



**CALIFORNIA STATE SCIENCE FAIR
2003 PROJECT SUMMARY**

Name(s) Emma F. Townsend-Merino	Project Number J1725
Project Title The Effect of Eyeglasses on Perceived Intelligence	
Abstract Objectives/Goals The purpose of this study is to determine whether the presence of eyeglasses will influence the perceived intelligence of an individual. Methods/Materials Ten people (men, women, boys, and girls) were photographed both with and without eyeglasses. The photographs were arranged in packets of 10 so there would not be two pictures of the same person in a packet. Two hundred participants looked at one packet each and rated each person in the photograph on a scale of 1 to 7 for intelligence, friendliness, helpfulness, shyness, and assertiveness (this way the subject would not know that only the intelligence factor would be analyzed). The average intelligence ratings for those individuals wearing eyeglasses were compared to the ratings of intelligence of the same individuals not wearing eyeglasses. Results There was no difference in intelligence ratings of children compared to adults. There was no gender difference in intelligence ratings of women compared to men. There was a significant difference in intelligence ratings of individuals wearing eyeglasses compared to the same individuals without eyeglasses. Also, adult females and male children were rated as most intelligent throughout all pictures. Conclusions/Discussion The findings indicate that the stereotype that people with eyeglasses are smarter is a very strong belief in today's society. This can be applied to everyday life just by realizing that the majority of people believe that individuals with eyeglasses are rated as more intelligent than individuals without eyeglasses. When attending a job interview or a college admissions interview, people should consider wearing glasses. It was unexpected that adult females and male children were rated as more intelligent than female children and adult males.	
Summary Statement My project is about understanding whether people think individuals with eyeglasses appear more intelligent, and how this is influenced by gender and age.	
Help Received My Mother and Father helped me perform the data analysis using SPSS. I entered all the data and they helped with the analysis of the SPSS output.	