

aspects of scent and smell has been called **olfactics**. If beauty is in the eye of the beholder, then scent is in the nose of the sniffer. People react very differently to scents and smells. Often we can send important nonverbal messages through our use of scents and smells. U.S. society shows its concern with this nonverbal category by spending millions of dollars annually on deodorants and perfumes.

Time

The study of the communicative aspects of time is called **chronemics**. Few cultures are as dependent upon time as the general U.S. culture. Our use of time sends strong messages about how we feel about ideas and people. For example, if you are late for a meeting or class a very negative message is usually attached to your behavior. Because most people in this culture are so time-bound, they fail to realize what their responses to time might communicate to others. It has been said that time talks. Time shouts might be a more accurate statement.

GLOSSARY OF TERMINOLOGY

- Accenting** is the use of a nonverbal message to emphasize or highlight the verbal message.
- Accidental communication** occurs when people behave and others attribute meaning to the behavior without the sender intending it.
- Chronemics** is the study of the communicative aspects of time.
- Complementing** is the use of a nonverbal message that is consistent with, reinforces, clarifies, or adds to the meaning of the verbal message.
- Contradicting** is the use of a nonverbal message that disagrees or conflicts with the verbal message.
- Haptics** is the study of the communicative aspects of touch.
- Human communication** is the process of one person stimulating meaning in the mind of another person (or persons) by means of verbal and/or nonverbal messages.
- Kinesics** is the study of the communicative aspects of gestures and bodily movements.
- Nonverbal behavior** is any of a wide variety of human behaviors that also have the potential for being interpreted as a communicative message.
- Nonverbal communication** is the process of one person stimulating meaning in the mind of another person or persons by means of nonverbal messages.
- Nonverbal immediacy** refers to an individual's nonverbal behavior that causes another person to have a feeling of physical or psychological closeness to that individual.
- Oculesics** is the study of the communicative aspects of eye behavior.
- Olfactics** is the study of the communicative aspects of scent and smell.
- Proxemics** is the study of the communicative aspects of space.
- Regulating** is the use of a nonverbal message to coordinate, manage, or regulate verbal interactions.
- Repeating** is the use of a nonverbal message to represent the content of the verbal message, but a repeated message can also stand alone and still stimulate the same meaning as the verbal message.
- Substituting** is the use of a nonverbal message in place of a verbal message.
- Vocalics, or paralanguage.** is the study of the communicative aspects of the voice.

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CHAPTER 2 from Richmond, V & Mc Croskey, J (2004) Non verbal behavior & interpersonal relations (5th ed) Boston Pearson pp 15-47
Physical Appearance



Many of us develop expectations about people we meet based upon the way they look, what they wear, whether we think they are attractive, and what objects they use to adorn their bodies or accessorize their clothing. Nonverbal messages based on physical appearance may be as important as any nonverbal messages we receive from other people. They may even be more important.

- *First*, these appearance-based messages are generally the first received.
- *Second*, these appearance messages initially have a strong influence on our willingness or unwillingness to communicate with another.
- *Third*, these appearance messages have a strong influence on how the relationship might or might not develop.
- *Fourth*, these appearance messages are often used to make initial judgments about another person.
- *Fifth*, the initial judgments made about another person may or may not be representative of the person.

to ask the sweaty, smelly, red-faced, homely person for directions to the mall? Nine times out of ten we will approach the more attractive of the two.

What Is Attractive Today May Be Out Tomorrow

Who or what features of another person we consider attractive is highly dependent on cultural and historical influences, as well as current trends (Gudykunst & Kim, 1992; Hall, 1984). In North American culture, recent trends for women suggest that the well-toned, athletic and the super-thin emaciated looks are in, whereas earlier generations found the ample, buxom, and plump look in women more appealing. Recent trends for men suggest that the well-toned, taller, masculine look is in. The well-fed look in men was more attractive in the past (Feingold & Mazzella, 1998; Henig, 1996; Johnston, 1994; Jourard & Secord, 1955; Kalick, Zebrowitz, Langlois & Johnson, 1998; Kaltenbach, 1991; Reyes, 1993; Singh, 1964; Stark, 1986; Walker, 1963).

Americans spend more money on cosmetic surgery than any other group of people in the world. Americans seem to spend much of their time worrying about appearance and impressing others. This keeps people such as Joya Paterson in business. Paterson holds seminars on guidelines for purchasing the correct bra. She suggests that 85 percent of women wear the wrong bra. Her seminars focus on figuring out each woman's body size and cup size, trying on the bra, and studying it. American women want comfort in their bras as well as a fit that enhances their appearance. While the clothing industry keeps thinking the American public will sooner or later stop spending small fortunes on clothing and accessories, it hasn't happened. Not only are adults obsessed with attractiveness, children are, too.

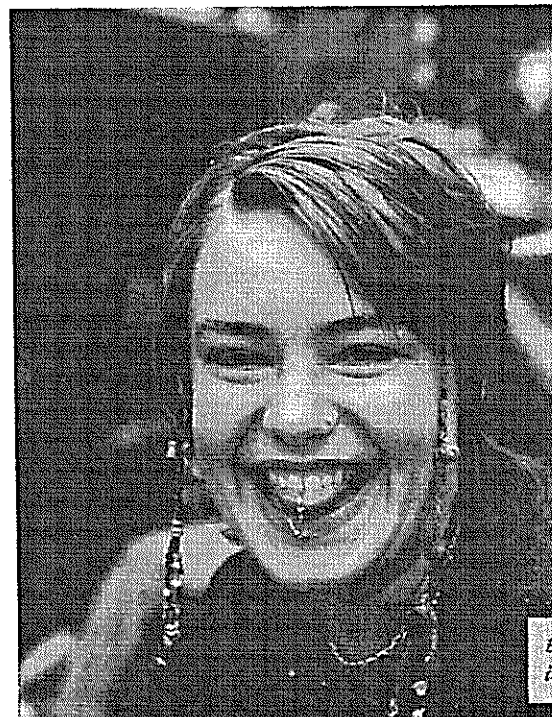
Hairstyles for men and women change constantly and, we suspect, will continue to do so as people's ideas of physical attractiveness evolve. Fair skin was once not only a mark of beauty, but a significant sign of social status as well. Only wealthy women and men had enough money not to have to go out into the sun and work. Tanned skin has become a sign that the individual can afford the leisure time to sunbathe and, sometimes, the cost of traveling to where it is warm enough to do so. Recently, for health-conscious individuals at least, fair skin has become attractive again. The concern about skin cancer caused by exposure to the sun has influenced the culture's perception of what is attractive. Tall, dark, and handsome or typical blue-eyed American boyish looks are often what is expected of men.

During the 1920s, American women went to great lengths to make their chests appear flat and their hips small. In more recent times, padded bras and breast implants have been used to enhance the breasts. By the 1990s, American men were receiving hair transplants more and more, including on their chests, so they would appear manlier and stronger. Men and women alike are having liposuction to remove fat. Teenagers are begging parents for a new nose instead of a bicycle for Christmas.

What is considered physically attractive is not just a function of time; it also depends on culture. In one culture, men look with great pleasure at women whose necks have been stretched to twelve inches and whose noses or lips are pierced with wooden jewelry. Many Afghanistan and Pakistan women are expected to cover their

beauty, only showing eyes and eyebrows. The Chinese once believed that small feet on women were a sign of fertility. Therefore, Chinese females from infancy would have their feet bound tightly to thwart growth. Although such binding is no longer common in most areas of China, small-footed women are still seen as attractive by many Chinese. In a few African cultures, people bind their heads to flatten them, stretch their lips with wooden plates, and scar their bodies in various places to make them more appealing. In many cultures it is common for body piercing and tattooing to be viewed as a means to attractiveness. In the United States, such appearances were considered to be very "low-class" and ugly until recent years. In every culture, at different times, the need to be attractive drives people to get their bodies shaped, sucked, pulled, twisted, nipped, tucked, or pushed into multiple shapes for the sake of appearance, group identification, status, likeableness, and popularity.

Although it would be easy to laugh at these behaviors in other cultures and muse about the lack of sophistication of such people, we must take care, for the last laugh may be on us. Such manipulation of the body is common in the United States. Breast implants, breast reductions, face lifts, hair implants, liposuction, and other forms of plastic surgery; high-heeled pumps, body enhancers, padded bras, and skin-tight clothing; shaved legs, face, and underarms; pierced lips, eyebrows, noses, and



Body piercing is becoming common in this culture.

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FIGURE 2.1 IMAGE FIXATION QUESTIONNAIRE

Directions: This instrument is composed of twenty statements concerning feelings about your perception of your physical image. Please indicate the degree to which each statement applies to you by marking whether you (5) Strongly agree; (4) Agree; (3) are Undecided; (2) Disagree; or (1) Strongly disagree. Work quickly; record your first impression.

1. I think my life would improve if my body was better looking.
2. I am not sensitive to other people's comments about my weight.*
3. I would like to have cosmetic surgery.
4. I starve or do not eat at least one day a week.
5. I am comfortable around attractive persons of my age/sex.*
6. I am constantly comparing my body and face to my peers.
7. I am not sensitive to other people's comments about my general appearance.*
8. Several times each week, I feel I look fat.
9. I berate myself about my general physical appearance.
10. Most of the time, I think I look good in my clothes.*
11. I change clothes constantly in order to get the "right" look.
12. I often buy new clothes for comfort more than appearance.*
13. I feel good about my overall appearance.*
14. I am not sensitive to other people's comments about my height.*
15. I will avoid social situations if I feel I do not have the right body or clothing.
16. I wear big clothes to hide my appearance defects.
17. When I look in the mirror I like how I look.*
18. I would not trade bodies with any one of my friends.*
19. Comments from peers about what is the "right" look makes me want to change my appearance.
20. I find myself focusing more on who I am than how I look.*

IF Scoring: Step 1: Add items without an asterisk (items 1, 3, 4, 6, 8, 9, 11, 15, 16, 19)
 Step 2: Add items with an asterisk (items 2, 5, 7, 10, 12, 13, 14, 17, 18, 20)
 Step 3: 60 + Score from Step 1 - Score from Step 2

Your final score can range from 20 to 100.

Interpretation: High scores = higher levels of dissatisfaction with image or high image fixation.

Sometimes we go so far as to perceive attractive persons as holding more prestigious jobs, having more friends, and having better marriages. In education, attractive students often are viewed by teachers as more outgoing, educationally prepared, intelligent, social, and as having parents who are more interested in their education. In

business, attractive persons are more likely to be hired, evaluated positively, promoted, and socially accepted, and less likely to be fired. In health care, attractive patients may receive more attention, care, and communication from physicians and nurses than unattractive patients. In summary, attractive persons generally fare better in our culture than unattractive persons (Dion, Berscheid & Walster, 1972; Feiman & Gill, 1978; Hickson & Stacks, 1993; Mehrabian, 1971a; Raiscot, 1983, 1986; Schlenker, 1980; Shriver, 2002; Tanke, 1982).

Attractiveness: A Double-Edged Sword?

It should be no surprise to you that many of us also assume that attractive women are frequently being asked for dates and attractive men seldom have trouble finding women to accompany them to movies, parties, and other social functions. Although these perceptions are sometimes true, sometimes they are not. Studies of extremely attractive males and females show that they are often lonely and rejected by members of the opposite sex. They are seen as too attractive, or as one person put it, too good to be true. We may see them as "out of our league." Clearly, many of our perceptions of others based upon their physical attractiveness may prove to be correct. However, we sometimes completely misperceive the situation. Some examples of extremely high attractiveness causing a handicap are stories told by Miss America candidates about not going to their senior prom because no one asked them or prominent athletes with classic good looks describing how they were consistently turned down for dates in high school.

Perceptions of physical attractiveness are associated with many personality characteristics. One study asked subjects to rate attractive and unattractive persons on a variety of personality variables. The attractive people were judged as warmer, more genuine, sincere, mentally stable, sociable, and affable. It seems evident from this list that most of these perceptions are positive and desirable. Thus, one would expect that high attractiveness should produce only positive outcomes.

However, to the highly attractive person, life is not always a bed of roses. Many report having to overcome the negative judgments of others. Whether attractive or unattractive, we sometimes find ourselves stereotyped in ways that significantly influence our interactions with others.

Another major issue related to attractiveness involves interaction behavior itself. We have seen from the preceding discussion how attractiveness affects perceptions. Now let's consider the effects of attractiveness on interaction in different contexts.

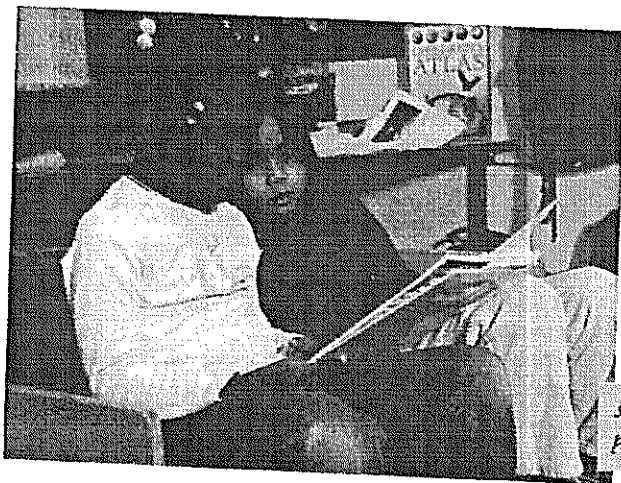
Effects of Attractiveness

EDUCATIONAL SETTING. In the educational environment, scholars have found some very interesting relationships between physical attractiveness and student-teacher interaction. Attractive students have been found to receive higher grades than their less attractive counterparts. Observations in classrooms show that teachers engage in less interaction with unattractive students and initiate more communication and respond to comments from their more attractive students more readily. Not only do we see such

attractiveness continues to be a dominant predictor for the first few dates, but as the relationship develops, it gradually begins to take a backseat to other considerations. Of course, if the perception of attractiveness is not there in the first place, the relationship may not continue long enough for those other considerations to come into play (Berscheid & Walster, 1978).

THE MATCHING HYPOTHESIS. The matching hypothesis suggests that, even though men and women might be attracted to people more attractive than themselves, most people select to date or choose partners considered to be in the same attractiveness category as they are. Often you see couples who look like they belong together or who are the perfect match. Why, then, do people seem mismatched at times? Remember, attractiveness is in the eye of the beholder: Therefore, Heather or Jon may perceive themselves to be more attractive than others do. Thus, in relational development stages, Heather and Jon are not daunted by persons who are more attractive; rather, they seek them out, and date them. On the other hand, some very attractive persons do not view themselves to be as attractive as others do, and therefore they often date less attractive persons. What then is the perfect match? No one knows. However, our culture has an idea and often comments when people seem mismatched. For example, if Jennifer Aniston had married Pee Wee Herman, what would people have said?

Physical attractiveness has a substantial impact upon our communication with other persons. These powerful nonverbal messages influence our decisions about approaching or avoiding others, dating or not dating, marrying or not marrying, hiring or not hiring, and also influence our expectations about the future success or failure of others. Let's now turn to a discussion of the particular aspects of physical appearance.



Skin color needn't hinder positive communication.

PERSONAL BODY CONCEPT

Ask yourself these questions:

- What parts of others' bodies do I think are the most important?
- Are they the same as the ones I focus on in myself, in terms of my satisfaction with my own body?
- Is there any relationship between the two categories?

It shouldn't surprise you that the body parts you find most important in judging attractiveness in others may also be the ones you are either extremely satisfied with or extremely dissatisfied with in yourself.

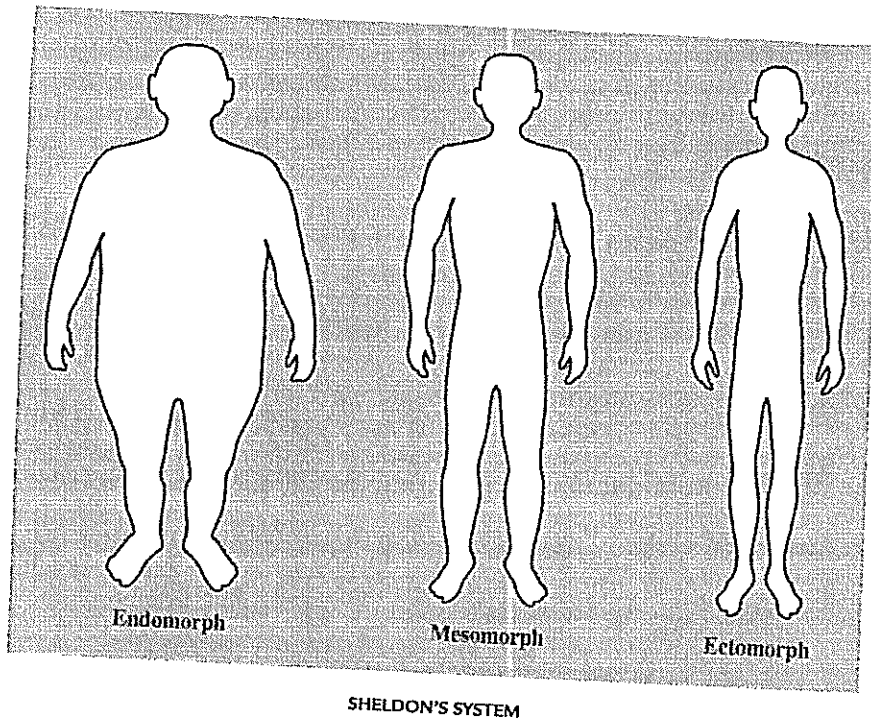
How you feel about your body has an impact on your self-concept as a whole. Your **personal body concept** is the perception you have of how attractive your body is, and what you perceive to be the particular attributes of your body. The importance of the personal body concept to our discussion of nonverbal communication is twofold: First, the concept is developed through of our communication with others, and second, it influences our communication with others. Let's look at these factors more closely.

The thoughts and feelings we have about our own bodies did not simply materialize in our minds at some magic age. Personal body concept, whether positive or negative, develops gradually. The influencing factors involve our interactions with other people, particularly if those people are important to us. Significant others provide us with many verbal and nonverbal messages that communicate the feelings and attitudes they have about our bodies, and we eventually incorporate their judgments into our judgments of ourselves.

Research indicates the significant impact peer and parental judgments have on children's personal body concepts. One study has shown that children with predominantly negative concepts about their own attractiveness and abilities received negative messages from their parents. Let us consider an illustration. Ten-year-old Scottie was not an attractive child. He was quite plump, his nose was too large, and he had greasy, limp hair. Scottie's parents were often self-conscious about his appearance while around their friends and acquaintances. One day, he overheard his parents lamenting to a neighbor, "We are afraid Scottie will never be very popular, given the way he looks. He's not at all athletic looking, you know. We constantly worry that the other kids at school tease him about his weight. On top of that, his grandfather makes us so angry when he refers to Scottie as having the biggest cheeks on the block."

Feelings of inadequacy are influenced by our communication, and they also affect future interactions. Scottie's feelings about his body will eventually affect his communication behavior. He may choose to withdraw from or avoid associations with peers at school for fear that they will ridicule him. His feelings may influence his decisions about sports, leisure activities, friends, dating, and even his career choice.

Satisfaction with our bodies is important to both our self-esteem and our interpersonal relationships. One does not have to be movie-star attractive to be satisfied



BODY TYPE	PSYCHOLOGICAL TYPE
Endomorph (oval-shaped body; heavy, large abdomen)	Viscerotonic (slow, sociable, emotional, forgiving, relaxed)
Mesomorph (triangular body shape; muscular, hard, firm, upright body quality)	Somatotonic (confident, energetic, dominant, enterprising, hot-tempered)
Ectomorph (fragile physique; flatness of chest; poorly muscled limbs)	Cerebrotonic (tense, awkward, meticulous, tactful, detached)

FIGURE 2.3 SHELDON'S SYSTEM AND BODY TYPES

Return to the body type survey in Figure 2.3. This inquiry has been used in several studies investigating the relationship between body type and temperament. Cortés and Gatti (1965) developed this instrument and have found that the adjectives subjects chose to describe themselves were highly associated with their body types. In Figure 2.4, you will find three columns listing the adjectives found on the body type survey. Place a check mark beside each adjective you chose earlier. After checking the adjectives, count the number of checks for each column and write the totals underneath. You should have three numbers. These numbers should add up to 21.

FIGURE 2.4 BODY TYPE SELF-DESCRIPTORS

1 ENDOMORPHIC	2 MESOMORPHIC	3 ECTOMORPHIC
○	△	
dependent calm relaxed complacent contented sluggish placid leisurely cooperative affable tolerant affected warm forgiving sympathetic soft-hearted generous affectionate kind sociable soft-tempered	dominant cheerful confident energetic impetuous efficient enthusiastic competitive determined outgoing argumentative talkative active domineering courageous enterprising adventurous reckless assertive optimistic hot-tempered	detached tense anxious reticent self-conscious meticulous reflective precise thoughtful considerate shy awkward cool suspicious introspective serious cautious tactful sensitive withdrawn gentle-tempered

DISCUSSION

1. Discuss how your body type affects your behavior.
2. Discuss how you communicate with others based on their body type.

Source: Cortés, J. B., and Gatti, F. M. (1965). "Physique and Self-Description of Temperament," *Journal of Consulting Psychology* 1965, 29, 432-439. Copyright © 1965 by the American Psychological Association. Reprinted with permission.

From these three numbers, you can now determine your general temperament or psychological type. Let us take you through a couple of examples. Michelle checked 3 adjectives in the first column, 14 adjectives in the second column, and 4 in the third. Her overall temperament score is 3/14/4. Mike checked 11 adjectives in the first column, 5 in the second, and 5 in the third. His overall temperament score is 11/5/5.

According to Sheldon's theory, endomorphs have a corresponding psychological type called **viscerotonic**. The viscerotonic psychological type is characterized by the self-descriptors in Column 1 of Figure 2.4. In other words, endomorphs tend to characterize themselves as slow, sociable, submissive, forgiving, relaxed, and so on. Mesomorphs have a corresponding psychological type called **somatotonic**. The

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Overweight is associated with apathy, sluggishness, physical slowness, unattractiveness, and perhaps even mental slowness (Guerrero, DeVito & Hecht, 1999; Feingold & Mazzella, 1998).

SKIN COLOR. Another body dimension that has the potential to communicate is skin color. Much attention has been given to racial and ethnic issues in the last century. Prejudices and stereotypes are perpetuated and individuals categorized solely on the color of their skin. The 1960s saw our culture take strides against the negative images so long a burden for black Americans. The cry came forth that "Black is beautiful," and the rally revolved around the color of skin. Black civil rights leader Martin Luther King, Jr. painted a powerful message for the vast crowd in Washington, D.C., in 1963, when he spoke these words: "I have a dream that one day my little children will not be judged by the color of their skin, but by the content of their character." Unfortunately, that dream is yet to be fully realized. To decide just how far we have yet to go, respond quickly to the following questions: What color skin do people have who are good at math? Good at basketball? Good at dancing? Good at leading others? Good at surgery? Good at football? Good at computers? How many of your friends do you think would give the same answers you did?

Nonverbal Messages of Hair

If anything changes with the times, it is the way people wear their hair. In the past, the fashion for males was the crewcut or flattop, at another time it was wearing hair very long and stringy. For many years females stiffened their hair with sticky sprays, wore it up, and had "big hair." At another time most of them wore their hair very long and in a ponytail. Students today might be heard saying, "I wouldn't be caught dead looking like that." Their children and/or grandchildren will look back to the style of today and make the same statement their parents are making today.

Hairstyles have much to do with our perceptions of attractiveness and social competence. Hairstyles give us cues about social norms. Nonverbal messages of hair result from hair color, hair length, facial hair, and hair manipulation.

HAIR COLOR. With little effort you can probably come up with several stereotypes associated with hair color. Sally is a blonde woman. Does she really have more fun? Mark has coal-black hair. Is he really more mysterious? Do redheads have hot tempers? Maybe not, but that does not mean we don't think so. It seems most of us perceive red hair as tempestuous, brown hair as wholesome, and black hair as sultry, but the blondes still have all the fun. A survey completed years ago showed that most men would prefer to have blondes for their mistresses, but would rather marry a brown-haired woman. Another survey showed most women would prefer their men to have hair (color was not an issue), but a significant minority preferred bald men.

HAIR LENGTH. Length of hair has been associated with perceptions of credibility. One study conducted asked subjects in two different classrooms to assess the credi-

bility of a man wearing sneakers. The speaker was the same man for each of the two classes of students. For one class, the speaker's hair was arranged to make it appear long; in the other, his hair was arranged to appear short. On the credibility dimensions of competence and dynamism, the speaker was rated significantly higher with short hair. Some writers have suggested that the results of this study may indicate that men are perceived as less serious and less mature when wearing longer hair. Think of all the U.S. presidents who had long hair! Obviously, perceptions based on hair length vary with the times.

Career and job placement personnel have been reported as suggesting that long hair on men is detrimental to their chances of getting hired. They contend that the longer the hair, the more restrictive the job opportunities become. Women as well may influence their chances for jobs by the length of their hair. Contrary to some popular notions, women who enhance their sex appeal for the office may create feelings of resentment from their female coworkers and perpetuate perceptions of incompetence and low intelligence among the men. In short, one popular writer may have been right when he warned his female readers that long hair on women may work wonders in the bedroom, but is a real killer in the boardroom. For this reason, many women who have long hair wear their hair up for work and down after work (Korda, 1975).

FACIAL HAIR. People's perception of facial hair on men has led to many interesting conclusions. The more facial hair a man has on his face, the more likely he will be evaluated as mature, masculine, good-looking, dominant, courageous, industrious, self-confident, and liberal. Studies showed that both men and women describe clean-shaven men as youthful. For women only, bearded men are perceived as mature, sophisticated, masculine, and more sexually appealing. Men, however, suggest that they felt less tense with clean-shaven men than with bearded men. It seems that perceptions of facial hair differ depending on the gender of the perceiver. Women may find beards a more positive characteristic for men, whereas men may perceive them as cues that stimulate withdrawal and avoidance, possibly the result of apprehension or fear. However, men with beards in this culture sometimes are perceived as hiding something (Kalick, Zebrowitz, Langlois & Johnson, 1998).

HAIR MANIPULATION. Hair manipulation may also create strong social impressions. Consider Yolanda for a moment. She sits in a dimly lit lounge. She soon spots Sid across the room at another table. Sid has been watching her for some time, seemingly waiting for an opportunity to get acquainted. Finding him to her liking, Yolanda runs her fingers through her hair, intermittently curling the ends around a finger. What do you think will happen?

Such hair manipulations are called "preening behavior" and, according to some experts, this behavior is usually engaged in while in the presence of members of the opposite sex. Preening behavior is a nonverbal cue to potential courtship partners informing them that it is all right to approach and possibly engage in more intimate interaction. It is, of course, quite possible that individuals perform this behavior out of

studies that have investigated the relationships between the characteristics of wearers and the actual clothing they wear.

Compton (1962) was interested in establishing an association between the characteristics of individuals and their preferences for particular clothing designs and colors. Her research showed that people who preferred saturated colors and deep shades tended to be outgoing, forward, and sociable. Individuals who preferred small fabric designs, on the other hand, were more interested in making a good impression. Compton concluded that people choose colors, fabrics, and designs that are consistent with the ideal image they hold of themselves. Our clothing choices, then, allow us to conform to that perfect picture. Thourlby (1980) suggests that there are ten decisions we might make about another person, based solely on clothing choice. These are:

1. economic level
2. educational level
3. trustworthiness
4. social position
5. level of sophistication
6. economic background
7. social background
8. educational background
9. level of success
10. moral character

Did President Clinton's business suits say anything about his moral character? No—more likely his lack of clothing in some situations said more about his moral fiber. Did Monica Lewinsky's clothing choice say anything about her intentions? There are occasions when clothing choice is completely uncorrelated with sophistication, background, economic status, or moral character. Therefore, we should be careful about making too many firm conclusions based on dress.

Rosencranz (1962) studied the clothing attitudes of married women. The results showed that women who were high in dress awareness usually belonged to many organizations, were in the upper social classes, had higher verbal skills, were more educated, and married white-collar men with higher than average incomes. According to Rosencranz, the higher classes of society probably place a great deal of emphasis upon the physical appearance of their members, thus making clothing awareness a high priority. It would also seem that women in upper socioeconomic brackets have the time and financial resources to focus more attention on their dress.

Fortenberry, McLean, Morris, and O'Connell (1978); Gorden, Tengler, and Infante (1990); Gross (1990); Henley (1977); and Kaiser (1999), as well as others have studied the influence of formal attire versus casual attire on perception. It seems that formal attire commands more respect, attention, and cooperation. Formal attire often results in our being perceived as more credible by others. On the other hand, casual attire may lead to perceptions of approachability, but perhaps lower respect, attention, and compliance. Perhaps designating casual Fridays is not always the best move

for some organizations. Casual versus formal attire may not send the best message from a novice employee to customers.

One of the more famous and extensive studies relating clothing to wearer characteristics is that of Aiken (1963). This researcher was interested in whether clothing selections were associated with personality traits. Aiken's classic survey questionnaire was developed to identify five dimensions of clothing selection. In brief, people select their articles of clothing because:

1. They have an interest in dress
2. They are concerned about economy in dress
3. They use their clothing for decoration
4. They dress for conformity
5. They dress for comfort

Essentially, the Aiken study attempted to determine what personality traits best predicted how individuals select their clothing.

Using only females in the investigation, Aiken found that women who had an interest in dress were conventional, conscientious, compliant before authority, persistent, suspicious, insecure, tense, and stereotyped in thinking. Women who were concerned about economy in their clothing selection scored as more responsible, alert, efficient, precise, intelligent, conscientious, and controlled. Those who used their dress for decoration were conscientious, conventional, stereotyped, nonintellectual, sympathetic, sociable, and submissive. Women who dress for conformity were characterized by several conformity-type traits. They were more socially conscientious, moral, traditional, and submissive, and exercised restraint. These women also emphasized economic, social, and religious values and tended to de-emphasize aesthetic values. Finally, Aiken found that women who chose their clothing for the sake of comfort were self-controlled, socially cooperative, sociable, thorough, and deferent to authority.

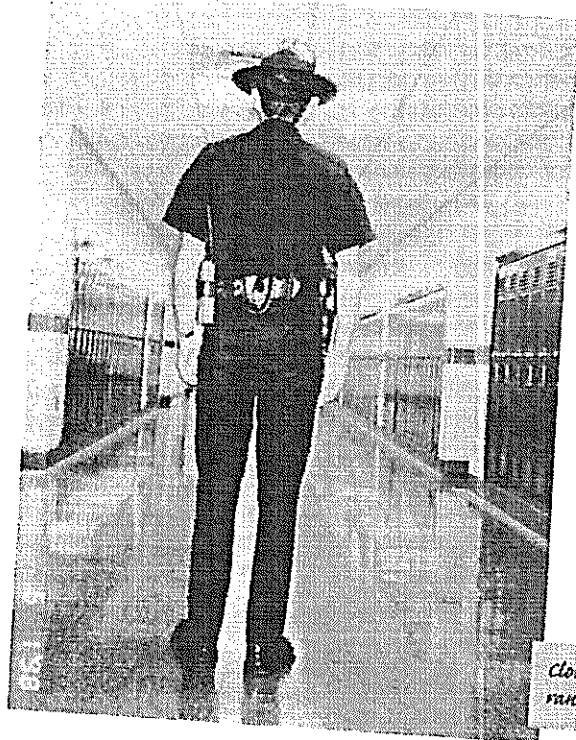
Various researchers have conducted follow-up investigations, and they appear to confirm Aiken's original findings. Notable among these studies is that of Rosenfeld and Plax (1977). A major improvement here is that the researchers used both female and male respondents in exploring the relationship between four clothing orientations and personality characteristics.

The first clothing orientation Rosenfeld and Plax looked at was *clothing consciousness*. People who have a high clothing consciousness would, for example, feel that it is important for others to always notice what they wear.

The second dimension or orientation toward clothing was *exhibitionism*. Those scoring high in exhibitionism would, for instance, approve of skimpy bathing suits and actually prefer and enjoy wearing one. This group might wear inappropriately revealing clothing to the formal work setting.

The third dimension identified by Rosenfeld and Plax was *practicality*. Subjects who responded very agreeably to such statements as, When buying clothes, I am more interested in practicality than beauty, would score high on this dimension.

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Clothing serves as a symbol of our rank, power, or status.

men and women struggle daily to achieve the rewards that come with the successful climb up the ladder. Popular writers have stressed the importance of the symbols of power and success that are necessary in our places of business. According to various sources, the man's business suit is designed to send powerful messages of authority and credibility. Writers suggest that darker suits create perceptions of more authority. However, solid black, navy, or gray tailored business suits may communicate too much power. And although dark blue and gray pinstripes are acceptable, solid colors are strongly recommended.

Other writers have stressed the importance of the navy blue, charcoal, or black-skirted suit for career women. Business women, however, need to avoid imitating the dress of their male counterparts. This could be seen as a threat and eventually reduce the women's power and authority in the corporate office. Women are encouraged to model the highest level of female business attire. Additionally, a business woman may want to avoid wearing a sweater instead of a jacket. A sweater without a jacket may give the image of lower status. What one wears away from the work environment, of course, is another matter. Thus, although some clothing may make a woman more attractive, it may not enhance her value in the company. Some well-controlled research shows that attractiveness (at least after initial hiring) is not an asset to

women employed above the clerical rank. Physical attractiveness was found to be negatively related to performance evaluations (Henley, 1977; Korda, 1975; Molloy, 1988; Fischer-Mirkin, 1995).

The popular media also have made much of the power colors for men's ties. For a while, the power color was dark red. Then it became yellow. Then gray. If you want to know what it is now, enter any major business organization and look at what the middle-level businessmen are wearing. Odds are, they are wearing the color that is in today.

GROUP IDENTIFICATION. Closely associated with popularity and liking, *group identification* is another reason people dress the way they do. We are often told, if you want to belong to the group, you have to do what the group does. In other words, When in Rome, do as the Romans do.

Singer and Singer (1985) found that when police officers were in uniform they were perceived to be more competent, reliable, and intelligent than when dressed casually. Hewitt and German (1987) found that a male Marine sergeant and a male Navy lieutenant were perceived as more attractive and intelligent when in uniform than when dressed casually. It is clear our dress illustrates who we are, the groups we belong to, and our attitudes. For example, a group of anti-school students wearing T-shirts that say, "I don't do school" says a lot about the group, not only to teachers but to other persons who observe this group-identification form of dress.

Try this small test: Go to a bank where you are not known, dress informally and somewhat sloppily, then attempt to cash a check. Watch the teller's reaction. Later, go back to the same bank dressed in a suit or formal attire, and watch the reaction.

People have always strived to belong, to be identified with a certain group of individuals. The young man begs his parents to buy him a sports shirt with his favorite football team's colors or his favorite baseball player's jersey number. Young women imitate the clothing fashions of famous actresses and models. On college campuses men and women aspiring to become members of fraternities, sororities, and other groups attempt to prove themselves worthy by identifying with the clothing and actions of their potential brothers, sisters, and group peers. An older man once boasted that he could tell a Republican from a Democrat by the very clothing the person wore. Whether we know it or not, we wear the uniforms of the groups with which we associate (or aspire to associate). The clothing we wear communicates a great deal about our social and political attitudes.

Generalizations about Dress

We have discussed several important functions of clothing, including the fact that we use the dress of others to perceive and stereotype them in many ways. Before we move on, it is necessary to outline important generalizations about judgments we make based on dress.

GENERALIZATION 1. The accuracy of our judgments about others based on dress varies as a function of what type of judgment we make. Researchers suggest greater

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and a pin or bracelet. Overdoing jewelry is a mistake many businesswomen make. Too much jewelry can be distracting during conversation and may suggest you are of higher status than you are, or suggest you are somewhat insecure with your status. In business, less is more when it comes to accessories (Fischer-Mirkin, 1995; Kaiser, 1999; Guerrero, DeVito & Hecht, 1999).

Another type of artifact by which many Americans express themselves is the hat. The cowboy hat, whether straw or felt, is a popular means of self-expression in parts of the West. One cannot step onto a university campus without observing myriad caps of many types, shapes, and forms. Sports caps, painter's caps, and John Deere caps are just a few. Of course, how baseball caps are worn may also make a statement. They help to define, typecast, and stereotype the wearer. Although it is not currently popular, the business hat has often been used by men to create perceptions of maturity, status, and authority.

The most prominent, and probably the most researched, artifacts of all are eyeglasses. Since their invention, eyeglasses have been associated with particular personality characteristics. Studies have shown that people who wear glasses are thought to be more intelligent, industrious, and honest. Another study found that females who wear glasses were seen as more religious, conventional, and unimaginative. At least for women, general perceptions related to eyeglasses are somewhat negative. This may explain why a large percentage of all contact lens wearers are female and why more females than males elect eye surgery to correct their vision. Since the early 1980s, however, manufacturers of eyeglass frames have become highly imaginative with their products. Designer frames and other innovations, as well as the changing perceptions and uses of eyeglasses, allow the wearer to express herself or himself in ways that were impossible only a few years ago.

Eyeglasses can also communicate messages by the way we manipulate them. People who wear glasses can send a variety of signals about their self-images and emotional states. Chewing on the temple tips, for example, is usually a sign of nervousness, tension, or stress. Deep concentration can be communicated when wearers touch the temple tips together. Boredom may be shown by the individual who continually folds and unfolds her or his glasses. Gesturing with one's eyeglasses while speaking can definitely emphasize a point. A person who pushes his or her glasses up on the forehead in order to look at another person directly may well demonstrate honesty and willingness to be open. Resting glasses on the tip of the nose and looking over the top of the frames may send a message of control, power, or disbelief.

We have discussed just a few of the many artifacts that contribute to the social and cultural cues you transmit every day. Little things they may be. However, you should never dismiss the smallest lapel pin, the simplest necklace, or the plainest earrings when taking an inventory of the potential nonverbal messages you send others through your physical appearance. Others judge you by your artifacts as well as your clothing. Your artifacts communicate your self-image, your affiliations, and your social and political attitudes. The next time you think about putting on one of your favorite T-shirts, look at that shirt. Read what it says. It may be saying much more than just "Just do me!"

GLOSSARY OF TERMINOLOGY

- Appearance obsession** refers to the tendency to focus on one's appearance to an excessive level.
- Artifacts** are accessories used to adorn our bodies and clothing.
- Attractiveness** is the degree to which we perceive another person as someone with whom we would want to associate.
- Cerebrotonic psychological type** is tense, awkward, meticulous, tactful, and detached.
- Ectomorphs** (ectos) are bony, thin, tall people with a fragile-looking physique, flat chest, and underdeveloped muscle tone.
- Endomorphs** (endos) are people with rounded, oval-shaped bodies who are somewhat heavy (not necessarily obese) and are often described as pear-shaped.
- Homophily** refers to similarity between people.
- Image fixation** (IF) is a long-term, fixated view that a person has about her or his image or body.
- Mesomorphs** (mesos) are people with a triangular body shape that is broad at the shoulders and tapers to the hips. Their shape is firm and muscular in appearance with all the curves and angles in the right places, at least for U.S. culture.
- Personal body concept** is the perception you have of how attractive your body is, and what you perceive to be the attributes of your body.
- Physical attractiveness** is the degree to which we perceive another person as attractive because of her or his physical attributes.
- Social attractiveness** is the degree to which we perceive another person as someone with whom we would like to socialize.
- Somatotonic psychological type** is confident, energetic, dominant, enterprising, and hot-tempered.
- Somatotyping** is a method used to categorize individuals into one of three major body types: endomorphic, mesomorphic, and ectomorphic.
- Task attractiveness** is the degree to which we perceive another person as someone with whom we would like to work or conduct business or have as a coworker or teammate.
- Viscerotonic psychological type** is slow, sociable, emotional, forgiving, and relaxed.

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