Chapter Three

METHODOLOGY

The methodology of the present investigation, worked out in accordance with the objectives of the study presented here includes four aspects namely, subjects, stimulus persons, procedure and testing, and data analysis.

The present study included two experiments, one relating to facial attractiveness stereotyping and the other to physique attractiveness stereotyping.

Subjects:
Subjects for each experiments were selected on the basis of facial and physique attractiveness from the A.M.U. Aligarh. The age range of the subjects was 21-25 years. Selection of male and female subjects to be related to facial and physique attractiveness separately was guided by the consideration that the relative role of facial and physique attractiveness in determining attraction in the same group of subjects involved many combinations the manipulation of which was rather difficult.

Criteria for selection of subjects:
In order to place the subjects in two categories they had to evaluate themselves either on the basis of three facial photographs or three silhouettes of the within-sex representing each type of physique. Subjects were also asked to evaluate themselves on the basis of their facial attractiveness on a 7-point rating scale (i.e. very attractive to very unattractive). Finally, only those subjects were selected
where there was 100% agreement between the self-ratings on the basis of matching and rating.

Initially, the investigator approached 400 male female adult students of post-graduate classes. After applying the criterion for selection of subjects, the sample size was reduced to 300 subjects, half of which were males and other half females. The group of male and female subjects were equally divided into three categories of facial attractiveness; a) High-attractive (Male = 30; Female = 30) b) Medium attractive (Male = 30; Female = 30) c) Low attractive (Male = 30, Female = 30) and three types of physique attractiveness: Asthenic (Male = 20, Female = 20) Athletic (Male = 20, Female = 20) Pyknic (Male = 20, Female = 20). The break-up of subjects with respect to the variables of sex and attractiveness is given on next page.

**Stimulus Persons:** Stimulus persons were drawn from a pool of 60 individual photographs (Male: 30, Female: 30). The photographs were collected from different magazines. Six stimulus persons varying in facial attractiveness were selected for use in this study. Half the stimulus persons were women, and the other half were men. Within each sex, there was one stimulus person rated as being high, medium and low attractive, by an independent panel of judges. The photographs were in black and white, with the person facing the camera. The photographs were cut at the shoulder to minimize clothing cues.

The silhouettes of the three major types of physique—asthenic, athletic and pyknic were got redrawn by an artist.
Subjects
N = 300

Male
(150)

Facial Attractiveness
(90)

Physique Attractiveness
(60)

High Medium Low
(30) (30) (30)

Asthenic Athletic Pyknic
(20) (20) (20)

Female
(150)

Facial Attractiveness
(90)

Physique Attractiveness
(60)

High Medium Low
(30) (30) (30)

Asthenic Athletic Pyknic
(20) (20) (20)
according to Kretschmer (1925) proposed dimensions which were
given along with the silhouettes. Three stimulus persons were
men and the remaining three were women. There was one male and
one female silhouette representing each of the three types of
physique.

Procedure and Testing :- This study was conducted in two phases.
In the first phase, subjects were told that this was a test of
first impression. Subjects were required to prefer one of the
three photographs of the same sex which was very close to their
facial attractiveness and to write 10 traits from most of least
important which represented their personality.

In the second phase, of the study, subject were asked to
select one photograph of the opposite-sex which attracted them
most. Subjects were required to write 10 traits from most to
least important which appeared to be generally found in the liked
stimulus persons. The only restriction imposed on the subjects
was the exclusion of any description of physical features.

The same procedure was repeated in the second experiment
relating to physique attractiveness stereotyping. In the first
session, subjects were asked to prefer one of the three silhouette
of the same sex representing asthenic, athletic and pyknic
physique which was very close to their physique. To determine
subject's physique attractiveness stereotyping they were asked
to write 10 traits from most to least important which represented
their personality.
In the second session of the study, subjects were asked to select one silhouette of the opposite-sex which they liked most. Subjects were required to write 10 traits from most to least important which they thought were generally found in the liked stimulus persons.

Since most of the subjects failed to float 10 traits, investigator supplied a list of 110 personality trait words (Bochner & Zyl, 1985) to the subjects to facilitate their characterizing of the stereotyping of the self and others.

Data Analysis :- The data were analysed by means of chi-square test. Chi-square test was used to determine subjects' preferences for the facial attractive and physique attractive stimulus persons. Since the data was ordinal in nature, subjects' self-evaluation and others evaluation for the facial attractiveness and physique attractiveness stereotyping were presented in terms of numbers. The data are presented in Tables in the following chapter.