

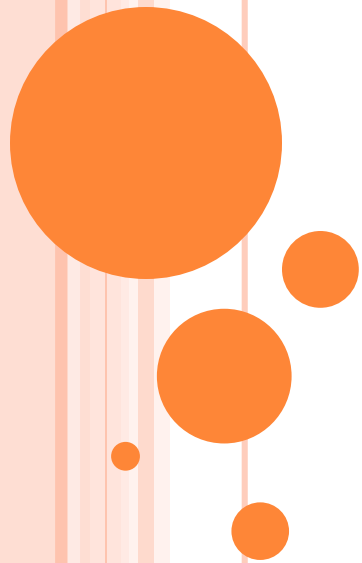
# The Influence of Female Hair Color on Physical Attraction And Intelligence Perceptions

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**Blondes**

**Vs.**

**Brunettes**



# STEREO TYPES FOR BLONDES AND BRUNETTES

## ○ Blondes

- Blondes have more fun.
- Blonde bomb shell.
- Dumb Blondes.
- Based more on physical attractiveness.

## ○ Brunettes

- Brunette for Success
- Chic Brunette
- More intelligent, successful, and organized.



# HYPOTHESIS

- H1: People will perceive women with blonde hair color to be more physically attractive than women with brunette hair color.
- H2: People will perceive women with brunette hair color as more intelligent than women with blonde hair color.



1.



2.



3.



16.



17.



18.



## Method

- Each survey had four different Semantic Differential Scales for each picture.

**Dumb**    1    2    3    4    5    **Smart**

**Plain**    1    2    3    4    5    **Gorgeous**

**Ditzy**    1    2    3    4    5    **Clever**

**Ugly**    1    2    3    4    5    **Beautiful**

Each of the participants knew that this was completely voluntary, and if they knew or recognized any of the girls they were suppose to mark NA next to the answers.



# PARTICIPANTS

- 25 Men and 8 Women were surveyed.
- The average age of the participants was 20.
- The average year in school was Sophomore.
- The most common major among participants was Social Sciences.





We had 10 girls repeated in the survey, once with blonde hair and once with brunette hair.



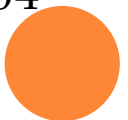
Attractive as a Blonde- 0.33  
Intelligent as a Brunette- 0.48



Attractive as a Brunette- 0.33  
Intelligent as a Brunette- 0.20



Attractive as a Brunette- 0.41  
Intelligent as a Brunette- 0.04





Attractive as a Brunette- 0.42  
Intelligent as a Brunette- 1.69

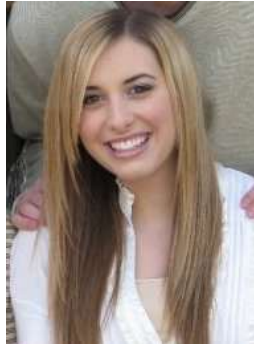


Attractive as a Blonde- 0.80  
Intelligent as a Brunette- 0.18





Attractive as a Brunette- 0.33  
Intelligent as a Brunette- 0.42



Attractive as a Blonde- 0.14  
Intelligent as a Brunette- 0.28



Attractive as a Brunette- 0.25  
Intelligent as a Brunette- 0.60





Attractive as a Blonde- 0.80  
Intelligent as a Brunette- 1.06



Attractive as a Blonde- 0.08  
Intelligent as a Brunette- 0.32



# RESULTS

Here are the total Means from the surveys.

<u>Hair Color</u>	<u>Means</u>
Blonde Intelligence	56.48
Brunette Intelligence	67.06
Blonde Attractiveness	63.24
Brunette Attractiveness	61.21



# CONCLUSION

Intelligent Hypothesis -TRUE! There was a high enough statistical difference to accept this hypothesis.

Attractive Hypothesis -Even though there was a slight difference between blondes and brunettes attractiveness, there wasn't enough of a statistical difference to prove this hypothesis.

**Brunettes are perceived as more intelligent than blondes!**

