

ABSTRACT

FACIAL PROMINENCE: CONNECTIONS TO GENDER AND OCCUPATIONAL STATUS

Men's and women's media presentations of facial prominence (face-to-body ratio) have differed for centuries. Differences in face-to-body ratio by occupational status have also been found. The current study examined gender differences in face-to-body ratio, controlling for occupational status, in an attempt to clarify pervasive gender differences found in previous research. A total of 912 photographs from six popular magazines (*Time*, *Newsweek*, *Sports Illustrated*, *People*, *Fortune*, and *Money*) were categorized by gender and occupation and measured for face-to-body ratio. It was found that individuals depicted in intellectually focused occupations had higher face-to-body ratios than individuals depicted in physically focused occupations. Gender differences in facial prominence in the current study did not reach significance. However, a significant interaction between gender and occupation status indicates differing facial prominence could be related to occupational qualities in addition to gender.

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