



**CALIFORNIA STATE SCIENCE FAIR
2008 PROJECT SUMMARY**

Name(s) Alexandria G. Fuertes	Project Number J0308
Project Title Honesty Is in the Eye of the Beholder	
<p style="text-align: center;">Abstract</p> <p>Objectives/Goals Certain facial features will affect the way people perceive one's honesty and I believe Race, Demeanor, Expression, Smile, and Eyes will be shown as the top five most affected categories.</p> <p>Methods/Materials # Between 70-100 portrait headshots from the following website: http://www.gettyimages.com/Creative/RoyaltyFree.aspx (The pictures must look about the same with no extremely flashy backgrounds or any such objects that might affect the subjects' answers.) Try to keep the pictures consistent. Aim to have the same number of males as females as well as the same number of people for each age group and race (see page 13). # About 20-70 test subjects from ages 12 to 14 with an even amount of boys as girls also see page 13 (7th grade to 8th grade students). # A CD to put into a computer. Should be set up as a simple, randomly ordered slideshow to show the tested subjects. Make sure the pictures are put into a random order that does not allow too many racial repetitions which might affect the results of the test. # Small 1-3 question quiz (Test) *This is the format that the questions should be for every picture; they should all be the same to confirm a no mistakes.</p> <p>Results The main intent of my project was to observe the top reasons why the models were or were not trusted and which gender was trusted more. My results concluded the top reasons models WERE trusted were Smile, Unknown, Demeanor, Eyes, Happiness, Age, and Expression. The top reasons models WERE NOT trusted were Unknown, Demeanor, Smile, Expression, Eyes, Oddness, and Hair Appearance. Females were more trusted than males.</p> <p>Conclusions/Discussion I originally predicted that the features Race, Demeanor, Expression, Smile, and Eyes would show the greatest result as individual characteristics. I was correct about all my deductions except for one very important one: Race. So, my hypothesis was partly proven by stating that Demeanor, Expression, Smile, and Eyes were going to show large results and would be greatly affected by the answers of the subject. I found out the main reason the models WERE trusted was because of their smile followed by their demeanor, expression and eyes. The main reason the models WERE NOT trusted was firstly because of their demeanor, followed by smile, expression, and eyes.</p>	
Summary Statement Which specific facial features and characteristics affect the way people perceive one's honesty?	
Help Received My step dad helped me with pivot charts and tables. My uncle helped me to access the getty image directory.	