



**CALIFORNIA STATE SCIENCE FAIR  
2005 PROJECT SUMMARY**

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| <b>Name(s)</b><br><b>Miraya Berke; Hanna Bliden; Nikki Dance</b>  | <b>Project Number</b><br><b>S0302</b> |
| <b>Project Title</b><br><b>Skin Deep</b>  |                                       |
| <p style="text-align: center;"><b>Abstract</b></p> <p><b>Objectives/Goals</b><br/>The purpose of this experiment was to determine the effects of physical appearance on personal approachability. We hypothesized that physical appearance would affect people's perceptions of each other and impact their choice of friends, preferred students and potential employees.</p> <p><b>Methods/Materials</b><br/>We selected one boy and one girl and dressed them up in five different outfits, each one based on a stereotypical image. We took ten photographs of each different look. We devised a simple poll to determine which stereotypical image people preferred and identified three subgroups to query: high school students, teachers, and parents. We then asked high school students to review the photographs and choose the person they would most like to have as a friend. We asked teachers which person they would prefer to have as a student. Finally, we asked parents which person they would hire for a job.</p> <p><b>Results</b><br/>Results showed that appearance did affect a person's approachability and that image did affect people's choice of friends, preferred students, and potential employees. Students and teachers preferred one image overall others (T-shirt, jeans, clean-cut, sporty image). Parents preferred the professional image overall others as a potential employee.</p> <p><b>Conclusions/Discussion</b><br/>We concluded that physical appearance and image affected the choices people make regarding friends, preferred students, and potential employees.</p> |                                       |
| <b>Summary Statement</b><br>Our Project is about if appearance affects a person's approachability and if image affects people's choice of friends, preferred students, and potential employees.   |                                       |
| <b>Help Received</b><br>Teachers, parents, and students helped by answering the questions we had about the pictures.  |                                       |