



BEAUTY PREMIUM

WHETHER WOMEN ARE TRUSTED MORE WHEN THEY WEAR
MAKEUP THAN WHEN THEY DO NOT


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SECTIONS HOME SEARCH The New York Times

FASHION & STYLE

Up the Career Ladder, Lipstick In Hand ?

Skin Deep
By CATHERINE SAINT LOUIS OCT. 12, 2011



In a study, women were photographed wearing varying amounts of makeup, from left: barefaced, natural, professional and glamorous. Viewers considered the women wearing more makeup to be more competent.

HOW LOOKS AFFECT YOUR WORK & CAREER?

WANT MORE RESPECT, TRUST AND
AFFECTION FROM YOUR CO-WORKERS?

BEAUTY PREMIUM—whether women are trusted more when they wear makeup than when they do not

- the term “beauty premium”
- a trust game experiment
 - *Design*
 - *Data*
 - *Result*
- further thoughts

THE 'BEAUTY PREMIUM':

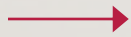


- physical appearance does matter, and that people intuitively equate beauty with concepts like good-better, smart-successful and important-valuable.

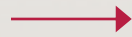
- A TRUST GAME EXPERIMENT--*whether women are trusted more when they wear makeup than when they do not*
-



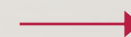
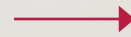
38 female trustors
152 male trustees
152 female trustees



A professional
makeup artist



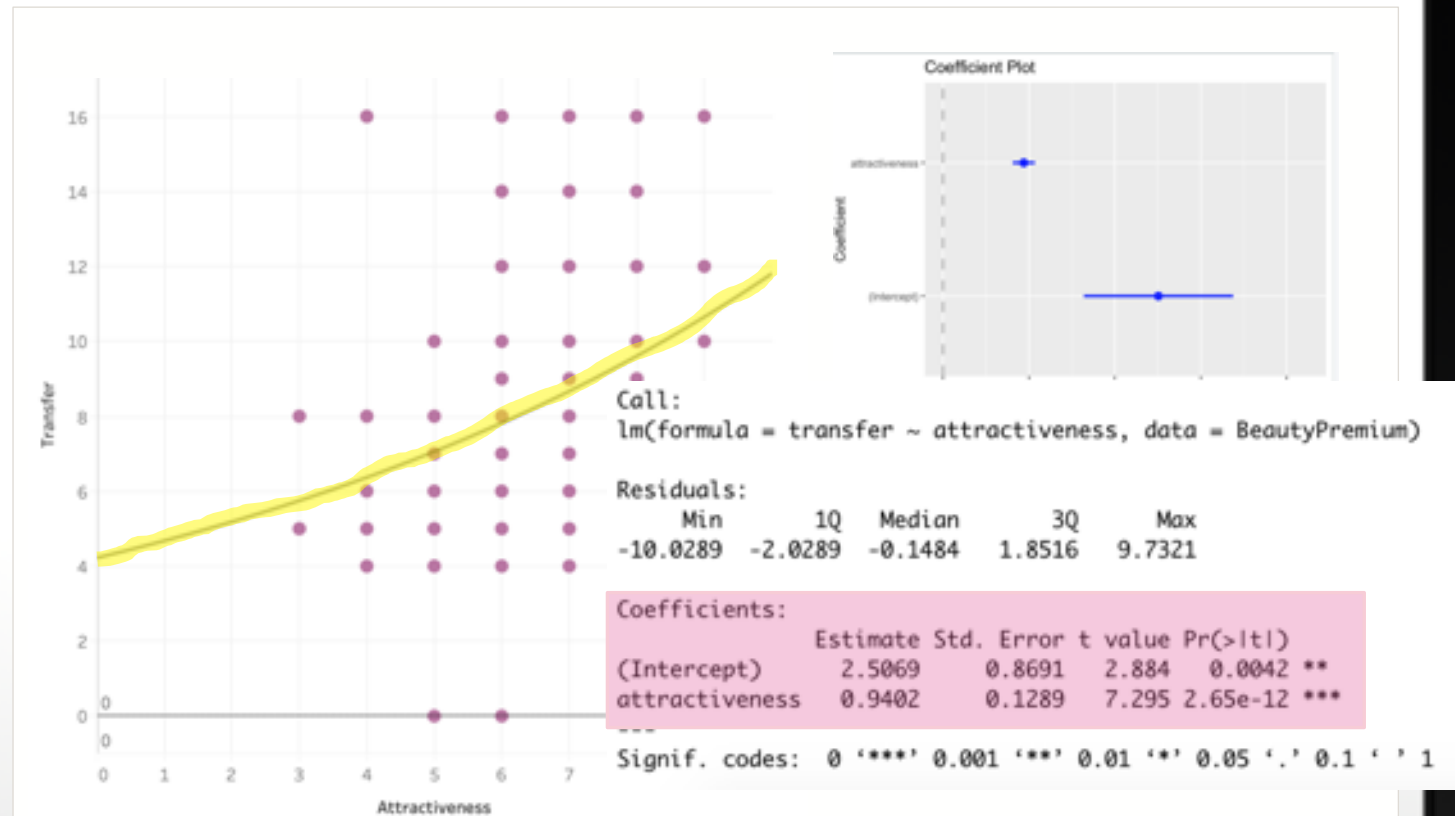
trustors photographs
money transferred



collected results

RESULT I

Higher facial attractiveness received higher money



RESULT2



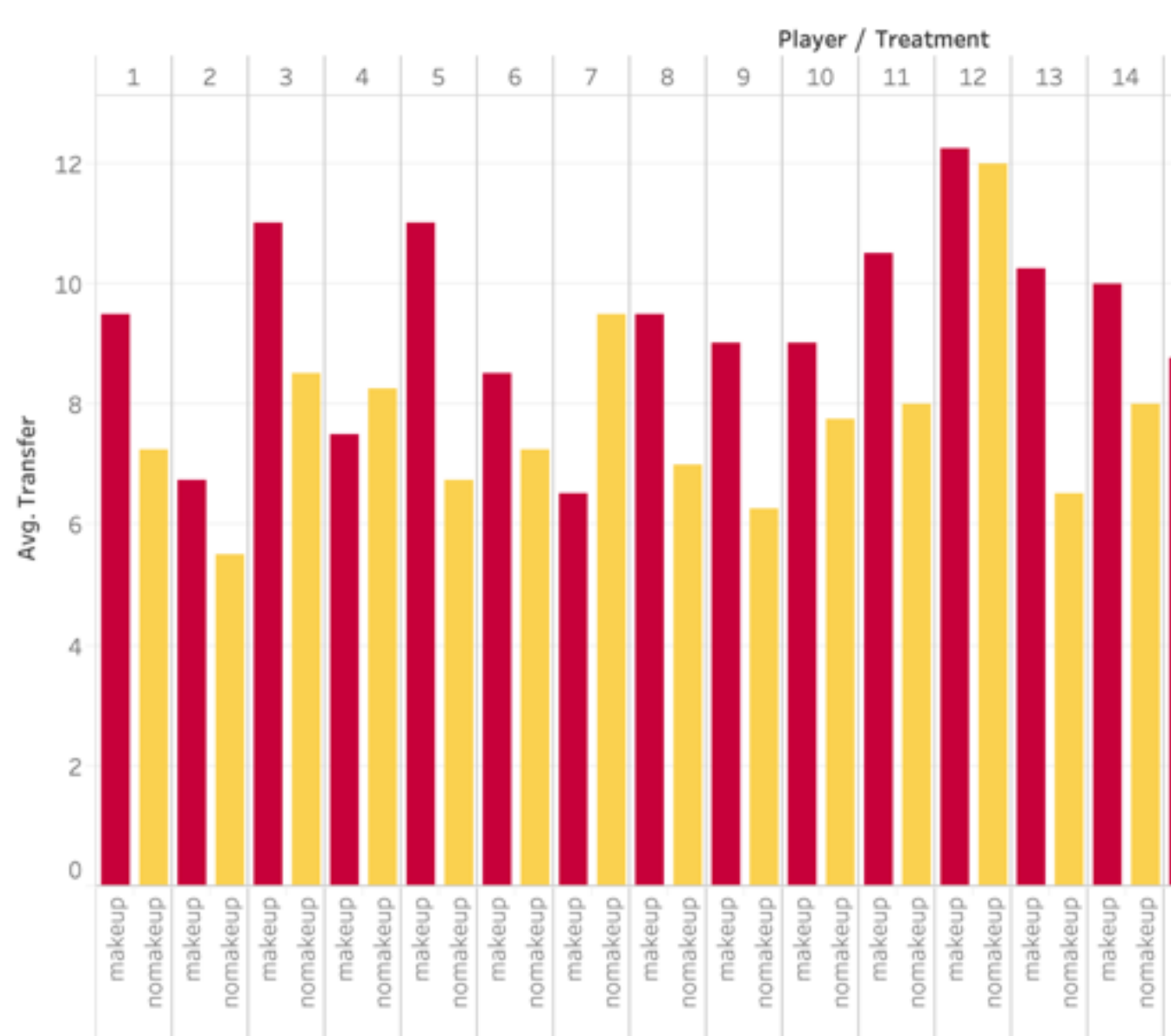
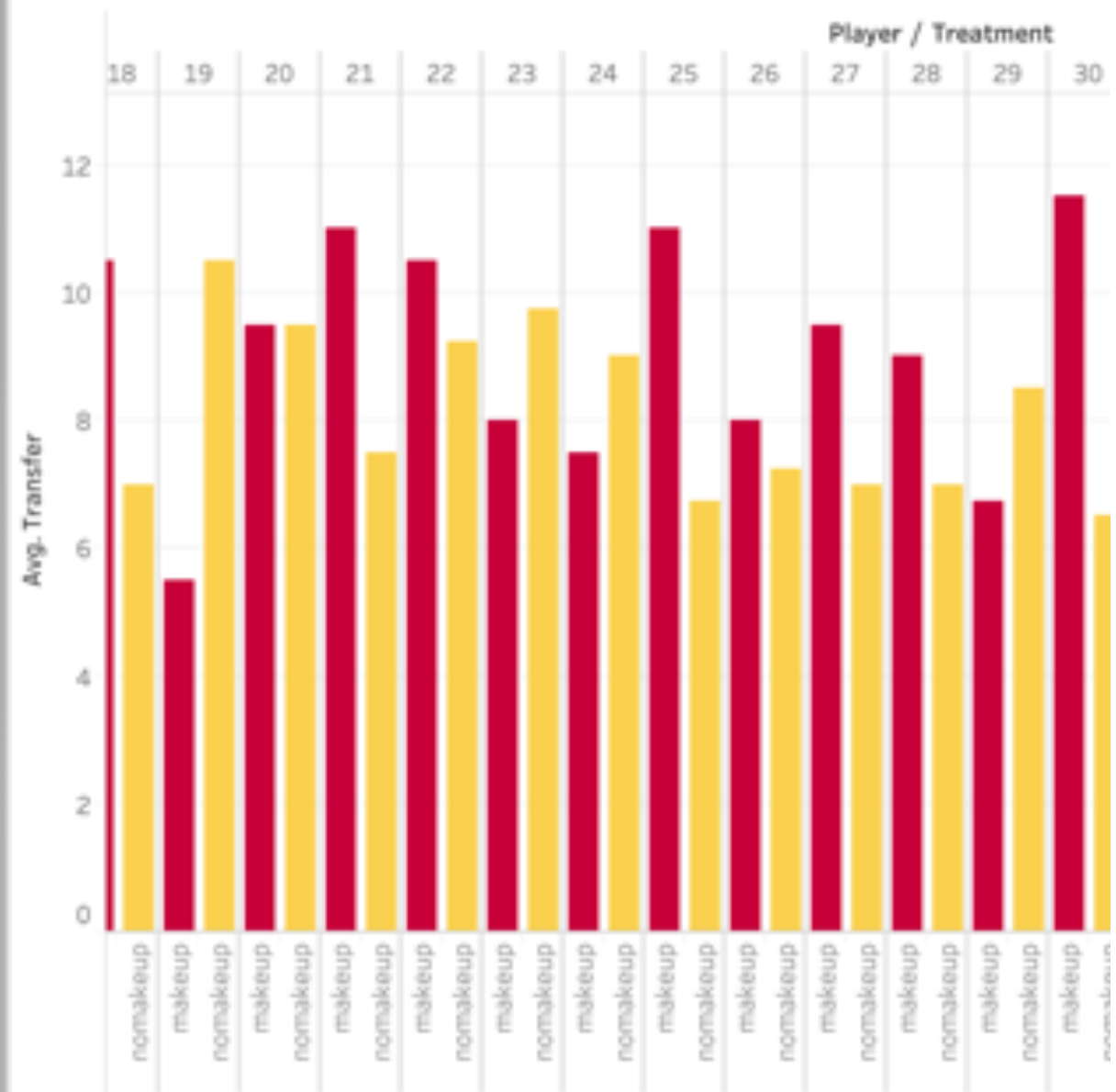
Wearing makeup increased
perceived attractiveness

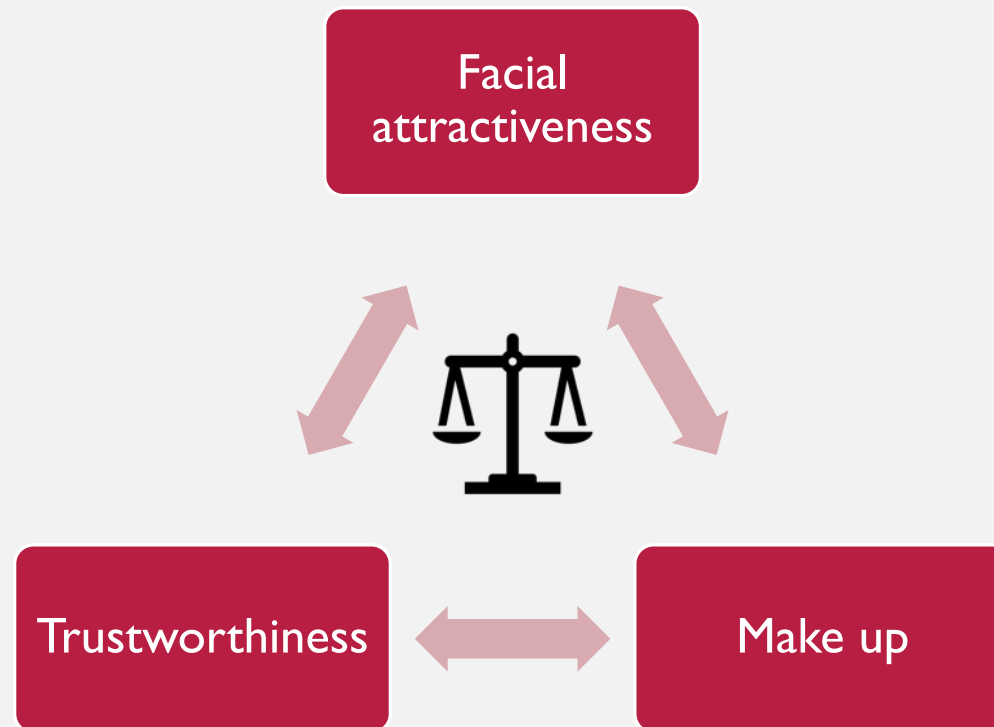
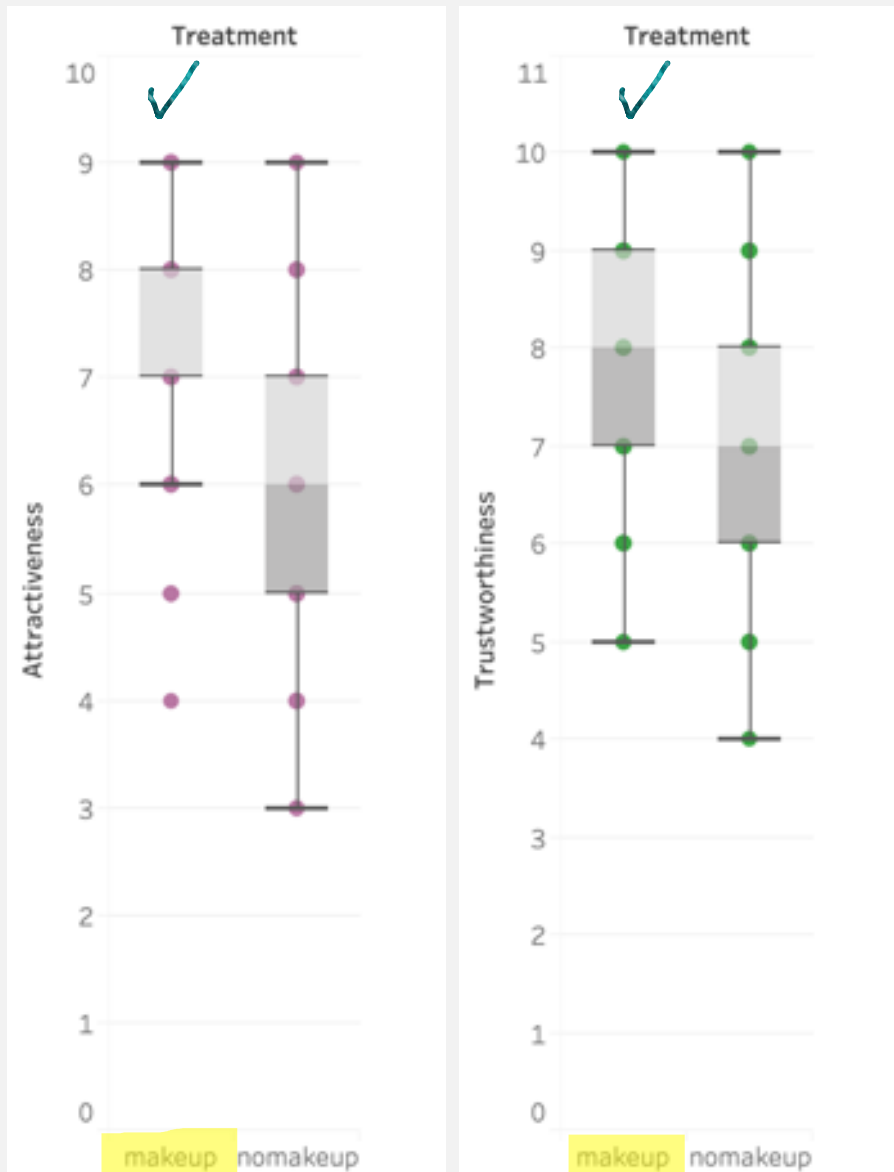


Trustors made larger transfers to
female trustees with make-up

Data Comes From: Pontificia Universidade Catolica do Parana

Source: <https://data.mendeley.com/datasets/553zngdbpk/>





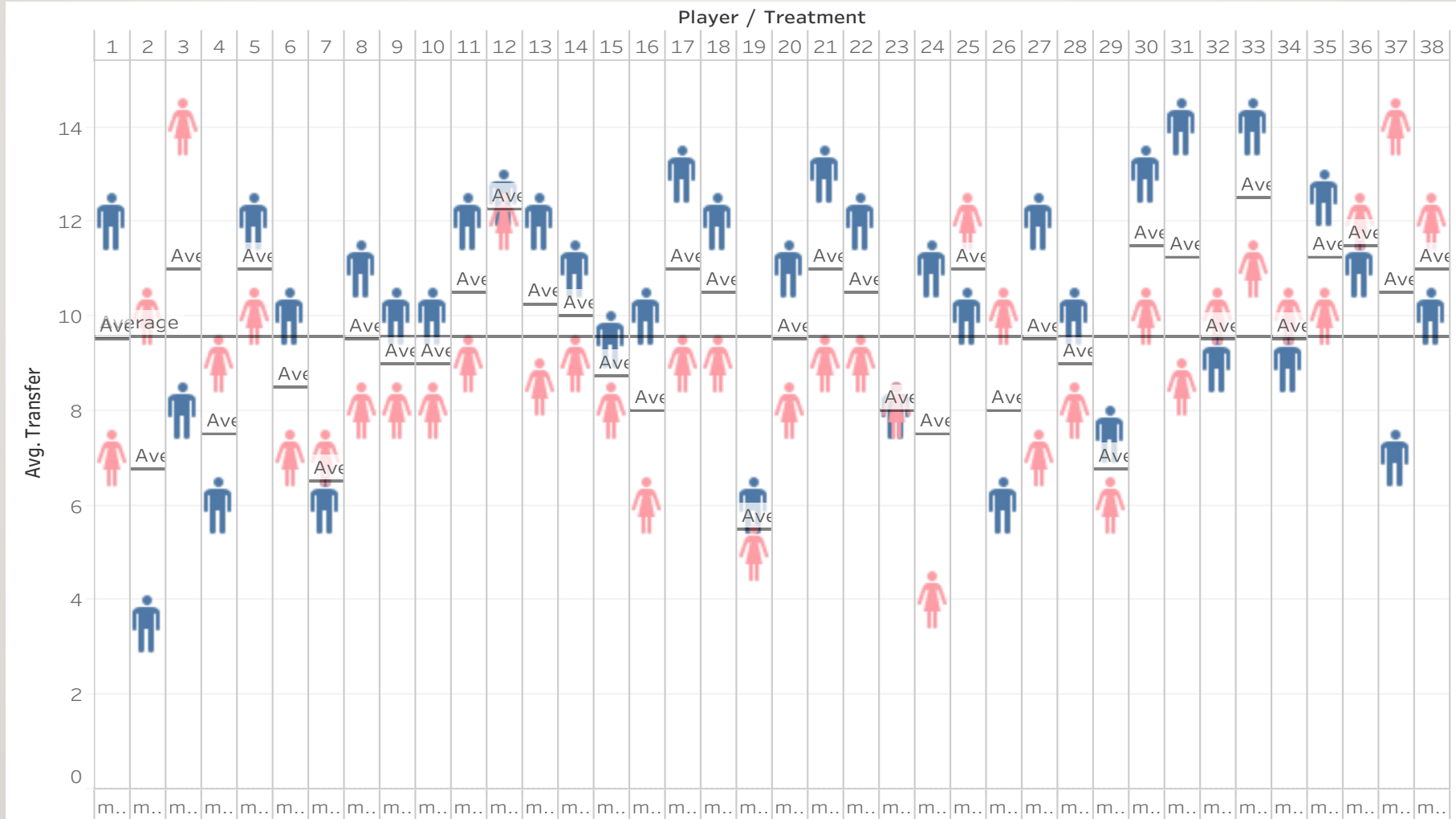
Women are trusted more when they wear makeup than when they do not.

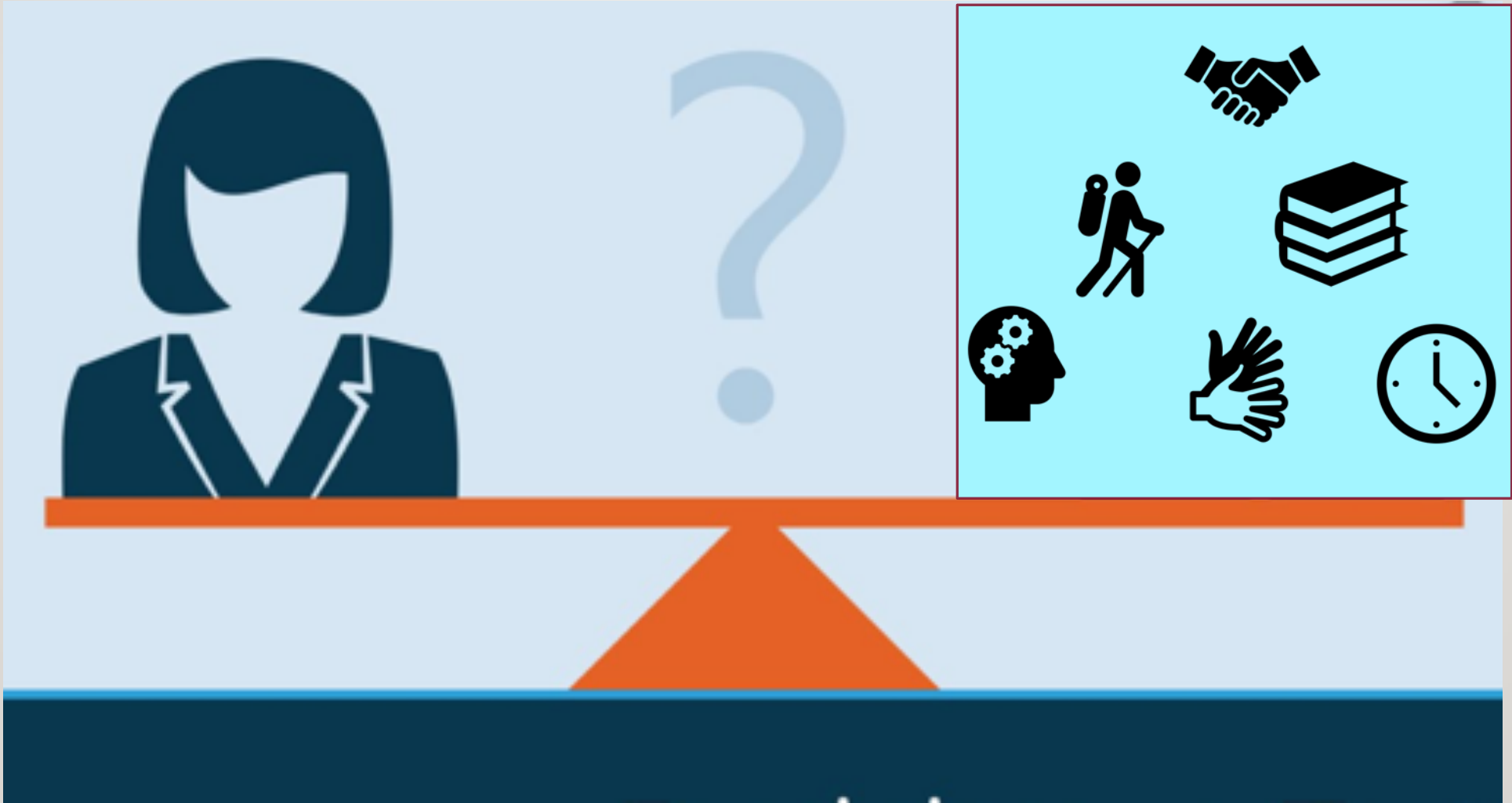
Player / Treatment

2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 32 33 34 35 36 37 38

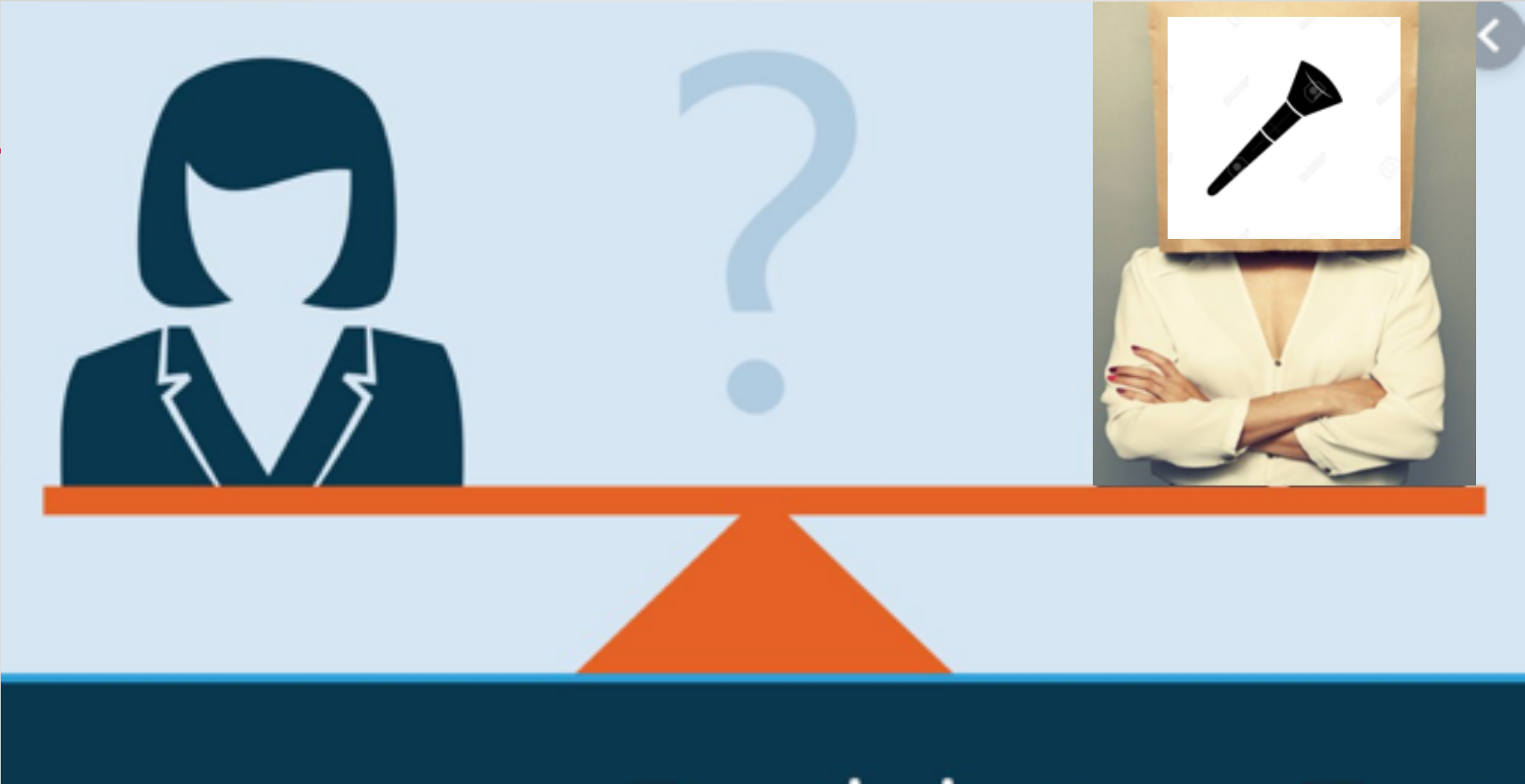
RESULT 3

Male trustors transfer more money to women with makeup than female trustors.





ON HER FACE



“WE’D BE A FAIRER WORLD IF BEAUTY WERE NOT REWARDED, BUT IT IS.”

- “beauty premium” does exist
- the trust game experiment approved it
- Women and feminists today see this is their own choice, and it may be an effective tool.



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