"TRUST ME. I'M (FILL IN THE BLANK HERE)"
What nonverbal cues affect impressions of a television news anchorwoman's trustworthiness?

by
Emily Laura Timm

has been approved
September 16, 2011

APPROVED (printed name, signature):

Marianne Barrett , _Marianne Barrett_, Director

[signature] , MARK LODATO Second Reader

Dennis Russell , _Dennis Russell_ Third Reader

Honors Thesis Committee

ACCEPTED:

Dean of Barrett, The Honors College

_____

1

Project: "Trust Me. I'm (fill in the blank here)"
What nonverbal cues affect impressions of a television news anchorwoman's trustworthiness?

Written by Emily Timm
August 2011

Director:
Marianne Barrett
Senior Associate Dean and Louise Solheim Professor
Walter Cronkite School of Journalism and Mass Communication

2nd Reader:
Mark Lodato
Assistant Dean, News Director & Professor of Practice
Walter Cronkite School of Journalism and Mass Communication

3rd Reader:
Dennis Russell
Associate Professor
Walter Cronkite School of Journalism and Mass Communication

Table of Contents

ABSTRACT

Research has revealed that judgments based on first impressions are not only accurate, but also affect the outcome of relationships. Further research has revealed that people often associate certain personality traits with certain nonverbal cues. People are especially adept at quickly judging trustworthiness from a static image's nonverbal cues.

Trust is a vital part of a successful news business. In broadcast journalism, news anchors are held to a certain physical standard because it is believed appearances impact perceptions of trustworthiness. Research has shown that television news anchorwomen, specifically, receive the most criticism regarding their appearance.

This study investigates which nonverbal cues influence perceptions of trustworthiness of television news anchorwomen. Using a five-point Likert scale, after brief exposure, participants rated pictures of anchorwomen on trustworthiness.

Results revealed that participants were more likely to trust a smiling, older-looking, dark-haired anchorwoman wearing formal clothing than a more serious, younger-looking, light-haired anchorwoman wearing casual clothing. Results also revealed that hair length, wardrobe color, ethnicity and weight do not affect participant's judgments of trustworthiness. Further, the perceptions of trustworthiness do not differ between male responses and female responses; in other words, male and female participants judge the trustworthiness in anchorwomen similarly.

INTRODUCTION

We've all heard the clichés:

"First impressions are everything."
"You only have one chance to make a first impression."
"It's the first impression that will either open the door or close it."

Every day, people of all ages, races and cultures are confronted with situations that require judgments based on first impressions. Whether they're trying a new restaurant or meeting someone for the first time, people use their initial impressions to critique and make decisions.

First impression judgments take place so often and so quickly that people are unconscious of its affects. Upon first meeting, how much does one's first impression really impact his or her judgments of the other person? What nonverbal cues impact those judgments?

Further, how does the relationship between first impressions and nonverbal cues affect viewers' perceptions of a television news anchorwoman's trustworthiness?

This thesis will (1) review past studies and literature regarding first impressions, nonverbal cues and trustworthiness, trust as a trait and as a key part of a successful news business, and nonverbal cues that affect the trustworthiness of anchorwomen, (2) use a survey to measure the relationship between an anchorwoman's nonverbal cues and perceptions of trust, and (3) discuss what nonverbal cues affect those perceptions.

LITERATURE REVIEW

First Impressions

Numerous sociological and psychological studies (Borkenau, & Liebler, 1992; Lount, Zhong, Sivanathan, & Murnighan, 2008; McLarney-Vesotski, Bernieri, & Rempala, 2005; Naylor, 2007; Sunnafrank, & Ramirez, 2004; Willis, & Todorov, 2006; Zebrowitz, Hall, Murphy, & Rhodes, 2002) have tested the weight first impressions hold in professional and personal settings. A key study (Willis, & Todorov, 2006) found that 100 milliseconds, or a tenth of a second, is enough time for a person to make accurate judgments of another person's trustworthiness, likability, competence, attractiveness and aggressiveness. Studies (Prickett, Bernieri, & Gada-Jain, 2000; Willis, & Todorov, 2006) also have found that although increased exposure improves one's confidence in judgments, it does not significantly change them.

Opinions formed during a first impression play a vital role in the continued relationship and subsequent judgments (Naylor, 2007; Sunnafrank, & Ramirez, 2004). Numerous studies (Ambady, Hallahan, & Rosenthal, 1995; Hall, Andrzejewski, Murphy, Mast, & Feinstein, 2008; McLarney-Vesotski, Bernieri, & Rempala, 2005; Naumann, Vazire, & Rentfrow, 2009; Naylor, 2007; Prickett, Bernieri, & Gada-Jain, 2000; Todorov, 2008; Willis, & Todorov, 2006) show that opinions based on brief exposure have been found to be just as accurate as opinions formed after long periods of interaction. In addition, judgments made upon a first meeting reflect actual attributes of the other person and are not merely a reflection of the observer's illusions or biased opinions (Borkenau, & Liebler, 1992).

Nonverbal Cues and First Impressions

First impressions may be derived from all five of the observer's senses, depending on what is available to him or her: sight, sound, smell, touch and taste. Sight is usually the most immediate and the easiest available of the five senses. As discussed above, observers are especially adept at relying on these visual—or nonverbal—cues to make accurate judgments. Thus, nonverbal cues act as a person's first measurement of any setting (Todorov, 2008).

In a typical interview, 55 percent of an interviewer's judgments are based on nonverbal cues, while 38 percent are based on tone of voice and only seven percent are verbal (Freeman, 1998). This has led psychologists to believe that some interviewees are rejected based on their nonverbal cues before an interview even begins (Ambady, Bernieri, & Richeson, 2000).

Nonverbal cues include those that are kinesic**,** such as facial expression, body movement and eye gaze (Burgoon, Buller, & Woodall, 1996), and those that relate to physical appearance, such as body shape, height, weight, hair, wardrobe, accessories, attractiveness, and so forth (Knapp, & Hall, 2005; Naumann, Vazire, & Rentfrow, 2009; Riggio, Widaman, Tucker, & Salinas, 1991).

Physiognomy, the idea that personality judgments based solely on sight are accurate, has impacted studies related to nonverbal cues for decades (Brandit, 1980; Hassin, & Trope, 2000; Zebrowitz, 1997). Thought to be originally developed by Aristotle, physiognomy proposes that one's personality can be accurately determined by his or her facial features (Hassin, & Trope, 2000).

Physiognomy is most frequently linked with Johann Caspar Lavater, an 18th century Swiss theologian whose essays on physiognomy made the concept easy for the public to understand. Lavater's essays revolve around a central point, which he states in his book: "Physiognomy, whether understood in its most extensive or confined signification, is the origin of all human decisions, efforts, actions, expectations, fears, and hopes [...] nor is there a man to be found on earth who is not daily influenced by physiognomy" (Lavater, 1789).

Some of Lavater's writings involve identifying thieves, pastors and philosophers by their facial features. For example, Lavater wrote that thieves are notable for their wandering eyes, sloping foreheads, close eyebrows, thin hair and squished noses. (Lavater, 1789; Todorov, 2008)

Recent studies modeled after Lavater's writings found that personality judgments formed after brief exposure to a still photograph are astonishingly accurate (Hall, Andrzejewski, Murphy, Mast, & Feinstein, 2008; Naumann, Vazire, & Rentfrow, 2009; Naylor, 2007; Zebrowitz, Hall, Murphy, & Rhodes, 2002), and that people associate certain facial features with certain personality traits (Albright, Kenny, & Malloy, 1998; Borkenau, & Liebler, 1992; Hassin & Trope, 2000; Naumann, Vazire, & Rentfrow, 2009).

For example, people with longer eyelashes and more hair are perceived as more kind-hearted (Hassin & Trope, 2000); more attractive people are perceived to be more intelligent (Zebrowitz, Hall, Murphy, & Rhodes, 2002); and wardrobe style is a perceived indicator of conscientiousness (Albright, Kenny, & Malloy, 1998; Borkenau, & Liebler, 1992).

Participants in another study (Hassin & Trope, 2000) were asked to judge a person's traits after short exposure to a picture. Some of these participants were offered verbal information in addition to viewing the picture. When these participants were asked to make judgments exclusively on the verbal information, they were unable to overlook the picture. Even with verbal information, participants felt the photograph's nonverbal cues were necessary to make personality judgments. (Hassin & Trope, 2000)

First Impressions, Nonverbal Cues and Trust

First impressions are especially influential in relationships built on trust (Lout, Zhong, Sivanathan, Niro & Murnigham, 2009). As stated above, 100 milliseconds is sufficient time for someone to form an accurate first impression of trustworthiness, competence, attractiveness, likability and aggressiveness (Willis & Todorov, 2006). Research shows that accurate assessments of trustworthiness are made more quickly than other personality assessments, like likeability, attractiveness or competence (Todorov, 2008). As defined by psychologist Robert Lount Jr., trust is the willingness to be vulnerable to another person in the hope, or with the expectation, of a positive outcome (Lount, 2010).

Previous psychological study (Holmes, 1991; Kelley, 1979; Lewicki, & Bunker, 1995; Rempel, Holmes, & Zanna, 1985) showed initial trust as a gradual bond between people, established only after a number of productive and positive interactions. Recent studies (Berg, Dickhaut, & McCabe, 1995; Kim, Ferrin, Cooper, & Dirks, 2004; Lount, Zhong, Sivanathan, & Murnighan, 2008; Meyerson, Weick, & Kramer, 1996), however, refute these early models by showing that initial trust between strangers can be significantly high. Hence, people make accurate judgments of trustworthiness during a first impression (Berg, Dickhaut, & McCabe, 1995; Kim, Ferrin, Cooper, & Dirks, 2004; Lount, Zhong, Sivanathan, &

Murnighan, 2008; Meyerson, Weick, & Kramer, 1996).

Unlike other studies regarding nonverbal cues, studies testing trust and first impressions are conducted most often (Todorov, 2008). This is because one's judgment of trustworthiness is used as a first defense in personal safety. For example, when boarding a subway train, a person will quickly assess other passengers and choose a seat nearest the person he or she judges to be the safest, or most trustworthy, individual(s) (Ambady, Hallahan, & Rosenthal, 1995).

Overall, people are able to distinguish trustworthy faces from untrustworthy faces in strangers, even when verbal cues are unavailable (Oosterhof, & Todorov, 2008; Todorov, 2008). Judgments of trustworthiness have often been traced to a person's hair, age, expression and eye gaze (Todorov, 2008).

Psychologists Nikolaas Oosterhof and Alexander Todorov found that people with less exaggerated facial features are considered happier and more trustworthy than those with more exaggerated facial features. The study also found that people who are more mature looking and have more masculine faces are perceived as more trustworthy (Oosterhof, & Todorov, 2008; Todorov, 2008). These observations were also found to be true in the current study, specifically that happier and more mature-looking anchorwomen are more trustworthy than serious, young-looking anchorwomen.

First Impressions, Nonverbal Cues, Trust and TV Anchorwomen

Just as people only need milliseconds to make accurate personality judgments from a still photograph, studies (Borkenau, & Liebler, 1992; Prickett, Bernieri, & Gada-Jain, 2000) show people are able to make accurate personality judgments from a short, silent video clip.

Further, studies (Borkenau, & Liebler, 1995; Reynolds, & Gifford, 2001; Zebrowitz, Hall, Murphy, & Rhodes, 2002) have shown that while nonverbal cues are strong, auditory cues in addition to nonverbal cues produce even more accurate judgments during a first impression. However, this relationship does not work the other way around: judgment accuracy is worse when audio content is provided without visual content (Borkenau, & Liebler, 1992). In other words, observers make more accurate judgments when both visual and audio content are provided, but observers do not make more accurate judgments when there is *only* audio content provided.

Because television produces both visual and audio content, viewers are able to make more accurate judgments of an anchorwoman's trustworthiness, competence, attractiveness, likability and aggressiveness (Willis & Todorov, 2006). For journalists, the most important of these judgments is trustworthiness (Committee of Concerned Journalists, 1997).

Journalists developed a list of nine core principles that describe the purposes and goals of a journalism business. Among these is: "Journalism's first obligation is to the truth" (Committee of Concerned Journalists, 1997). Truth is the first and most important principle because it encompasses (1) a news business' expectation to inform the public of the truth (2) a journalist's expectations to report the truth and (3) a reader's, viewer's and/or listener's expectations to receive the truth (Bainbridge, 2010; Cunningham & Turner, 2007; Zoonen, 1998). All journalism businesses—broadcast news, newspapers, news radio, news magazines and news websites alike—have an obligation to report the truth with the best of their ability as stated in the principles of journalism and upheld by the majority of ethical

newsrooms today. If a news business cannot establish trust with its reporters and viewers, it will not succeed. (Committee of Concerned Journalists, 1997, Zoonen, 1998)

The business of journalism succeeds when it has established viewer loyalty. Viewer loyalty is a result of a trustworthy news source (Bainbridge, 2010; Cunningham & Turner, 2007). In other words, a television news network that is trusted by its viewers will have a solid, loyal audience. Hence, employing trustworthy people to create a trustworthy brand is extremely important to the success of any journalism business (Bainbridge, 2010; Coupland, 2001; Zoonen, 1998).

Journalism businesses often use the word "trust" in their news slogans or their stations' titles to re-state their dedication to trustworthiness. For example, KPHO in Phoenix, Arizona advertises its news with the slogan: "Telling it like it is" ("Kpho cbs 5 news"). KSBY in Santa Barbara, California's slogan: "Balanced News You Can Trust" ("Ksby nbc 6 news"). Newsrooms create a slogan and/or title to tell their viewers from the onset that their station, newspaper, etc., is the most trustworthy and, thus, the best. But the first element a viewer sees and judges is the network's anchors—here, creating an image of a trustworthy news team becomes just as important to the establishment of viewer loyalty as its slogan and/or station title.

In broadcasting, anchors are the face of the station or network—the source of the company's trustworthiness (Allan, 1998; Bainbridge, 2010; Coupland, 2001; Tan, 2009). Television news businesses work to employ anchors who symbolize their company (Bainbridge, 2010; Harp, Harp, & Stretch, 1985; Houlberg & Dimmick, 1980; Tan, 2009). For some TV news anchors, public appearance influences and shapes their career more than their ability to gather and report the news (Bainbridge, 2010; Ferri, & Keller, 1984;

Weaver, & Wilhoit, 1996). Because some TV news anchors are hired just for their appearances and/or personalities, and because research shows viewers are highly adept at judging others based on appearance, it is very important for networks to hire anchors that will make good, trustworthy first impressions on viewers (Bainbridge, 2010; Coupland, 2001; Zoonen, 1998).

A key study (Lount, Zhong, Sivanathan, & Murnighan, 2008) found a person is more likely to forgive a mistake from an already trustworthy source, and less likely to overcome a poor first impression. In other words, it is harder to establish trust between two people if the first impression is bad. For example, a television anchorwoman who is initially trusted by her viewers is likely to regain trust if she makes a mistake (like misquoting a source or relaying an incorrect fact during a newscast). But an anchorwoman who is initially considered untrustworthy is unlikely to ever gain trust from her viewers, even if she does not make a mistake. Viewers will stick to their initial judgments of trustworthiness, even when trust has been broken (Lount, Zhong, Sivanathan, & Murnighan, 2008). It is important for TV news stations and networks to employ anchors who their viewers will initially judge "trustworthy" because first impressions will determine the audience size and loyalty; thus, their success (Bainbridge, 2010; Coupland, 2001; Lount, Zhong, Sivanathan, & Murnighan, 2008; Zoonen, 1998).

Because an anchor's nonverbal cues play a large role in his or her viewers' judgments of trustworthiness, both male and female television news anchors must give special attention to their appearance (Cathcart, 1969; Harp, Harp, & Stretch, 1985; Smee, 2004; Tan, 2009; Weiland, 1997). Especially at large stations and networks, news anchors—the faces of the station or network—receive advice from stylists, are given a

wardrobe allowance and spend time with hair and makeup artists prior to airtime (Weaver & Wilhoit, 1996; Weiland, 1997). The job specified to these consultants is to help anchors look the best they can be. They're often in the studio alongside the anchor during long newscasts or in the live truck with them on traveling news stories. Consultants study many of the nonverbal cues assessed in the current study, especially colors and wardrobe style (Gutgold, 2008). Although most of their suggestions and adjustments go unsaid, some anchors like Barbara Walters, Judy Miller and Christine Craft have briefly written about them in their memoires. Judy Miller, for example, was told to wear scarves to soften her angular face (Gutgold, 2008). News businesses provide these services to their anchors and other prominent, on-air journalists because they're aware of the importance nonverbal cues play in viewers' impressions (Tan, 2009; Weiland, 1997).

Female anchors, in particular, receive more pressure than their male counterparts to maintain a certain appearance on air (Engstrom and Ferri, 1998; Ferri, & Keller, 1984; Smee, 2004). A study (Engstrom and Ferri, 1998) surveyed anchormen and anchorwomen across the United States, finding that anchorwomen receive more advice about their appearance from their superiors, coworkers and viewers. The study revealed that of 241 anchorwomen, 75 percent felt physical appearance was overemphasized in their job and that male anchors were held to a much lower physical standard (Bernt, Bradshaw, & Foust, 2009; Engstrom and Ferri, 1998). A follow-up study (Bernt, Bradshaw, & Foust, 2009) surveyed local male and female news anchors, finding that nearly 68 percent more anchorwomen than men reported viewers commented about their dress, and 72 percent more anchorwomen than men reported viewers gave them hairstyle suggestions. In

addition, more anchorwomen than men reported getting comments or advice about their appearance from consultants and coworkers in the newsroom.

Results from Weiland's 1997 study indicated that female participants responded best to anchorwomen wearing the color blue over the color yellow. Conversely, male participants responded best to anchorwomen wearing yellow over those wearing blue. Male participants responded best to blonde anchorwomen, and rated them significantly more trustworthy than brunette anchorwomen. In addition, male participants rated anchorwomen to be significantly more trustworthy than anchormen. In general, though, Weiland's study found that viewers prefer a brunette anchorwoman to a blonde one, and that viewers prefer one wearing yellow to an anchorwoman wearing blue (Weiland, 1997).

Television news anchorwoman Christine Craft illustrates the physical criticism that anchorwomen endure throughout their career in her book, *Too Old, Too Ugly and Not Differential to Men*. She described the role of her own stylist at a California news station:

> "She [Craft's stylist] was a walking encyclopedia of how colors and textures and fabrics can be used to enhance an anchor's impact on the community. [...] She spent two hours with me describing what she called the illusion of credibility. It was her theory that news viewers decided whether or not to listen to an anchor, and especially a female anchor, based on what colors, fabrics, and styles she uses to create an image of authority." (Craft, pp. 39, 52)

Research (Cathcart, 1969; Craft, 1986; Bernt, Bradshaw, & Foust, 2009; Engstrom and Ferri, 1998; Ferri, & Keller, 1984; Smee, 2004) shows an anchorwoman's appearance is especially important to her viewers, consultants and coworkers. Research (Bainbridge, 2010; Lount, Zhong, Sivanathan, & Murnighan, 2008; Zoonen, 1998) further shows that nonverbal cues significantly influence a viewer's initial judgments of trust.

The current study, "Trust me. I'm (Fill in the Blank)," is similar to the 1997 Weiland study in which participants rated the appearance of anchorwomen using a five-point Likert

scale. Weiland's study measured participants' responses to gender, wardrobe color, hair

color, perceived happiness and age (Weiland, 1997). The current study measures these

variables, as well as ethnicity and weight.

METHOD

The objective of the current study is to assess which nonverbal cues affect perceptions of an anchorwoman's trustworthiness. This survey uses methods similar to those of Hassin, & Trope, 2000; Naylor, 2007; Weiland, 1997; and Willis & Todorov, 2006.

This study will assess the affect of hairstyle, wardrobe, perceived happiness (smile vs. straight faced), ethnicity, age and weight on participants' perceptions of an anchorwoman's trustworthiness. The difference between prior studies and the current one is investigation of which nonverbal cues affect trustworthiness specifically. Thus, it is thought that the measured nonverbal cues in this study will elicit notable results from the participants.

The study will record participants' judgments of trust after brief exposure to photographs of television news anchorwomen. Participants' judgments will be recorded in two parts. Part one will ask participants to rate the trustworthiness of an anchorwoman's photograph using a five-point Likert scale. Each slide in part one will measure all six variables. For example, participants will view a picture of one anchorwoman and judge her trustworthiness from one to five (1—very untrustworthy, 2—untrustworthy, 3—neutral, 4—trustworthy, 5—very trustworthy).

Part two will ask participants to choose the most trustworthy anchorwoman from two, three or four still photographs. These slides will measure one or two variables at a time. For example, participants may be asked to choose which anchorwoman is most trustworthy out of two displayed pictures. In this example, both anchorwomen will be Caucasian with shoulder length, blonde hair, smiling and about the same age and weight; but one will wear a pink suit jacket and one will wear a black suit jacket. Participants will

16

be asked to choose and record which of the two anchorwomen they find most trustworthy, the anchorwoman in pink or the anchorwoman in black.

Participants will not only rate the trustworthiness of single photos of anchorwomen using a five-point Likert scale (part one), they also will be asked to select the most trustworthy of two or more anchorwomen (part two). Participants will record their judgments of trustworthiness after brief exposure to the photograph(s), which is controlled by the survey administrator.

Sample

Participants will be undergraduate students enrolled in a large lecture class at a large university in the Southwest. Participants will be told the study focuses on initial judgments of trustworthiness based on static images of anchorwomen. They will be provided with a form detailing this information. Participants will not be offered extra credit for their contribution, nor will there be an alternative assignment given to students who choose not to participate. No penalty will be given to those who choose not to participate in the study.

This study will be submitted to the University's Social Behavior Institute Review Board for approval prior to administration.

Survey Instrument

The participants will enter their responses on paper survey instruments provided by the researcher. Participants will view a slide show of photographs of television anchorwomen and record their judgments of trustworthiness after five, ten, fifteen or twenty seconds.

Brief exposure is defined as five seconds (Prickett, Bernieri, & Gada-Jain, 2000). Although studies (Willis & Todorov, 2006; Todorov, 2008) have since shown accurate judgments can be made in shorter periods of time, this study will allot each photo five seconds of exposure in adherence to the definition of "brief exposure." The length of time each slide is exposed will vary by the number of images on each one. Slides with one image will be displayed for five seconds, slides with two images will be displayed for ten seconds, and so forth.

The survey will include 25 slides, each followed by a blank, white slide (See Appendix B, Survey Slide Samples). Part one includes slides one through ten. Part two includes slides 11 through 25.

Each of the first ten slides will display a photograph of one anchorwoman for five seconds. After five seconds, participants will be asked to rate the trustworthiness of the anchorwoman using a five-point Likert scale. These results will be collected in order to establish participants' overall perceptions of trustworthiness based on nonverbal cue variables.

Each of the next 15 slides will include from one to four photos; each photo will be labeled A, B, C or D (See Appendix B, Survey Slide Samples). After the allotted time, participants will be asked to choose which anchorwoman they find most trustworthy. The length of time each slide is displayed will vary according to the number of images on it. Slides with one image will be displayed for five seconds, slides with two images will be displayed for ten seconds and so forth. These slides are designed to display anchorwomen who are similar except for one variable. For example, a slide may have two pictures of anchorwomen on it. The two anchorwomen are both Caucasian, smiling, wearing a black

blazer, of the same weight, age and hair length, but one anchorwoman is blonde and one is brunette—the variable in this case is hair color. The combined results will identify which nonverbal cues affect participants' judgments of trustworthiness in anchorwomen.

Participants will be asked to view each slide for a specified period of time and then circle their responses while the blank, white slide is displayed. Participants will be asked to look up from their response sheets after they have circled their responses. Each blank, white slide will be displayed until all participants are looking up and forward. In addition, prior to displaying a slide to participants, the researcher will announce the length of exposure allotted to the next slide.

The survey will ask participants to answer a series of demographic questions, and to disclose whether they recognize any of the women in the photographs. Age, gender and ethnicity of the participants will be recorded in order to measure any favoritism between a participant's characteristics and the displayed anchorwoman's characteristics. For example, a participant may rate an Asian anchorwoman more trustworthy because he or she also is Asian (See Appendix A, Survey Instrument).

Survey Content

All photographs will be chosen from a Google Image search. Forty-five photos will be selected for the study. The clearest photos will be selected to reflect certain appearances and traits, or nonverbal cues; then, each photo will be researched to affirm the woman is indeed an anchorwoman and to determine her approximate age. Once each woman is confirmed to have once been or to be currently employed as an anchorwoman in the United States, her personal information will not be recorded. The anchorwomen's individual information will not be recorded in an attempt to eliminate biased judgments by both the

19

researcher and the participants. It is necessary to attempt to eliminate bias because the objective of this study is to make first impression judgments of unknown anchorwomen; thus, a biased first impression judgment would invalidate the objective of this study. Each chosen photograph will be edited in Photoshop to delete background color (all photos will have a white background), crop the image from mid-chest to just above the top of the head, and further enhance picture quality. The photo edits are important to the current study in order to reduce extraneous variables and make each photo as similar as possible.

Images will be selected and grouped to measure different nonverbal cue variables. Based on previous research, variables will include: hair color, hair length, wardrobe color, wardrobe style, perceived happiness, ethnicity, age and weight.

In this study, perceived happiness will be measured by the anchorwoman's smile. If she is smiling in the displayed photo, then she will be considered happy. If she is not smiling in the displayed photo, then she will be considered serious. These measurements coincide with those of Willis and Todorov (2006) and Weiland (1997) studies.

Each variable will be included in both the first and second part of the survey. In the first ten slides, there will be at least one photo of every hair color (blonde, brunette, black, red), hair length (short, medium, long), wardrobe color (light and dark), wardrobe style (tank top, t-shirt, blouse, suit jacket, turtleneck with jacket), perceived happiness (smile with teeth, smile without teeth, no smile, talking), major ethnicity (African-American, Asian, Hispanic or Latino, Caucasian), age (older-looking, younger-looking) and weight (below average, average, above average). Each of the last 15 slides will be designed to measure one or two variables per slide.

RESULTS

This study examines: *What nonverbal cues affect a participant's perception of a television news anchorwoman's trustworthiness?*

This study was approved by the University's Social Behavior Institute Review Board in accordance with Federal Regulations 45CFR46.101(b)(1)(2).

There was no official pilot test of the study. However, the researcher independently tested the slide show and timed the slides before administering the survey. The researcher determined that the entire process from information distribution to collecting surveys to take between 20 and 30 minutes.

Data Collection Procedures

The study was conducted in April 2011. The instruments were collected immediately following the administration of the survey. All surveys were completed voluntarily and submitted anonymously. To prevent contamination, the researcher did not speak individually to any of the participants and exited the classroom after collecting the data in a private folder. The researcher and the thesis director are the only two people to see the completed surveys. All original, completed surveys will be destroyed following this thesis' defense and final approval.

Sample

Although 140 students were enrolled in the sample class, only 30 were present and agreed to participate the day the survey was administered. Only one student opted out. Because participants were selected using a convenience technique, the results are not generalizable beyond the group surveyed.

Sixty-three percent of the participants were female; 37 percent were male. The average age was 21 years old; eighty percent of participants were between 18 and 22 years of age. The majority of participants were Caucasian. Seventy percent were Caucasian, 16 percent Hispanic or Latino, six percent African-American, three percent Asian and three percent other. There were no Native American participants in this study.

Although the class instructor gave permission to use class time for the study, the professor was not present when the survey was administered. The professor's teaching assistant was present, and helped to distribute information forms and survey instruments.

The researcher noticed that the majority of participants did not view the photo for the full five, ten, fifteen or twenty seconds before recording their answers. This strengthens an argument made by a previous study (Ambady, Hallahan, & Rosenthal ,1995): the process of making judgments is difficult to control, and judgments are an automatic process as opposed to a controlled process. Participants' rapid responses also support previous studies (Willis & Todorov, 2006; Todorov, 2008) that found humans make accurate personality judgments in less than five seconds.

Hair Color

Responses obtained using the five-point Likert scale show that participants rate anchorwomen with darker hair more trustworthy than anchorwomen with lighter hair. The four anchorwomen rated most trustworthy have either brown or black hair.

In the last 15 slides (where participants chose the most trustworthy anchorwoman out of a group of two or more), 81 percent of the participants selected the darker haired anchorwoman as "most trustworthy," while only 19 percent of participants chose the light-haired anchorwoman.

Hair Length

Hair length didn't seem to be a factor with respect to trustworthiness. Of the two anchorwomen rated most trustworthy, one has medium hair and the other has short hair. Of the two anchorwomen rated least trustworthy, one is wearing her hair up in a ponytail, while the other has medium-length hair.

In the last slides, 58 percent of the participants chose the anchorwoman with long hair while 42 percent of participants chose the anchorwoman with short or medium-length hair. Although participants rated anchorwomen with long hair to be most trustworthy, there can be no conclusions drawn from hair length and its relationship to trustworthiness.

Wardrobe Color

In the slides where participants rated individual photographs, the anchorwoman rated most trustworthy wore a white suit jacket and the second most trustworthy anchorwoman wore a dark purple turtleneck under a black suit jacket. Of the two anchorwomen rated least trustworthy, one wore a white tank top and the other wore a grey t-shirt.

In the last slides, the anchorwoman wearing the darker color was rated most trustworthy by 54 percent of participants, while the anchorwoman wearing the lighter color was rated most trustworthy by 46 percent of participants.

Wardrobe Style

Participants rated anchorwomen wearing formal clothing (business suits, long-sleeved blouses, etc.) to be more trustworthy than anchorwomen wearing casual clothing (t-shirts, sleeveless blouses, etc.). In slides one through ten, the most trustworthy

anchorwomen are wearing formal clothing, while the three least trustworthy

anchorwomen are wearing a sleeveless tank top or t-shirt.

In the last slides, 87 percent of participants rated the anchorwoman wearing more

formal clothing more trustworthy, while only 13 percent of participants rated the

anchorwoman wearing more casual clothing more trustworthy.

Perceived Happiness

Participants rated happy-looking anchorwomen to be more trustworthy than

serious-looking anchorwomen. Perceived happiness is measured by the anchorwoman's

facial expression. If she is smiling with or without showing teeth, she is considered happy-

looking. If she is not smiling, she is considered serious-looking. These guidelines for

perceived happiness are determined by those defined in the Willis and Todorov (2006) and

Weiland (1997) studies.

In the first ten slides, the top five anchorwomen, rated most trustworthy, are happy-

looking. The bottom five anchorwomen, rated least trustworthy, are serious-looking.

In the remaining 15 slides, happier-looking anchorwomen were perceived as most

trustworthy by participants. Sixty percent of participants chose the happier-looking

anchorwoman to be most trustworthy, while 40 percent of participants selected the

serious-looking anchorwoman.

Ethnicity

Responses from the first ten slides show ethnicity does not appear to impact

perceptions of trustworthiness. The anchorwoman rated most trustworthy is Caucasian,

second is African-American, third is Hispanic or Latino, fourth is African-American and fifth

is Caucasian. The two anchorwomen participants rated least trustworthy are Caucasian.

Responses from the last 15 slides show no anchorwoman was chosen by more than 50 percent of participants in any slide; in other words, no anchorwoman won the majority of participant responses. Thus, participant ethnicity did not affect participant perceptions of trustworthiness in anchorwomen.

Viewers did not perceive anchorwomen of the same ethnicity as more trustworthy. For example, African-American participants did not rate the African-American anchorwomen more trustworthy than they rated non-African-American anchorwomen. In fact, the majority of African-American participants rated African-American anchorwomen less trustworthy than they rated anchorwomen of other ethnicities. This also is a trend in responses from Asian, Hispanic and Latino participants, who did not rate the anchorwomen of the same ethnicity more trustworthy than those of other ethnicities.

Age

In the first 10 slides, only two of the slides displayed anchorwomen aged 35 or older. Both of these older, more mature-looking anchorwomen rated in the top five most trustworthy anchorwomen; however, neither were number one.

In the last 15 slides, 69 percent of participants selected the mature-looking anchorwoman and only 31 percent of participants chose the younger-looking anchorwoman.

Weight

Overall, participant responses showed there is no relationship between an anchorwoman's weight and trustworthiness.

When participants were asked to rate the trustworthiness of one woman at a time, there was no relationship between weight and trustworthiness. Participants rated the anchorwoman of average weight to be the third most trustworthy anchorwoman out of ten.

Responses collected from the last 15 slides, on the other hand, showed that participants rated the below average weight anchorwoman to be most trustworthy as compared to the overweight anchorwoman. Seventy-nine percent of participants chose the below average weight anchorwoman, while only 21 percent of participants chose the overweight anchorwoman.

Part One: Likert Scale Responses

Trustworthiness	Hair Color	Hair Length	Wardrobe Color	Wardrobe Style	Happiness	Ethnicity	Age	Weight
#1 (most trustworthy)	Dark	Medium	Light	Formal	Smile	Caucasian	Young	Under
#2	Dark	Short	Dark	Formal	Smile	African-American	Mature	Under
#3	Dark	Medium	Light	Formal	Smile	Hisp/Latino	Young	Average
#4	Dark	Long	Dark	Formal	Smile	African-American	Young	Under
#5	Light	Medium	Light	Casual	Smile	Caucasian	Mature	Under
#6	Dark	Short	Light	Casual	Serious	African-American	Young	Under
#7	Dark	Short	Dark	Formal	Serious	Caucasian	Young	Under
#8	Light	Long	Light	Casual	Serious	Caucasian	Young	Under
#9	Dark	Long	Dark	Casual	Serious	Caucasian	Young	Under
#10 (least trustworthy)	Light	Short	Light	Casual	Serious	Caucasian	Young	Under

Participant Gender

The sample consisted of 19 females and 11 males. After separating the data by the gender of the participants, the results are no different than when gender is combined. In other words, men did not rate nonverbal cues differently than women. Thus, participant gender did not affect perceptions of trustworthiness in anchorwomen.

Participant Recognition

Participants who recognized one or more of the anchorwomen were still counted in the results because of the small number of completed surveys. Further, based on a discussion with the professor's teaching assistant following the survey's completion, there is reason to believe participants who initially thought they recognized an anchorwoman were wrong. The teaching assistant did not participate or submit a survey instrument, but she did view the photographs from the back of the classroom. Following the survey, the researcher asked if the teaching assistant had recognized any of the anchorwomen to which she replied, "Yes." The researcher then asked the teaching assistant to view a hard copy of the slides (see Appendix B, Slide Samples) and point to the anchorwomen she recognized. After taking a second look at the slides, the teaching assistant was unable to point to an anchorwoman she recognized on the hard copy. Thus, it is possible that participants, after viewing the photo for a very brief time, initially thought they recognized one or two of the anchorwomen in the slides and answered "Yes" to the last question on the survey (Did you recognize any of these women?), when, in fact, they had *not* actually recognized any of the anchorwomen.

This is an important and crucial observation. Why would someone "recognize" an anchorwoman at first glance and then not be able to pick them out later? A possible answer

to this question lies in the homogeneity of anchorwomen today. The "anchor look" is a

common term among journalists and viewers alike. Although no study has proved there is

such a thing, perhaps there is actually a truth to the idea that there is an "anchor look," and

participants would recognize the traits that make up this homogenous "anchor look."

Because they recognize the "look," participants may claim to recognize an anchorwoman on

first glance, even though they'd never actually seen the woman before (Bainbridge, 2010;

Bernt, Bradshaw, & Foust, 2009; Craft, 1986; Park & Lennon, 2008).

Another possible answer lies in the brevity of exposure each participant was

allowed to the photos. Short exposure can lead participants into seeing a "familiar face,"

even though they've never seen the person before (Bainbridge, 2010). After only a short

glance, traits common to a participant's friends, family, coworkers, and/or acquaintances

may cause the participant to believe they recognize the photo when, in fact, they actually

only recognize certain traits (Bainbridge, 2010; Park & Lennon, 2008).

DISCUSSION & CONCLUSIONS

Participant responses show that some nonverbal cues affect perceptions of trustworthiness of television anchorwomen. Overall, the nonverbal cues hair color, wardrobe style, perceived happiness and age affect initial perceptions of trustworthiness. The nonverbal cues hair length, wardrobe color, ethnicity and weight do not affect initial perceptions of trustworthiness.

A relationship between hair color and viewer preference was previously noted in Weiland's 1997 study, finding that viewers prefer brunette anchorwomen to blonde anchorwomen. Participant responses in this study support Weiland's findings, suggesting that viewers find anchorwomen with darker hair to be more trustworthy than light-haired anchorwomen.

This study found that anchorwomen wearing more formal clothing, like a business suit jacket or a turtleneck, are perceived as more trustworthy than an anchorwoman wearing casual clothing, like a t-shirt or sleeveless top. These results support the work of previous researchers (Bainbridge, 2010; Lount, Zhong, Sivanathan, & Murnighan, 2008; Zoonen, 1998) who found that nonverbal cues like wardrobe style play a large role in an anchorwoman's general appearance.

The current study found that participants overwhelmingly rated happy-looking anchorwomen who are smiling to be more trustworthy than serious-looking anchorwomen. Previous studies (Oosterhof, & Todorov, 2008; Weiland, 1997) support this finding. Oosterhof and Todorov's 2008 study found that people who are considered happier are considered more trustworthy. Weiland's 1997 study found that viewers prefer to watch a happy anchorwoman to a serious anchorwoman.

Oosterhof and Todorov's 2008 study found that people who are more mature looking are perceived as more trustworthy. The current study supports that finding. Participants rated older, more mature-looking anchorwomen to be more trustworthy than younger-looking anchorwomen.

The current study cannot draw conclusions regarding wardrobe color and perceptions of trustworthiness. A study (Hemphill, 1996) researched colors and their "moods," finding that participants consider bright colors (pink, white, red, yellow, blue, green and purple) to elicit positive emotions, with dark colors (brown, black and gray) eliciting negative emotions. Weiland's 1997 results do not match those found in this study. This study found that wardrobe color does not influence perceptions of trustworthiness. Weiland's study found that anchorwomen wearing yellow are preferred by viewers over anchorwomen wearing blue, or more generally, that wardrobe color *does* influence viewer's perceptions of anchorwomen (Weiland, 1997). Even though the current study would dispute Weiland's findings that color influences viewer preference, this study's sample number and measurements do not mirror those of Weiland's study; therefore, it is unfair to make any valid arguments against Weiland's findings for the variable, "wardrobe color."

The current study shows that "hair length," "ethnicity" and "weight" do not affect initial perceptions of trustworthiness. These nonverbal cues have not been previously studied and, thus, do not support or dispute any past research.

This study did not find a significant difference in male and female responses for any of the variables. The findings of the current study conflict with Weiland's 1997 study that found male respondents rated some nonverbal cues differently than female respondents. In

particular, Weiland found that males rated blonde anchorwomen more trustworthy than brunette anchorwomen, while women's responses were more evenly distributed for hair color (Weiland, 1997). Even though the current study conflicts with Weiland's findings that gender influences viewer preference, this study's sample is not large enough to make any valid arguments against Weiland's findings for gender preference.

It's important to recognize the significance in two of these findings: (1) male and female responses did not differ in their perceptions of trustworthiness, and (2) ethnicity made no difference in participant perceptions of trustworthiness. These results represent societal changes and are a sharp contrast to television news employment in 1990 when white, male anchors, reporters and sources were preferred, as only 16.3% of major U.S. network journalists were female (Liebler & Smith, 1997; Smee, 2004). Even still, in 2001 only 15 percent of ABC, NBC and CBS's expert sources were female (Smee, 2004). In recent years, women in newsrooms are becoming more common as it hovers around 40 percent of the total television news workforce (RTDNA, 2010).

Because on-air diversity was once an anomaly, special attention also should be given to results that showed "ethnicity" did not affect participant's perceptions of trustworthiness in anchorwomen (Smee, 2004). In 2005, minorities made up 22.2 percent of the television news business—this includes men and women (RTDNA, 2006). The percentage of minorities in television continues to hover around the 20 percent (RTDNA, 2010). Participant responses show a shift in society's ability to accept other genders and ethnicities. The viewer preferences, or lack there of, from this study can only dissolve any reservations about women and minority journalists, and persuade newsrooms to hire more women and minorities for on-air reporting.

Sample

It is noteworthy to mention that the majority of participants did not need the full five, ten, fifteen or twenty seconds to make their judgments and mark their answers. Participants were able to make judgments more quickly than expected. This supports Willis and Todorov's (2006) key finding that 100 milliseconds, or a tenth of a second, is enough time for participants to make accurate judgments of a static image's trustworthiness, competence, likability, attractiveness and aggressiveness (Willis, & Todorov, 2006).

There is more than enough evidence and data to conclude that first impressions are highly important to viewers, especially for television viewers. Television news organizations need to consider conclusions from previous studies like this one in order to create and develop a viewer-driven image of trustworthiness in their broadcasts. A TV newscast's anchor is the first element a viewer will judge. According to the results of this study and previous studies, if a viewer initially trusts the anchor she sees, she will keep watching. When TV news organizations employ anchors who are considered trustworthy to their viewers, they jump-start the coveted connection of loyalty between the anchor(s) and the viewer. Loyal connections between anchors and viewers establish an audience, which profits the news business, and finally, provides a foundation for a successful news station or network.

Overall

The current study suggests participants are more likely to trust older-looking, dark-haired anchorwomen wearing formal, business attire and smiling than younger-looking, light-haired anchorwomen wearing casual clothing and not smiling. The results also suggest hair length, wardrobe color, ethnicity and weight do not affect participants'

perceptions of the trustworthiness of anchorwomen. The findings were consistent across gender and ethnicity.

Some of these findings, maturity for example, may be contrary to conventional wisdom or past practice in the newsroom, where young, blonde-haired anchorwomen only held a chair next to their male anchors (Engstrom & Ferri, 2000; Smee, 2004; Tan, 2009). The findings illustrate societal changes in the U.S. population: people are less resistant to change and more willing to accept others. In terms of television news anchorwomen, the population is more welcoming to gender, ethnicity and age differences. In today's newsroom, women anchors are common, even sole women anchors. If Christine Craft were in the anchor chair today, for example, she most likely would have stayed employed, and perhaps even perceived as more trustworthy, as she aged (Craft, 1986).

Although the number of study participants and the method through which the sample was drawn hinders the generalizability of the results, they are still considered valuable because they largely support those found in previous research. The research and results from this study draw a noteworthy implication for newsrooms: appearance does affect their viewers' initial judgments of trustworthiness. Especially since the 1980s, when libel suits ran frequently through the Supreme Court, news media businesses have struggled to fill the credibility gap between them and their readers and/or viewers. In October 1984, for example, *Newsweek* published a poll showing that the majority of Americans had little to no faith in the press (Forde, 2008). The *Newsweek* poll found television news held a 26% confidence rating and newspaper reporting held a 34% confidence rating (Forde, 2008). A recent poll by The Pew Research Center for the People & the Press evaluated American's trust in the press from 1985 to present and found the

results remain negative ("Press widely criticized," 2011). According to the Pew poll 66% of Americans say news stories are inaccurate, 77% think news organizations are biased and 80% feel news businesses are influenced by "powerful people and organizations" ("Press widely criticized," 2011). Because a viewer's first impressions of trustworthiness often stem from the station's anchor, television stations and networks need to employ anchors who create an image of trustworthiness to grab the viewer. From the results, it appears maturity, wardrobe style, perceived happiness and hair color have the greatest affect on viewers' perceptions of trustworthiness in anchorwomen. As the process goes, once the viewer is initially convinced a TV news station is trustworthy, he or she will continue to watch. As the viewer watches, then, he or she will make subsequent judgments based on the station's ability to produce and report the news.

Personal Reflection

After a couple coffee dates or ice cream outings, new friends often tell me, "You're different than I thought you were." Followed by a seemingly innocent compliment, "You're so smart!" or "You're so nice!"

This, naturally, never ceases to pique my interest, as well as confuse me.

How am I representing myself to the passerby or my colleagues? What is it about my appearance and general demeanor that causes people to make inaccurate judgments of my character?

As I continue to meet new people at work, school and in social settings, I've noticed I'm not the only woman with these problems. So often, people inaccurately judge others by their first impressions, no matter how miniscule the interaction. Driven by my curiosity, as I so often am, I took off on this search to find what exactly sparks these judgments.

Reading the above statements gives off an ease of subject choice—find a problem, ask a question, learn the solution. The truth, though, is so far from simple. Some students seem to pull the greatest thesis idea out of a hat without a wink; I was not one of those people. My thesis director, Dr. Marianne Barrett, can attest to the numerous coffee outings and lunch hours we spent going over ideas. Back and forth we toyed with new ideas. It seems like ages ago when Marianne finally asked me, "What questions do you have about life?"

A compelling question for any competent soul, I thought, and spent the next couple days thinking it over. Irony struck, as it often does, and a scenario much like the one above almost sped by me *again* before I asked the question: *How do people get these impressions of me?*

Sparked with excitement, I proposed the idea to Marianne and asked her advice. More details and specifics later, I had a thesis. I naively thought, without any recollection of my past experiences with research, the hardest part was over. That moment makes me laugh now; how free I felt then!

I threw myself into research, study, literature, everything. I started asking people, "What does your ideal, trustworthy anchorwoman look like?" Some people responded quickly without hesitation, as if they had thought the answer before. Some people thought hard and thoroughly before answering, but still replied with the most specific details. And, as college campuses must go, some people shrugged, laughed and denied me a response. I'll never forget a good friend of mine who promptly and confidently answered, "I'd like a beautiful blonde woman wearing a pink suit jacket and a big, white smile." Despite his sincerity, his view of a trustworthy news anchorwoman actually conflicts with the results gathered from this thesis and others mentioned in the literature review.

After I knew my questions were valid and the answers were measurable, I began the long process of research. As I dug through psychological journals and sociology bulletins, the results of previous studies were staggering—there was something real here.

I began at the very beginning: *How important are first impressions*? As discussed in the literature review, first impressions are invaluable to the future of any relationship, professional or personal. If a poor first impression doesn't totally ruin the relationship at the beginning, it severely hinders its potential. And although people occasionally misjudge my character, studies show the majority of observers make extremely accurate judgments from a first impression. More importantly, observers make extremely accurate judgments of trustworthiness from a first impression.

My follow-up question became: *What affects these judgments of character, and specifically, judgments of trustworthiness?* Conveniently, most of the researchers whose work I cited conducted their experiments using still images and/or still frames of unknown people. Hence the term "nonverbal cues," representing a person's physical traits and movements.

The foundation for my thesis was set. I proved that first impressions are not only important and extremely accurate, but also that initial judgments of trustworthiness are based on nonverbal cues. The last question tied the research to my past and future career: *How does this relationship affect television news anchorwomen?*

My three years at the Walter Cronkite School of Journalism and Mass Communication have taught me a lot of things, but perhaps the most important and universally stressed lesson is that a journalist's alliance and purpose always lies with the truth. The truth is, in fact, the news; fallacy accomplishes nothing and teaches our viewing public nothing except that journalists are sometimes wrong and/or untrustworthy. Three years as a broadcast journalism student have also taught me that the power in telling a story with clear, emotional, still and/or moving images, along with sound, voice, graphics, and so forth, is always more effective than the text and still images of competing newspapers and magazines.

Because television is so directly associated with, literally, the audience's vision, and because we know viewers can quickly and accurately assess trustworthiness, the visual product of a newscast is overwhelmingly important; therefore, news stations and networks are sure to employ television anchors who both look and act trustworthy; trustworthy, here, is defined by the station or network. This thesis focuses on how trustworthy is

defined by the viewers, specifically by an anchorwoman's viewers.

I chose to study anchorwomen alone, instead of both female and male anchors, for a few reasons. First, studies and news articles have reported that female anchors receive an overwhelming amount of criticism regarding their appearance from supervisors, co-workers and viewers, especially compared to their male counterparts. Second, participant responses are far more accurate as the number of measureable variables decreases in any study; thus, participant responses are more accurate because this study only surveyed female anchors and not both female and male anchors.

Originally, I had thought an online survey using SurveyMonkey.com would have been the best way to collect results and reach a large group of demographically diverse people. After discussing the number of controlled and measured variables with my director, though, we decided the best way to conduct the study and eliminate extraneous variables was to administer a survey to a large lecture class at Arizona State University.

After getting approval from the course professor and the University's Institutional Review Board, a time and date to administer the study was set with the professor. The enrollment number was 140 students and I was to administer the study during class hours. Only 30 came to class that day. I was disappointed at the class turnout for the study, but remained optimistic and conducted the study anyway. The study was conducted very smoothly and the students responded respectfully and listened carefully. Besides a small technical hiccup starting the projector, there were no other technical issues once the survey was officially started. Although the student turn out was significantly smaller than expected, the results collected did, in fact, deliver some noteworthy results.

I was surprised to see that students, overall, did not take the given time to view and

assess the photograph before marking answers. It seems that viewers really only do need 100 milliseconds to confidently make judgments of trustworthiness (Willis, & Todorov, 2006). Even though I had read and finished my research prior to conducting the classroom study, it still shocked me to watch the participants make judgments so quickly.

Participants' ability to make quick judgments is a notable implication for television news stations and networks. Results from this thesis and previous studies show that viewers take into consideration an anchorwoman's hair, wardrobe, smile and her maturity level—and within milliseconds of watching them! It is so important for newsrooms to understand their viewers before they try to create the image of trustworthiness each newsroom, no doubt, strives to bring its viewers. In the end, journalism is still a business; newsrooms need to cater to their customers' (viewers) needs by employing anchors who both emulate the newsroom's credo *and* look the way their viewers perceive most trustworthy. To do this, I think, television news stations and networks need to consider previous research and continue to do their own research in order to find the image their audience wants. In business, the customer is king. In news, the viewers are king. Journalists need loyal viewers in order to keep the business going and continue to educate and inform the world.

All study results were recorded in an Excel work sheet and assessed. Although some results did not make new findings, it was gratifying to see that participants were unpredictable in their answers. If all participants overwhelmingly gave the same responses and I found strong conclusions between every variable, I could confidently say that anchorwomen need to look one way—the "anchor look," as they say. But because participant answers varied, I believe an anchorwoman's trustworthiness is also determined

by her ability to report and connect with her viewers, not just by the way she looks through a television screen. It is true that participants will judge an anchorwoman's trustworthiness by her looks in milliseconds, and most likely before they *really* listen to her report; but because I cannot say there is an "anchor look," an anchorwoman's ability to report and prove her intelligence should still be highly valued by television networks and stations. This is a comforting thought, and one that instills a certain amount of hope in society's ability to care about what actually matters: an intelligent, quick, responsible, reliable and trustworthy anchorwoman—as opposed to what's materialistic and popular, like an anchorwoman's hairstyle, wardrobe color or ethnicity.

But, like a true researcher, it was still gratifying to find some results worth documenting. Hair color, wardrobe style, perceived happiness and age affect perceptions of trustworthiness in anchorwomen. Alas! The efforts and ideas behind two years worth of research was not spoiled! My thesis made one new finding: wardrobe style affects perceptions of trustworthiness in anchorwomen. The study found that participants are more likely to trust an anchorwoman wearing formal business attire than an anchorwoman wearing casual clothing.

If I had to do it all over again, I would have spent more time studying the structure of a scientific research paper before even beginning my own research. Because I did not understand the basic structure or outline of a scientific study until two or three months into my research, I had to rewrite and restructure large parts of my paper. This may have given me more time to administer the study to more than one classroom. I am disappointed by my sample size, and I wish I had had more time to recruit more students after administering the first test. It was hard to grapple with the implications: I cannot

generalize for a sample of 30 students and I did not have time to widen my sample size.

On the other hand, I would not have changed my thesis idea or the path it took me in any way. My freshman year, when thesis banter began, everyone told me to choose an idea that I absolutely *loved* and one that interested me to the core because by the end of the work, I would loath the subject otherwise. I'm still very happy and satisfied with my topic and its results—even though it's taken me down the rabbit hole and back a couple times! I would not have changed my survey instrument, either. I am happy that I chose to replicate the work of previous researchers. From choosing and editing the photos to creating the response sheet to collecting results, I feel the process was accurate, thorough, and simple but challenging.

I've compiled the findings and results in this thesis paper for the Barrett Honors College at Arizona State University. The work and patience fed into this thesis was no minor feat; however, the hard work was a gratifying experience. I'm now a better researcher and a more concise writer. I also have a far broader appreciation for science writing and editing.

I'd like to take the space here to sincerely thank Dr. Marianne Barrett, my go-to mentor and thesis director, for all her guidance, patience and editing help. This completed thesis would not have been possible without the techniques and suggestions she provided. I'd also like to thank Dr. Dennis Russell for allowing me to use his classroom for my experiment and his agreement to serve as my third reader. Last but not least, I'd like to thank Mark Lodato for being my second reader and for his support throughout the project.

WORKS CITED

(2011). Press widely criticized, but trusted more than other information sources . *Pew Research Center for the People & the Press*, Retrieved from http://people-press.org/2011/09/22/press-widely-criticized-but-trusted-more-than-other-institutions/

Albright, Linda, Kenny, David A., & Malloy, Thomas E. (1998). Consensus in personality judgments at zero acquaintance. *Journal of Personality and Social Psychology*, *3*(55).

Allan, S. (1998). News from nowhere: televisual news discourse and the construction of hegemony. *Approaches to Media Discourse*, 105-141.

Ambady, Nalini, Bernieri, Frank J., & Richeson, Jennifer A. (2000). Toward a histology of social behavior: judgmental accuracy from thin slices of the behavioral stream." *Advances in Experimental Social Psychology*, *32*, 201-256.

Ambady, Nalini, Hallahan, Mark, & Rosenthal, Robert. (1995). On judging and being judged accurately in zero-acquaintance situations. *Journal of Personality and Social Psychology*, *3*(69).

Bainbridge, Jason. (2010). 'And here's the news': analysing the evolution of the marketed newsreader. *Media Culture & Society*, *32*(2), 205-215.

Berg, Joyce, Dickhaut, John, & McCabe, Kevin. (1995). Trust, reciprocity, and social history. *Games and Economic Behavior*, *10*.

Bernt, Joseph P., Bradshaw, Katherine A., & Foust, James C. (2009). Pressured to look good: tv anchors and gendered personal appearance. *Research in Depth*, 6-11.

Borkenau, Peter, & Liebler, Anette. (1992). Trait inferences: sources of validity at zero acquaintance. *Journal of Personality and Social Psychology*, *4*(62).

Borkenau, Peter, & Liebler, Anette. (1995). Observable attributes as manifestations and cues of personality and intelligence. *Journal of Personality*, *1*(63).

Brandit, A. (1980). Face reading: the persistence of physiognomy. *Psychologist Today*, (90).

Baum, Matthew. (2003). *Soft news goes to war: public opinion and American foreign policy in the new media age*. Princeton: Princeton University Press.

Burgoon, J. K., Buller, D. B., & Woodall, W. G. (1996). Nonverbal communication: the unspoken dialogue. *Journal of Nonverbal Behavior*, *2*.

Cathcart, William L. (1969). Viewer needs and desires in television newscasters. *Journal of Broadcasting*, *14*(1).

Craft, Cristine. (1986). *Christine craft: an anchorwoman's story*. Santa Barbara: Capra Press.

Committee of Concerned Journalists, Initials. (1997). Principles of journalism. *Journalism.org*, Retrieved from http://www.journalism.org/resources/principles

Coupland, N. (2001). Stylization, authenticity and TV news review. *Discourse Studies*, *3*(1), 413-442.

Cunningham, S. and G. Turner (eds) (2007) The Media in Australia: Industries, Texts, Audiences, 3rd ed. New South Wales: Allen and Unwin.

Engstrom, E., Ferri., A.J. (1998). From barriers to challenges: Career perceptions of women TV news anchors. Journalism and Mass Communication Quarterly, 75, 789-802.

Engstrom, E., & Ferri, A.J. (2000). Looking through a gendered lens: Local U.S. television news anchors' perceived career barriers. *Journal of Broadcasting & Electronic Media, 44,* 614-634.

Ferri, Anthony J., & Keller, Jo E. (1984). Perceived career barriers for female television news anchors. *Journalism Quarterly*, 463-467.

Forde, K. R. (2008). *Literary journalism on trial*. (p. 124). Massachusetts: University of Massachusetts Press.

Freeman, Miller. (1998, April 09). When first impressions count. *Building Design*.

Gutgold, N. D. (2008). *Seen and heard. the women of television news.*. (p. 19). Lanham, MD: Lexington Books.Retrieved from http://books.google.com/books?hl=en&lr=&id=qP9zDuGXrGUC&oi=fnd&pg=PR9&dq=tele vision+news+consultants+stylists&ots=wPS9Mfsx7D&sig=-Bd3Al5gjkUNE0dFralG7-xNzSM#v=onepage&q=consultant&f=false

Hall, J. A., Andrzejewski, S. A., Murphy, N. A., Mast, M. S., & Feinstein, B. A. (2008). Accuracy of judging others' traits and states: comparing mean levels across tests. *Journal of Research in Personality*, *42*, 1476-1489.

Harp, Dennis A., Harp, Shelley S., & Stretch, Shirley M. (1985). Apparel impact on viewer responses to television news anchorwomen. *Southwestern Mass Communication Journal*, *1*(1), 49-60.

Hassin, Ran, & Trope, Yaacov. (2000). Facing faces: studies on the cognitive aspects of physiognomy. *Journal of Personality and Social Psychology*, *78*(5), 837-852.

Hemphill, M. (1996). A not on adult's color-emotion associations. *Journal of Genetic Psychology*, *157*, 275-271.

Holmes, J. G. (1991). Trust and the appraisal process in close relationships. *Advances in Personal Relationships: A Research Annual*.

Houlberg R. & Dimmick, J. (1980). Influences of TV newscasters on-camera image. *Journalism Quarterly, 57,* 481-485.

Kelley, H. H. (1979). Personal relationships: their structures and processes. *Journal of Social and Personal Relationships*, *35,* 39.

Kim, P. H., Ferrin, D. L., Cooper, C. D., & Dirks, K. T. (2004). Removing the shadow of suspicion: the effects of apology vs. denial for repairing ability vs. integrity-based trust violations. *Journal of Applied Psychology*, *89*.

Knapp, M. L., & Hall, J. A. CommGAP, External Affairs Vice Presidency. (2005). *Nonverbal communication in human interaction*. Washington, D.C.: The World Bank.

Kpho cbs 5 news. (n.d.). Retrieved from http://www.kpho.com/index.html

Ksby nbc 6 news. (n.d.). Retrieved from http://www.ksby.com/news/

Lavater, Johann Caspar. (1789). *Essays on physiognomy; for the promotion of the knowledge and the love of mankind. written in the german language by j. c. lavater, and translated into english by thomas holcroft. illustrated by three hundred and sixty engravings*. London, England: Eighteenth Century Collections Online.

Lewicki, Roy J., & Bunker, B. B. (1995). Trust in relationships: a model of trust development and decline. *Conflict, Cooperation and Justice: Essays inspired by the work of Morton Deutsch*.

Liebler, C.M., & Smith, S.J. (1997). Tracking gender differences: A comparative analysis of network correspondents and their sources. *Journal of Broadcasting & Electronic Media, 41,* 58-68.

Lount, Robert Jr. B. (2010). The impact of positive mood on trust in interpersonal and intergroup interactions. *Journal of Personality and Social Psychology*, *98*(3), 420-433.

Lount, Robert Jr. B., Zhong, Chen-Bo, Sivanathan, Niro, & Murnighan, J. Keith. (2008). Getting off on the wrong foot: the timing of a breach and the restoration of trust. *Society for Personality and Social Psychology, Inc.*, *34*(12), 1601-1612.

McLarney-Vesotski, Amber Renee, Bernieri, Frank, & Rempala, Daniel. (2005). Personality perception: a developmental study. *Journal of Research in Personality*, 1-21.

Meyerson, Debra, Weick, Karl E., & Kramer, Roderick M. (1996). Swift trust and temporary groups. *Trust in Organizations: Frontiers of theory and research*, 100-102.

Naumann, Laura P., Vazire, Simine, & Rentfrow, Peter J. (2009). Personality judgments based on physical appearance. *Personality and Social Psychology Bulletin*, *35*(12).

Naylor, Rebecca Walker. (2007). Nonverbal cues-based first impressions: impression formation through exposure to static images. *Marketing Letters*, *18*(3), 165-179.

Oosterhof, Nikolaas, & Todorov, Alexander. (2008). The functional basis of face evaluation. *Department of Psychology, Princeton University*, *105*(32), 11087-11092.

Park, H. & Lennon, S. J. (2008). Beyond physical attractiveness: interpersonal attraction as a function of similarities in personal characteristics. *Clothing and Textiles Research Journal*, *26*(4), 275-281.

Prickett, Tricia, Bernieri, Frank, & Gada-Jain, Neha. (2000). The importance of first impressions in a job interview. *Midwestern Psychological Association*.

Rempel, John K., Holmes, John G., & Zanna, Mark P. (1985). Trust in close relationships. *Journal of Personality and Social Psychology*, *49*.

Reynolds, D'Arcy J., & Gifford, Robert. (2001). The sounds and sights of intelligence: a lens model channel analysis. *Personality and Social Psychology Bulletin*, *27*(2).

Riggio, Ronald E., Widaman, Keith F., Tucker, J. S., & Salinas, C. (1991). Beauty if more than skin deep: components of attractiveness. *Basic and Applied Social Psychology*, *12.*

RTNDA. (2006). Minorities gain on local television news staffs. *Radio Television Digital News Association*, 1-3. Retrieved from: http://www.rtnda.org/pages/posts/minorities-gain-on-local-television-news-staffs33.php

RTNDA. (2010). Rtdna/hofstra survey: number of minority journalists down in 2009; story mixed for femal journalists. *Radio Television Digital News Association*, 1-3. Retrieved from: http://www.rtdna.org/pages/posts/rtdnahofstra-survey-number-of-minority-journalists-down-in-2009-story-mixed-for-female-journalists1083.php?g=160

Smee, Thomas W. (2004). Does a news anchor's gender influence audience evaluations of the anchor? *Media Report to Women*, *1*(1), 13 & 14.

Sunnafrank, Michael, & Ramirez, Artemio. (2004). At first sight: persistent relational effects of get-acquainted conversations. *Journal of Social and Personal Relationships*, *361*(21), 361-377.

Tan, Sabine. (2009). The semiotic function of clothing and gender roles on broadcast business news. *Business Communication Quarterly*, *1*(1), 368-371.

Todorov, Alexander. (2008). Evaluating faces on trustworthiness. *Department of Psychology and Center for the Study of Brain, Mind and Behavior, Princeton University*, 208-224.

Weaver, D. H., & Wilhoit, G. C. (1996). *The american journalist in the 1990s*. Mahway, NJ: Lawrench Erlbaum Associates, Publishers.

Weiland, Scott J. (1997). An examination of how a news anchor's appearance affects viewers' perceptions of the anchor. *A Thesis: Department of Telecommunications, Kutztown University*.

Willis, Janine, & Todorov, Alexander. (2006). First impressions: making up your mind after a 100-ms exposure to a face. *Psychological Science*, *17*(7), 592-598.

Zebrowitz, Leslie A., Hall, Judith A., Murphy, Nora A., & Rhodes, Gillian. (2002). Looking smart and looking good: facial cues to intelligence and their origins. *Society for Personality and Social Psychology, Inc.*, *28*(2), 238-249.

Zebrowitz, Leslie A. (1997). Reading faces: window to the soul? *Philological Quarterly*, *76.*

Zoonen, Liesbet van. (1998). A professional, unreliable, heroic marionette (m/f: structure, agency and subjectivity in contemporary journalisms. *European Journal of Cultural Studies*, *1*(123), 123-126.

Appendix A, Survey Instrument

For slides **#1-#10** rate each anchorwoman from **1-5.**

1-very untrustworthy **2**-untrustworthy **3**-neutral **4**-trustworthy **5**-very trustworthy

#1	1	2	3	4	5
#2	1	2	3	4	5
#3	1	2	3	4	5
#4	1	2	3	4	5
#5	1	2	3	4	5
#6	1	2	3	4	5
#7	1	2	3	4	5
#8	1	2	3	4	5
#9	1	2	3	4	5
#10	1	2	3	4	5

For slides **#11-#25** choose the anchorwoman you think is most trustworthy.

#11	A	B
#12	A	B
#13	A	B
#14	A	B
#15	A	B
#16	A	B
#17	A	B
#18	A	B	C
#19	A	B

#20	A	B	C
#21	A	B	C
#22	A	B
#23	A	B
#24	A	B
#25	A	B	C	D

Please Answer the Following Questions:

1. Please circle one:

    Male   Female

2. Please circle one:

    African American   American Indian   Asian,

    Hispanic/Latino   Caucasian   Other

3. Please write your age:

4. Did you recognize any of these women? Circle one:

    Yes   No

Appendix B, Survey Slide Samples

SLIDE

#1

#2

#3

#4

#5

#6

#7

#8

#9

#10

#11

| A | B |

#12

| A | B |

#13

| A | B |

#14

A   B

#15

A   B

#16

A   B

#17

A   B

#18

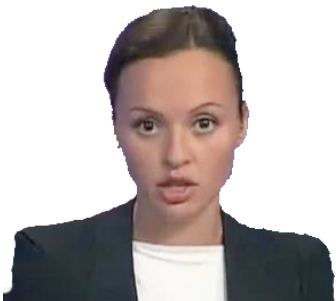A   B   C

#19

A   B

#20

A   B   C

#21

A   B   C

#22

A   B

#23

A   B

#24

A   B

#25

A   B   C   D