

The Effect of Different Types of Clothing and Social Dominance Orientation on the Perception
of Personality in Teens and Adults

James Bard

North Cobb School for International Studies

Abstract

The purpose of this study is to determine the correlation between different types of clothing and prejudice on the perception of personality in teens and adults. The first hypothesis is that if clothing style influences participants' perception of the personality traits of the wearer, then each type of clothing will have a common personality type associated with it by the observer. The second hypothesis is that if each type of clothing has a negative common personality type associated with it by the observer, then there will be a positive correlation between the number of negatively associated outfits and Social Dominance Orientation. Data was collected from North Cobb High School and Acworth United Methodist Church and analyzed using r-squared values and p-values. The first hypothesis was partially supported and the second hypothesis was not supported. Outfit E (suspenders and bow tie) was determined to have the highest level of emotionality. Some types of clothing have statistically significant personality traits associated with them.

Research Question: How do different types of clothing affect how observers perceive the personality of the wearer due to the Social Dominance Orientation of the observer?

Background:

First impressions are the most important interactions that humans have today. They alter a person's perception of others in an instant and taint their view for the remainder of the relationship. That is why it is important to know the effect of appearance on others reactions; specifically clothing. By reviewing different types of personality and the way in which clothing affects the perception of these personalities, humans will have a greater understanding of clothing's effect on all impressions.

R. Scholte, C. van Lieshout, C. de Wit, and M. van Aken, the main researchers in a study of childhood development, determined three different personality types found in previous studies and how they link Q-factor analyses to the Big Five scales. The three main Q-factor personality traits studied were resilient, over-controller, and under-controller (Scholte, Lieshout, Wit, & Aken, 2005). The article then goes on to explain how each of these personalities relates to the five traits in the Big Five scales; extroversion, agreeableness, conscientiousness, emotional stability, and openness (Scholte et al., 2005). Each of the Big Five Scales are measured by three varying continuums that are associated with individual traits. For instance, the level of conscientiousness that a person expresses is determined by where they stand on organization, carefulness, and discipline (Myers, 2007). In simpler terms, conscientiousness in a person is high if they are well organized, cautious, and controlled. Agreeableness is measured by mercifulness, trustworthiness, and helpfulness (Myers, 2007). If an individual encompasses all of these traits, then they are considered to be agreeable. A person's level of neuroticism, or emotional stability, is determined by how calm, secure, and self-satisfied they are (Myers, 2007). Imagination,

inclination for variability, and independence, however, all determine how open the participant is (Myers, 2007). Because extroverts are characterized as being sociable, fun-loving, and affectionate, these are the characteristics used in determining a person's level of extroversion (Myers, 2007). Because each facet of the Big Five scales are measured on a continuum, the results for each person are completely different. The test does not measure if you exhibit each trait but to what extent each trait is displayed.

Personality is a set of traits in a human that were gathered in order to solve adaptive problems (Segal & Macdonald, 1998). Nancy Segal explains the five factors that make up the personality of a person through the five-factor model (Segal & Macdonald, 1998). Everyone has each of the five facets, whether it is dominance, agreeableness or love, conscientiousness, neuroticism, or openness to experience. The difference is the amount of each aspect that is present (Segal & Macdonald, 1998).

By taking results from both the Big Five scales and Q-factor analyses, Scholte was able to determine a variety of links in data. For example, over-controllers generally score higher on extroversion, conscientious, and emotional stability (Scholte et al., 2005). This group of people also have moderate agreeableness and openness scores while maintaining high scores in school achievement. Under-controllers have moderate to high scores on agreeableness and conscientiousness, but tend to have low results in intelligence and social competence (Scholte et al., 2005). This group is often less accepted by peers and is more susceptible to delinquency. The last personality type, resilient, has the highest scores on intelligence, school achievement, and social competence. Resilient people also have the best adjustment out of three different personality types (Scholte et al., 2005).

Underlying the three major personality types are individual personality subtypes. There are two different subtypes for each personality, and each embodies a separate description of the person. Resilient subjects can fit into one of two different categories: agentic or communal (Scholte et al., 2005). Agentic scores have higher results in extroversion and emotional stability while communal scores are higher in agreeableness and conscientiousness (Scholte et al., 2005). Under-controllers can either be antisocial or impulsive. Impulsive people have intermediate scores on agreeableness and conscientiousness and are more extroverted than the antisocial group (Scholte et al., 2005). Over-controllers exhibit characteristics of either vulnerability or achievability. Vulnerable groups have a low emotional stability along with a low conscientiousness (Scholte et al., 2005). Achieving is the exact opposite. These subjects have high emotional stability and conscientiousness (Scholte et al., 2005).

The study incorporated 3,284 adolescents aging from first to fifth grade and from ages 12 to 18 (Scholte et al. 2005). The experiment's intention was to compare self-evaluations to peer-evaluations. The study was also used to test the consistency of the different personality types and their corresponding subtypes (Scholte et al. 2005). By looking at many different people of cultures, the consistency between different cultures and personality types could be investigated.

The result of the study was that all of the personalities matched the findings from previous studies in that there were no varying personality types that did not match the correlation between the Q-factor analyses and the Big Five scales discussed previously (Scholte et al., 2005). There was also no difference in personality types between cultures (Scholte et al., 2005). The data shows the relationships between the personality type, self-report, and peer-report. By comparing what the peers thought of the subjects and what the subjects thought of themselves, it was clear that the results matched the corresponding personality type (Scholte et al., 2005).

The primary characteristic of personality is the level of dominance. This is measured by the impulsiveness of a person (Segal & Macdonald, 1998). Dominance is also determined by how important sensation seeking is to the participant. Compassion in a personality often alters the amount of charitableness that a person encompasses. If a participant is not very empathetic, it is not likely that the scores in this area will be high (Segal & Macdonald, 1998).

Conscientiousness is the ability to persevere in unpleasant tasks. People with high scores in this area are usually more responsible and pay close attention to detail (Segal & Macdonald, 1998).

Neuroticism is not a very common trait. People that have high neuroticism are likely to be emotionally reactive and worrisome (Segal & Macdonald, 1998). Openness to experience is also an important aspect of personality because this area assesses the person's imaginativeness and creativity (Segal & Macdonald, 1998).

Segal also agrees that personality can partially be determined by gender (Segal & Macdonald, 1998). Because populations naturally benefit from males having many mates in order to reproduce, men score very well in the sensation seeker section of the five-factor model (Segal & Macdonald, 1998). In nature, males have to compete with other males in order to impress and gain mates. This leads to behaviors that are risk taking and sensation seeking (Segal & Macdonald, 1998).

The five factor model, although useful, is a very vague outline of personality. There is a very complex system of traits and it is very difficult to wrap them all up in five single scales (Segal & Macdonald, 1998). However, it will be beneficial in comparing and contrasting different views on clothing's reflection of personality. By specifically identifying what participants believe each clothing type portrays on a scale of five factors, there will be a clearer definition of the true perception of personality (Segal & Macdonald, 1998).

The Eysenck Personality Questionnaire (EPQ) was first published by the Maudsley Personality Inventory (MPI). It was designed to measure two main personality tendencies: neuroticism (N) and extroversion (E) (Weiner & Craighead, 2010). Recently, the EPQ added psychoticism to the list of personal tendencies. In cases where the test is administered to children, there is also a version of the test that is better suited to younger generations (Weiner & Craighead, 2010). The test takes about thirty minutes and determines which of the tendencies a person exhibits most. The score that is received on each portion of the test determines the degree to which individuals are neurotic, extroverted, and psychotic (Weiner & Craighead, 2010).

Those who participated in the study who had high scores in the neuroticism section tend to be worried, sad, and lonely (Weiner & Craighead, 2010). This can cause the person to feel moody and guilty very easily. Because neurotics have a very difficult time dealing with emotions, they are often diagnosed with depression (Weiner & Craighead, 2010). Extroversion is a trait that is almost the complete opposite. When people score higher on the extroversion section of the test they tend to exhibit lively behaviors. This group of participants were said to be much more talkative, lively, and outgoing (Weiner & Craighead, 2010).

Psychoticism was added to the test much later. This portion of the test determines the few extreme cases in the study. Psychotics lack empathy all together (Weiner & Craighead, 2010). This small group of participants enjoy bringing pain to others. Although psychoticism is a rare personality tendency, it is still possible to show these extreme behaviors (Weiner & Craighead, 2010).

In order to determine the validity of the answers that are gathered, the test has included a fallacy section (Weiner & Craighead, 2010). This part of the test helps the assessor to weed through the misleading answers and the ones that are beneficial to research by testing the

participant's honesty (Weiner & Craighead, 2010). Because researchers strive to have the most concrete evidence possible, it is vital that the unnecessary data is eliminated from the group.

Although a very difficult idea, Hsiu-Ju and Burns study the notion that culture changes the products that people buy depending on aesthetic, economic, political, religious, social, and theoretical beliefs (2012). These six facets of clothing are the values that lead people to decide whether or not to buy and wear different clothing items (Hsiu-Ju & Burns, 2012). Aesthetic is the reliance on beauty to decide clothing options. Economic considerations are taken into account when conservation of materials is important. Political and social influences can also alter the desire for a variety of clothing (Hsiu-Ju & Burns, 2012).

By wearing certain clothing, one can express a religion in either a positive or a negative way. Some take into account the theoretical ideas behind why people wear some clothes at all. Because values are learned traits, the importance of each idea depends on the culture and environment that one is raised in (Hsiu-Ju & Burns, 2012). If a person is raised in a culture with a large amount of traditional Islamic dress, then they are more likely to have positive views on that type of clothing. However, that same person will be more reluctant to be as positive about another culture's dress— simply because they are not accustomed to it.

Gender is an inevitable factor in the values that are used when picking clothing. Men will use political and theoretical components when choosing clothes to buy (Hsiu-Ju & Burns, 2012). Women are more likely to look at clothes and determine the aesthetic and social components of each article of clothing (Hsiu-Ju & Burns, 2012).

The occasion for which the clothing is purchased will alter the values used in clothing choice as well. Ceremonial occasions call for more formal clothing; types that involve a more political aspect of choice (Hsiu-Ju & Burns, 2012). Formal clothing is also the most accepted

form for the office or in a social event. When there is a large gathering of people, it is vital that the wearer make the best impression on the people around them. For casual gatherings, the consumer will be less strict on the article of clothing (Hsiu-Ju & Burns, 2012).

The research was completed using a self-administered questionnaire that involved three differing sections. The first of which was used to measure the personal views on all six clothing values (Hsiu-Ju & Burns, 2012). By testing the importance of each clothing value, it was easier to find the correlation between gender and orientation on the reason of choice in clothing. The second section was related to Hofstede's cultural dimension of long-term orientation (Hsiu-Ju & Burns, 2012). Demographic characteristics were tested in the remainder of the questions. The questionnaire was given out to 563 US University students and 941 Taiwanese University students. Taiwan exhibits a long-term orientation and the US holds a short-term orientation (Hsiu-Ju & Burns, 2012).

Hofstede's Long-term orientation and short-term orientation are both used as independent variables to determine consumers' perceptions of clothing values. Long-term orientation refers to the creation of qualities directed towards the future and resolution (Hofstede, 2001). When a country has a long-term orientation they are focused on growing, changing, and advancing economically. Tradition is lost in a long-term directed society, and strict social responsibilities are absent. Short-term orientation, on the other hand, describes a group of people that are focused on the encouragement of structures related to the past and the present (Hofstede, 2001). Customs are very important in these societies and there is little rapid advancement.

The results concluded that Taiwanese and American values of clothing related inversely (Hsiu-Ju & Burns, 2012). While Taiwan retained a higher score in economic, religious, social, and theoretical values, the US scored higher on values relating to political and aesthetic beliefs.

By determining the value beliefs that differed between Taiwan and the US, it is clear that orientation directly relates to the perception of clothing values (Hsiu-Ju & Burns, 2012).

Research completed by Martin Morlowe primarily focuses on the difficulties that occur around personality disorders. These ailments can be more effectively studied when they are grouped into different categories and subcategories. The organizational structure of personality disorders is determined by a variety of traits that each disorder presents individually (Morlowe & Sugarman, 1997). No matter which cluster the conditions are placed in, they are very serious illnesses and are important to include along with the rest of the personality types (Morlowe & Sugarman, 1997).

The difference between personality disorders and mental disorders is often confused. Personality disorders deal with behavior patterns while mental disorders deal with mentalities such as depression and anxiety (Morlowe & Sugarman, 1997). After labeling a person as having a personality disorder, there are two different classifications; dimensional and categorical (Morlowe & Sugarman, 1997). Dimensional classification describes the degree to which a person displays a personality trait. Categorical classification is used to look at symptoms of different disorders and organize them to find any commonalities (Morlowe & Sugarman, 1997).

The eight varying personality disorders that were highlighted in the text were paranoid, schizoid, dissocial, emotionally unstable, histrionic, anankastic, anxious, and dependent (Morlowe & Sugarman, 1997). Some of the disorders are more common depending on the gender (Morlowe & Sugarman, 1997). These eight personality disorders are then split into three different clusters depending on the traits associated with each. Cluster A includes patients that seem odd or eccentric (Morlowe & Sugarman, 1997; Myers, D. G., 2007). Cluster B is defined by people who are dramatic or emotional (Morlowe & Sugarman, 1997). This cluster can also be

characterized as impulsive (Myers, D. G., 2007). On the extreme end, Cluster C groups together characteristics of anxiety and fear (Morlowe & Sugarman, 1997; Myers, D. G., 2007). Although some of the traits can derive from reactions to other circumstances, this does not indicate a disorder or justify a diagnosis (Morlowe & Sugarman, 1997). The traits are chronic and are not simply triggered by an occurrence.

Dinh, Holmberg, Ho, and Haynes completed a series of studies that compared the relationship between psychological, social, and physical wellbeing to discriminative attitudes. The prejudicial biases that were compared were racial, gender, sexual orientation, physical disabilities, anti-immigrant sentiment, and body size (Dinh, Holmberg, Ho, & Haynes, 2014). The researchers hypothesized that there would be a positive correlation between each bias and that some prejudices would be related to personal and demographic characteristics. Participants were gathered from the northeast region of the United States and volunteered to be involved in research (Dinh et al., 2014).

Demographic characteristics were measured using a simple questionnaire about religiosity and political stance. These questions were also used to determine the level of self-esteem that each participant had (Dinh et al., 2014). These analyses would then be combined with the psychological, social, and physical wellbeing and compared to the six varying biases. The Center for Epidemiological Studies, Social Support Survey, and Cohen-Hoberman Inventory of Physical Systems were used to respectively evaluate each wellbeing (Dinh et al., 2014).

Each participant was given a series of questionnaires designed to measure the level of bias found in each person. For instance, racism was evaluated using a modified version of the Racial Attitudes Questionnaire (Dinh et al., 2014). Sexism and homophobia were assessed using the Neosexism Scale and the Modern Homonegativity Scale respectively (Dinh et al., 2014). The

Immigrant Treat Scale was added to the survey in order to determine the anti-immigrant sentiment of each participant (Dinh et al., 2014). The physical disability and weight bias were both designed by the researchers (Dinh et al., 2014).

Although correlations between the demographic and personal characteristics were insignificant, these two characteristics together had a strong impact on prejudicial attitudes. Gender was a determinant factor of sexism and homophobia. Males were more likely to be prejudiced in these areas than females (Dinh et al., 2014). A person's ethnicity was also connected to their level of anti-immigrant sentiment. White people were much more likely to have bias against immigrants than any other race (Dinh et al., 2014). Political stances are contributing factors to the level of prejudice because highly liberal people were seen to have lower prejudice, especially in racism and homophobia, (Dinh et al., 2014). The amount of self-esteem that a participant had, the lower the bias related to racism, sexism, and physical disability (Dinh et al., 2014).

The connection between this study and *The Effect of Clothing on Perception of Personality* will be beneficial in finding the reasons behind why each set of clothing has a common personality type linked to it. For instance, if there are multiple varying descriptions of the same outfit, it will most likely be caused by either psychological, social, and physical wellbeing, or demographic and personal characteristics.

The Social Dominance Orientation (SDO) is a guideline used to measure the desire a participant has to have unbalanced social groups (Silbey & Liu, 2010). This measurement is accounted for regardless of where the subject places himself or herself in the hierarchy (Silbey & Liu, 2010). In general, those who have a high SDO are more likely to show prejudice towards the disadvantaged groups that drive social inequalities (Silbey & Liu, 2010). In other words, the

people that score highly on SDO scales tend to have a higher discrimination for people that hold down the growth of society. However, SDO scores are very easily manipulated. If a certain prejudice topic is brought into the foreground before the test, the participants will be more likely to show results that are very prejudiced towards that group (Silbey & Liu, 2010). For instance, if race is discussed prior to the test, those involved in the conversation will be more likely to score higher in the racism section of the test (Silbey & Liu, 2010).

Attitudes towards inequality due to gender, ethnic, and age specific variables and how these views were linked to SDO were studied by Silbey and Liu (2010). SDO was measured using 16 scaled questions. Each of the answers were measured using a continuum going from 0 (strongly disagree) to 6 (strongly agree) (Silbey & Liu, 2010). In order to more thoroughly measure prejudice, the Right Wing Authoritarianism (RWA) of each person was also measured using the same questioning format.

The questions used were randomly incorporated into unrelated survey packets (Silbey & Liu, 2010). The SDO section of the survey used questions relating to ideas that some groups of people are, or are not, lesser than others. On the other hand, the RWA section asked questions about defying tradition and growth. High levels of SDO, RWA, and thus prejudice were indicated by higher levels on the overall test (Silbey & Liu, 2010).

The results indicated that SDO and RWA were very strongly positively associated with attitudes towards prejudice (Silbey & Liu, 2010). Studies also focused on the consistency of SDO scores over time. In order to measure this, 252 out of the original 566 participants were retested after five months (Silbey & Liu, 2010). The conclusion showed that SDO and prejudice were relatively stable over the 5-month period (Silbey & Liu, 2010).

Pratto, Sidanius, Stallworth, and Malle completed a study on the reliability of the SDO measure. Gender differences, the relationship between hierarchy role and SDO, and the relationship between self-esteem and SDO were also evaluated (Pratto, Sidanius, Stallworth, & Malle, 1994). The study included 13 different samples taken from various different colleges. There were 1,952 college subjects in all (Pratto et al., 1994). Although all of the participants were gathered from colleges, there was still a variety in samples. All genders, ethnicities, and income groups were represented in the participants (Pratto et al., 1994).

The most important result from the research was that SDO was internally reliable (Pratto et al., 1994). This means that the results that SDO gives can be used in the comparison of data. Pratto also created evidence that men statistically have higher SDO and prejudice than women (1994). This occurred in all but 2 of the 13 samples (Pratto et al., 1994).

In order to measure the relationship between SDO and hierarchy roles, participants were placed in three different categories based on the careers that they were intending to complete (Pratto et al., 1994). The first group was called the “hierarchy enhancers” (Pratto et al., 1994). This group of subjects intended to go into the law and justice field. They were expected to add the most to society. The second group was labeled the “middlers” (Pratto et al., 1994). This group stated that they were going to work in science and sales departments after college. The last group, the “hierarchy attenuators”, intended to work in the social sciences and counseling departments. They were expected to contribute the least to society (Pratto et al., 1994).

Pratto concluded that the lower a participant contributed to society, the lower the Social Dominance Orientation. The group with the lowest SDO was the “hierarchy attenuators” ($M=2.28$) (Pratto et al., 1994). As the hierarchy role increases, the SDO also increases (Pratto et al., 1994). The “middlers” had a higher SDO than the “hierarchy attenuators” ($M=2.72$) and the

“hierarchy enhancers” had the highest SDO ($M=2.88$) (Pratto et al., 1994). Pratto also concluded that SDO was strongly correlated with prejudice. This means that statistically the higher the hierarchy role, the higher the prejudice in the participant (Pratto et al., 1994).

Studies show that although the Big Five model adequately represents the personality of a person, HEXACO is a more accurate description (Silbey et al., 2010). The HEXACO model provides a series of six traits that incorporate the five from the Big Five model plus the facet of honesty and humility. HEXACO stands for the six varying factors that describe personality: Honesty and Humility, Emotionality, eXtroversion, Agreeableness, Conscientiousness, and Openness to experience (Silbey et al., 2010).

The mannerisms that go into the HEXACO relate very closely to the five in the Big Five model. Extroversion, agreeableness, and conscientiousness are all part of the Big Five model. The differences between the two are honesty, emotionality, and openness to experience factors. Honesty is much like the agreeableness in the Big Five model (Silbey et al., 2010). However, in HEXACO, the truth of the participant is more closely measured (Silbey et al., 2010). Emotionality is much similar to the Big Five’s neuroticism (Silbey et al., 2010). The only difference is that the aspect of neuroticism that focuses on the anger of the individual is not included in the emotionality section of HEXACO. Creativity is also measured in HEXACO while it is not in the Big Five model (Silbey et al., 2010). Imagination is measured in the openness to experience section of HEXACO (Silbey et al., 2010).

Silbey, Harding, Perry, Asbrock, and Duckitt participated in a study that focused on the comparison between the SDO and HEXACO (Silbey et al., 2010). As an underlying question, these effects on prejudice were also studied. 454 people participated in the study (140 men and 314 women) (Silbey et al., 2010). Each personality was assessed using the 60 question

HEXACO quiz and every SDO was measured using questions 2, 3, 5, 7, 9, 10, 11, and 12 from the 16 item questionnaire (Silbey et al., 2010). Each answer was rated from 1 (strongly disagree) to 7 (strongly agree) (Silbey et al., 2010).

Results showed that emotionality, openness to experience, and honesty and humility were negatively associated with SDO (Silbey et al., 2010). So as SDO rose, the level of emotionality, openness to experience and honesty decreased. Honesty and emotionality were also negatively associated with prejudice towards derogated and weak groups (Silbey et al., 2010). Derogated people are unable to help society grow and strive. On the other hand, Honesty had a positive correlation with prejudice towards dangerous groups of people (Silbey et al., 2010).

There is much validity to the connection of prejudice to SDO. The different ways that prejudice can be studied are analyzed by McFarland (2010). In the initial study, the other reasons behind the difference in prejudice in males and females are studied (McFarland, 2010). A questionnaire was used to study the authoritarianism, Social Dominance Orientation, femininity, masculinity, and empathy of the group of participants (McFarland, 2010). There were 151 students and 180 adults in the experiment.

The results concluded that the most accurate study of prejudice was Social Dominance Orientation (McFarland, 2010). The next most important connection to prejudice was authoritarianism (McFarland, 2010). The third most significant catalyst to prejudice was empathy (McFarland, 2010). These three facets to prejudice make up what is called the “big three” (McFarland, 2010).

The second study focused on the effectiveness of the Big Five model in calculation prejudice (McFarland, 2010). The NEO Five-factor Inventory was used to assess the effectiveness of the Big Five model (McFarland, 2010). The questionnaire also included a

measure of authoritarianism, SDO, empathy, and sex (McFarland, 2010). Two-hundred adults were given the questionnaire and asked to fill it out on their own.

The conclusion was that openness, conscientiousness, agreeableness, and neuroticism directly connected to prejudice. However, none of these four contributed to prejudice more than the “big three” and sex (McFarland, 2010). This means that the Social Dominance Orientation is the most effective way to measure the amount of prejudice in a participant.

Hypotheses:

- A. If clothing style influences participants’ perception of the personality traits of the wearer, then each type of clothing will have a common personality type associated with it by the observer.
- B. If each type of clothing has a negative common personality type associated with it by the observer, then there will be a positive correlation between the number of negatively associated outfits and Social Dominance Orientation.

As SDO rises the level of attitudes towards prejudice also rises (Silbey & Liu, 2010). This, in addition to the connection between groups of people and types of clothing, supports the idea that if there are common negative prejudices attached to varying clothing types, it may be due to a higher level of SDO. If the SDO of a participant is high, then they are more likely to have prejudice opinions towards certain groups of people. Studies also support that certain groups of people are linked to various clothing values based on orientation and gender (Hsiu-Ju & Burns, 2012). This means that if a person is more likely to focus on the economic values of clothing, due to gender and orientation, then they wear the most cost effective clothing (Hsiu-Ju & Burns, 2012). The cost effectiveness of clothing is easily detectable by observers. That means that when a spectator notices cost effective clothing, they are able to link that type of clothing to

the group that it is associated with; thus creating prejudicial attitudes. These prejudicial attitudes are then linked to a higher level of SDO.

Prejudice is determined by a myriad of varying catalysts. One of the most obvious is the correlation between demographic and personal characteristics to prejudicial attitudes (Dinh et al., 2014). Studies completed by Dinh argue that males and females are more prone to varying types of prejudice (Dinh et al., 2014). The clothing that is worn tells all about the person inside them. Observers are often able to pick up these hints about personality whether or not they are accurate. Depending on the gender, race, ethnicity, political stance, and self-esteem of the spectator, the first impression will either be one that is positive or negative (Dinh et al., 2014). For instance, if a female has sexist tendencies due to gender and a low self-esteem, they may subconsciously be more likely to have prejudice views towards masculine clothing like bow ties (Dinh et al., 2014).

Because there are obvious traits that correspond to each personality type, classification of clothing will be indirectly linked to the personality type. For example, people who score high in the extroversion section of the EPQ tend to be more lively and outgoing (Weiner & Craighead, 2010). The liveliness of a person can very easily be portrayed through the clothing of the extrovert. Therefore an observer would be more likely to assume that vibrant and daring outfits would be indications of people with high extroversion. This idea can be applied to any culture or nationality. Because every county has a different type of dress, the personalities associated with the clothing may be different based on social values. However, the same principle can be applied to all cultures.

Materials:

- Two five-hundred page reams of paper

- Laminated colored copies of clothing materials
- Gasoline
- 120 pens

Methods:

300 surveys will be copied by Ms. Johnson prior to the research (Appendix A). The survey will have two separate sections. One with five different outfits and corresponding ratings of personality traits, and the other the sixteen item Social Dominance Orientation questionnaire. The answer sheet will be separate from the clothing types so that the outfits can be laminated and reused.

Participants will be randomly collected from the Acworth United Methodist Church youth group and congregation by asking for volunteers before and after church services. Participants from North Cobb High School were also collected through a random, stratified, clustered sample. The age group that will be accepted as participants is 13 and older. All races and genders will be accepted as this will be a subtopic comparison in the research. At least 100 males and 100 females will be assessed. By taking a random sample from each location, the final sample will be a well-developed representation of the entire population.

Self-administered surveys will be given to all participants and will be filled out at the location that it is given to them. Because it is imperative that answers are personally based on not dependent on others opinions, participants will not be allowed to take the survey to fill out and bring back at a later date. Participants will be asked to refrain from interacting with neighbors to keep the survey independent. This will lessen the interaction that participants have with other people. The participants will be given as much time as needed to complete the survey.

Surveys will then be collected and the data will be compared. The mode will be collected from each of the questions in the first section of the survey. These numbers will then be used to compare each clothing type and the personality traits linked to them. The score from the Social Dominance Orientation questionnaire will be calculated using a standard scoring method on the odd numbers and a reverse scoring method on the even numbers. For the odd numbers, the participant will receive the amount of points that they circled on the Likert Scale. For the even numbers, the participant will receive a score of eight minus the score that they circled on the Likert Scale. In this way a participant that scores a 16 will have the least amount of prejudice possible, and a participant who scores a 112 will have the most.

This information will then be used to study the effect of Social Dominance Orientation and clothing on the perception of personalities.

Justification:

Prejudice is determined by a myriad of varying catalysts. One of the most obvious is the correlation between demographic and personal characteristics to prejudicial attitudes (Dinh et al., 2014). Studies completed by Dinh argue that males and females are more prone to varying types of prejudice (Dinh et al., 2014). The clothing that is worn tells all about the person inside them. Observers are often able to pick up these hints about personality whether or not they are accurate. Depending on the gender, race, ethnicity, political stance, and self-esteem of the spectator, the first impression will either be one that is positive or negative (Dinh et al., 2014). For instance, if a female has sexist tendencies due to gender and a low self-esteem, she may subconsciously be more likely to have prejudiced views towards masculine clothing like bow ties (Dinh et al., 2014).

Because there are obvious traits that correspond to each personality type, classification of clothing will be indirectly linked to the personality type. For example, people who score high in the extroversion section of the EPQ tend to be more lively and outgoing (Weiner & Craighead, 2010). The liveliness of a person can be portrayed through the clothing of the extrovert. Therefore an observer would be more likely to assume that vibrant and daring outfits would be indications of people with high extroversion. This idea can be applied to any culture or nationality. Because every country has a different type of dress, the personalities associated with the clothing may be different based on social values. However, the same principle can be applied to all cultures.

As SDO rises, the level of attitudes towards prejudice also rises (Silbey & Liu, 2010). This, in addition to the connection between groups of people and types of clothing, supports the idea that if there are common negative prejudices attached to varying clothing types, it may be due to a higher level of SDO. If the SDO of a participant is high, then they are more likely to have prejudice opinions towards certain groups of people. Studies also support that certain groups of people are linked to various clothing values based on orientation and gender (HSIU-JU & Burns, 2012). This means that if a person is more likely to focus on the economic values of clothing, due to gender and orientation, then they wear the most cost effective clothing (HSIU-JU & Burns, 2012). The cost effectiveness of clothing is easily detectable by observers. That means that when a spectator notices cost effective clothing, they are able to link that type of clothing to the group that it is associated with; thus creating prejudicial attitudes. These prejudicial attitudes are then linked to a higher level of SDO.

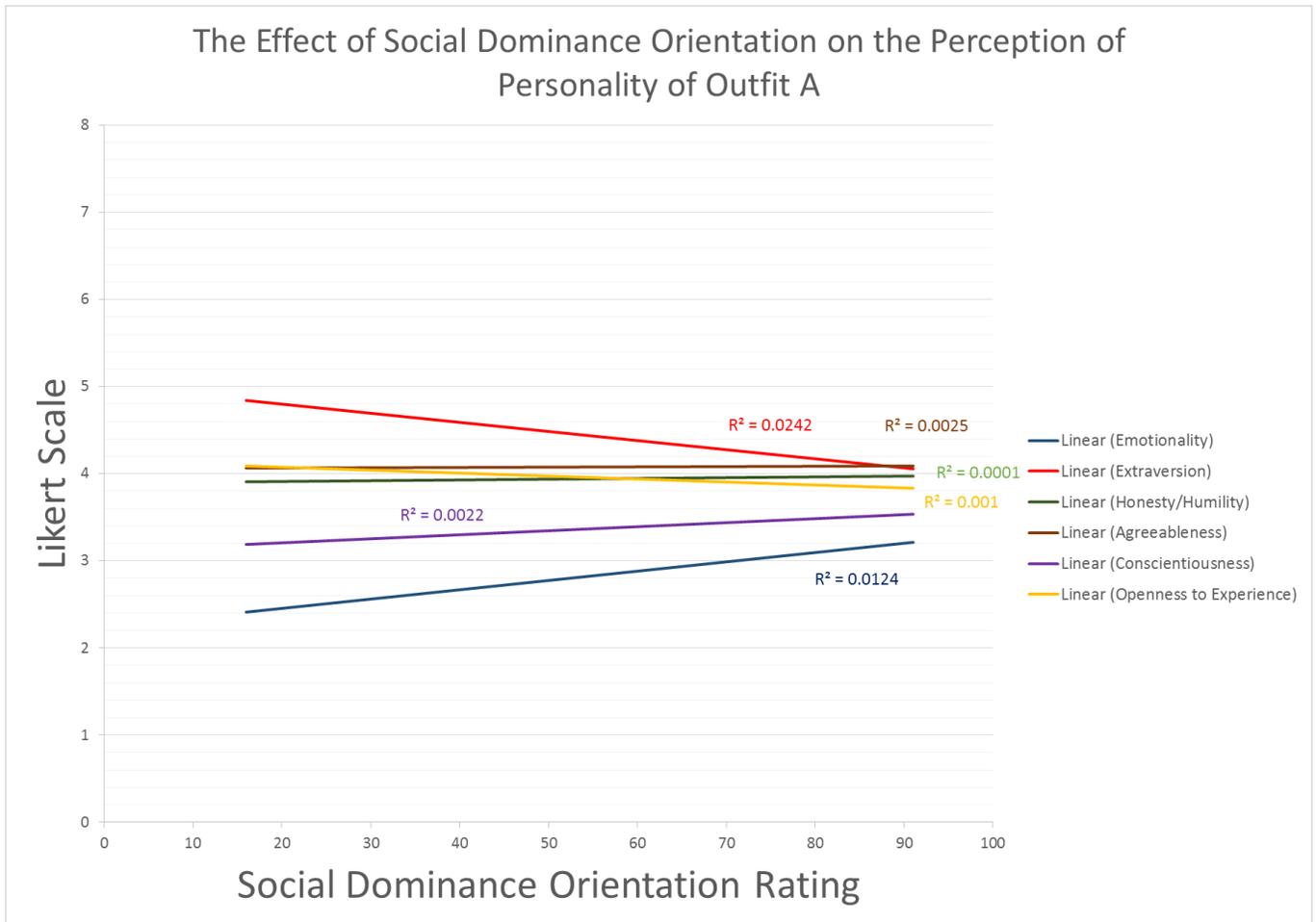
Proposed Budget:

One 500-page ream of printer paper from Staples

\$ 8.47

120 pens from Staples for surveys	\$11.18
Gas for:	
Mentor meetings	\$ 9.49
Pick up supplies from Staples	<u>\$ 1.25</u>
Total cost of experiment:	\$30.39

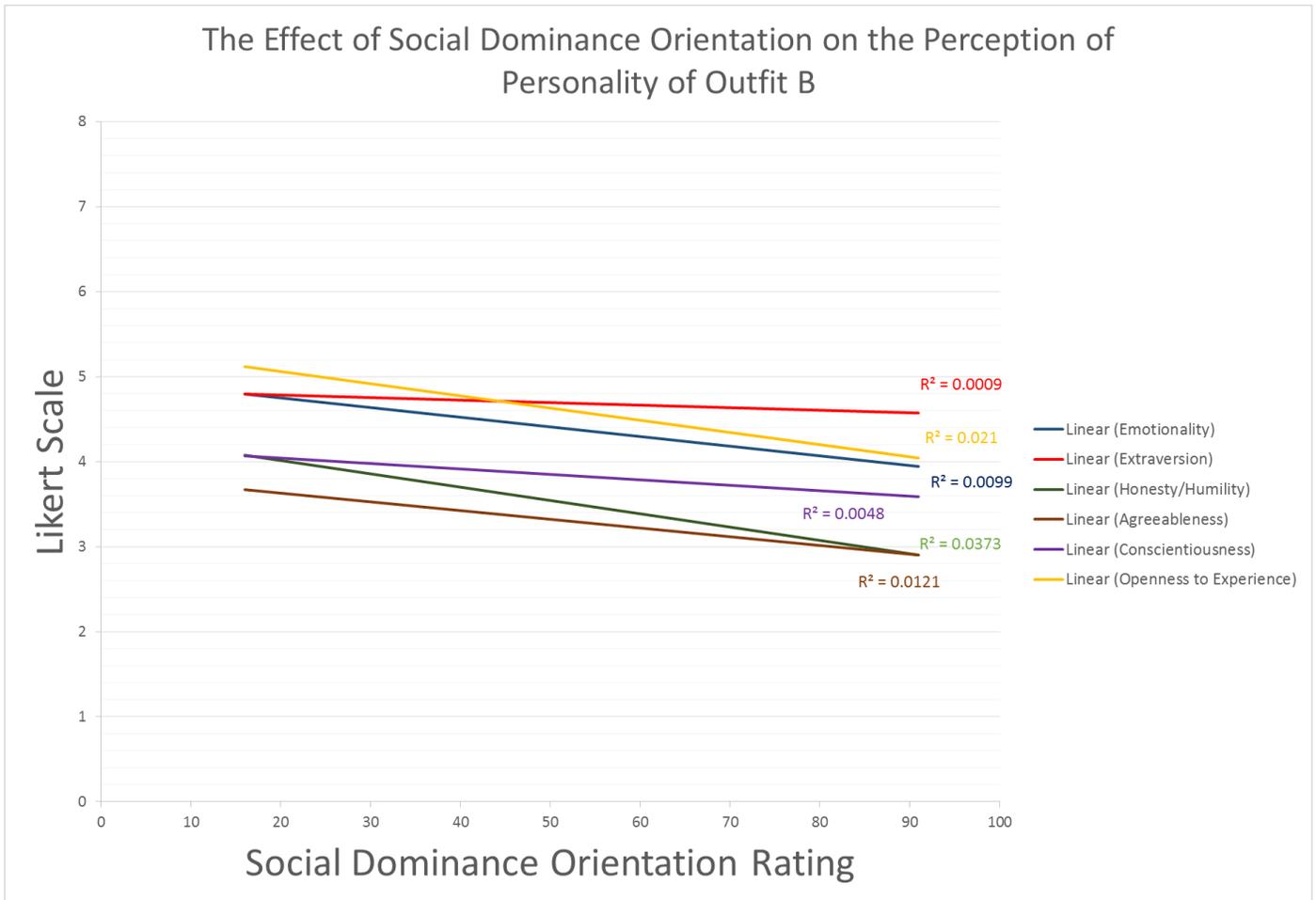
Results:



Graph A

Graph A shows how each participant's Social Dominance Orientation corresponds to the answers given on the Likert Scale for emotionality, extraversion, honesty, agreeableness, conscientiousness, and openness to experience. Each line represents the regression line that

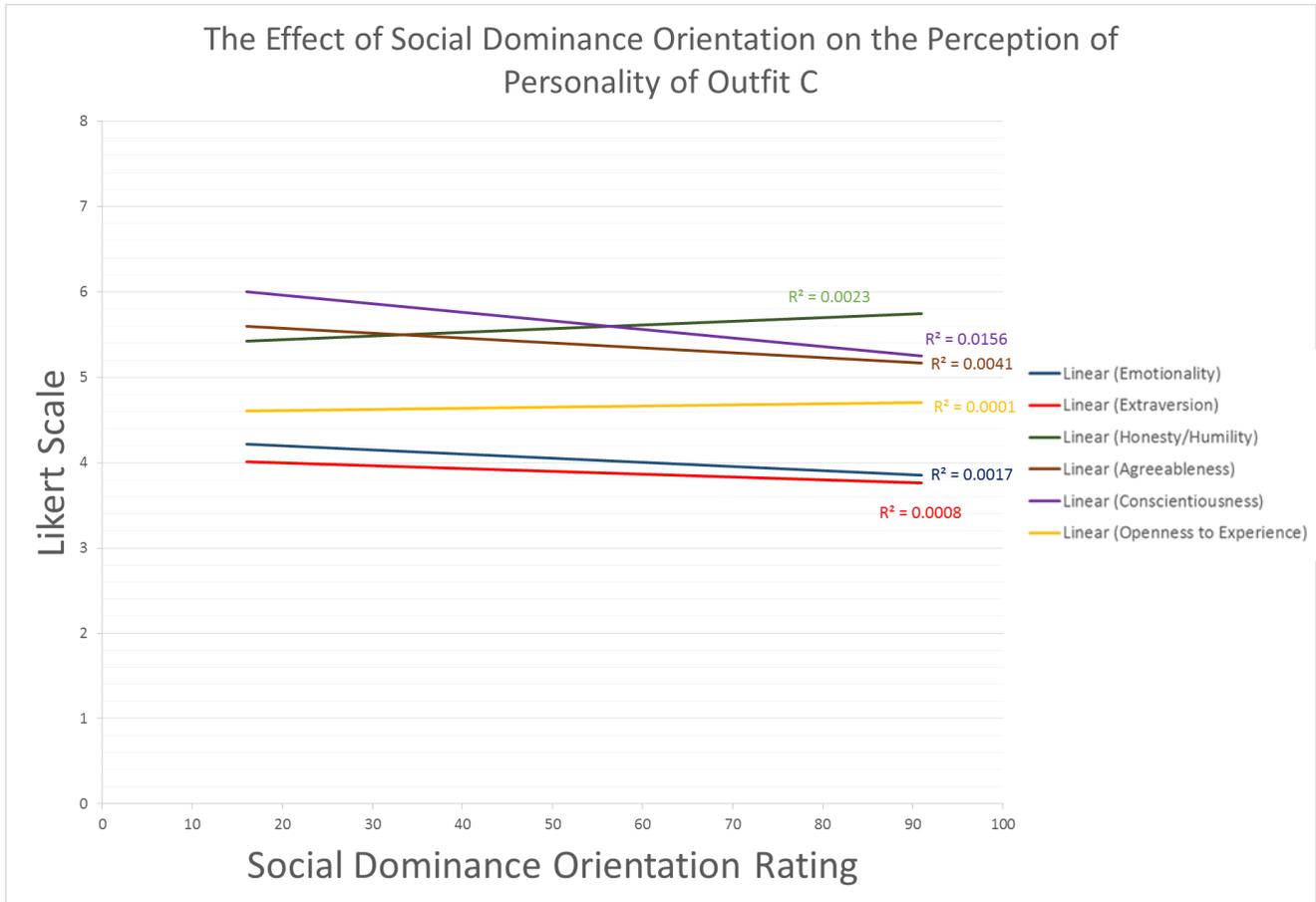
matches the corresponding data points. The explanatory variable in this situation is the Social Dominance Orientation Rating. The response variable, on the other hand, is the Likert Scale answer given for each personality trait. The R-squared values show that there is not a significant correlation between the Social Dominance Orientation and the perception of personality for Outfit A. This is shown because the R-squared values are not over .5.



Graph B

Graph B shows how each participant's Social Dominance Orientation corresponds to the answers given on the Likert Scale for emotionality, extraversion, honesty, agreeableness, conscientiousness, and openness to experience. The explanatory variable in the graph is the Social Dominance Orientation Rating for each participant. The response variable is the Likert

Scale answer given for each personality trait. The lines on the graph are regression lines that correspond with each personality trait. Because none of the R-squared values were shown to be above .5, there was no significant correlation between Social Dominance Orientation and the perception of personality for Outfit B.

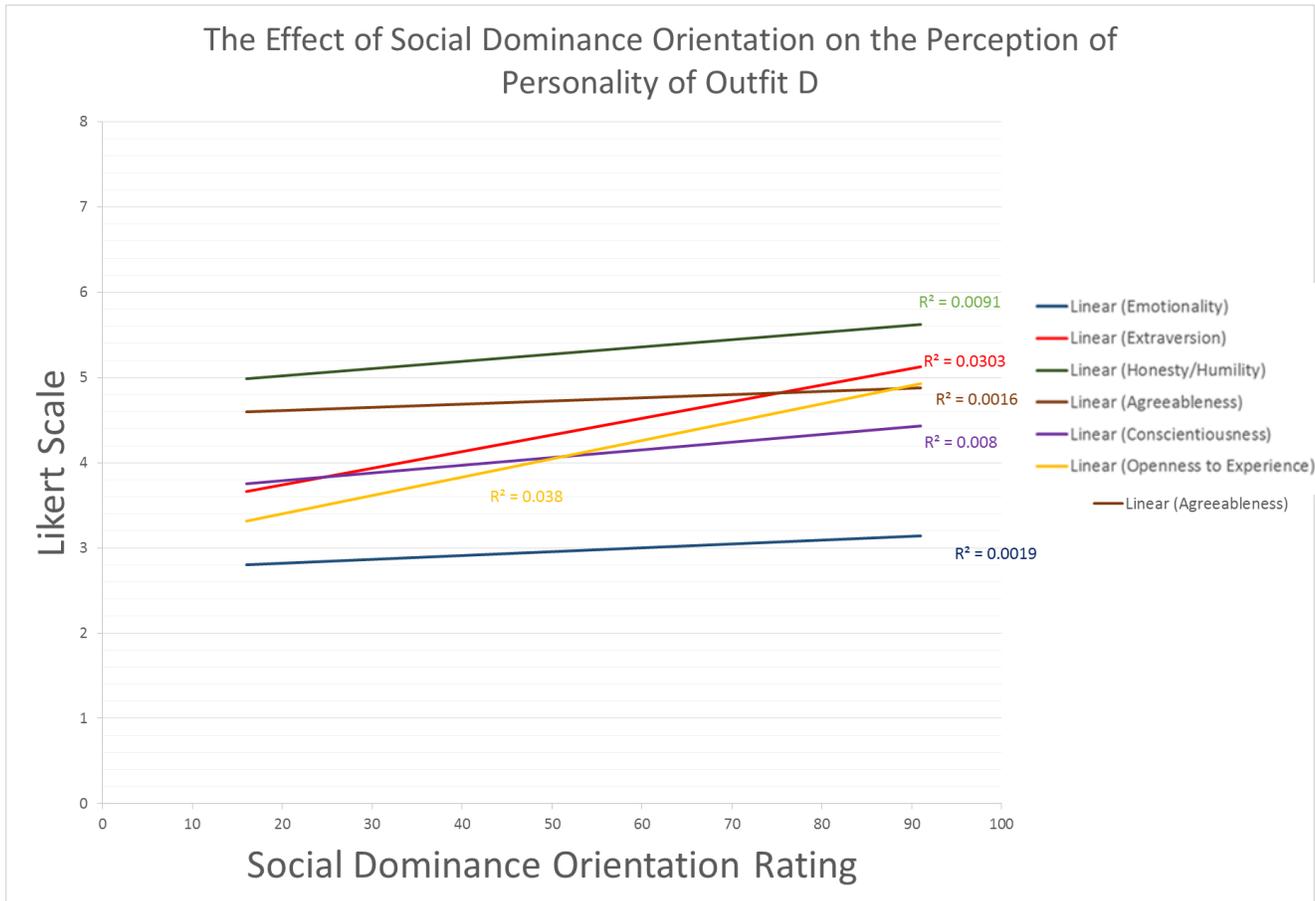


Graph C

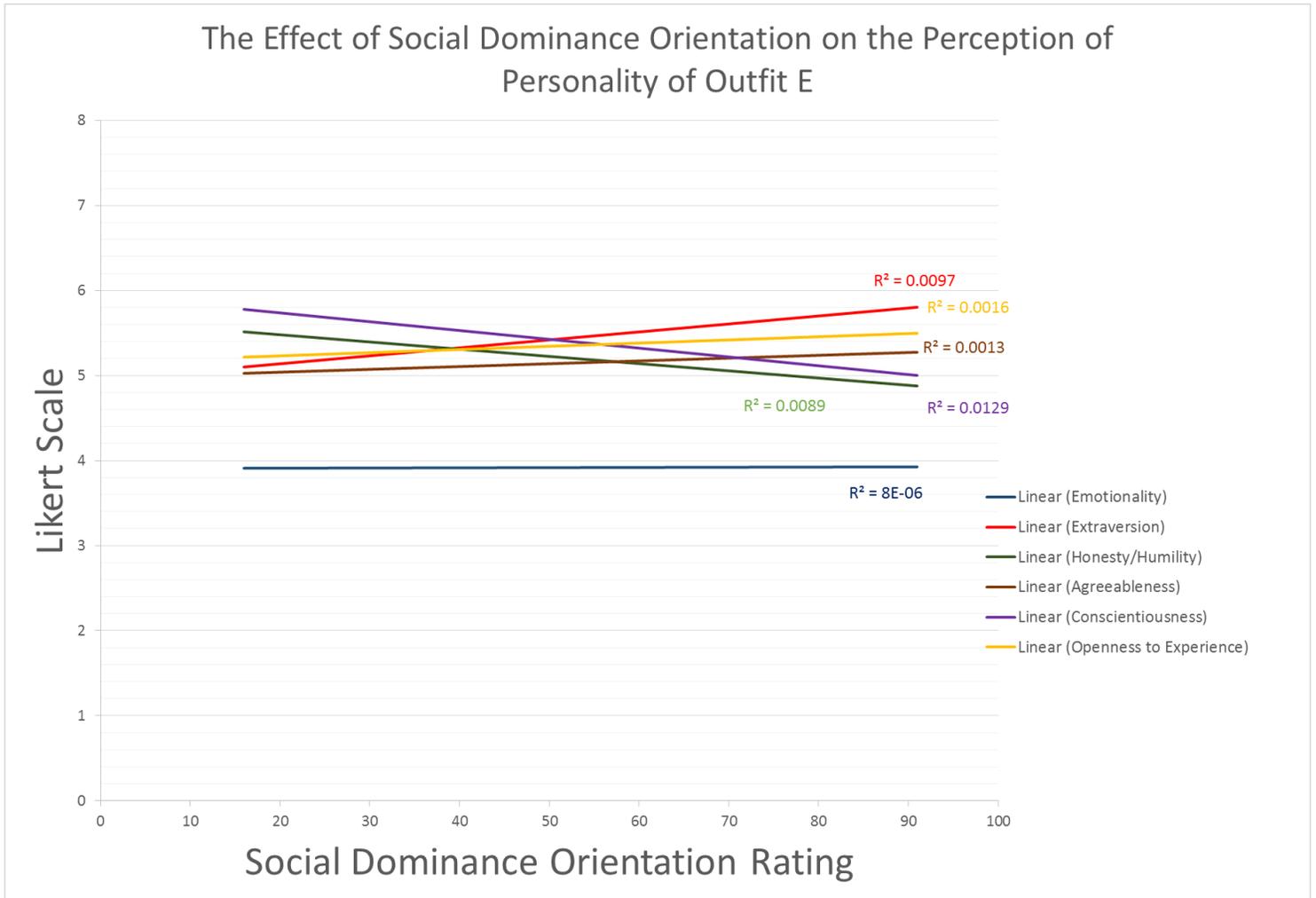
Graph C shows how each participant's Social Dominance Orientation corresponds to the answers given on the Likert Scale for emotionality, extraversion, honesty, agreeableness, conscientiousness, and openness to experience. The explanatory variable in the graph is the Social Dominance Orientation Rating for each participant. The response variable is the Likert Scale answer given for each personality trait. The lines on the graph are regression lines that

correspond with each personality trait. Because none of the R-squared values were shown to be above .5, there was no significant correlation between Social Dominance Orientation and the perception of personality for Outfit C.

Graph D

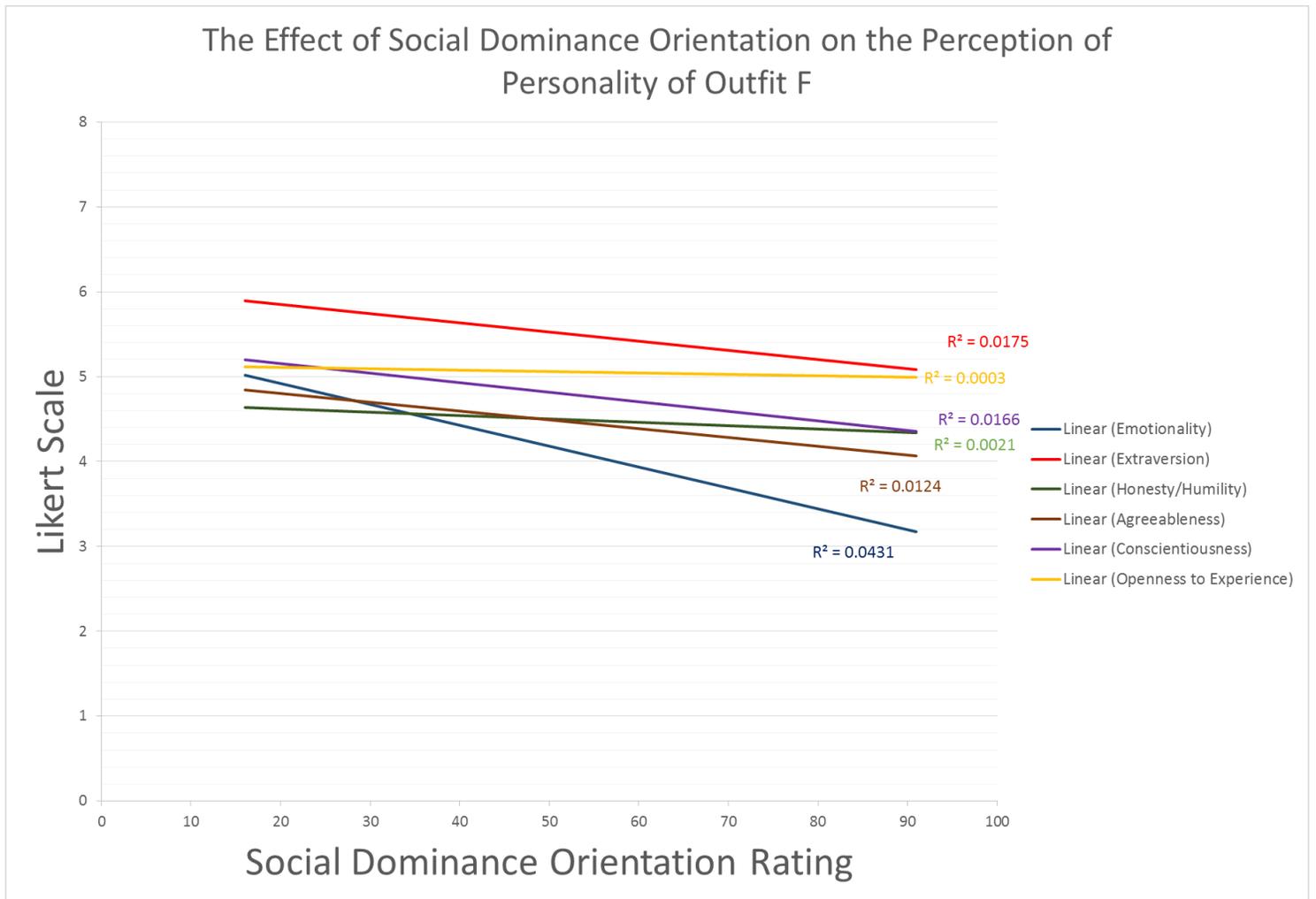


Graph D shows how each participant's Social Dominance Orientation corresponds to the answers given on the Likert Scale for emotionality, extraversion, honesty, agreeableness, conscientiousness, and openness to experience. The explanatory variable in the graph is the Social Dominance Orientation Rating for each participant. The response variable is the Likert Scale answer given for each personality trait. The lines on the graph are regression lines that correspond with each personality trait. Because none of the R-squared values were shown to be above .5, there was no significant correlation between Social Dominance Orientation and the perception of personality for Outfit D.



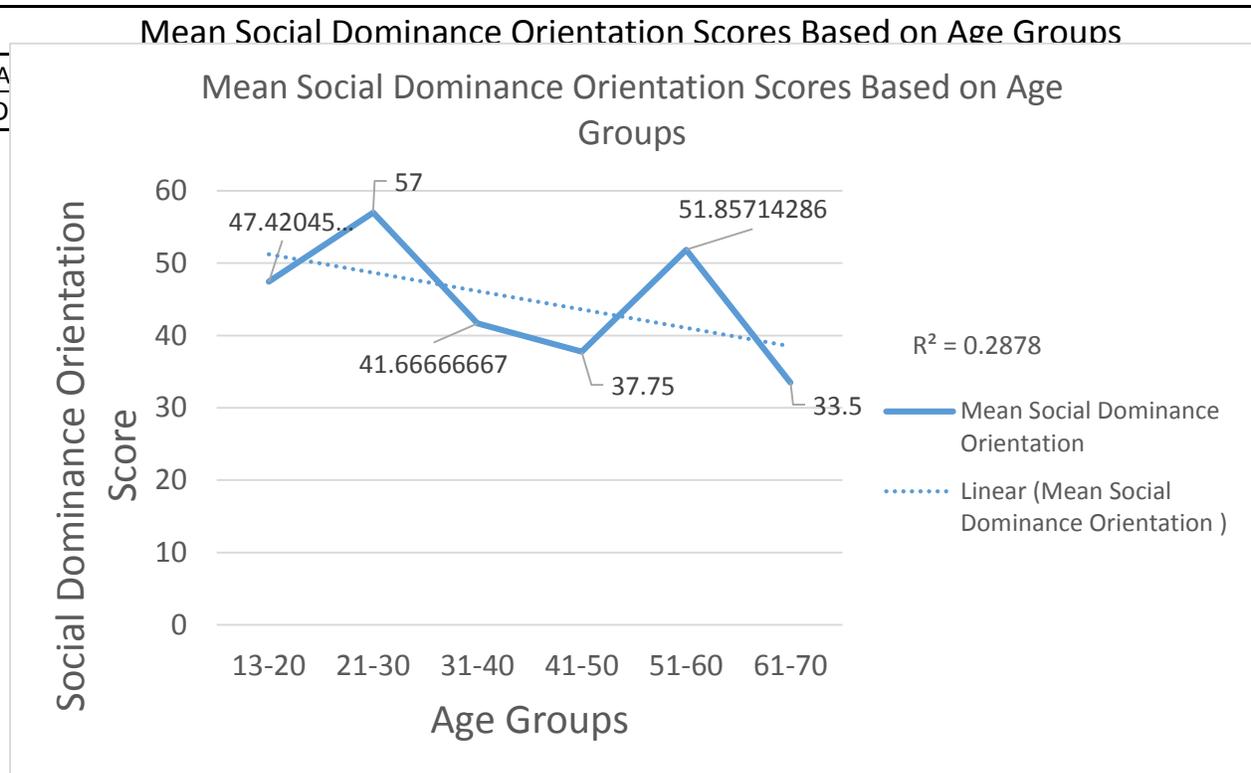
Graph E

Graph E shows how each participant's Social Dominance Orientation corresponds to the answers given on the Likert Scale for emotionality, extraversion, honesty, agreeableness, conscientiousness, and openness to experience. The explanatory variable in the graph is the Social Dominance Orientation Rating for each participant. The response variable is the Likert Scale answer given for each personality trait. The lines on the graph are regression lines that correspond with each personality trait. Because none of the R-squared values were shown to be above .5, there was no significant correlation between Social Dominance Orientation and the perception of personality for Outfit E.



Graph F

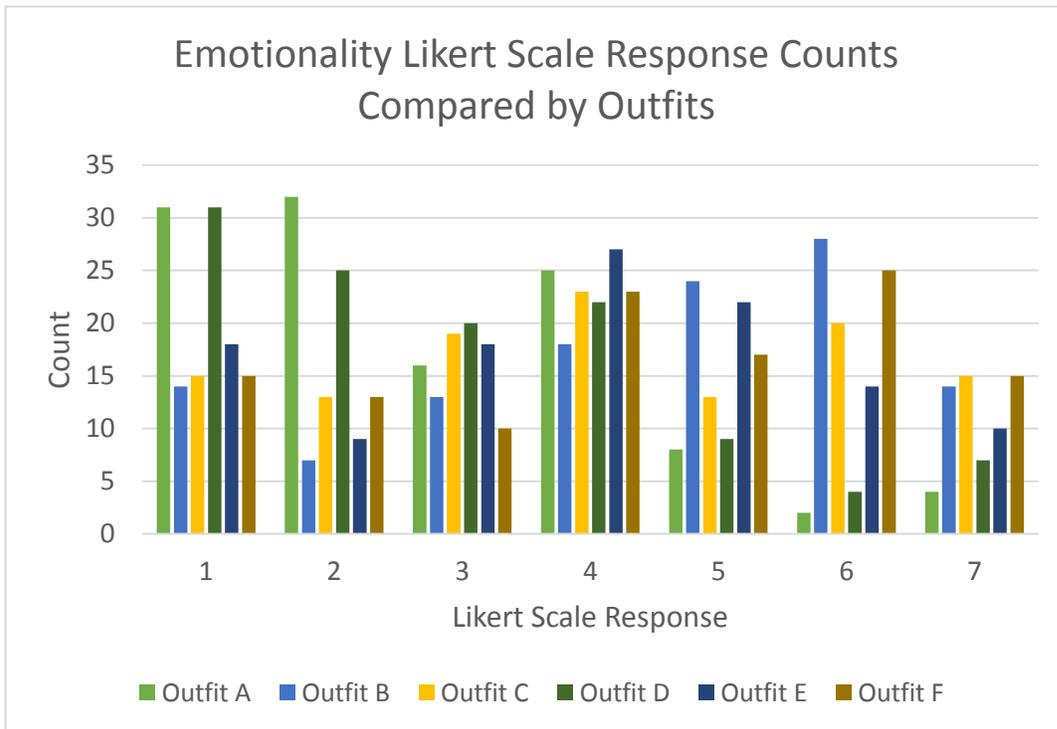
Graph F shows how each participant's Social Dominance Orientation corresponds to the answers given on the Likert Scale for emotionality, extraversion, honesty, agreeableness, conscientiousness, and openness to experience. The explanatory variable in the graph is the Social Dominance Orientation Rating for each participant. The response variable is the Likert Scale answer given for each personality trait. The lines on the graph are regression lines that correspond with each personality trait. Because none of the R-squared values were shown to be above .5, there was no significant correlation between Social Dominance Orientation and the perception of personality for Outfit F.

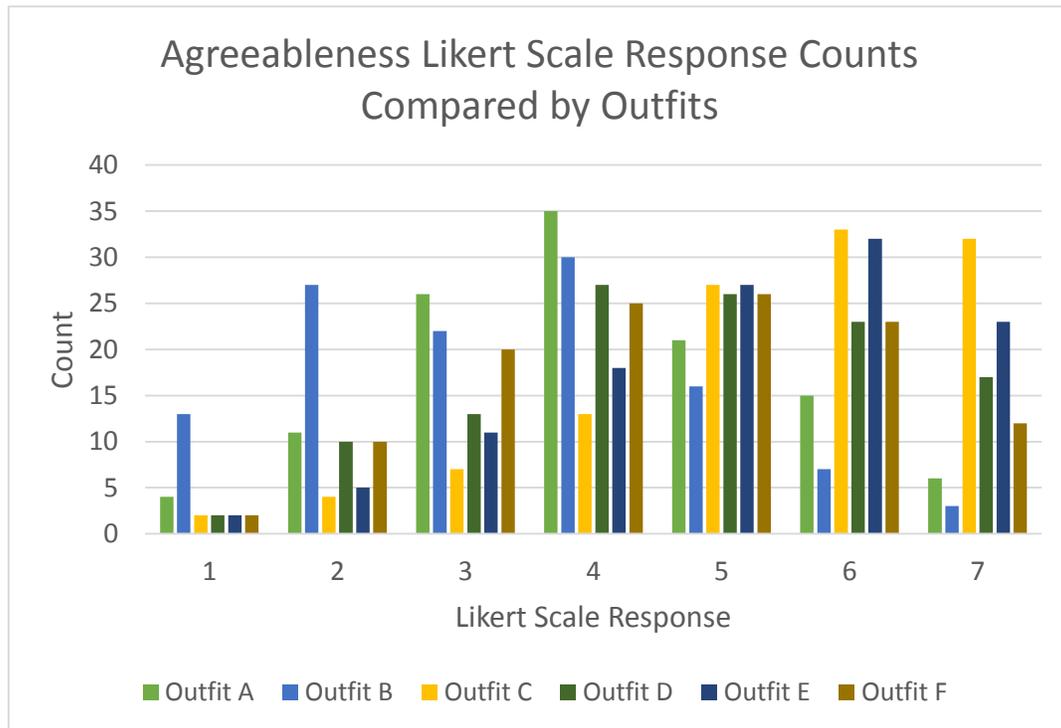
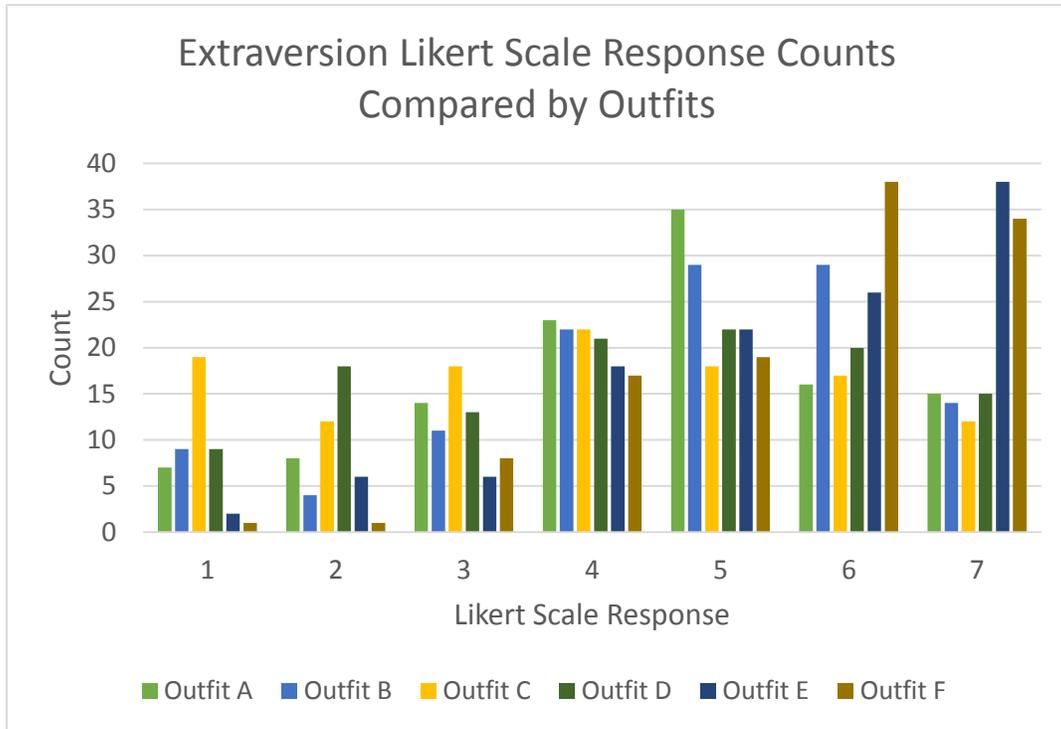


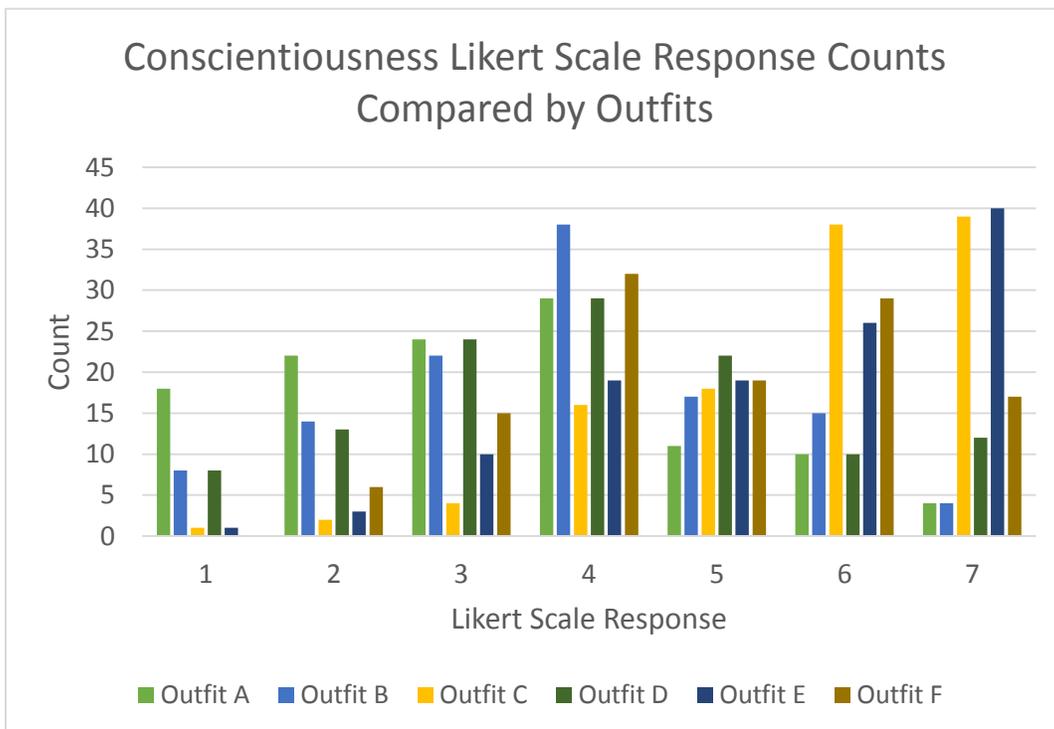
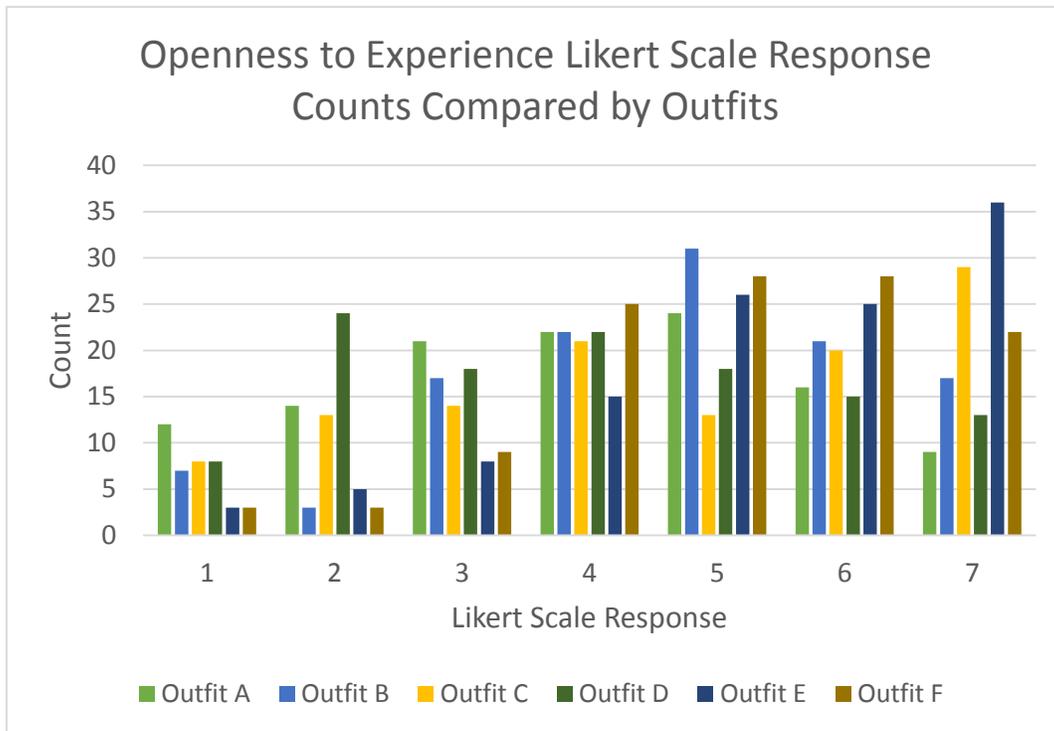
The data in the graph and table titled "Mean Social Dominance Orientation Scores Based on Age Groups" shows the trends for the level of prejudice based on age. The data shows that there is no correlation between age and Social Dominance Orientation. Overall the trend is negative without statistical significance. The lack of statistical significance can be seen through the r-squared value. Because this value is less than .5, there is no statistical significance.

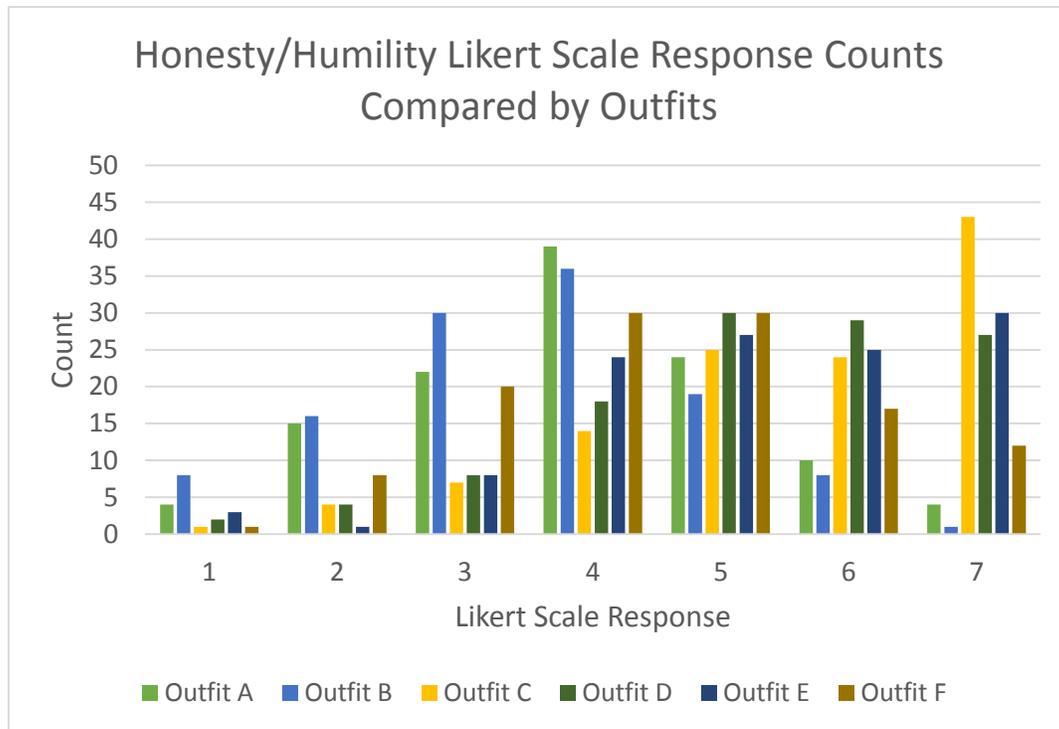
Emotionality, Extraversion, Honesty and Humility, Agreeableness, Conscientiousness, and Openness to Experience Likert Scale Counts Compared by Outfits																																				
Count	Outfit A					Outfit B					Outfit C					Outfit D					Outfit E					Outfit F										
	Emotion	Extra	Hon./Hum	Agree	Con.	Emotion	Extra	Hon./Hum	Agree	Con.	Emotion	Extra	Hon./Hum	Agree	Con.	Emotion	Extra	Hon./Hum	Agree	Con.	Emotion	Extra	Hon./Hum	Agree	Con.	Emotion	Extra	Hon./Hum	Agree	Con.						
1	31	7	4	4	18	12	14	9	8	13	8	7	15	19	1	2	1	8	31	9	2	2	8	8	18	2	3	2	1	3	15	1	1	2	0	3
2	32	8	15	11	22	14	7	4	16	27	14	3	13	12	4	4	2	13	25	18	4	10	13	24	9	6	1	5	3	5	13	1	8	10	6	3
3	16	14	22	26	24	21	13	11	30	22	22	17	19	18	7	7	4	14	20	13	8	13	24	18	18	6	8	11	10	8	10	8	20	20	15	9
4	25	23	39	35	29	22	18	22	36	30	38	22	23	22	14	13	16	21	22	21	18	27	29	22	27	18	24	18	19	15	23	17	30	25	32	25
5	8	35	24	21	11	24	24	29	19	16	17	31	13	18	25	27	18	13	9	22	30	26	22	18	22	22	27	27	19	26	17	19	30	26	19	28
6	2	16	10	15	10	16	28	29	8	7	15	21	20	17	24	33	38	20	4	20	29	23	10	15	14	26	25	32	26	25	25	38	17	23	29	28
7	4	15	4	6	4	9	14	14	1	3	4	17	15	12	43	32	39	29	7	15	27	17	12	13	10	38	30	23	40	36	15	34	12	12	17	22

The table titled “Emotionality, Extraversion, Honesty and Humility, Conscientiousness, and Openness to Experience Likert Scale Counts Compared by Outfits” shows the amount of times that each Likert Scale response was entered by the participant for each outfit. The highest number in each row also indicates the mode response for that personality type under each outfit. In this manner, because two is the most chosen response for the emotionality for outfit A, two is the mode response for this section.









The above six graphs are visual comparisons between all six of the outfits and the number of responses that participants collectively placed on the Likert Scale for each type of personality. The types of personalities (emotionality, extraversion, honesty and humility, conscientiousness, and openness to experience) are all separated into different graphs. Most outfits, with some exceptions, show an equal amount of responses for each number on the Likert Scale. Those graphs that do not follow the normal pattern show a difference in the mode answer choice for each personality trait.

Chi Squared tests were done for the “Extraversion Likert Scale Response Counts Compared by Outfits” graph based on each outfit. The results from the test use a p-value to determine whether or not each count was statistically significant. The extraversion Likert Scale counts for Outfit A had a p-value of .0001 and was determined to be extremely statistically significant. The extraversion Likert Scale counts for Outfit B also had a p-value of .0001 and was determined to be extremely statistically significant. The extraversion Likert Scale counts for

Outfit C had a p-value of .6369 and was determined to be not statistically significant. The extraversion Likert Scale counts for Outfit D had a p-value of .2286 and was determined to be not statistically significant. The extraversion Likert Scale counts for Outfit E had a p-value of .0001 and was determined to be extremely statistically significant. The extraversion Likert Scale counts for Outfit F also had a p-value of .0001 and was determined to be extremely statistically significant.

Discussion:

The purpose of this study was to determine the effect of different types of clothing and social dominance orientation on the perception of personality in teens and adults. By reviewing different types of personality and the way in which clothing affects the perception of these personalities, humans will have a greater understanding of clothing's effect on impressions.

These studies can be applied to all different groups of people globally. Social Dominance Orientation is a generic test that can be given to people in all countries. Countries can also study the difference between domestic and foreign views of clothing. If a country has wrong assumptions of a group of people based on clothing, these disparate views can be more directly dealt with.

The data partially supported the first hypothesis. The first hypothesis was that if clothing style influences participants' perception of the personality traits of the wearer, then each type of clothing will have a common personality type associated with it by the observer. Outfits A, B, E, and F all had a statistical significance between the expected and observed Likert Scale response counts. Outfit A had a majority of participants answer with a five on the extraversion level. This means that there is sufficient data to support the fact that a person wearing Outfit A, the white t-shirt and short khakis, would be more likely to be seen as a medium-high extraverted individual.

Outfit B, the ripped jeans and dirty shirt, had a majority of participants answer with a five or six on the extraversion level. This means that the data is sufficient to support the fact that an individual in Outfit B would be more likely to be seen as a medium-high to high extraverted person. Most participants chose a seven for Outfit E's extraversion level. This means that the data sufficiently supports that a person in Outfit E, the dress shirt, black pants, orange bow tie, and orange suspenders, would be perceived to have extraversion at a very high level. Outfit F had a majority of participants answer with a six on the extraversion level. This means that there is sufficient data to support the fact that a person wearing Outfit F, the orange dress and high heels, would be more likely to be seen as a highly extraverted individual.

Because the data for Outfits C and D was not statistically significant, the data shows that the first hypothesis cannot be supported for these outfits. This means that Outfit C, the traditional kimono, and Outfit D, the overalls and baseball cap, do not influence participants' perception of the wearer's extraversion.

The reason that Outfits A, B, E, and F all showed relatively high extraversion levels can be attributed to the fact that these outfits are what the sample population are most accustomed to viewing on a day to day basis. Many participants of the study could not associate with the traditional kimono (Outfit C) or the overalls (Outfit D) because those around them do not often wear these types of clothing.

The data did not support the second hypothesis. The second hypothesis stated that if each type of clothing has a negative common personality type associated with it by the observer, then there will be a positive correlation between the number of negatively associated outfits and Social Dominance Orientation. There is no statistical significance for the data. This means that

there is no correlation between the prejudice and views on clothing. These findings provide support for the claim that prejudice is not directly linked to types of clothing.

This research adds to the existing body of studies through the connection between Social Dominance Orientation and the perception of personality. Both groups of topics have been studied separately in depth. However, the research completed here connects the two to look for connections between these vast topics through the Social Dominance Orientation Questionnaire and the six major types of personality—both related to six different types of clothing. The research uses the HEXACO model from the “Personality and Prejudice: Extension to the HEXACO Personality Model” study from the *European Journal of Personality* (Silbey et al., 2010). This study focused honesty, emotionality, extraversion, agreeableness, conscientiousness, and openness to experience and how each of these could be applied to a variety of subjects (Silbey et al., 2010). Now the HEXACO model has been used to compare outfit perceptions.

The research also added to Pratto et al.’s study on Social Dominance Orientation (1994). This study was used to determine that Social Dominance Orientation could be used to compare data (Pratto et al., 1994). This information was then used to compare SDO with the perception of personality by teens and adults.

The results’ insignificance was most likely caused by the small sample size that was gathered from the population. Many age groups were underrepresented and the amount of surveys collected was minimal. There was a very weak, insignificant negative correlation between Social Dominance Orientation and age. This correlation could have been made stronger by adding to the existing sample size collected. The most underrepresented groups were the 21-30 age group and the 51-60 age group. These two were also the most notably differed from the line of best fit; thus, weakening the correlation.

The research could be improved by increasing the amount of samples that were taken from the population. This would decrease the variability and increase the statistical significance. In future studies, a different selection of personality types would also benefit the researcher. Because the six personalities chosen were vague, there was little definition in the answers that participants responded with. Future studies could also include a study on the effect of different colors of clothing on the perception of personality in teens and adults.

Acknowledgements:

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Appendix A

The Effect of Clothing on Perception of Personality

Disclaimer: All information will be kept confidential, used only for research purposes, and will not be distributed.

Personal Information- Not to be disclosed

Age (choose one): 13-20 21-30 31-40 41-50 51-60 61-70 71+

Gender (choose one): M F

Race (choose one): White Black or African American Latino or Hispanic Asian
 Middle Eastern Native American or Alaskan Native Other

Part One Directions: Refer to laminated sheet for outfits. First predict the age that you think each wearer would be. Then, using a scale from one to seven, rate the level that you think the wearer would exhibit each personality trait. (1= least exhibits personality trait described) (7= most exhibits personality described)

Explanation of each personality trait:

- Emotionality- emotional, fearful, and anxious
- Extraversion- sociable, talkative, and cheerful
- Honesty/Humility- honest and loyal
- Agreeableness- patient, tolerant, and peaceful
- Conscientiousness- organized, careful, and precise
- Openness to Experience- intellectual and creative

Outfit A

Predicted Age of Wearer (Choose one):

13-20	21-30	31-40	41-50	51-60	61-70	71+
Emotionality		1	2	3	4	5 6 7
Extraversion		1	2	3	4	5 6 7
Honesty/Humility		1	2	3	4	5 6 7
Agreeableness		1	2	3	4	5 6 7
Conscientiousness		1	2	3	4	5 6 7
Openness to Experience		1	2	3	4	5 6 7

Outfit C

Predicted Age of Wearer (Choose one):

13-20	21-30	31-40	41-50	51-60	61-70	71+
Emotionality		1	2	3	4	5 6 7
Extraversion		1	2	3	4	5 6 7
Honesty/Humility		1	2	3	4	5 6 7
Agreeableness		1	2	3	4	5 6 7
Conscientiousness		1	2	3	4	5 6 7
Openness to Experience		1	2	3	4	5 6 7

Outfit E

Predicted Age of Wearer (Choose one):

13-20	21-30	31-40	41-50	51-60	61-70	71+
Emotionality		1	2	3	4	5 6 7
Extraversion		1	2	3	4	5 6 7
Honesty/Humility		1	2	3	4	5 6 7
Agreeableness		1	2	3	4	5 6 7
Conscientiousness		1	2	3	4	5 6 7
Openness to Experience		1	2	3	4	5 6 7

Outfit B

Predicted Age of Wearer (Choose one):

13-20	21-30	31-40	41-50	51-60	61-70	71+
Emotionality		1	2	3	4	5 6 7
Extraversion		1	2	3	4	5 6 7
Honesty/Humility		1	2	3	4	5 6 7
Agreeableness		1	2	3	4	5 6 7
Conscientiousness		1	2	3	4	5 6 7
Openness to Experience		1	2	3	4	5 6 7

Outfit D

Predicted Age of Wearer (Choose one):

13-20	21-30	31-40	41-50	51-60	61-70	71+
Emotionality		1	2	3	4	5 6 7
Extraversion		1	2	3	4	5 6 7
Honesty/Humility		1	2	3	4	5 6 7
Agreeableness		1	2	3	4	5 6 7
Conscientiousness		1	2	3	4	5 6 7
Openness to Experience		1	2	3	4	5 6 7

Outfit F

Predicted Age of Wearer (Choose one):

13-20	21-30	31-40	41-50	51-60	61-70	71+
Emotionality		1	2	3	4	5 6 7
Extraversion		1	2	3	4	5 6 7
Honesty/Humility		1	2	3	4	5 6 7
Agreeableness		1	2	3	4	5 6 7
Conscientiousness		1	2	3	4	5 6 7
Openness to Experience		1	2	3	4	5 6 7

Part Two Directions: Using a scale from 1 to 7 circle a number in the space provided measuring the extent to which you agree with the statement. (1= strongly disagree; 7= strongly agree)

1. Some groups of people are simply inferior to other groups.	1 2 3 4 5 6 7
2. It would be good if groups could be equal.	1 2 3 4 5 6 7
3. In getting what you want, it is sometimes necessary to use force against other groups.	1 2 3 4 5 6 7
4. Group equality should be our ideal.	1 2 3 4 5 6 7
5. It's OK if some groups have more of a chance in life than others.	1 2 3 4 5 6 7
6. All groups should be given an equal chance in life.	1 2 3 4 5 6 7
7. To get ahead in life, it is sometimes necessary to step on other groups.	1 2 3 4 5 6 7
8. We should do what we can to equalize conditions for different groups.	1 2 3 4 5 6 7
9. If certain groups stayed in their place, we would have fewer problems.	1 2 3 4 5 6 7
10. Increased social equality.	1 2 3 4 5 6 7
11. It's probably a good thing that certain groups are at the top and other groups are at the bottom.	1 2 3 4 5 6 7
12. We would have fewer problems if we treated people more equally.	1 2 3 4 5 6 7
13. Inferior groups should stay in their place.	1 2 3 4 5 6 7
14. We should strive to make incomes as equal as possible.	1 2 3 4 5 6 7
15. Sometimes other groups must be kept in their place.	1 2 3 4 5 6 7
16. No one group should dominate in society.	1 2 3 4 5 6 7

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The Effect of Clothing on Perception of Personality

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Outfit A



Figure 1

Figure 2

Outfit B



Figure 3

Figure 4

Outfit C



Figure 7

Outfit D



Figure 5

Figure 6

Outfit E



Figure 8

Figure 9

Outfit F



Figure 10

Figure 11

