Do Judgments about a Face Affect Its Perceived Attractiveness and Its Memorability?

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Introduction

- Face recognition memory can depend on whether subjects previously made judgments that are either **Perceptual** or **Conceptual** (Schwartz & Yovel, 2019) (see Table)

Perceptual	How symmetric is the face? How round is the face? How wide is the face?
Conceptual	How intelligent is the face? How trustworthy is the face? How dominant is the face?

- Confidence is a strong positive predictor of face recognition accuracy (Wixted & Wells, 2017)

H1: Conceptual judgments (versus perceptual judgments) will lead to greater face recognition accuracy

H2: Participants will remember the most and least attractive faces more than the faces rated as neutral (i.e., U-function)

H3: Across students, confidence ratings will be positively associated with face recognition accuracy

Methods

Participants
- Undergraduate women at the University of South Florida

Stimuli
- Face photos of Caucasian young adult men
- No glasses, tattoos, scars, long hair, or facial hair

Design
- IV = Judgment type (Perceptual or Conceptual)
- DVs = Face recognition accuracy, self-reported confidence, perceived attractiveness

Learning Phase → Test Delay → Yes-No Face Recognition Test

Learning Phase

Perceptual

How **round** is the face?

1 2 3 4 5 6 7
Not round — Very round

How **attractive** is the face?

1 2 3 4 5 6 7
Not attractive — Very attractive

Conceptual

How **intelligent** is the face?

1 2 3 4 5 6 7
Not intelligent — Very intelligent

How **attractive** is the face?

1 2 3 4 5 6 7
Not attractive — Very attractive

Participants will see 20 photos of faces, one at a time:
- 10 faces for perceptual judgments
- 10 faces for conceptual judgments

Test (after 5-min delay)

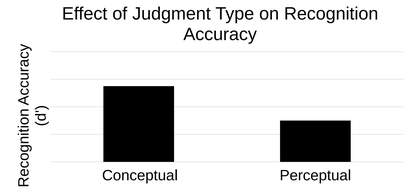
Did you see this face earlier today? YES or NO

How **confident** are you?

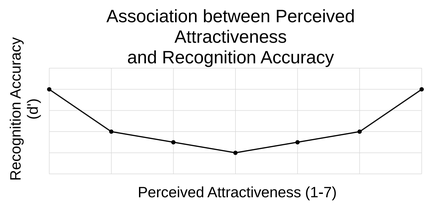
1 2 3 4 5 6 7
Not confident — Very confident

Predicted Results

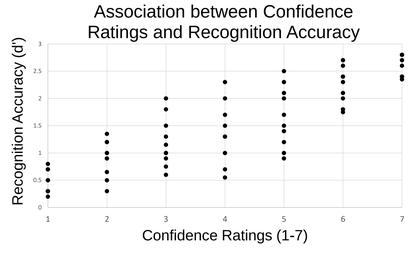
Hypothesis 1 → Conceptual judgments (versus perceptual judgments) will lead to greater face recognition accuracy



Hypothesis 2 → Participants will remember the most and least attractive faces more than the faces rated as neutral (i.e., U-function)



Hypothesis 3 → Across students, confidence ratings will be positively associated with face recognition accuracy



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