HAIGAZIAN UNIVERSITY

Perceived Attractiveness of Males and Females as a Function of Sexual Orientation

Layal Jamal Sleeq

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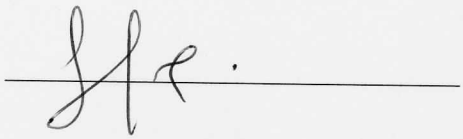

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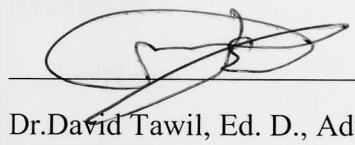

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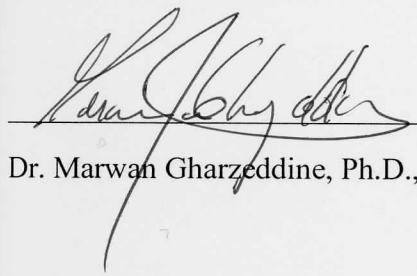

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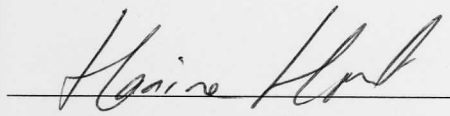

Dr. Hanine Hout, Ed. D., Reader

Table of Contents

Abstract

Whether sexual orientation effected the perception of physical attractiveness was investigated in two studies using M. Dew's (1985) attractiveness rating scale. Heterosexual college students (n=100) and homosexual participants from the Helem institute (n=100) were asked to rate a photograph of either a female or a male using the attractiveness rating scale. In the first study, results revealed that sexual orientation effected attractiveness ratings. The secondary study, inspired by findings of the first study, had bisexual participants from the Helem institute (n=25) rate both the male and the female photograph using the same rating scale. Results were in line with the potential mate theory approach to perceived attractiveness.

Perceived Attractiveness of Males and Females as a Function of Sexual Orientation

Within the field of social psychology, numerous studies have been conducted to investigate gender differences across a number of behavioral and cognitive tasks. Previous research revealed that gender differences were highly noticeable with regard to the perception of attractiveness. This area has been extensively researched, since the role of attractiveness is of prime importance in the daily interaction amongst individuals. Studies concerned with investigating the differences in perceptions of attractiveness between males and females have found that when women perceive men as physically attractive, they also perceived them to be academically successful; whereas, women who were perceived as physically attractive by men were judged as negative academically lacking (Chia, Allred, Grossnickle, and Lee, 1998). Another study found a correlation between physically attractive women and assertiveness (assertiveness was measured using the College Self-Expression scale), which suggested that the more attractive a woman was, the more assertive she was in social situations (Campbell, Kleim, Olson, 2001). Furthermore, Brown & Cash (2001) found that raters who found females friendly, also found them attractive. To test the notion that males tend to rely on physical attractiveness when choosing a mate (as opposed to females) Gottschall (2008) found that across cultures, information on physical attractiveness was much more important when describing females versus male characters. O'Hagen, Johnson, Lardi, and Keenan (2003) found that males were generally very influenced by female physical attractiveness when choosing a mate, and females were more interested in the financial status of a male when deciding on a desirable partner. Singh (2004) found that males tended to rate women with attractive figures as more unfaithful partners than their unattractive counterparts, which suggested that males felt threatened by attractive females when choosing a partner. In a similar study, McKelvie (1993) found that, when rating facial

attractiveness, both males and females rated "pleasant looking" faces as possessing positive personality traits in contrast to "unpleasant looking" faces, which received negative personality traits. Cann (2001) found that there is a relationship between social competence and perceived physical attractiveness. According to the study, people who were perceived as socially competent were also perceived to be physically and socially attractive. Similarly, Cash & Dunca (1984) found that both male and female Black American college students associated physical attractiveness with "socially desirable personalities".

In studies investigating the role of perceived attractiveness, general findings have all been rooted in the "what is beautiful is good phenomenon", which suggested that individuals who were perceived as physically attractive were also perceived to be socially desirable. These findings have provided researchers with much needed insight as to the nature and implications of physical attractiveness, and how individuals tend to draw certain inferences about one another based solely on perceived attractiveness.

Although gender differences regarding the perception of physical attractiveness have been studied using heterosexual samples, there seems to be a gap within this area of research concerning homosexual perceptions of attractiveness. Some studies have been conducted in the past to address the issue of homosexuality and partner choice, but these studies fell short to investigate the differences that sexual orientation had on the perception of physical attractiveness. Homosexual samples should be included in attractiveness research, since such a population would provide researchers with a better understanding regarding the nature of perceived attractiveness in relation to the rater's sexual orientation. In a study which investigated what homosexual men and women look for when choosing a long- term or a short- term partner, Regan, Medina, and Joshi (2001) found that both homosexual males and females exhibited their

preferences in internal personality characteristics (such as intelligence) and the importance of family (whether a partner is family oriented) when assessing a long-term relationship, a finding that coincided with previous research which was conducted using heterosexual participants. They also found that both homosexual males and females stressed the importance of physical attractiveness when assessing a potential short term, sexual partner; a finding that also matched previous studies that used heterosexual samples. This study also revealed that homosexual males and females differed in what they consider more important when assessing potential long- term or short-term partners. Specifically, they found that homosexual males valued honest and trustworthy short- term partners more than homosexual females, and homosexual females valued a long term partner who was highly family-oriented. Homosexual males, however, did not necessarily look for or value a long-term partner who was family- oriented. These findings were also present in heterosexual partners, suggesting that, homosexual and heterosexual females valued similar characteristics in a partner. This also applied to homosexual and heterosexual males.

Studies like the one conducted by Regan et al. (2001) have found that homosexual and heterosexual samples had different perceptions regarding partner choice. Such studies provided researchers with some insight regarding the effect of sexual orientation on partner choice. Studies like these have been used to compare individuals of different sexual orientations across a number of social interactions, yet these studies are still considered lacking.

While this area of research has been applied to the heterosexual population, there is a large deficiency in research regarding the homosexual population. This is true in Western countries, and even more evident in Lebanon, where homosexuality is regarded as a social taboo. Homosexuality is generally socially unacceptable in Lebanon; a patriarchal society that views

homosexuality as a taboo. In addition, according to Article 534 of the Lebanese Penal system, homosexuality is illegal and is punishable by law (www.Lebarmy.gov.lb). Due to the society's negative attitude toward this social group, statistical data and empirical research are highly lacking. The current research was aimed at addressing this underrepresented population, and to provide a point of departure for future research within this field. Research using a homosexual sample would help researchers understand the role that sexual orientation plays in a number of areas.

Statement of the Problem

There are 3 main factors associated with sexual orientation and its effect on the perception of attractiveness. These factors are:

A. the abundance of research concerning heterosexuals (in relation to perceived attractiveness) and not individuals of different sexual orientations,

B. the lack of comparative research concerning differing sexual orientations and what implications could arise as a result of these different orientations, and

C. the difficulty associated with collecting data regarding individuals of different sexual orientations due to negative social perceptions of these individuals.

A: Gender differences

Although previous research has addressed gender differences in the perception of attractiveness, further investigation is needed in order to determine whether sexual orientation \ affects the perception of attractiveness. Research concerning inter gender differences in perceived attractiveness would give researchers a better understanding about why a certain individual is perceived to be attractive, and whether sexual orientation will influence attractiveness ratings.

B: Lack of comparative research

Since studies assessing perceived attractiveness have been conducted using heterosexual samples, adding homosexual samples to such studies would provide more adequate results that would represent the population more realistically. Since this has not taken place yet (with the exception of a few studies) researchers have limited knowledge regarding the nature and social implications of sexual orientation. This lack in research may stem from the fact that, in Lebanon, homosexuality is stigmatized.

C: Social constrictions

Since homosexuality is generally frowned upon within Lebanese society, many researchers may have avoided conducting studies using homosexuals. As a result of this, the homosexual population within Lebanon is underrepresented in almost all psychological research.

Background and Need

Research within this field using a homosexual sample will add to existing knowledge about perceived attractiveness. Although there has been considerable background literature regarding heterosexual perceptions of attractiveness, this study addresses the perceptions of homosexual participants, which will provide more insight about sexual orientation and how it may affect perceptions of attractiveness.

A: Gender differences

Since this area of research has been studied using heterosexual samples, it remains only logically desirable to extend the quest to samples of other sexual orientations. There have been only a few studies that attempted to include the homosexual population, yet these studies did not address the notion of perceived physical attractiveness as a function of one's sexual orientation. For example, in a study investigating the role that sexual orientation has on the perception of facial

attractiveness of older women, Nash, Fieldman, and Hussey (2005) found that heterosexual women tended to rate older women's facial attractiveness significantly lower than homosexual women. This study also found that males, regardless of sexual orientation, rated the facial attractiveness of older women similarly. Both the homosexual and heterosexual males in this study rated older females as physically unattractive, which suggested that, despite sexual orientation, both of these groups regarded youthful women as more attractive. The fact that homosexual women had lower attractiveness rating scores than the heterosexual females suggested that the homosexual women in the study rated these older women as more attractive because these women were regarded as potential mates to the homosexual women. Heterosexual women could have been more objective in their ratings because they do not view the older women in this study as potential mates. A recent study aimed at assessing the role that sexual orientation has on body satisfaction (Legenbauer, Vocks, Schafer, Schutt-Stromel, 2005) was investigated using the Contour Drawing Rating Scale (Thompson & Gray 1995), which consisted of 9 silhouette drawings of different body sizes. Participants were asked to choose which of these drawings best resembled their body shape. The participants were then asked to choose which of these drawings represents their ideal body shape. Results were calculated based on the discrepancy between each participant's perceived body shape and ideal body shape. The study concluded that homosexual males were more dissatisfied with their body shapes in comparison to heterosexual males, and that homosexual females were more satisfied with their body shaped in comparison to heterosexual females. Such findings suggested that homosexual males, who are attracted to males and are therefore competing with heterosexual females within society, may be under the same pressure as these women. With this theory in mind, explanations about the body satisfaction of homosexual females could suggest that these females do not abide by the social

pressures that are placed on the heterosexual female. This study also found that males, regardless of sexual orientation, preferred partners who were thin and attractive. An important limitation of this study, as reported by the authors, is that they did not include bisexuals in their study, and such an addition would have been beneficial to the findings. This study represents a modest step in that direction.

B: Lack of comparative research

Within this factor, there are a number of limitations that have not as yet been met by researchers within the field social psychology. Many studies that dealt with the issue of perceived attractiveness addressed a commonly stated limitation; the importance of expanding the particular study to include a homosexual sample. This gap in the research needs to be investigated, which is precisely what the current study aims at.

C: Social constrictions

Since homosexuality is frowned upon within Lebanese society, conducting a study on a homosexual sample becomes exceedingly more difficult than using heterosexual participants. Many homosexuals in Lebanon are secretive about their sexual orientation, for fear of being ridiculed or discriminated against.

Purpose of the Study

The purpose of this study was to assess whether sexual orientation effected the perception of physical attractiveness, which necessarily entails using heterosexual and homosexual participants.

Significance to the Field

Researchers have found significant gender differences in mate selection and perceived attractiveness, however, "a coherent picture of whether gay men and lesbian women differ from their heterosexual peers in terms of body attitudes and behaviors has yet to emerge" (Morrison et al., 2004). There is an evident lack of studies that compare homo- and heterosexuals in terms of their social perceptions, how they perceive others, and most importantly, *why* they perceive others in a certain way. The aim of this study is to investigate whether sexual orientation will affect the perception of physical attractiveness, and if these differences in perceptive attractiveness also influence the evaluation of social traits. This study also aims at establishing whether homosexuals and heterosexuals will yield different results of perceived attractiveness as a product of their sexual orientation, as opposed to their gender. The study will investigate the role that one's sexual orientation plays in perceptions of attractiveness. This idea will be investigated through assessing attractiveness ratings of participants with different sexual orientation, instead of assessing ratings based upon the participants' gender. This should be of high interest in Lebanon, where significant sexual orientation research is highly lacking.

In addition to the aforementioned contribution of this study, the nature of the photographs used for rating purposes will provide the rater with a more realistic view. A majority of previous research investigating perceived attractiveness have used photographs taken in portrait form, which may yield unrealistic results since the nature of the photographs does not represent a realistic presentation of the individuals being rated. For this reason, the present study presented the participants with colored photographs taken from the knee up, in order to provide the raters with a more genuine presentation of the individuals being rated.

Definitions of Key Terms

Heterosexuals: Males or females who are attracted to members of the opposite sex.

Homosexuals: Males or females who are attracted to members of the same sex.

Bisexuals: Males or females who are sexually attracted to both males and females.

Positive Male Homosexuality: Homosexual males who describe themselves as feminine.

Negative Male Homosexuality: Homosexual males who describe themselves as masculine.

Limitations

Due to the nature of the sample, it is important to consider the fact that homosexual participants were members of 1 setting (The Helem institute). The homosexual sample was restricted to one location, due to the fact that a number of other organizations working with homosexuals were more discreet with their members.

Ethical considerations

The Helem institute was presented with a formal letter provided by the research advisor in order to ensure the approval of conducting the study within the institute's premises. The information they shared will remain anonymous in order to protect their privacy.

Hypotheses

The general question that the present study is concerned with is the extent to which sexual orientation effects the perception of physical attractiveness. It is hypothesized that attractiveness ratings are affected by the sexual orientation of the rater rather than the rater's biological gender. Therefore, it is expected that once the person being rated is perceived as a potential mate (as a product of the rater's sexual orientation) attractiveness ratings will increase. Conversely, once the person being rated is not seen as a potential mate, attractiveness ratings are expected to decrease. In short, the present study tests the following specific hypotheses:

1. When straight and homosexual males rate a male's physical attractiveness, only the homosexual males will perceive the male as a potential mate, consequently, it is hypothesized that the homosexual males will give higher attractiveness ratings than the straight males.

2. When straight and homosexual females rate a female's physical attractiveness, only the homosexual females will perceive the female as a potential mate, , it is therefore hypothesized that the homosexual females will give higher attractiveness ratings than the straight females.

3. When straight and homosexual males rate a female's perceived physical attractiveness, only the straight males will perceive the female as a potential mate, hence, it is hypothesized that the straight males will give higher attractiveness ratings than the homosexual males.

4. When straight and homosexual females rate a male's perceived physical attractiveness, only the straight females will perceive the male as a potential mate, therefore, it is predicted that straight females will give higher attractiveness ratings than the homosexual females.

Since the raters' sexual orientation will determine whether the individuals being rated will be perceived as potential mates, and this in turn will affect the rater's perception of attractiveness, the following is expected to occur:

5. When homosexual males and straight females rate a male, both of these groups are equally attracted to males, and therefore, it is hypothesized that there will be no difference in ratings of attractiveness between these two groups.

6. When homosexual females and straight males rate a female, both of these groups are equally attracted to females, and therefore, it is hypothesized that there will be no difference in ratings of attractiveness between these two groups.

Methodology

This study was empirical, correlational, and descriptive in nature. Furthermore, the study used a quantitative approach in collecting data.

In the following chapters, the background literature regarding perceived attractiveness will be discussed, followed by the specific methodology used for the study. Finally, the results obtained will be displayed and then discussed.

Chapter 2
Review of Literature

The following chapter will discuss previous studies that have investigated the topic of perceived attractiveness. As was noted earlier, this chapter will address the perceived attractiveness using the following 3 factors:

A. gender differences,

B. lack of comparative research, and

C. social restrictions

The first section of this chapter will discuss research based upon gender differences, the second section will address the lack in research concerned with participants of different sexual orientations. The third and final section of this chapter will attend to the social restrictions that limit researchers from including participants of different sexual orientations in studies.

A: Gender differences

Over the years, researchers have studied gender differences in relation to sexual behavior, sexual preferences, and attractiveness perception and have yielded interesting findings which suggested that both males and females rely on perceived attractiveness of others in order to make certain sexual, social, or interpersonal decisions about them. Greitemeyer, Hengmith, and Fischer, (2005) "examined sex differences in the willingness to accept a hypothetical sexual offer by different potential partners" by asking participants to pretend that their current partner was of "moderate socioeconomic status", with a photo of moderate physical attractiveness. For each of four partners, depicted as either being of high or moderate socioeconomic status, with a photo of either high or moderate physical attractiveness, participants reported their willingness to date, to have sexual intercourse, and to leave their current partner for the new partner". Both the males and females reported that they were more likely to accept an offer by a potential partner who was

perceived as very attractive. However, the study revealed that women preferred "to accept an offer by a potential partner having a high, relative to moderate, socioeconomic status", whereas the men preferred a woman of moderate socioeconomic status. This finding supports previous research which suggests that females, although influenced by a potential mate's perceived attractiveness, also value a potential mate of high financial status, whereas males place greater importance on a potential mate's physical attractiveness alone. Although gender differences have been reported regarding the importance of perceived attractiveness, it seems that both males and females correlate attractiveness with positive personality characteristics.

A popular belief that emerged some years ago and is still of great relevance to social psychology today holds that "people often seem to assume, or perhaps "fall prey to", the idea that positive interpersonal qualities and physical attractiveness are systematically linked (i.e., a "halo effect")" (Meier, Robinson, Carter, and Hinsz, 2010). The halo effect hypothesis has been rigorously investigated and has yielded a general finding that both males and females allocate positive personality characteristics to those individuals who are perceived to be physically attractive. The allocation of desirable social traits is usually made based solely on one's perception of another. With this in mind, Chia et al. (1998) studied the effect of physical attractiveness and gender on perceptions of academic achievement and intelligence levels. The study revealed that when men are perceived as physically attractive, they are also perceived to be academically successful; whereas, women who were perceived as physically attractive received negative academic judgments. Moreover, Campbell et al. (2001) found a correlation between physically attractive women and assertiveness; suggesting that the more attractive a woman is, the more assertive she is in social situations. Another study found that raters who found females friendly also found them attractive (Brown & Cash 2001). A study conducted in Jordan (Atoum

& Simadi 2000) demonstrated that Jordanian males correlated attractiveness to honesty, yet found foreign women more attractive than Jordanian women. This suggested that Jordanian males rely on attractiveness to judge honesty, but do not rely on cultural sameness to make judgments about female attractiveness.

Although the halo effect hypothesis has been investigated in a number of previous researches, more recent studies have found that males tend to rely more on physical attractiveness when choosing a mate than females (Gottschall, 2008). This study found that across culture areas, information on physical attractiveness is much more likely to be conveyed for females than for male characters. This information may be explained through the fact that, within patriarchal societies, female attractiveness plays a prominent role within the male mate selection process. O'Hagen et al. (2003) found that males are generally very influenced by female physical attractiveness when choosing a mate, whereas females are not as highly influenced by this characteristic. They also found that females are more interested in the financial status of a male when deciding on a desirable partner.

Looking into the idea that interpersonal interaction is highly influenced by perceived attractiveness, Cann (2001) found that there is a relationship between social competence and perceived physical attractiveness. According to the study, people who were perceived as socially competent were also perceived to be physically and socially attractive. In a similar study, Cash & Dunca (1984) found that Black American college students (both males and females) perceived that the more physically attractive a person was, the more "socially desirable" he/she became. In an interesting study, Singh (2004) found that males rate women with attractive figures as more unfaithful partners than their unattractive female counterparts, which suggests that males feel threatened by attractive females when choosing a partner. In a similar study, McKelvie (1993)

found that, when rating facial attractiveness, both males and females rated attractive faces as possessing positive personality traits in contrast to unattractive faces, which received negative personality traits. Mashman (2001) found that perceived physical attractiveness affects "interpersonal attraction" and other social variables, including "attitude similarity". In a study comparing the perception of "static" and "dynamic" faces, Rubenstein (2005) found that rating dynamic faces (and assessing facial movement) was a more accurate approach to investigate the role that physical attractiveness plays in mate selection; whereas, static faces may not receive accurate ratings of attractiveness. This suggests that raters may perceive a male or female as attractive if they see the person in question smiling. Similarly, in a study examining the most important elements involved in the formation of what is perceived as attractive, Riggio, Widaman, Tucker, and Salinas (1991) found that facial attractiveness and dynamic expressions were the major contributors to an overall judgment of attractiveness.

In a recent study, Lewandowski (2007) showed that judgment of character (which was formed as a result of perceived physical attractiveness) can in fact be altered once the rater is presented with a description of the person in question. This is a very important finding, because it reveals that perceived attractiveness acts like a blueprint with which individuals make assumptions about internal elements of another's character. Once this person is presented with more tangible information about another person, the previously assembled blueprint is altered, and as a result, social traits are redefined and are no longer allocated as a product of one's perceived attractiveness.

Studies previously conducted within this field have provided a great deal of knowledge about gender differences, the halo effect, and perceived attractiveness, yet these studies tended to

use heterosexual samples, which is why there is a gap in the literature concerning homosexual samples.

B: Lack of comparative research

Although gender differences regarding the perception of physical attractiveness have been studied to a great extent, there seems to be a gap within this area of research concerning homosexual perceptions of attractiveness. Some studies have been conducted in the past to address the issue of homosexuality and partner choice, but these studies fall short to investigate the differences that sexual orientation has on the perception of physical attractiveness. Regan et al. (2001) examined what homosexual men and women preferred in a partner regarding long-term and short- term relationships. They found that both homosexual males and females exhibited their preferences in internal personality characteristics (such as intelligence) and the importance of family (whether a partner is family oriented) when assessing a long- term relationship. They also found that both homosexual males and females stress the importance of physical attractiveness when assessing a potential short- term, sexual partner. According to this research, the results coincide with previous studies conducted on heterosexual males and females, who also value the same characteristics that homosexual individuals consider important when deciding on a short- term versus a long- term partner. Another finding that this study revealed is that, regardless of sexual orientation, homosexual males and females differed in what they consider more important when assessing potential long- term or short- term partners. Specifically, they found that homosexual males valued honest and trustworthy short-term partners more than homosexual females, and homosexual females valued a long- term partner who was highly family -oriented. Homosexual males, however, did not look for family-oriented partners. These findings were also present in heterosexual partners, suggesting that, regardless of

sexual orientation, homosexual and heterosexual females valued similar characteristics in a partner. This also applied to homosexual and heterosexual males.

In a study investigating the role that sexual orientation has on the perception of facial attractiveness of older women, Nash et al. (2005) found that heterosexual women tended to rate older women's facial attractiveness significantly lower than homosexual women, while homosexual and heterosexual male participants rated the older women as physically unattractive. The study found that, males (regardless of sexual orientation) rated older females as physically unattractive. These findings suggested that males preferred youthful looking females. To further investigate this idea, Teuscher & Teuscher (2006) examined the "double standard of aging" hypothesis. This idea holds that, regarding male and female attractiveness, people tend to perceive older men as more physically attractive than older women. This idea was investigated by presenting participants with a series of black and white photographs of males and females, and asking each participant to rate teach picture on a 10 point scale (1 for not at all attractive, 10 extremely attractive). Results revealed that "male subjects exhibited a stronger youth bias than females, but only if the target picture was a potential sexual partner". This finding validated that youthful looking females were perceived as more physically attractive. More specifically, "men's preference for youthful faces was more pronounced when the target picture was a potential sexual partner (female targets for heterosexual men and male targets for gay men), and less pronounced if the picture was a person of the sexually uninteresting gender (male targets for heterosexual men and female targets for gay men)". Studies such as these shed light on the role that sexual orientation played in assessing attractiveness ratings of older males and females. The results obtained from these studies are significant to the field, since they revealed that, across sexual orientation, youthfulness was perceived as attractive.

Although previous research regarding perceived attractiveness has attempted to include homosexuals within their representative samples, these studies are limited in their ability to reveal significant findings regarding the differences that sexual orientation may bring to a particular area of social research. Homosexuals have not been represented adequately within studies regarding the perception of attractiveness. There seems to be a significant lack of research concerning the differences between homosexual and heterosexual perception. More specifically, there is a gap in the literature regarding how these two groups of individuals evaluate their own body satisfaction. Morrison, Morrison, and Sager (2004) attempted to explore "body image satisfaction among groups of different sexual orientations (i.e., gay men, lesbian women, and heterosexual men and women)" using a series of checklists and rating scales. They found that homosexual women expressed higher levels of body satisfaction when compared to straight females. They also found that heterosexual males exhibited higher levels of body satisfaction than homosexual males. They argued that homosexual females, regardless of their gender roles within society, and as a product of their "sexual orientation, reject the traditional values embodied by culturally sanctioned objectification". This finding is important to note, since it reveals that sexual orientation, as opposed to gender, plays a prime role in the way individuals shape their identities within the society they belong to. This finding suggests that homosexual women do not identify themselves within the typical feminine ideal, and therefore, do not share the same social roles as their heterosexual female counterparts. On the same note, Legenbauer, et al. (2009) conducted a more recent study aimed at assessing the role that sexual orientation has on body satisfaction. This was investigated using the Contour Drawing Rating Scale (Thompson & Gray 1995), which consisted of 9 silhouette drawings of different body sizes. Participants were asked to choose which of these drawings best resembled their body

shape. The participants were then asked to choose which of these drawings represents their ideal body shape. Results were calculated based on the discrepancy between each participant's perceived body shape and ideal body shape. The study concluded that homosexual males and heterosexual females were more dissatisfied with their body shapes in comparison to heterosexual males and homosexual females. This study also found that both heterosexual and homosexual males preferred partners who were thin and attractive. An important limitation of this study, as reported by the authors, is that they did not include bisexuals in their study, and such an addition would be empirical to the findings, and is a suggested area of investigation for future research. Again, the study revealed relevant information regarding homosexual females and their higher levels of body satisfaction.

In a study aimed at investigating whether individuals made inferences about a woman's sexual orientation based solely on her perceived physical attractiveness (Dew 1985), participants were asked to rate 22 black and white pictures of females who were randomly selected to poise for the study. The raters were asked to rate each female in the picture with a set of 11 statements (statements such as: "This woman is intelligent, this woman is attractive"). After the raters completed the questionnaire, they were told that half of the women in the pictures were homosexuals, and the next task was for the participants to choose which of these women were in fact, homosexual. Results found that conservative, heterosexual female raters decided that the women they perceived to be physically unattractive were the women who were assumed to be homosexual. The heterosexual male raters yielded the same results. This study revealed that heterosexual males and females assumed that the more unattractive a female is, the more likely she is to be homosexual, since there is an underlying assumption that homosexual females have more masculine features which distinguish them from heterosexual females. This study was

central to the present research, since the first part of the research in which individuals were asked to rate photographs of females using a validated scale has been adopted for the present study. While Dew (1985) only used female photographs which were to be rated by heterosexual participants, the present study used pictures of both a male and a female. In addition, the study included a heterosexual as well as a homosexual sample in order to draw relevant comparisons between these two sexual orientations. Studies focused on the role that sexual orientation played in ratings of physical attractiveness have been limited in scope. This is especially evident in Lebanon, where a number of social restrictions surrounding homosexuality have made it difficult to adequately represent this sample.

C: Social restrictions

Due to the fact that homosexuals are discriminated against within Lebanese society and in the Arab world in general, adequate research surrounding this field is highly limited. This study had to draw upon studies conducted in the West to formulate conclusions about the field, which is unfortunate since cultural differences between the East and the West should be taken into consideration. Had these studies been conducted in the Arab region, results may have varied and findings could have given researchers better insight as to the nature of sexual orientation within the Lebanese society. This is an important element to keep in mind throughout the course of this research.

Within the following chapters, the specific methodology used to test for the hypotheses will be discussed, followed by the presentation and analysis of the findings.

Chapter 3
Method

In order to assess the role that sexual orientation played in the perception of physical attractiveness, data was obtained using the following sample, instrument, and procedures.

Participants

In order to assess the effect that sexual orientation had on the perception of attractiveness, 200 participants took part in the present study (100 females and 100 males). The following table shows the way the participants were categorized.

Table 1: Classification of participant raters

Picture	Male Raters		Female Raters	
	Homosexual	Straight	Homosexual	Straight
Male	N= 25	N= 25	N= 25	N= 25
Female	N= 25	N= 25	N= 25	N= 25

The age range of participants was between the ages of 18-25.

Heterosexual Participants

The heterosexual participants were selected from 3 locations, The American University of Beirut, The Lebanese American University, and The University of Balamand.

Homosexual Participants

The homosexual participants were selected from The Helem Institute (a center which protects the rights of Lesbians, Gays, Bisexuals, Transsexuals, and Gender Queers in Lebanon). This location was chosen due to the nature of the sample needed for the study. Since the Helem institute has been organized to protect the safety and privacy of homosexuals in Lebanon, the participants openly participated in the study as individuals with homosexual preferences. The Helem institute

was presented with a formal letter of permission prior to taking part in the study. All of the participants who took part in the study did so willingly, and they were ensured that the information they shared would remain anonymous.

Instrument

The instrument used to measure the effect that sexual orientation had on the perception of physical attractiveness was derived from a previously conducted study designed to address the assumption that individuals tend to infer that physically unattractive females were homosexual (Dew M., 1985). For the purpose of this study, the rating scale used in Dew, M.'s study was replicated in order to assess the effect of the raters' sexual orientation on the perception of physical attractiveness, and whether positive perceptions of attractiveness correlate with the tendency to attribute positive social traits to the individuals in the picture.

The scale used in Dew, M.'s study comprised 11 variables, but for the purpose of the present study, some of the variables used had to be omitted. Questions like "this woman is an alcoholic", "this woman is married", or "this woman is gay" were omitted from the present instrument. No questions were added, and no questions were altered (Refer to Appendixes 2 and 4 to view the ratings scales used).

Stimulus Photographs

For the present study, participants were asked to rate a colored (22x15 cm) photograph of either a male or a female taken from the knee up using a 6-point scale (Refer to Appendixes 1 and 3 for photographs used). The scale included questions designed to assess the way a male or a female would be perceived in terms of physical attractiveness. The scale also included questions designed to study the halo effect, or the tendency to attribute positive social traits to individuals who are perceived to be physically attractive.

The pictures that the participants were asked to rate consisted of one female picture and one male picture; both pictures were colored and taken from the knee up. Many of the previous instruments used to rate attractiveness used black and white photographs taken from the waist up, or taken in portrait form. Since these images are not representative of day to day social interaction, the present study used colored photographs which were taken from the knee-up in size in order to provide the rater with a more realistic view of the individual being rated. The male and female who were chosen to be photographed for the present study were chosen based on a 20 participant pilot study. The male and female in the pictures were dressed in a white T-shirt and dark pants in order to avoid perception bias. The female not wearing any make-up, and both the male and female did not style their hair. This was done in order to present a neutral picture to the participants, and in order to eliminate external variables, which would interfere with participant responses.

Procedure

In order to ensure reliable results, a standardized procedure of test administration was established with the participants in all 4 settings. The study used an individualized testing approach, where each participant was taken into a private room, where he/she was presented with 1 picture and the rating scale, simultaneously. Each participant filled out the rating scale on an individual basis, to avoid discussions which may interfere with rater response. The participants were cooperative during the rating process, and a number of them made interesting comments while completing the scale. Although the administrator did not interact with the participants while they were rating the picture, a number of relevant comments were recorded (with the consent of the participants). A relevant occurrence is important to note here. On the second day of data collection in the Helem institute, a homosexual female was rating the female picture, and

she paid a compliment to the female's lips and hair. These comments were recorded (with the participant's consent). Right after the participant left the room a homosexual male was asked in to rate the same picture the same picture. This participant also made a comment about the female's lips, but this time, it was a derogatory statement. Such a remark represented vivid examples of the role that sexual orientation played in the perception of attractiveness. The same picture received contradictory remarks, (the homosexual female who said: "This girl is so attractive", followed by the homosexual male who said: "This girl is ugly!"). These remarks coincided with the purpose of this study.

After each participant completed the rating scale, he/she was thanked for cooperating, and any questions that he/she had regarding the nature of the study were answered. The data collection process was completed in 2 weeks, and data was prepared for analysis.

Statistical Analysis

Data were described as means. Bivariate correlations were done using independent sample t-tests and the ANOVA. Pearson's correlation coefficient was evaluated to examine correlations among scale items (Q1-Q8). All P-values were two-sided with the level of significance set at < 0.05.

Chapter 4
Results

This study analyzed a sample of university students and graduates with a mean age of 21.56 years (range, 18-25 years).

In order to test for reliability between questions, Cronbach's alpha coefficient of internal consistency was recalculated for the 8 statements used in the study (Table 2).

Table 2: Cronbach's alpha scores

Score of previous study (11 items)	Score of new study (8 items)
0.90 - 0.98	0.770

In order to check for inter-correlations among questions, The Pearson's correlation coefficient was used. There was a statistically significant positive correlation between rating the person as attractive (Q7) or having a pretty face (Q5) and wanting to meet the person in the picture (Q8). Moreover, there was a statistically significant positive correlation between perceiving the patient as having a pretty face (Q5) or being intelligent (Q1) and rating the person as attractive (Q7). Correlations among questions were generally low, showing that the scale was measuring different aspects. Correlations between questions that were high, such as correlation scores between Q5, Q7, and Q8, were not surprising, since it is theoretically logical that once a person is rated as having a pretty face or as being attractive, there is a desire to want to meet this person (Table 3).

Table 3: Correlations among scale items for heterosexual and homosexual participants

	Question 1	Question 2	Question 3	Question 4	Question 5	Question 6	Question 7	Question 8
Question 1	-	r = .091 P = .202	r =.210 P = .003*	r = .137 P = .052	r = .209 P = .003*	r = 0.097 P = .170	r = .146 P = .039*	r = .260 P = .000*
Question 2		-	r = .219 P = .002*	r = .186 P = .008*	r = .329 P = .000*	r = .312 P = .000*	r = .251 P = .000*	r = .186 P = .008*
Question 3			-	r = .143 P = .043*	r = .149 P = .035*	r = .179 P = .011*	r = .177 P = .012*	r = .198 P = .005*
Question 4				-	r = .375 P = .000*	r = .223 P = .002*	r = .384 P = .000*	r = .370 P = .000*
Question 5					-	r = .282 P = .000*	r = .623 P = .000*	r = .603 P = .000*
Question 6						-	r = .357 P = .000*	r = .316 P = .000*
Question 7							-	r = .819 P = .000*
Question 8								-

Correlations evaluated by Pearson's correlation coefficient (r)
*P-value < 0.05

When testing for H1: When straight and homosexual males rate a male's perceived physical attractiveness, homosexual males will have higher attractiveness ratings than the straight males; there was significant difference in attractiveness ratings for the male in the picture (Q7). Homosexual males found the male in the picture attractive and thus reported wanting to meet the male in the picture (Q8). Straight males, on the other hand, gave low attractiveness ratings for the male in the picture, and low scores for wanting to meet the male in the picture. There was no statistically significant difference in mean scores regarding the perception of intelligence (Q1) or extraversion (Q3). Results showed a significant difference in rating the male in the picture as having a pretty face (Q5). Homosexual scores were significantly higher than those of their straight counterparts. Questions concerning perceived attractiveness (Q5 and Q7) yielded significant differences in mean scores (Table 4).

Table 4: Male participants rating male picture

Parameter	Homosexual male (n=25)	SD	Straight male (n=25)	SD	t-score	P-value
This person is intelligent	2.96	1.06	3.36	0.70	1.58	0.122
This person dresses well	3.16	1.11	3.00	0.91	-0.56	0.580
This person is an extravert	3.08	1.26	3.32	1.03	0.74	0.463
This person is wealthy	2.92	1.15	2.56	1.04	-1.16	0.253
This person has a pretty face	3.24	1.51	2.08	1.00	-3.21	0.002*
This person's hairstyle suits him/her	3.72	1.60	2.20	1.12	-3.90	<0.001*
This person is attractive	4.12	1.39	1.52	0.82	-8.03	<0.001*
I would like to meet this person	4.28	1.65	1.12	0.88	-8.46	<0.001*

Correlations evaluated by the independent samples *t*-test
*P-value < 0.05

When testing for H2: When straight and homosexual females rate a female's perceived physical attractiveness, the homosexual females will have higher attractiveness ratings than the straight females, homosexual females scored higher for questions regarding physical attractiveness (Q5, Q7). In addition, significant differences were found regarding homosexual female scores on Q8 (I would like to meet this person). Straight females scored low on this question, while homosexual females scored high. Questions pertaining to the attractiveness of the female in the picture (Q5 and Q7) yielded significant differences in mean scores (Table 5).

Table 5: Female participants rating female picture

Parameter	Homosexual female (n=25)	SD	Straight female (n=25)	SD	t-score	P-value
This person is intelligent	4.08	1.26	3.20	1.66	1.2	0.040
This person dresses well	2.72	1.31	2.44	0.92	0.88	0.385
This person is an extravert	3.52	0.92	2.92	1.26	1.93	0.060
This person is wealthy	3.00	1.26	2.68	0.80	1.07	0.289
This person has a pretty face	3.48	1.56	2.04	0.84	4.07	<0.001*
This person's hairstyle suits him/her	3.60	1.61	2.76	1.39	1.98	0.054*
This person is attractive	4.52	1.23	1.76	0.97	8.82	<0.001*
I would like to meet this person	4.76	1.09	1.28	1.14	11.04	<0.001*

Correlations evaluated by the independent samples *t*-test
*P-value < 0.05

When testing for H3: When straight and homosexual males rate a female's perceived physical attractiveness, the straight males will have higher attractiveness ratings than the homosexual males, homosexual males scored lower than their straight male counterparts when rating the female picture. Homosexual males exhibited a lower mean score when rating the female's perceived attractiveness (Q7), while straight males scored higher on this question. Homosexual males scored lower on Q8 (I would like to meet this person), straight males scored high. Straight males regarded the female as less intelligent than the homosexual male raters (Q1). In questions concerning the attractiveness of the female in the picture (Q5 and Q7), there were significant differences in mean scores (Table 6).

Table 6: Male participants rating female picture

Parameter	Homosexual male (n=25)	SD	Straight male (n=25)	SD	t-score	P-value
This person is intelligent	3.92	1.12	3.24	1.27	2.01	0.050*
This person dresses well	2.64	1.11	3.32	1.07	-2.20	0.032*
This person is an extravert	2.64	1.38	3.24	1.13	-1.68	0.099
This person is wealthy	2.96	1.14	3.16	1.14	-0.62	0.530
This person has a pretty face	3.16	1.63	4.08	0.70	-2.60	0.012*
This person's hairstyle suits him/her	3.00	1.66	3.60	1.16	-1.49	0.144
This person is attractive	2.60	1.44	4.26	0.74	-5.18	<0.001*
I would like to meet this person	3.00	1.92	4.00	1.08	-3.18	0.003*

Correlations evaluated by the independent samples *t*-test
*P-value < 0.05

When testing for H4: When straight and homosexual females rate a male's perceived physical attractiveness, straight females will have higher attractiveness ratings than the homosexual females, homosexual females exhibited a significantly lower mean score when compared to straight females regarding the perception of wealth (Q4). Homosexual females showed significantly lower scores for Q5 (This person has a pretty face) as well as Q7 (This person is attractive) when compared to the straight females. Homosexual females also showed significantly lower scores regarding their desire to meet the male in the picture, as compared to straight females (Table 7).

Table 7: Female participants rating male picture

Parameter	Homosexual female (n=25)	SD	Straight female (n=25)	SD	t-score	P-value
This person is intelligent	2.12	1.01	2.92	1.04	2.76	0.008*
This person dresses well	2.64	1.32	3.32	1.07	2.00	0.051*
This person is an extravert	2.68	1.15	3.76	0.97	3.60	0.001*
This person is wealthy	2.52	0.96	3.96	1.14	4.84	<0.001*
This person has a pretty face	2.32	1.38	4.04	0.84	5.33	<0.001*
This person's hairstyle suits him/her	3.12	1.69	4.02	0.86	2.53	0.015*
This person is attractive	1.76	1.20	4.64	0.57	10.84	<0.001*
I would like to meet this person	1.08	1.19	4.76	0.72	13.23	<0.001*

Correlations evaluated by the independent samples *t*-test
*P-value < 0.05

When testing for H5: When homosexual males and straight females rate a male, there will be no difference in ratings of attractiveness within these two groups, there were no statistically significant differences in mean scores of questions related to attractiveness (Q6, 7, 8) (Table 8).

Table 8: Homosexual male and straight female participants rating male picture

Parameter	Homosexual male (n=25)	SD	Straight female (n=25)	SD	t-score	P-value
This person is intelligent	2.96	1.06	2.92	1.04	-0.14	0.893
This person dresses well	3.16	1.11	3.32	1.07	0.52	0.605
This person is an extravert	3.08	1.26	3.76	0.97	2.14	0.037*
This person is wealthy	2.92	1.15	3.96	1.14	3.22	0.002*
This person has a pretty face	3.24	1.51	4.04	0.84	2.32	0.025*
This person's hairstyle suits him/her	3.72	1.60	4.08	0.86	0.99	0.362
This person is attractive	4.12	1.39	4.64	0.57	1.73	0.091
I would like to meet this person	4.28	1.65	4.76	0.72	1.34	0.188

Correlations evaluated by the independent samples *t*-test
*P-value < 0.05

When testing for H6: When homosexual females and straight males rate a female, there will be no difference in ratings of attractiveness within these two groups, no statistically significant differences in the mean scores of questions related to attractiveness were noted (Q6, 7, 8) (Table 9).

Table 9: Straight male and homosexual female participants rating female picture

Parameter	Homosexual female (n=25)	SD	Straight male (n=25)	SD	t-score	P-value
This person is intelligent	4.08	1.26	3.24	1.27	2.35	0.023*
This person dresses well	2.72	1.31	3.32	1.07	-1.78	0.082
This person is an extravert	3.52	0.92	3.24	1.13	0.96	0.341
This person is wealthy	3.00	1.26	3.16	1.14	-0.47	0.640
This person has a pretty face	3.48	1.56	4.08	0.70	-1.76	0.086
This person's hairstyle suits him/her	3.60	1.61	3.60	1.16	0.00	1.000
This person is attractive	4.52	1.23	4.28	0.74	0.84	0.406
I would like to meet this person	4.76	1.09	4.04	1.08	1.17	0.247

Correlations evaluated by the independent samples *t*-test
*P-value < 0.05

The results found that sexual orientation effected attractiveness ratings of both the male and female participants of different sexual orientations.

In the following chapter, data will be discussed in terms of sexual orientation and its effect on attractiveness ratings.

Chapter 5
Discussion

The purpose of this study was to determine whether sexual orientation affected the perception of physical attractiveness. Results revealed that, sexual orientation did in fact affect perceived physical attractiveness. An individual's sexual preference decided who was to be perceived as a potential mate, and this in turn, affected one's perception of physical attractiveness. Results obtained from the study showed that attractiveness ratings were based upon who was perceived as a potential mate, which was decided based upon sexual orientation. The potential mate theory stems from the idea that individuals assess one another according to who they perceive as a prospective mate, either romantically or sexually. With this in mind, results revealed that, once the person was perceived as a potential mate (as a result of the rater's sexual orientation) attractiveness ratings increased. This finding suggested that gender was not as important as sexual orientation in the perception of physical attractiveness. More specifically, individuals could be grouped together in terms of whom they perceived as a potential mate, and this grouping had nothing to do with gender. So, for example, when rating the male photograph, grouping the heterosexual females and the homosexual males together made more sense than grouping members of the same gender with one another, since the former group was interested in males and would therefore yield higher attractiveness ratings. This idea was illustrated in Table 8, where mean scores for the heterosexual females and the homosexual males did not differ, thereby revealing that the sexual orientation of the raters affected attractiveness ratings of the male in the photograph. Similarly, in Table 9, homosexual females and heterosexual males both recorded higher attractiveness ratings for the female photograph, showing that these 2 groups considered the male in the photograph as a potential mate, and therefore, the raters' attractiveness ratings were high. These findings confirmed the assumption that, once a person is

perceived as a potential mate (as a product of one's sexual orientation and regardless of one's gender) attractiveness ratings increased. This is a very interesting finding, since it sheds light upon a relevant social construct which is of great importance to psychology.

When comparing results obtained from the homosexual and heterosexual male groups who rated the male photograph, (Table 4) results showed that heterosexual males (who did not perceive males as potential mates) had lower attractiveness rating scores than the homosexual group (who perceived males as potential mates). This finding was also evident between female raters of different sexual orientations. When the homosexual and heterosexual female groups rated the female photograph, (Table 5) the homosexual females had higher attractiveness ratings, showing that, once a person was perceived as a potential mate, attractiveness ratings for that person increased.

Previous studies have emphasized the fact that gender differences were the prime contributing factor in relation to the perception of physical attractiveness. The aim of this study, however, was to investigate whether sexual orientation played a more important role than gender in terms of attractiveness ratings. Results showed that sexual orientation, as implied by the potential mate theory, were of greater importance in assessing attractiveness ratings.

The findings concurred with previous studies which investigated the role that perceived physical attractiveness had on interpersonal interaction. Dew (1985) found that "a large body of social psychological research has demonstrated that physical appearance leads to inferences about personality traits and that this process may have important consequences for the perpetuation of social stereotypes". Within this study, results revealed that individuals, regardless of sexual orientation, perceive attractive individuals to possess desirable social traits. More specifically, results coincided with the idea that "positive interpersonal qualities and physical

attractiveness are systematically linked (i.e., a "halo effect")" (Meier, Robinson, Carter, and Hinsz, 2010). The fact that beauty is a flexible rather than a stagnant construct has already been determined by a number of researchers in the past. The fact that individuals who are perceived as physically attractive "are initially seen as having more admirable characteristics" is also an important notion which has been thoroughly established within the field of social psychology (Berscheid, Dion, Walster, 1972). These findings suggested that, "the halo effect of physical attractiveness on first impressions and person perception" are highly positively correlated (Berscheid & Walster, 1974). Mckelvie (1993) argued that "the beautiful is good effect with perceived traits is not grounded in reality, but is an observer-based stereotype". The current study agreed with these previously established ideas, since results illustrated that the perception of physical attractiveness highly affected the way that participants rated the perceived social traits of the individuals in the photographs.

After assessing the effect that sexual orientation had on the perception of physical attractiveness, and how one's ratings of attractiveness was positively correlated with the rater's sexual orientation, a significant conclusion arose: Since straight males and homosexual females are both sexually attracted to females, these groups did not differ in their ratings of the attractiveness of the female in the picture. Furthermore, since straight females and homosexual males are both sexually attracted to males, both of these groups did not differ in their ratings of the attractiveness of the male in the picture. With these findings in mind, then it should make sense that bisexuals, who are equally attracted to both males and females, will rate both the male and the female in the picture as physically attractive, since both of the individuals in the pictures are perceived as potential mates. In order to investigate this assumption, another study was conducted as a result of the findings obtained from the primary study. This secondary study

should verify the previous findings which revealed that sexual orientation, as opposed to gender, affected attractiveness ratings in terms of perceiving a certain individual as a potential mate. Unfortunately, this area of research has not been adequately examined, and the present hypothesis cannot be supported by any large body of previous research. The secondary study complements the hypotheses previously discussed, since it included a new group of participants with a sexual orientation which is unique in nature.

Since both the homosexual and heterosexual participants from the original study were both attracted to members of either the opposite sex or the same sex, their attractiveness ratings were shown to be biased in the direction of their sexual attraction (i.e. homosexual males and straight females showed higher attractiveness ratings for the male photograph, while homosexual females and straight males showed higher attractiveness ratings for the female photograph). Introducing a bisexual sample, therefore, provided interesting results, since this group splits its sexual attraction between both males and females. Will this group yield results that correspond with the original study? In other words, will this group present results which are in line with their sexual orientation (i.e. equal attractiveness ratings for both the male and female photographs)? And if so, then will this group, which splits its sexual attraction between males and females, also fall in between the attractiveness scores of the homosexual and heterosexual groups, who focus their sexual attraction to only one sex. It is logical to assume so, since splitting attraction between two sexes means that attractiveness scores should also be split among the two sexes. This was not true for the homosexual and heterosexual groups, since both of these groups yielded scores which were swayed to either the male or female photograph, respectively.

Since bisexual samples are not usually represented in studies investigating perceived attractiveness (Legenbauer, 2009), it would be beneficial to include such a sample within this

type of research. Bisexuals make up an important element of sexual orientation, since their attraction is not limited to one gender, and therefore their attractiveness ratings would be different from individuals who are only attracted to one sex.

Secondary study: Bisexuals and Perceived Attractiveness

The aim of this study was to further investigate the role that sexual orientation played in deciding who was perceived to be physically attractive. More specifically, this study aimed to verify the hypotheses that were previously addressed by adding a new group of participants of a different sexual orientation.

After assessing sexual orientation and its affect on one's perception of attractiveness in terms of potential mates, it would be interesting to address this previously discussed idea with a bisexual sample, which is equally attracted to both males and females. Since bisexuals split their sexual attraction between both males and females, it is reasonable to conclude that their attractiveness ratings will not be as strong as another group, whose sexual energy is spent on either males or females. This area of research has not been extensively examined, as attested by the meager available literature.

Due to the nature of this particular sample, it is hypothesized that this group will rate both the male and the female in the picture as physically attractive. More specifically, and as can be inferred from the findings of the previous study, it is hypothesized that the attractiveness ratings of the bisexual sample, who perceive males and females as potential mates, will fall in between the attractiveness ratings of the previously discussed groups in the following manner:

1. Since bisexuals are sexually attracted to males, their attractiveness ratings will be higher than the homosexual female group, who are not interested in males. Moreover, since bisexuals are attracted to both males and females equally, they will have lower attractiveness ratings than homosexual males, who are only sexually attracted to males. When rating a picture of a male, the bisexual group will fall in between the homosexual male group and the homosexual female group.

2. Since bisexuals are sexually attracted to females, their attractiveness ratings will be higher than the homosexual male group, who are not interested in females. Moreover, since bisexuals are attracted to both males and females equally, they will have lower attractiveness ratings than homosexual females, who are only sexually attracted to females. When rating a picture of a female, the bisexual group will fall in between the homosexual female group and the homosexual male group.

3. Since bisexuals are sexually attracted to females, their attractiveness ratings will be higher than the homosexual male group, who are not interested in females. Moreover, since bisexuals are attracted to both males and females equally, they will have lower attractiveness ratings than straight males, who are only sexually attracted to females. When rating a picture of a female, the bisexual group will fall in between the homosexual male group and the straight male group.

4. Since bisexuals are sexually attracted to males, their attractiveness ratings will be higher than the homosexual female group, who are not interested in males. Moreover, since bisexuals are attracted to both males and females equally, they will have lower attractiveness ratings than the heterosexual females, who are only sexually attracted to males. When rating a picture of a male, the bisexual group will fall in between the homosexual female group and the straight female group.

When a particular group does not perceive the person in the picture as a potential mate (due to the nature of the group's sexual orientation) it is hypothesized that the following will occur:

5. When rating a picture of a female, the bisexual group will have higher attractiveness ratings than the straight female group and the homosexual male group, since the latter two groups are not interested in females.

6. When rating a picture of a male, the bisexual group will have higher attractiveness ratings than the straight male group and the homosexual female group, since the latter two groups are not interested in males.

The addition of the bisexual sample should help validate the results obtained from the primary study investigating the role of sexual orientation on the perception of physical attractiveness. The following sections will address the methodology used to collect the data, the presentation of the results, and the analysis of these results.

Method

In order to test for the role that sexual orientation played in attractiveness ratings for using a bisexual sample, the following measures were used.

Participants

A sample of 25 bisexuals (7 females and 18 males) took part in this secondary study. The participants were between the ages of 18 and 25. Due to lack of availability of bisexual females within the Helem institute, the majority of the participants were male, with the exception of 7 females.

Instrument

The rating scale used for the secondary study was the same one that was administered to the previous participants in the original study (Refer to Appendixes 2 and 4 to view the rating scales).

Stimulus Photograph

The pictures that the participants had to rate were the same pictures previously rated within the original study (Refer to Appendixes 1 and 3 to view the photographs used in the study).

Procedure

Since the sexual orientation of this sample implies that each of the participants is equally attracted to males and females, each participant was asked to rate both the male and female pictures (as opposed to the original study, where each participant rated 1 picture). In order to ensure reliable results, the same standardized procedure of test administration that was established with the participants in the original study was applied. Each participant was individually tested. Each participant was taken into a private room, where he/she was presented with 1 picture and the corresponding rating scale, simultaneously. After rating the first picture,

each participant was handed the second picture with its corresponding rating scale. Each participant filled out the rating scales on an individual basis, to avoid discussions which may interfere with rater response. The participants were cooperative during the rating process, and some of them expressed their enthusiasm about a study conducted about bisexuality.

The data collection process was completed in 4 days, and data was prepared for analysis.

Statistical Analysis

Data were described as means. Bivariate correlations were done using the ANOVA test. Pearson's correlation coefficient was evaluated to examine correlations among scale items (Q1-Q8). All P-values were two-sided with the level of significance set at <0.05.

Results

This study analyzed a sample of university students and graduates with a mean age of 21.40 years (range, 18-25 years).

In order to check for inter-relations among questions, the Pearson correlation was used. There was a statistically significant positive correlation between rating the person as attractive (Q7) or having a pretty face (Q5) and wanting to meet the person in the picture (Q8). Moreover, there was a statistically significant positive correlation between perceiving the patient as having a pretty face (Q5) and rating the person as attractive (Q7) (Table 10).

Table 10: Correlations among scale items for bisexual, heterosexual, and homosexual participants

	Question 1	Question 2	Question 3	Question 4	Question 5	Question 6	Question 7	Question 8
Question 1	-	r = .234 P = .000	r = .239 P = .000	r = .182 P = .004	r = .198 P = .002	r = .159 P = .012	r = .141 P = .025*	r = .211 P = .001*
Question 2		-	r = .262 P = .000	r = .199 P = .002	r = .286 P = .000	r = .351 P = .000	r = .214 P = .001*	r = .155 P = .014*
Question 3			-	r = .207 P = .001	r = .148 P = .019	r = .234 P = .000	r = .179 P = .005*	r = .165 P = .009*
Question 4				-	r = .350 P = .000	r = .300 P = .000	r = .320 P = .000*	r = .280 P = .000*
Question 5					-	r = .281 P = .000	r = .537 P = .000*	r = .502 P = .000*
Question 6						-	r = .298 P = .000*	r = .252 P = .000*
Question 7							-	r = .793 P = .000*
Question 8								-

Correlations evaluated by Pearson's correlation coefficient (r)
*P-value < 0.05

When testing for H1: When rating a picture of a male, the bisexual group will fall in between the homosexual male group and the homosexual female group, bisexuals perceived the male in the picture as attractive (Q7), homosexual males scored significantly higher on this scale. Homosexual females scored significantly lower than these two groups regarding the perception of attractiveness. In addition, bisexuals scored high on Q8 (I would like to meet this person), but

not as high as the homosexual males. Homosexual females scored significantly lowest on this question (Table 11a-b).

Table 11a: Multiple comparisons of mean attractiveness scores for participants rating a male

Parameter	Homosexual males vs. Bisexuals	Bisexuals vs. Homosexual Females	Homosexual females vs. Homosexual males
This person is intelligent	t-score = 1.92 P = 0.060	t-score = -0.61 P = 0.543	t-score = -2.86 P = 0.006*
This person dresses well	t-score = 2.51 P = 0.016*	t-score = 0.80 P = 0.428	t-score = -1.51 P = 0.138
This person is an extravert	t-score = 1.93 P = 0.060*	t-score = 0.68 P = 0.499	t-score = -1.18 P = 0.245
This person is wealthy	t-score = 3.27 P = 0.002*	t-score = 2.20 P = 0.033*	t-score = -1.33 P = 0.189
This person has a pretty face	t-score = 2.01 P = 0.050*	t-score = -0.32 P = 0.752	t-score = -2.25 P = 0.029*
This person's hairstyle suits him/her	t-score = 5.60 P < 0.001*	t-score = 3.81 P < 0.001*	t-score = -1.29 P = 0.203
This person is attractive	t-score = 3.18 P = 0.003*	t-score = -3.84 P < 0.001*	t-score = -6.42 P < 0.001*
I would like to meet this person	t-score = 2.67 P = 0.010*	t-score = -5.17 P < 0.001*	t-score = -7.88 P < 0.001*

Correlations evaluated by the ANOVA test
*P-value < 0.05

Table 11b: Mean scores of participants rating male picture

Parameter	Homosexual males (n=25)	SD	Bisexuals (n=25)	SD	Homosexual females (n=25)	SD
This person is intelligent	2.96	1.06	2.32	1.28	2.12	1.01
This person dresses well	3.16	1.11	2.36	1.15	2.64	1.32
This person is an extravert	3.08	1.26	2.48	0.92	2.68	1.15
This person is wealthy	2.92	1.15	1.80	1.09	2.52	0.96
This person has a pretty face	3.24	1.51	2.44	1.29	2.32	1.38
This person's hairstyle suits him/her	3.72	1.60	1.64	0.95	3.12	1.69
This person is attractive	4.12	1.39	3.00	1.08	1.76	1.20
I would like to meet this person	4.28	1.65	3.08	1.53	1.08	1.19

Correlations evaluated by the ANOVA test

When testing for H2: When rating a picture of a female, the bisexual group will fall in between the homosexual female group and the homosexual male group, homosexual males scored higher than bisexuals when rating the attractiveness of the female in the picture (Q7), but not as high as the homosexual females (Table 12a-b).

Table 12a: Multiple comparisons of mean attractiveness scores for participants rating a female

Parameter	Homosexual females vs. Bisexuals	Bisexuals vs. Homosexuals males	Homosexual females vs. Homosexuals males
This person is intelligent	t-score = 4.75 P < 0.001*	t-score = 4.55 P < 0.001*	t-score = -0.48 P = 0.636
This person dresses well	t-score = 1.84 P = 0.072	t-score = 1.76 P = 0.085	t-score = -0.23 P = 0.817
This person is an extravert	t-score = 4.38 P < 0.001*	t-score = 0.84 P = 0.408	t-score = -2.65 P = 0.011*
This person is wealthy	t-score = 2.70 P = 0.010*	t-score = 2.72 P = 0.009*	t-score = -1.12 P = 0.907
This person has a pretty face	t-score = 2.34 P = 0.023*	t-score = 1.49 P = 0.143	t-score = -0.71 P = 0.481
This person's hairstyle suits him/her	t-score = 4.25 P < 0.001*	t-score = 2.67 P = 0.010*	t-score = -1.30 P = 0.200
This person is attractive	t-score = 4.49 P < 0.001*	t-score = -1.21 P = 0.231	t-score = -5.06 P < 0.001*
I would like to meet this person	t-score = 4.49 P < 0.001*	t-score = -0.43 P = 0.672	t-score = -3.99 P < 0.001*

Correlations evaluated by the ANOVA test
*P-value < 0.05

Table 12b: Mean scores of participants rating female picture

	Homosexual females (n=25)	SD	Bisexuals (n=25)	SD	Homosexual males (n=25)	SD
This person is intelligent	4.08	1.26	2.48	1.12	3.92	1.12
This person dresses well	2.72	1.31	2.12	0.97	2.64	1.11
This person is an extravert	3.52	0.92	2.36	0.95	2.64	1.38
This person is wealthy	3.00	1.26	2.08	1.15	2.96	1.14
This person has a pretty face	3.48	1.56	2.56	1.19	3.16	1.63
This person's hairstyle suits him/her	3.60	1.61	1.92	1.15	3.00	1.66
This person is attractive	4.52	1.23	3.04	1.10	2.60	1.44
I would like to meet this person	4.76	1.09	3.20	1.35	3.00	1.92

Correlations evaluated by the ANOVA test

When testing for H3: When rating a picture of a female, the bisexual group will fall in between the homosexual male group and the straight male group, significant score differences were seen when rating the female's attractiveness (Q7) by straight males, homosexual males, and bisexuals. Bisexual mean scores fell between those of straight and homosexual males. However, bisexual scores were lower than homosexual males on Q5 (This person has a pretty face) (Table 13a-b).

Table 13a: Multiple comparisons of mean attractiveness scores for participants rating a female

Parameter	Straight males vs. Bisexuals	Bisexuals vs. Homosexual males	Straight males vs. Homosexual males
This person is intelligent	t-score = 2.24 P = 0.029*	t-score = 4.55 P < 0.001*	t-score = 2.01 P = 0.050*
This person dresses well	t-score = 4.15 P < 0.001*	t-score = 1.76 P = 0.085	t-score = -2.20 P = 0.032*
This person is an extravert	t-score = 2.98 P = 0.005*	t-score = 0.84 P = 0.408	t-score = -1.68 P = 0.099
This person is wealthy	t-score = 3.33 P = 0.002*	t-score = 2.72 P = 0.009*	t-score = -0.62 P = 0.538
This person has a pretty face	t-score = 5.49 P < 0.001*	t-score = 1.49 P = 0.143	t-score = -2.60 P = 0.012*
This person's hairstyle suits him/her	t-score = 5.15 P < 0.001*	t-score = 2.67 P = 0.010*	t-score = -1.49 P = 0.144
This person is attractive	t-score = 4.69 P < 0.001*	t-score = -1.21 P = 0.231	t-score = -5.18 P < 0.001*
I would like to meet this person	t-score = 3.46 P = 0.001*	t-score = -0.43 P = 0.672	t-score = -3.18 P = 0.003*

Correlations evaluated by the ANOVA test
*P-value < 0.05

Table 13b: Mean scores of participants rating female picture

	Straight males (n=25)	SD	Bisexuals (n=25)	SD	Homosexual males (n=25)	SD
This person is intelligent	3.24	1.27	2.48	1.12	3.92	1.12
This person dresses well	3.32	1.07	2.12	0.97	2.64	1.11
This person is an extravert	3.24	1.13	2.36	0.95	2.64	1.38
This person is wealthy	3.16	1.14	2.08	1.15	2.96	1.14
This person has a pretty face	4.08	0.70	2.56	1.19	3.16	1.63
This person's hairstyle suits him/her	3.60	1.16	1.92	1.15	3.00	1.66
This person is attractive	4.26	0.74	3.04	1.10	2.60	1.44
I would like to meet this person	4.00	1.08	3.20	1.35	3.00	1.92

Correlations evaluated by the ANOVA test

When testing for H4: (When rating a picture of a male, the bisexual group will fall in between the homosexual female group and the straight female group), questions regarding social traits (Q3, Q4) yielded significantly different scores, with the homosexual female group falling in between straight females and bisexuals. Questions regarding physical attractiveness also showed different results amongst the three groups, with the bisexual group falling in between straight and homosexual females (Table 14a-b).

Table 14a: Multiple comparisons of mean attractiveness scores for participants rating a male

Parameter	Straight females vs. Bisexuals	Bisexuals vs. Homosexual males	Straight females vs. Homosexual males
This person is intelligent	t-score = 1.82 P = 0.075	t-score = -0.61 P = 0.543	t-score = -2.76 P = 0.008*
This person dresses well	t-score = 3.06 P = 0.004*	t-score = 0.80 P = 0.428	t-score = -2.00 P = 0.052*
This person is an extravert	t-score = 4.79 P < 0.001*	t-score = 0.68 P = 0.499	t-score = -3.60 P = 0.001*
This person is wealthy	t-score = 6.60 P < 0.001*	t-score = 2.20 P = 0.033*	t-score = -4.84 P , 0.001*
This person has a pretty face	t-score = 5.19 P < 0.001*	t-score = -0.32 P = 0.752	t-score = -5.33 P < 0.001*
This person's hairstyle suits him/her	t-score = 9.50 P < 0.001*	t-score = 3.81 P < 0.001*	t-score = -2.53 P = 0.015*
This person is attractive	t-score = 6.72 P < 0.001*	t-score = -3.84 P < 0.001*	t-score = -10.84 P < 0.001*
I would like to meet this person	t-score = 4.98 P < 0.001*	t-score = -5.17 P < 0.001*	t-score = -13.23 P < 0.001*

Correlations evaluated by the ANOVA test
*P-value < 0.05

Table 14b: Mean scores of participants rating male picture

	Straight females (n=25)	SD	Bisexuals (n=25)	SD	Homosexual females (n=25)	SD
This person is intelligent	2.92	1.04	2.32	1.28	2.12	1.01
This person dresses well	3.32	1.07	2.36	1.15	2.64	1.32
This person is an extravert	3.76	0.97	2.48	0.92	2.68	1.15
This person is wealthy	3.96	1.14	1.80	1.09	2.52	0.96
This person has a pretty face	4.04	0.84	2.44	1.29	2.32	1.38
This person's hairstyle suits him/her	4.02	0.86	1.64	0.95	3.12	1.69
This person is attractive	4.64	0.57	3.00	1.08	1.76	1.20
I would like to meet this person	4.76	0.72	3.08	1.53	1.08	1.19

Correlations evaluated by the ANOVA test

In support of H5: When rating a picture of a female, the bisexual group will have higher attractiveness ratings than the straight female group and the homosexual male group, bisexuals scored significantly higher than straight females and homosexual males on attractiveness ratings (Q7), while homosexual males scored significantly higher than the other two groups when rating the prettiness of the female's face (Q5) (Table 15a-b).

Table 15a: Multiple comparisons of mean attractiveness scores for participants rating a female

Parameter	Bisexuals vs. Straight females	Straight females vs. Homosexual males	Bisexuals vs. Homosexual males
This person is intelligent	t-score = -1.80 P = 0.079	t-score = 1.80 P = 0.078	t-score = 4.55 P < 0.001*
This person dresses well	t-score = -1.20 P = 0.237	t-score = 0.69 P = 0.491	t-score = 1.76 P = 0.085
This person is an extravert	t-score = -1.78 P = 0.082	t-score = -0.75 P = 0.457	t-score = 0.84 P = 0.408
This person is wealthy	t-score = -2.14 P = 0.038*	t-score = 1.01 P = 0.319	t-score = 2.72 P = 0.009*
This person has a pretty face	t-score = 1.78 P = 0.081	t-score = 3.06 P = 0.004*	t-score = 1.49 P = 0.143
This person's hairstyle suits him/her	t-score = -2.32 P = 0.024*	t-score = 0.55 P = 0.582	t-score = 2.67 P = 0.010*
This person is attractive	t-score = 4.37 P , 0.001*	t-score = 2.42 P = 0.020*	t-score = -1.21 P = 0.231
I would like to meet this person	t-score = 5.43 P < 0.001*	t-score = 3.86 P < 0.001*	t-score = -0.43 P = 0.672

Correlations evaluated by the ANOVA test
*P-value < 0.05

Table 15b: Mean scores of participants rating female picture

	Bisexuals (n=25)	SD	Straight females (n=25)	SD	Homosexual males (n=25)	SD
This person is intelligent	2.48	1.12	3.20	1.66	3.92	1.12
This person dresses well	2.12	0.97	2.44	0.92	2.64	1.11
This person is an extravert	2.36	0.95	2.92	1.26	2.64	1.38
This person is wealthy	2.08	1.15	2.68	0.80	2.96	1.14
This person has a pretty face	2.56	1.19	2.04	0.84	3.16	1.63
This person's hairstyle suits him/her	1.92	1.15	2.76	1.39	3.00	1.66
This person is attractive	3.04	1.10	1.76	0.97	2.60	1.44
I would like to meet this person	3.20	1.35	1.28	1.14	3.00	1.92

Correlations evaluated by the ANOVA test

In support of H6: When rating a picture of a male, the bisexual group will have higher attractiveness ratings than the straight male group and the homosexual female group, bisexuals scored significantly higher than straight males and homosexual females when rating the male's attractiveness (Q7). Bisexuals also scored higher than the other two groups on Q8 (I would like to meet this person) (Table 16a-b).

Table 16a: Multiple comparisons of mean attractiveness scores for participants rating a male

Parameter	Bisexuals vs. Straight males	Straight males vs. Homosexual females	Bisexuals vs. Homosexual females
This person is intelligent	t-score = -3.56 P = 0.001*	t-score = 5.03 P < 0.001*	t-score = 0.61 P = 0.543
This person dresses well	t-score = -2.18 P = 0.034*	t-score = 1.12 P = 0.267	t-score = -0.80 P = 0.428
This person is an extravert	t-score = -3.04 P = 0.004*	t-score = 2.08 P = 0.043*	t-score = -0.68 P = 0.499
This person is wealthy	t-score = -2.25 P = 0.029*	t-score = 0.14 P = 0.889	t-score = -2.20 P = 0.033*
This person has a pretty face	t-score = 1.10 P = 0.276	t-score = -0.71 P = 0.483	t-score = 0.32 P = 0.752
This person's hairstyle suits him/her	t-score = -1.91 P = 0.063	t-score = -2.27 P = 0.028*	t-score = -3.81 P < 0.001*
This person is attractive	t-score = 5.45 P < 0.001*	t-score = -0.83 P = 0.414	t-score = 3.84 P < 0.001*
I would like to meet this person	t-score = 5.56 P < 0.001*	t-score = 0.14 P = 0.893	t-score = 5.17 P < 0.001*

Correlations evaluated by the ANOVA test
*P-value < 0.05

Table16b: Mean scores of participants rating male picture

	Bisexuals (n=25)	SD	Straight males (n=25)	SD	Homosexual females (n=25)	SD
This person is intelligent	2.32	1.28	3.36	0.70	2.12	1.01
This person dresses well	2.36	1.15	3.00	0.91	2.64	1.32
This person is an extravert	2.48	0.92	3.32	1.03	2.68	1.15
This person is wealthy	1.80	1.09	2.56	1.04	2.52	0.96
This person has a pretty face	2.44	1.29	2.08	1.00	2.32	1.38
This person's hairstyle suits him/her	1.64	0.95	2.20	1.12	3.12	1.69
This person is attractive	3.00	1.08	1.52	0.82	1.76	1.20
I would like to meet this person	3.08	1.53	1.12	0.88	1.08	1.19

Correlations evaluated by the ANOVA test

The results obtained from the secondary study will be discussed in the following section, along with the limitations of both studies.

Discussion

The purpose of the secondary study was to further investigate the role that sexual orientation had on the perception of physical attractiveness. Since the preliminary study included both a homosexual and heterosexual samples, the secondary study took one step further to include a bisexual sample, where the participants were equally attracted to both males and females. The findings of this study were consistent with the previous findings discussed in the preliminary study. More specifically, this study further verified the idea that, perceived physical attractiveness was influenced by the raters' sexual orientation.

This study also added an extra contribution to the preceding literature addressing perceived attractiveness. This contribution was the use of participants of different sexual orientations. Results attended to those obtained in the primary study. These findings confirmed the hypothesized idea that, attractiveness ratings are swayed according to one's sexual interests. In other words, the perception of attractiveness was affected by one's sexual orientation.

To assess this idea in more detail, specific findings need to be discussed. When homosexual female participants, straight female participants and bisexual participants were asked to rate the attractiveness of the male in the photograph, (Q7) sexual orientation played a crucial role. When comparing the results of these three groups, (Table 14) findings showed that the straight females recorded the highest attractiveness rating of the male in the photograph, homosexual females recorded the lowest attractiveness ratings, and the bisexual group fell in the middle of the former two groups. These results can be analyzed in the following manner: since straight females are only attracted to males, they recorded the highest score when rating a male. The bisexual group is equally attracted to both males and females, which is why, although they scored higher than the homosexual female group, who is not at all attracted to males, they did not

score as high as the straight females, who focus their sexual energy on males alone. This theory is also illustrated in Table 11, where homosexual males, straight males, and bisexuals were asked to rate the attractiveness of the female in the photograph (Q7). Again, results showed that attractiveness ratings were affected by who perceives females as potential mates. This can explain why the straight males recorded the highest score, followed by the bisexual group, leaving the homosexual male group with the lowest attractiveness score.

An interesting occurrence was found when the bisexual, straight female, and homosexual male groups were asked to rate the female photograph (Table 15). Since the latter two groups are not sexually drawn to females, they scored significantly lower than the bisexual group (Q7). This also occurred when the bisexual, straight male, and homosexual female groups were asked to rate the male photograph (Table 16). For the aforementioned reasons, the bisexual group recorded the highest attractiveness ratings for the male photograph (Q7) leaving the other two groups with significantly lower scores.

These findings, along with the findings obtained from the primary study, have illustrated the effect that one's sexual orientation had on attractiveness ratings. Such findings showed that sexual orientation, as opposed to gender, was more important in determining attractiveness ratings.

Limitations and suggestions for future research

Due to the nature of this study, a couple of limitations should be addressed. First, due to limited access to a larger female bisexual sample, the majority of the bisexual participants were male. In order to compensate for this, the bisexual sample was asked to rate both the male and female photograph. In the future, it would be advisable to broaden the bisexual sample to include a larger female sample. This would allow for comparative analysis between male bisexuals and

female bisexuals, in order to determine whether other factors, apart from sexual orientation will affect attractiveness ratings.

A notion that was not described in previous research should be looked further into in the future is to assess whether being a homosexual male who describes himself as feminine versus a homosexual male as masculine (i.e. positive vs. negative homosexuality) would affect the attractiveness ratings. This should also be addressed regarding homosexual females. In order to discuss the differences that appear within a certain sample, a larger body of participants would be required, and a different set of questions need to asked to each participant (regarding the nature of each individual's homosexuality and each individual's sexual identity) along with the original rating scale. This would provide a thorough analysis as to how sexual orientation, along with sexual identification, affects the perception of attractiveness.

It should be noted that one can not ensure that each participant answered the rating scale genuinely. This may have occurred for a number of reasons. First, the straight males who had to rate the male photograph may have underrated the male in terms of attractiveness since it is socially unacceptable for males to find other males as physically attractive. Keeping this in mind, it is logical to take into consideration the fact that some straight males may have purposely scored very low when rating the male photograph in order to abide by socially accepted norms since "real men" are supposed to be agentic (e.g., tough and aggressive), whereas "real women" are supposed to be communal and expressive (e.g., compassionate and emotional)" (Derlega, Catanzaro, & Lewis, 2001).

Concluding Remarks

The aim of these studies was to ascertain whether sexual orientation had an effect on the perception of physical attractiveness in both males and females. The primary study found that, in both the male and female groups, sexual orientation did indeed affect perceptions of attractiveness. The secondary study arose as a result of these primary findings. In order to take this notion one step further, a bisexual cohort was included. The findings within the secondary study further verified the main aim of this study: to establish the effect that sexual orientation had on the perception of attractiveness. In conclusion, the combination of these 2 studies opened the doors to further investigations regarding the nature of one's sexual preferences, and how such preferences, in turn, decided who was to be perceived as physically attractive. This study has shed light upon a topic that is perceived as a social taboo within some levels of the Lebanese community, yet it has given voice to an otherwise underrepresented group within Lebanese society. It would be beneficial to include this portion of the Lebanese population in more social research, since such a sample would produce a more realistic representation of the Lebanese population.

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Author Note

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Appendix 1: Female photograph used in the study

Appendix 2: Rating scale corresponding to the female photograph

Rating Scale

Demographics

Age:

Gender: Male Female

Educational Level:

Attached Unattached

Please indicate how much you agree or disagree with the following statements in relation to the attached picture.

1. This person is intelligent.

0	1	2	3	4	5	6
Highly Disagree	Disagree	Slightly Disagree	Undecided	Slightly Agree	Agree	Highly Agree

2. This person dresses well.

0	1	2	3	4	5	6
Highly Disagree	Disagree	Slightly Disagree	Undecided	Slightly Agree	Agree	Highly Agree

3. This person is an extravert.

0	1	2	3	4	5	6
Highly Disagree	Disagree	Slightly Disagree	Undecided	Slightly Agree	Agree	Highly Agree

4. This person is wealthy.

0	1	2	3	4	5	6

Highly Disagree	Disagree	Slightly Disagree	Undecided	Slightly Agree	Agree	Highly Agree

5. This person has a pretty face.

0	1	2	3	4	5	6
Highly Disagree	Disagree	Slightly Disagree	Undecided	Slightly Agree	Agree	Highly Agree

6. This person's hair style suits her.

0	1	2	3	4	5	6
Highly Disagree	Disagree	Slightly Disagree	Undecided	Slightly Agree	Agree	Highly Agree

7. This person is attractive.

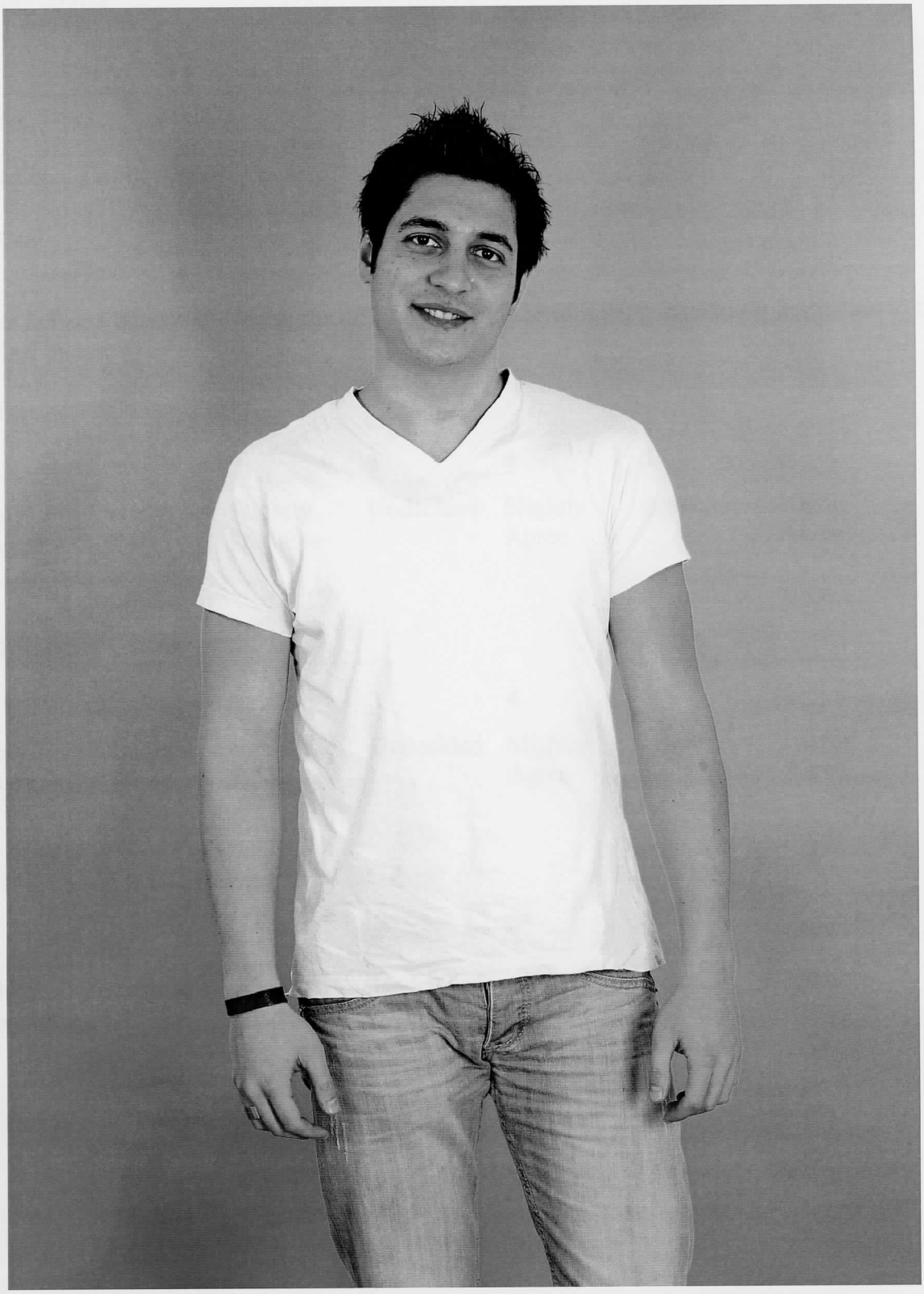
0	1	2	3	4	5	6
Highly Disagree	Disagree	Slightly Disagree	Undecided	Slightly Agree	Agree	Highly Agree

8. I would like to meet this person.

0	1	2	3	4	5	6
Highly Disagree	Disagree	Slightly Disagree	Undecided	Slightly Agree	Agree	Highly Agree

Thank you for your participation.

Appendix 3: Male photograph used in the study



Appendix 4: Rating scale corresponding to male photograph

Rating Scale

Demographics

Age:

Gender: Male Female

Educational Level:

Attached Unattached

Please indicate how much you agree or disagree with the following statements in relation to the attached picture.

9. This person is intelligent.

0	1	2	3	4	5	6
Highly Disagree	Disagree	Slightly Disagree	Undecided	Slightly Agree	Agree	Highly Agree

10. This person dresses well.

0	1	2	3	4	5	6
Highly Disagree	Disagree	Slightly Disagree	Undecided	Slightly Agree	Agree	Highly Agree

11. This person is an extravert.

0	1	2	3	4	5	6
Highly Disagree	Disagree	Slightly Disagree	Undecided	Slightly Agree	Agree	Highly Agree

12. This person is wealthy.

0	1	2	3	4	5	6

Highly Disagree	Disagree	Slightly Disagree	Undecided	Slightly Agree	Agree	Highly Agree

13. This person has a pretty face.

0	1	2	3	4	5	6
Highly Disagree	Disagree	Slightly Disagree	Undecided	Slightly Agree	Agree	Highly Agree

14. This person's hair style suits him.

0	1	2	3	4	5	6
Highly Disagree	Disagree	Slightly Disagree	Undecided	Slightly Agree	Agree	Highly Agree

15. This person is attractive.

0	1	2	3	4	5	6
Highly Disagree	Disagree	Slightly Disagree	Undecided	Slightly Agree	Agree	Highly Agree

16. I would like to meet this person.

0	1	2	3	4	5	6
Highly Disagree	Disagree	Slightly Disagree	Undecided	Slightly Agree	Agree	Highly Agree

Thank you for your participation.