Judging by First Impressions: The Impact of Appearance for Working Women

Abstract: Impressions of others tend to be remarkably well-calibrated, and they often rely on cues in the face and body. In this talk, I will showcase the ubiquitous impact of gendered facial cues on consequential social judgments ranging from competence to scientific acumen. First, I will show that gendered facial cues shape impressions and evaluations of other people, with an emphasis on how “looking the part” impacts perceived competence in both politicians and scholars. Then I will extend these observations to a group level, describing the important implications of visible gender diversity workplace settings for bolstering feelings of fit/belonging and minimizing perceived hostility and sexism.