

What is beautiful is young: The moderating effects of age and
physical attractiveness on person perception

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Running head: WHAT IS BEAUTIFUL IS YOUNG: THE MODERATING EFFECTS
OF AGE AND PHYSICAL ATTRACTIVENESS ON PERSON PERCEPTION

Abstract

The interactive effects of age and attractiveness on person perception were investigated. Equal numbers of male and female university (under age 30) and elderly (over age 60) subjects were required to rate one of four photos, wherein the female model was either young and attractive, young and unattractive, elderly and attractive, or elderly and unattractive on 60 personality characteristics. It was predicted that judges would rate photos of same age or either young or elderly models more positively if the models were attractive, compared with unattractive. Within an age category, judges were expected to show an age bias; that is, Young attractive models were expected to be rated more favourably than elderly attractive models.

What is beautiful is young: The moderating effects of age and physical attractiveness on person perception

Physical appearance is a strong predictor of interpersonal attraction. Numerous studies have suggested that there is an attractiveness stereotype wherein attractive people are assumed to possess other favourable characteristics in addition to their appearance. Attractive people are assumed to be more intelligent, warm, exciting and are preferred over their unattractive counterparts (Berscheid, 1981). This prompted Dion, Berscheid, and Walster (1972) to conclude that "what is beautiful is good."

A second factor used in judging attraction is age. There are data to suggest that there is an age ageism stereotype which assumes that aging makes people less intelligent, productive, and attractive (Atchley, 1988). There is evidence to suggest that older people are perceived as more conservative, inflexible and passive compared to their younger counterparts (Aaronson, 1966). It appears that we have a tendency to attribute negative qualities to elderly people and desirable qualities to younger people.

This tendency to invoke stereotypes based on age and attractiveness appears to be two important factors on our judgments of others. People tend to attribute negative personality characteristics to both elderly and unattractive people. It is

unclear that whether these attributions are independent, since research suggests that the attractiveness stereotype may contain allusions of youth; hence, while "what is beautiful is good, what is young and beautiful is even better."

Stereotypic Attitudes about Age

Research by Braithwaite, Gibson and Holmes (1986) indicates that stereotypic impressions of the aged are quite powerful. Specifically, the stereotype has been shown to be stable over time and widely shared in North American society. One implication of the age stereotype is the loss of distinctiveness in impressions of the aged, since it serves to homogenize one class of people with very diverse personality characteristics. Bassili and Reil (1981) examined this hypothesis by asking college and elderly subjects to rate characteristics of groups of persons, based on several classifications, including age (i.e 35 years versus 70 years of age), amongst other classes (i.e sex, occupation, and ethnicity). Both the college and elderly sample characterized young adults in terms of a variety of features; however, they stereotyped old people mainly in terms of their age. This pattern emerged for both the college sample and the elderly sample, suggesting that this is an important factor in our perception of others.

Age is important in our characterization of the elderly because, in forming a judgement of an individual, it is the visual information (i.e age) which is initially available to us. Thus, in the absence of any other information on a target individual, we may simply use the most apparent characteristic about the target to characterize them; their age. It seems reasonable to suppose that additional information about the target may moderate the relative importance of age on our perceptions of the elderly. The nature of this information may diminish or enhance the age stereotype. For example, Jackson and Sillivan (1978) provided young and elderly subjects with either positive or negative descriptions of an elderly targets' physical (i.e exercised regularly) and psychological competence. Both young and elderly subjects rated the elderly target more favourably when a positive description was provided.

While positive information about a target may disconfirm a negative age stereotype, negative information about a target may provide confirmation for the negative age stereotype. Braithwaite (1986) asked a college sample (16-19 years old) to judge either elderly or young targets, half of which exhibited socially unattractive behaviours, such as poor physical and mental health. Subjects were more likely to invoke age as the reason for the

elderly targets' poor physical and mental health. This finding suggests that information that confirms our stereotypes may reinforce that stereotype.

Age and Attractiveness

It has been suggested that both age and attractiveness are two important physical characteristics related to attraction. It has also been suggested that we have stereotypes of others based on these qualities. The age stereotype is associated with largely negative qualities and the attractiveness stereotype is associated with mainly positive qualities. The age and the attractiveness stereotypes, according to Atchley (1988) are not independent since aging may be associated with reduced attractiveness.

The idea that aging lowers attractiveness appears to depend on both the sex and age of the judge. There appears to be a double standard in aging, since aging may have more negative consequences for females compared to males. Henss (1991) asked college and elderly subjects to rate the attractiveness of young and elderly models, which were either male or female. Overall, the age was negatively related to attractiveness: The older the model, The lower the attractiveness rating. However, the strength of this relationship was moderated by both the sex and age of the judges. The relationship between age and attractiveness of the model was

strongest when: 1) the judge and the target were the opposite sex, and 2) the judge was young. When the judge was elderly and / or of the same age or sex as the target photo, there was a lower negative relationship between age of the target and attractiveness rating.

The tendency for age to have more negative consequences for the attractiveness of females has been interpreted by evolutionary psychologists as a behavioral strategy to enhance reproductive success. Symons (1979) has proposed that two specific attributes of the female, health and age, are closely linked to the attractiveness, and thus reproductive value of the female.

Therefore, men will find attractive those physical characteristics that are indicators of health (i.e. lustrous hair, full lips, muscle tone). These physical characteristics change with age. According to Symons (1979), females become less attractive as they grow older because of their lessened reproductive value, as exhibited in their changing physical appearance. Males may be genetically programmed to find young females more attractive than older females because this strategy enhances reproductive success.

In support of this theory, both Henss (1991) and Mathes, Brennan, Haughen and Rice (1983) provide evidence that male judgements of female attractiveness are closely linked with youth.

There is a strong negative relationship associated between the age of the female model and ratings of attractiveness by male judges. While the negative relationship was found for all male judges, it was strongest for the younger male judges.

In a study by Johnson and Pittenger (1984), college and elderly judges were required to rate attractive and unattractive elderly targets on a variety of personality characteristics, expected life experiences and occupational success. The photos had been rated for attractiveness by an independent group of judges before the study to obtain an objective measure of attractiveness. The findings indicate that both young and elderly judges rated the attractive elderly targets as having more desirable personality characteristics, more pleasant life experiences and greater occupational success, than their unattractive counterparts. More importantly, the elderly like their younger counterparts, have an attractiveness bias when rating targets of a similar age. Moreover, the college sample shows this attractiveness bias when rating targets of a different age, the elderly. What remains unclear is whether the elderly judges will show an attractiveness bias when rating targets of a different age, youthful targets.

The purpose of the present study is to examine the relative

importance of age and attractiveness biases in person perception. Equal numbers of university (under age 30) and elderly (over age 60) subjects will be required to rate photos of young or elderly female models on 60 personality characteristics, including attractiveness. Subjects, both male and female, will be required to rate one of four photos, wherein the model will be either young and attractive, young and unattractive, elderly and attractive or, elderly and unattractive. The attractiveness of the target photo will be established by an independent group of judges before the study to provide an objective rating of attractiveness.

On the basis of previous research (Dion, Berscheid, and Walster, 1972; Henss, 1991), it is predicted that young judges will rate the photos of same-age and elderly models more positively when the models were attractive, compared with unattractive. In short, within a target-age category, judges are expected to show an attractiveness bias by attributing more positive personality characteristics to an objectively more attractive target.

In contrast, within an attractiveness category, judges are expected to show an age bias. Young attractive models are expected to be rated more favourably than attractive elderly models. This prediction is based on Henss' (1991) findings that the age of the

target is negatively related to the attractiveness of the target, since the older the target, the lower the attractiveness rating. This finding would suggest that when judging attractive photos of a target, people look to other physical characteristics to judge the target. In an elderly target, the most visible characteristic is their age and so invoke our negative age stereotype to judge the target.

Following the findings of Mathes et al. (1983), the strength of the mentioned relationships are predicted to be stronger for male judges than female judges. However, the pattern of findings is predicted for both age groups. Recall that Bassili and Reil (1981) found that self-perceptions of the elderly were similar to the social perceptions of the elderly made by the young subjects. Henss (1991) still found a negative relationship between target-age and attractiveness in elderly judges. In short, when rating objectively attractive targets, elderly judges are likely to view young targets more favourably than the older targets.

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Aaronson, B. S. (1966). Personality stereotypes of aging.

Journal of Gerontology, 21, 458-462.

Research documenting the old-age stereotype have demonstrated that older people are thought to be conservative, passive, inflexible and withdrawn.

Atchly, R. C. (1988). Social Forces and Aging. Belmont,

CA: Wadsworth.

The definition of ageism that has become most widely accepted is the belief that aging makes people less intelligent, productive and attractive.

Bassili, J. & Reil, J. (1981). On the dominance of the

old-age stereotype. Journal of Gerontology, 36,

682-687.

The stereotypes of groups identified by age, sex, occupation and ethnicity were assessed. The findings indicated that the observers stereotyped young mature adults in terms of a variety of features, however, they stereotyped elderly mainly in terms of their age.

Berscheid, E. (1981). An overview of the psychological effects of physical attractiveness. In G. W. Lucker, K.A. Rubbens & J. A. McNamara, Jr (Eds.), Psychological aspects of facial form (pp. 1-47). Ann Arbor, MI: Center For Human Growth and Development.

The effects of the attractiveness stereotype have been found to be pervasive in frequency and considerable in strength.

Braithwaite, V. (1986). Old-Age stereotypes: Reconciling Contradictions. Journal of Gerontology , 41, 353-360. Research examined whether the old-age stereotype would be evident when individuals exhibited socially undesirable behaviours such as poor physical and mental health. The respondents saw age as a more relevant piece of information when judging others.

Braithwaite, V., Gibson, D. & Holman, J. (1986). Age stereotyping: Are we simplifying the phenomenon? Aging and Human Development , 22, 315-323. Research indicated that the stereotypic impressions of

the aged are quite powerful. The stereotype remains stable over time and is widely shared in North American society.

Dion, K., Berscheid, E. & Walster, E. (1972). What is beautiful is good. Journal of personality and social Psychology, 24, 285-290.

Physically attractive persons are assumed to possess more socially desirable personality characteristics than physically unattractive stimulus persons. Positive characteristics involved: intelligence, humour, sociability, warmth etc.

Henss, Ronald. (1991). Perceiving age and attractiveness in facial photographs. Journal of Applied social psychology, 21, 933-946.

A negative relation between age and attractiveness for female stimuli judged by males was found. This relation was not found for females judging male photos.

Jackson, L. & Sullivan, L. (1987). Age stereotype disconfirming information and evaluations of old people. The journal of social psychology, 128, 721-729.

Findings suggested that when positive descriptions of the targets physical and psychological competence were provided, young respondents rated old targets favourably.

Johnson, D. & Pittenger, J. (1984). Attribution, the attractiveness stereotype and the elderly. Developmental psychology, 20, 1168-1172.

The applicability of the physical attractiveness stereotype to perceptions of the elderly was tested. The typical physical attractiveness stereotype was found.

Mathes, E., Brennan, S., Haughen, P. & Rice, H. (1983).

Ratings of physical attractiveness as a function of age. The Journal of social psychology, 125, 157-168.

To test the theorizing of Symons, it was hypothesized that following puberty a negative relationship would be found between an individuals age and ratings of attractiveness.

Symons, D. (1979). The Evolution of Human Sexuality.

New York: Oxford University Press.

Symons proposed a transcultural theory of attractiveness in which he stated that physical attractiveness is associated with fitness in the species.

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Abstract

In forming a judgment of an individual it is the visual information which is initially available to us. Thus in the absence of any other information, we may simply use the most apparent characteristics about a target to form our opinion, namely their age and appearance. The interactive effects of age and attractiveness on person perception were investigated. Equal numbers of male and female university (under age 30) and elderly (over age 60) subjects rated one of four photos wherein the female model was either young and attractive, young and unattractive, elderly and attractive, or elderly and unattractive on 40 personality characteristics. The age and sex of the raters contributed to attractiveness and age biases for personality characteristics; namely, sociability, promptness, creativity, materialism and forgetfulness. Facial appearance elicited different social reactions in both males/females and young/old persons.

What is Beautiful is Young: The Moderating Effects of Age and Physical Attractiveness on Person Perception

A woman's appearance, along with her age, are the personal characteristics most obvious and accessible to others in social interaction. It has been suggested that we have stereotypes of others based on these qualities. The age stereotype is associated with largely negative qualities; it assumes that aging makes people less intelligent, productive and attractive (Atchly, 1988). One implication of the age stereotype is that it tends to homogenize a group of very distinct individuals. Bassili and Reil (1981) found that both elderly and young subjects categorized old people mainly in terms of their age, while their younger counterparts were characterized on a variety of features.

The attractiveness stereotype is associated with mainly positive qualities. Numerous studies have suggested that attractive persons are assumed to possess additional favourable characteristics. Attractive people are assumed to be more intelligent, warm, exciting and are preferred over their unattractive counterparts (Berscheid, 1981). This prompted Dion, Berscheid and Walster (1972) to conclude that "what is beautiful is good."

This tendency to invoke stereotypes based on age and attractiveness appears to be two important factors in our judgments of others. People tend to attribute negative personality characteristics to both elderly and unattractive people. It is unclear whether these attributions are independent since research suggests that the attractiveness stereotype may contain allusions of youth. The present study was an attempt to examine the relative importance of age and attractiveness biases in person perception and whether these two variables interact, that is, while "what is beautiful is good", is young and beautiful even better? (then old and beautiful). If so, what personality characteristics would such a pattern of findings be limited to? Moreover, is the interaction between age and attractiveness of a target moderated by characteristics of the rater, such as sex and age. These questions provide the rationale for the present study.

Method

Subjects

Eighty undergraduates (40 male and 40 female) and eighty elderly subjects (40 male and 40 female) were recruited to participate in a study on person perception. The university sample ranged in age from 18-30 years, and the elderly sample ranged in

age from 60-75 years. The latter group was recruited from the Senior Drop In Centre and the former group from Algoma University College. The university sample received course credit for their required participation.

Materials

The target photos were restricted to female models who were rated by an independent group, made up of both elderly and young judges, on a 7-point scale of attractiveness. The independent group of judges was instructed to rate two classes of photos independently: one of elderly targets and one of young targets. On the basis of these judgments, photos were selected that yielded the highest attractiveness rating in each class. The photos were standardized for angle (i.e from the neck up), pose and background. Hence, two photos were selected: 1) a young attractive ($\bar{X}=6.8$) and, 2) an elderly attractive target ($\bar{X}=6.5$). The two attractive photos were transformed into unattractive photos by the Adobe Photoshop 2.5 Program. Each photo was pinched which created the effect of setting the eyes closer together and at the same time decreased their size. The noses were spherized which dramatically increased their size and shape. Together these transformations created objectively unattractive individuals ($\bar{X}=1.1$). These four photos comprised the stimuli to be judged in

the experiment. An adjective checklist, comprised of 40 personality characteristics, was assembled from previous research on attractiveness and age stereotypes. Rather than rate the presence or absence of a particular personality characteristic, the checklist was modified, requiring the subjects to rate the degree to which the target photo possessed a personality characteristic. Thus, the adjectives were rated on a 7-point bipolar scale and counterbalanced for polarity.

Design and Procedure

All the subjects were tested in 20 minute sessions in groups of 10-50 individuals. The subjects were randomly assigned to one of four conditions. The conditions were defined by target-type: 1) a young attractive target, 2) a young unattractive target, 3) an elderly attractive target and 4) an elderly unattractive target. Thus within each condition, half the subjects were young and half the subjects were elderly; within each age class of judges, half were male and half were female.

Subjects were administered a photo along with a forty item adjective checklist on which to rate the personality characteristics of the person in the photo. Subjects were not provided with any additional information on the target; thus, they were required to base their ratings solely on the appearance of

the target. The target photo remained in view of the subject during the completion of the task. Following completion of the task, the adjective checklists and photos were retrieved and subjects thanked for their participation.

Results

Separate 2 (age of photo: young/old) X 2 (attractiveness of photo: attractive/unattractive) X 2 (age of rater: young/old) X 2 (sex of rater: male/female) completely between groups analyses of variance (ANOVA) were performed on ratings of each of the forty descriptors. The results discussed here will be limited to those variables with a fourway interaction. Five of the forty analyses yielded such an interaction and will be presented separately below. Simple main effects of the attractiveness by age of photo interaction will be analyzed separately according to rater characteristics; mainly, the age and sex of the rater.

SOCIABILITY

As predicted, analyses of sociability variable yielded a significant four way interaction $F(1,144) = 8.10, p = .05$. This interaction was analyzed further in terms of four 2X2 (attractiveness of photo X age of photo) simple interactions: 1) young male raters, 2) young female raters, 3) old male raters, and 4) old female raters. Analysis on young male raters yielded a

simple main effect for photo attractiveness, $F(1,36) = 43.09$, $p < .001$: attractive targets ($\bar{X} = 3.00$).

The analysis on young female raters yielded a significant simple interaction of age X attractiveness of photo, $F(1,36) = 5.58$, $p < .05$. The means are presented in Table 1.

INSERT TABLE I HERE

Newman Keuls comparisons on the four means indicated that young females rated unattractive young photos as the least sociable and attractive young photos as the most sociable. Most notably attractive young photos were rated as significantly more sociable than attractive old photos. Thus, while what is beautiful is sociable, what is young and beautiful is even more sociable.

The analysis on old male raters yielded a significant simple interaction of age X attractiveness of photo, $F(1,36) = 9.65$, $p < .005$. The means are presented in Table 2.

INSERT TABLE 2 HERE

Newman Keuls comparisons on 4 means indicated that old males rated

attractive young females as more sociable than unattractive young females, and attractive old females, but no different than unattractive old females. In short, to an older male rater young attractive females and old unattractive females are highly and equally sociable.

The analysis on old female raters yielded a significant simple main effect for photo attractiveness $F(1,36) = 6.95$, $P < .05$: attractive photos were rated more sociable ($\bar{X} = 5.70$) than unattractive photos ($\bar{X} = 4.45$). It appears that young males and old females show an attractiveness bias for sociability; in contrast, young females and old males rate young attractive females as more sociable than old attractive female targets. Interestingly, older males see old unattractive females as highly sociable.

PROMPTNESS

As predicted, analyses of promptness variable yielded a significant four way interaction $F(1,144) = 8.10$, $p = .05$. This interaction was analyzed further in terms of four 2×2 (attractiveness of photo \times age of photo) simple interactions: 1) young male raters, 2) young female raters, 3) old male raters and 4) old female raters. Analysis on young male raters yielded a simple main effect for photo age, $F(1,36) = 30.36$, $p < .001$: old

targets were rated more prompt ($\bar{X} = 5.4$) than young targets ($\bar{X} = 3.2$). Analysis of young male raters yielded a simple main effect for photo attractiveness as well, $F(1,36) = 14.11$, $p < .002$: attractive targets were rated more prompt ($\bar{X} = 5.05$) than unattractive targets ($\bar{X} = 3.55$).

The analysis on young female raters yielded a significant simple interaction of age X attractiveness of photo, $F(1,36) = 6.40$, $p < .05$. The means are presented in Table 3.

INSERT TABLE 3

Newman Keuls comparisons on the four means indicated that young females rated attractive young photos and attractive old photos equally prompt. Attractive photos were rated significantly more prompt than unattractive photos.

Analysis of old male raters yielded a significant simple interaction of age X attractiveness of photo, $F(1,36) = 6.35$, $p < .05$. The means are presented in Table 4.

INSERT TABLE 4

Newman Keuls comparisons on the four means indicated that old males rated unattractive young photos as least prompt and attractive young photos as most prompt. Most notably attractive young photos were rated significantly more prompt than attractive old photos. Thus, while those who are beautiful are perceived as being prompt, those young and beautiful are the most prompt of them all.

The analysis on old female raters yielded no significant main or interaction effects. It appears that young male raters and young female raters show an attractiveness bias for the trait of promptness; in contrast, old males rate young attractive females as more prompt than old attractive female targets.

CREATIVITY

As predicted, analysis of creativity variable yielded a significant four way interaction, $F(1,144) = 10.51, p < .03$. This interaction was analyzed further in terms of four 2×2 (attractiveness of photo \times age of photo) simple interactions: 1) young male raters, 2) young female raters, 3) old male raters and 4) old female raters. Analysis on young male raters yielded significant main effect for photo attractiveness, $F(1,36) = 9.05,$

$p < .005$: attractive targets were rated more creative ($\bar{X} = 5.0$) than unattractive targets ($\bar{X} = 3.7$).

The analysis on young female raters yielded a significant main effect for photo attractiveness, $F(1,36) = 10.30$, $p < .003$: attractive targets were rated again more creative ($\bar{X} = 4.9$) than unattractive targets ($\bar{X} = 3.5$).

The analysis for old male raters yielded a significant simple interaction of age X attractiveness of photo, $F(1,36) = 10.47$, $p < .003$. The means are presented in Table 5.

INSERT TABLE 5

Newman Keuls comparisons on the four means indicated that old attractive and old unattractive and young unattractive photos were rated equally uncreative in comparison to young attractive photos who were rated as most creative. So while beautiful persons are deemed creative, those young and beautiful are deemed even more creative.

The analysis of old female raters yielded a significant main effect for photo attractiveness, $F(1,36) = 4.72$, $p < .05$: attractive targets were rated more creative ($\bar{X} = 5.0$) than

unattractive targets ($\bar{X} = 3.8$).

It appears that young male, young female and old female raters show an attractiveness bias for creativity; in contrast, old males rate young attractive females as more creative than old attractive female targets.

MATERIALISM

As predicted, analyses of materialism variable yielded a significant four way interaction, $F(1,144) = 9.03, p < .05$. This interaction was analyzed further in terms of four 2×2 (attractiveness of photo \times age of photo) simple interactions: 1) young male raters, 2) young female raters, 3) old male raters, and 4) old female raters. Analysis on young male raters yielded a significant main effect for age of photo, $F(1,36) = 10.07, p < .003$: old targets were rated more materialistic ($\bar{X} = 3.65$) than young targets ($\bar{X} = 2.5$). A significant main effect for photo attractiveness was yielded as well, $F(1,36) = 6.87, p < .02$: unattractive targets were rated as more materialistic ($\bar{X} = 3.55$) than attractive targets ($\bar{X} = 2.6$).

There were no simple main effects or interactions significant in the analysis for young female raters, old male raters and old female raters.

It appears that while that is beautiful is less materialistic,

what is young and beautiful is even less materialistic to young male raters.

FORGETFULNESS

As predicted, analyses of forgetfulness variable yielded a significant four way interaction $F(1,144) = 6.81, p < .05$. This interaction was analyzed further in terms of four 2×2 (attractiveness of photo by age of photo) simple interactions: 1) young male raters, 2) young female raters, 3) old male raters and 4) old female raters. Analysis on young male raters yielded a significant simple interaction of age \times attractiveness of photo, $F(1,36) = 4.36, p < .05$. The means are presented in Table 6.

INSERT TABLE 6

Newman Keuls comparisons on the four means indicated that young males rated old attractive female photos as more forgetful than young attractive, young unattractive and old unattractive photos.

The analysis on young female raters yielded a significant main effect for photo age, $F(1,36) = 3.87, p < .05$: old females were rated as more forgetful ($\bar{X} = 4.45$) than young females ($\bar{X} = 3.6$).

The analysis on old male raters yielded a significant main

effect for photo age $F(1,36) = 47.85, p < .05$: young photos were rated more forgetful ($\bar{X} = 5.3$) than old photos ($\bar{X} = 3.0$).

The analysis on old female raters yielded a significant main effect for photo age, $F(1,36) = 9.62, p < .005$: young photos were rated more forgetful ($\bar{X} = 4.75$) than old photos ($\bar{X} = 3.15$). A significant interaction main effect was also yielded for photo attractiveness, $F(1,36) = 4.55, p < .05$: attractive females were rated more forgetful ($\bar{X} = 4.5$) than unattractive females ($\bar{X} = 3.4$).

It appears that while younger raters perceived older photos as possessing the trait of forgetfulness, older raters did not feel this was; in fact, they perceived young targets as more forgetful than older targets.

Discussion

Our impressions of people of all ages are influenced by their facial appearance. More specifically, considerable research provides evidence for an attractiveness effect, whereby people who are physically attractive are perceived more positively than their unattractive counterparts on a variety of dimensions. Therefore, facial appearance has a profound influence on our social perceptions and social interactions. Appearance elicits different social reactions in both males and females, young and old persons.

While both young and old raters evoked attractiveness stereotypes, the presence of an age bias depended on who was doing the rating. At times, older females did not evoke the age stereotypes. One may speculate that this is a 'self-serving' bias; in other words, if you are in a given category, it is not likely that you will attribute negative qualities to this category.

Overall, while older persons; more specifically older females more often evoked attractiveness stereotypes, they evoked age stereotypes to a lesser extent than younger individuals. With increasing familiarity, it is likely that one does not need to evoke stereotypes. Simply put, if you are an older person you may know for i.e that you are not as unproductive or unintelligent as the stereotype upholds and consequently see other older persons as you do yourself. So while to many what is beautiful is young, what is young and beautiful is even better.

Further research may want to examine the stability of attractiveness. Is a person who is considered attractive in youth also considered attractive into old age?

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Table 1 Mean Sociability Ratings across Conditions for
Young Female Raters

		Attractiveness of Photo			
		Attractive		Unattractive	
		M	SD	M	SD
Age of Photo	Young	6.20c	.789	2.90a	1.73
	Old	5.40b	1.65	4.40d	1.78

Note: Means sharing different subscripts differ at $\alpha = .05$

Table 2 Mean Sociability Ratings across conditions for
Old Male Raters

		Attractiveness of Photo			
		Attractive		Unattractive	
		M	SD	M	SD
Age of Photo	Young	6.0a	0.47	4.50b	2.12
	Old	4.90b	1.19	5.90a	0.56

Note: Means sharing different subscripts differ at $\alpha=.05$

Table 3 Mean Promptness Ratings Across Conditions
For Young Female Raters

		Attractiveness of Photo			
		Attractive		Unattractive	
		M	SD	M	SD
	Young	5.3a	1.56	2.90b	1.52
Age of					
Photo	Old	5.0a	1.63	5.1d	1.52

Note: Means sharing different subscripts differ at $\alpha=.05$

Table 4 Mean Promptness Ratings Across Conditions
For Old Male Raters

		Attractiveness of Photo			
		Attractive		Unattractive	
		M	SD	M	SD
Age of Photo	Young	6.3a	0.82	3.9b	1.45
	Old	5.2c	1.40	5.0d	1.70

Note: Means sharing different subscripts differ at $\alpha=.05$

Table 5 Means Creativity Ratings Across Conditions
For Old Male Raters

		Attractiveness of Photo			
		Attractive		Unattractive	
		M	SD	M	SD
Age of Photo	Young	6.3b	.823	3.9a	1.60
	Old	3.4a	1.43	3.9a	1.66

Note: Means sharing different subscripts differ at $\alpha = .05$

Table 6 Mean Forgetfulness Ratings Across Conditions
for Young Male Raters

		Attractiveness of Photo			
		Attractive		Unattractive	
		M	SD	M	SD
Age of Photo	Young	3.7a	1.49	3.4a	1.51
	Old	4.8b	9.19	2.8a	1.41

Note: Means sharing different subscripts differ at $\alpha = .05$