

RESEARCH – Lookism

THE PURPOSE OF THE RESEARCH IS TO

- 1) See if lookism exists and
- 2) See if there are certain features that are preferred.
- 3) Start with a hypothesis about what physical features of a person might be considered to be attractive and what physical features are less attractive.
- 4) As you are conducting your research you want to also make note of the physical qualities of the person you are interviewing.

COMMUNITY INTERVIEWS - ETHNOGRAPHER

[CREATE A QUESTIONNAIRE ON GOOGLE DOCS](#)

CONTENT

- Choose 10 images with different hairstyles (both men and women). Some of the hairstyles to consider are dreadlocks, spiked, dyed pink or green or..., straight, curly.
- Since the focus is on hairstyles only choose visuals from the neck up to avoid weightism.
- The visuals should be of people around the same age (mid 20's) so ageism doesn't interfere.
- Try to choose one ethnicity so the focus can be on the hairstyles and not ethnicity. *It is my hope that the class will not all choose the same ethnicity.

QUESTIONS RANKING (SUGGESTIONS)

- You can ask the participant to identify the profession of the person in the image. The response can be fill-in-the blank, fill-in-the-blank with explanation or multiple choice.
- You can ask the participant who they would hire if they had a business where employees had to interact with the public.
The response could be a ranking from 1-10, or 1-10 with an explanation.
The response could be a yes or no for each image, or yes or no with explanation.
- You can ask the participant which person they would like to get to know with the same answer choices as the employee questions.

SURVEY PARTICIPANTS. YOU NEED TO INTERVIEW AT LEAST 30 PEOPLE:

- Ask the participants if they have already completed the questionnaire with someone else.
- You can choose classmates, family members, and/or friends. No duplicates please.

DEMOGRAPHIC INFORMATION

- You will provide demographics in the presentation of your questionnaire so participant identification might include ethnicity, gender, what you think is relevant to the outcome.

THE ASSIGNMENT CAN BE COMPLETED INDIVIDUALLY OR WITH A GROUP NO LARGER THAN 3 PEOPLE.

PRESENTATION OF DATA

- Create a 5-7 slide PowerPoint to present to the class.
- If you are using Word, there are several different charts that can be used to present the information.
- One of the slides should have the process, population information on people who were given the survey.
- For the graphs, you will present demographics and responses to the questions.

Expectations vs. Response Results.

or

CREATE A PREZI SEE THE [HOW TO CREATE A PREZI] TAB UNDER THE [TECHNOLOGY] TAB.

WRITING REFLECTION

- From the information shared in this unit, what did you learn?
- How has the information impacted your perceptions of beauty and hair?

FOR POSSIBLE EXTRA CREDIT: Write a poem about your personal experience with hair.