

## **Social Traits from Facial Movements a Cross Cultural Study**

### **Project Aims:**

My Maxi Project aimed to assess how individuals infer social trait judgements of faces from their own and other ethnicities through ratings of facial movements (4D facial animations were used as stimuli). The research investigated how the race of face will influence social trait judgments of 'trustworthiness' 'dominance' and 'attractiveness'. It was predicted that participants would rate the facial movements of their own race (Western Caucasian) higher on each social traits compared to other race faces East Asian (Chinese). The current research also investigated if the 'Other Race Effect' (Feingold,1914) plays a role when inferring social trait judgements of one's own race compared to other race faces. It is predicted that there would be less variation in responses to 'other race faces' compared to 'own race faces'.

### **Findings:**

It was found that overall there was less variation in responses ratings to 'other race faces' compared to 'own race faces'. Displaying that there was a difference in the level of importance of facial identity, lending support to the 'The Other Race Effect' (Feingold, 1914). The current research however did not find support for the occurrence of attributing positive stereotypes to one's own race. As it was found that there was no significant difference in intensity ratings of social traits for Western Caucasian compared to East Asian facial identities.

### **How the grant from the settlement fund helped achieve the project goals:**

This research study involved 6 Western Caucasian subjects each completing 16 hours of participation time, this was in order to ensure that there were an adequate number of trails for each trait, race and gender of facial stimuli. As the participation time for each subject was very time consuming it was essential that they were each paid for their time. The settlement grant I was awarded contributed towards the subject participation costs of the project.

### **The projects contributions towards 'social good':**

As globalized is increasing around the world it is vitally important that we have a clearer understanding of communication between different cultures. The current research study provides us with an increased understanding and knowledge of communication between West Caucasian and Chinese cultures providing benefits for both cultural groups and society as a whole.