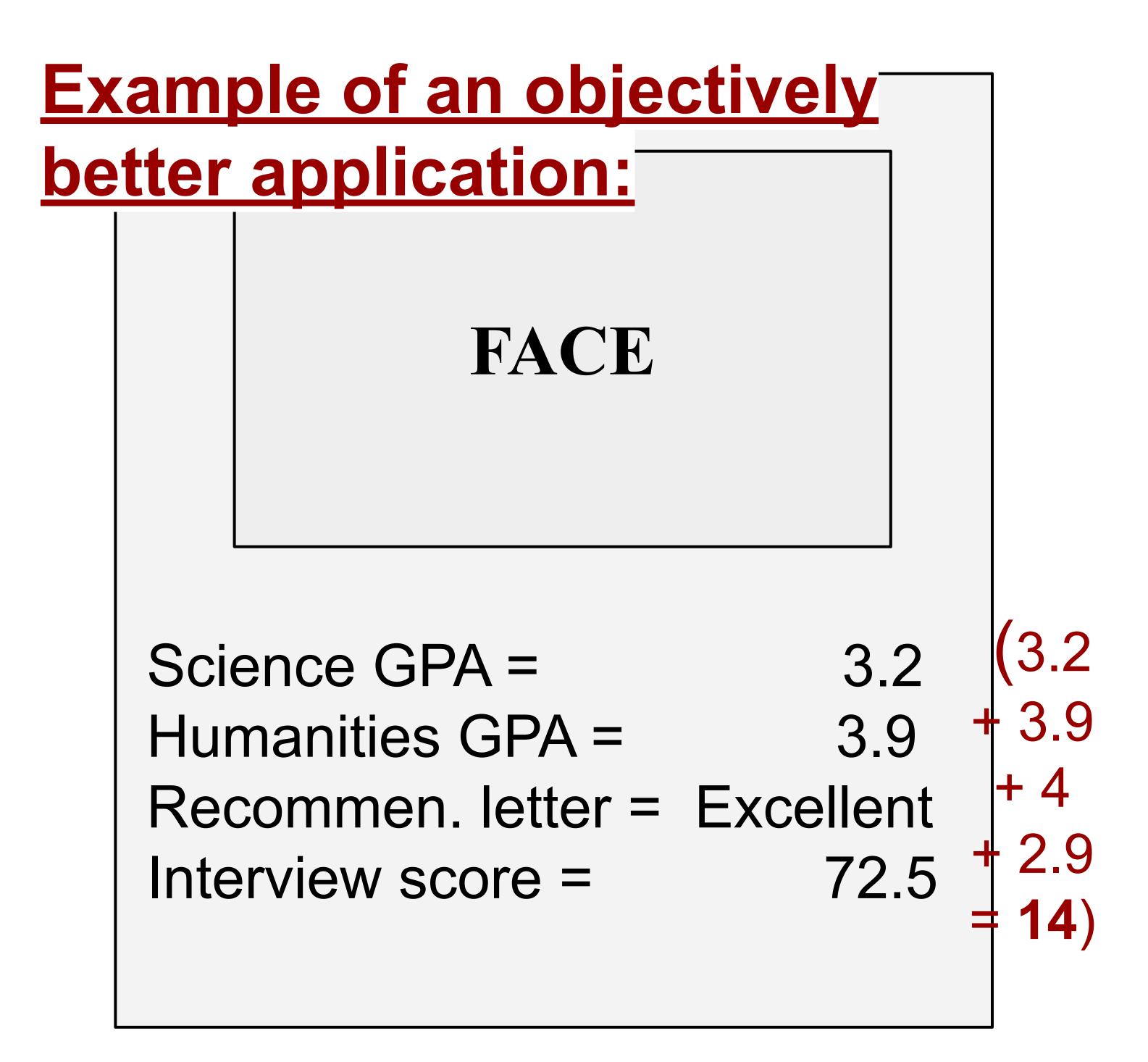
# Judgment Bias Task (JBT)

- 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)



- + 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



