

Media Content Development via Gatekeeping

An Empirical Case Study of Face-ism as a Media Stereotype



Prof. Srinivas Melkote*, Kapil R. Melkote**

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Abstract

Face-ism is a unique media phenomenon that has recently been recognized and defined in research. Face-ism, which is the amount of facial prominence in a given photograph, may convey certain messages about the depicted person. Research has found that higher facial prominence conveys perceptions of higher intelligence, ambition and dominance. Is there a gender bias in such depictions? The purpose of this study was to content analyze the face-ism phenomenon in the depiction of the genders in print media. The study investigated the following hypotheses: (a) Depictions of people in media images will give more prominence to the face in male depictions than in female depictions, and (b) These differences should be found to increase over the last 20 years. Results of this study found that males were receiving significantly higher facial prominence in news media content. This supported the first hypothesis and showed that mass media are stereotyping between the genders. These findings support our hypothesis that the depictions of people in the media will give more prominence to the face in male depictions than in female depictions. Thus, news media may be portraying males as more intelligent, ambitious, dominant, and females as less intelligent, ambitious, and dominant thus fueling a media stereotype.

1. Introduction

Modern mass media are one of the most influential factors in modern society. The media phenomenon known as face-ism often appears in well-known outlets of mass media, such as magazines. The face-ism coding process as defined by Archer, Iritani, Kimes and Barrios (1983), delineates the criteria for the selection of pictures to assess face-ism. Using this method, face-ism can be assessed from newspapers or news magazines. Face-ism is defined as a tendency to represent people in terms of their face as opposed to the rest of their body and this term can be measured in many outlets of mass media including print and visual media. Studies have indicated high face-ism is associated with more dominance, intelligence, and ambition; low face-ism is associated with lower levels of dominance, intelligence, and ambition. Research also indicates a bias between different groups of people; face-ism analysis shows a gender stereotype, as well as status and race stereotypes. Previous studies indicate that face-ism stereotyping has been increasing over the centuries, as shown in analyses of paintings and portraits. Is the face-ism stereotyping of the genders increasing or decreasing in modern mass media, such as magazines?

Face-ism is a unique media phenomenon that has recently been

*School of Media and Communication, Bowling Green State University, Bowling Green, OH 43403, USA

recognized and defined in research. Sparks defined face-ism as, "...the tendency to represent people in terms of their face or head as opposed to their body" (Sparks 2002, p.167). An index was created to measure the relative facial prominence of a person depicted in a photograph. Using this index researchers were able to measure the relative facial prominence in pictures and see if "face-ism" was occurring. The index created a ratio that would rate facial prominence from low (.00) to high (1.00). To compute this ratio, the following procedure was followed: Measure the distance (in any unit) from the highest visible part of the pictured person's forehead, to the lowest visible part of the chin. This measurement would constitute the numerator (x). Then the distance from the highest visible part of the forehead to the lowest visible part of the subject's body is measured to obtain a denominator (y). The numerator is then divided by the denominator to compute the "face-ism score" (Archer, Iritani, Kimes, and Barrios, 1983). The number that is obtained from this calculation would range anywhere from .00 to 1.00; the lower the number, the lower the facial prominence, the higher the number the higher the facial prominence. In a .00 score the face would not be visible at all, in a 1.00 score the face would dominate the entire image (Archer et al., 1983). After these formulas were defined, face-ism started to be analyzed and researched in mass media

2. Review of Theoretical Literature

The face-ism phenomenon could be applied to many real-world situations. The first face-ism studies to do this applied the phenomenon to the depictions of the sexes. Archer et al. (1983), created a coding process to limit pictures which were not acceptable for measurements of facial prominence. The reason for creating such a process was to eliminate photographs in which the subject is being framed to capture a specific pose; when a subject is being framed purposely for a certain pose, the picture can become biased, and not be acceptable for measures of facial prominence. The selection process was as follows:

- Photographs may contain only one human subject,
- photographs that aim to capture some particular body region, movement, problem, or gesture cannot be counted (e.g., performing athletes, people modeling clothes or cosmetics, using tools, in weight loss ads, etc.),
- photographs with a "co-subject" cannot be used such as a person standing next to an elephant, a driver with a car, etc.,
- photographs printed several times are counted only once (photographs of regular columnists, entertainment advertisements, etc.), and
- photographs of disembodied heads are not counted. (Archer et al., 1983, p.727).

3. Gender Bias

Using this coding process, Archer et al. (1983), conducted a case study of 1,750 published American photographs from five American periodicals. These five periodicals included *Time*, *Newsweek*, *Ms.*, *The San Francisco Chronicle*, and *The Santa Cruz chronicle* (Archer et al., 1983). The purpose of this study was to examine the mean facial prominence of pictures of males and the mean facial prominence of pictures of females to identify face-ism bias. The results of the study found that the mean face-

ism score for males (.65) was significantly higher than the mean face-ism score for females (.45), ($t=18.23$, $p<.001$) (Archer et al., 1983, p.727). This difference in facial prominence between the sexes was significant, with males having much higher mean facial prominence than females. A face-ism bias in the relative facial prominence between males and females was starting to be come clearly prominent. In a study of politicians, University of Michigan researchers examined pictures of 504 male politicians and 84 female politicians in mass media publications. The study found that overall the male politicians had a higher facial prominence score than the female politicians (Swanbrow, 2005).

Archer et. al (1983) conducted another study to analyze if the face-ism bias between males and females was only limited to U.S. media or if it was a global media phenomenon. The study coded over 3,500 pictures from 13 publications in 11 other nations. The study found a significant difference in each of the 11 nations, overall with males having a mean facial prominence of .60 and females .49 (Archer et al., 1983, p.729). The results of the study suggested that the face-ism bias between the sexes was not a purely U.S. media phenomenon but also occurring in international media

Since past research indicated that a face-ism bias was occurring between the sexes, researchers questioned if this may be due to the type of periodicals selected, and their target audience. For instance, in a periodical concerning women's issues, will the mean facial prominence of women be greater than in that of a general periodical? Zuckerman (1986) conducted a case-study of publications associated with liberal or feminist view points to assess if the face-ism bias between the sexes varied from more traditional publications. For the study, six American publications were chosen; three from publications associated with women's issues (*Ms.*, *Working Woman*, *Rochester Woman*), and three from more traditional publications (*Time*, *Newsweek*, *U.S. News and World Report*). The results of this study found that the relative facial prominence for both men and women were higher in the publications associated with feminist or liberal viewpoints, $f(1,888)=22.37$, $p<.0001$, $r=.16$, than in that of traditional publications (Zuckerman, 1986, p.218).

4. Face-ism in Visual Media

Since a face-ism bias was found between men and women in forms of media such as magazines, researchers started to question if the phenomenon was found in other forms of mass media such as television. Copeland (1989) conducted a study to identify a face-ism bias between the sexes in American primetime television using the networks ABC, CBS, FOX, and NBC. Facial prominence was measured in ten minute sections of primetime programming from the networks. The results yielded a significant difference in the framing of a subject with women having a mean facial prominence of .41 and males having a mean facial prominence of .47 (Copeland, 1989, p.212). The study showed a difference in framing, "...men are framed from a closer perspective than are women. Face-ism in primetime entertainment programming appears to be as prevalent as it is in other visual media." (Copeland, 1989, p.212). This study established that face-ism is not exclusive to print mass media such as magazines, but is an all encompassing mass media phenomenon.

5. Perception Stereotypes due to Face-ism

The face-ism phenomenon may have some prominent effects on the public as it has been identified as a recurring phenomenon in mass media. Is face-ism producing any effects on the public outlook of certain groups of people? Archer et al. (1983), conducted a study to identify if face-ism changed the public outlook of men and women. The study asked 60 university students to rate stimulus persons in one of two test booklets. In one booklet a person was shown with low facial prominence (.15), and in the next a person was shown with high facial prominence (.60). The booklets asked judges to rate people in the photographs on their apparent intelligence, ambition, physical appearance, and warmth. The results were interesting, in finding that the higher the facial prominence the more favorable were the perceptions over intelligence, ambition, physical appearance, and warmth. Archer summarized the data:

- ...sex-related asymmetry may affect important qualities of the ways in which a person is perceived. In particular, images high in relative facial prominence may produce more favorable attributions concerning intelligence, ambition, physical appearance, and other fundamentally important qualities. (Archer et al., 1983, p.733).

Zuckerman and Kieffer (1994), building off of this data, investigated two possibilities in the effects of face-ism. Their study investigated if (a) higher face-ism implies strong intellectual and mental attributes and weaker emotional and physical traits, and (b) higher face-ism portrays higher dominance of a subject (Zuckerman & Kieffer, 1994). In the study, 32 individuals were photographed, two pictures were taken of each individual one with high facial prominence, and one with in low facial prominence. These pictures were arranged into booklets, in which judges were asked to rate the subject as either: analytical-emotional, competent-incompetent, intellectual-not intellectual, mature-immature, sexual-not sexual, and dominant-submissive (Zuckerman & Kieffer, 1994). The results were summarized; "Results are consistent with the view that level of face-ism determines, at least in part, the perception of power." (Zuckerman & Kieffer, 1994, p.91). Zuckerman and Kieffer's data agreed with data from Archer et al. (1983) that the higher the level of face-ism the more positive the perceptions.

6. Gender Stereotypes

Zuckerman (1986), conducted a study to learn if face-ism, in the case of men and women, did in fact portray masculine and feminine stereotypes (men being more dominant and intelligent and females being more attractive). Observers had to rate 48 photographs, 24 of males and 24 of females. Observers were shown two photographs of each person, one in low (.16) and one in high (.51) facial prominence. Photographs were rated on 11 adjectives: dominant, assertive, timid, weak, warm, kind, hostile, cold, intelligent, ambitious, and attractive (Zuckerman, 1986). The results of the study found that higher facial prominence scores received more favorable ratings on ambition and dominance but somewhat lower positivity ratings (Zuckerman, 1986). Prior research agrees with these findings; in a past study 11 men and women were asked to list

all of the characteristics and attributes in which men and women were different. The results found that men were found to be dominant and always acting as a leader (Borverman, Vogel, Broverman, Clarkson, and Rosenkrantz, 1972).

Previous studies showed that higher face-ism scores may have significant effects on the public's outlook on certain groups of people. This idea was tested in other studies. In an experiment to see if the face-ism effect between men and women was occurring in basic public representations, 80 university students were simply told to draw a picture of a man and a woman (separately). The research group was told to capture the character of the person they were drawing (Archer et al., 1983). The results found that drawings of men for both genders tended to have more facial prominence than drawings of females. The data suggests when facial prominence can take any value males tend to be emphasized more than females. These results interpret the idea that a face-ism bias between men and women is occurring in even basic representation systems (Archer et al., 1983).

Other studies showed the public's apparent preference to depict the people in terms of their sex. In one study 40 people were asked to select photographs that best represented the depicted person as a political candidate. Significant preferences emerged for depictions of males in close-up, full length, and waist shots but females in bust, waist, and three quarter shots (Adams, Copeland, Marjorie, Hughes, and Hughes, 1980). Due to the results of these types of studies, the face-ism bias can now, in fact, be established as a media stereotype. This type of phenomenon could create a role schema for men and women (Fiske & Kieffer, 1991).

7. Racial Biases

The research of face-ism stereotyping has produced alarming messages about mass media depictions, which includes other groups besides the genders. Zuckerman and Kieffer (1994), examined differences in the depictions of whites and blacks (with one study including American Indians) in the mass media. Selecting 640 photographs from 4 American periodicals (*Life*, *Time*, *Newsweek*, and *U.S. News and World Report*) face-ism was coded for white men, white women, black men, and black women. The results clearly showed a face-ism stereotype in the races. White men had a significantly higher mean facial prominence score (.581) than black males (.493), white females had a significantly lower score (.483) than both white and black males but still had a higher score than black females (.444) (Zuckerman & Kieffer, 1994, p.87). The results agreed with that of earlier studies finding that not only is a significant face-ism stereotype appearing in the races but a significant face-ism stereotype is also appearing in the sex of the respected race. To check if this racial face-ism was limited to U.S. media, Zuckerman and Kieffer (1994) conducted a second study on European photographs. Of four European periodicals 240 photographs were used in this study, and face-ism was coded only for males. The results of the study indicated that white males had a significantly higher mean facial prominence (.531) than did black males (.474); showing the racial face-ism stereotyping is not exclusive to the U.S. media (Zuckerman & Kieffer, 1994, p.88). To further analyze the phenomenon of racial face-ism, Zuckerman & Kieffer (1994) conducted a study

to examine face-ism for black, white, and American Indian males in American portraits from the 19th and 20th centuries. The results of this study found that once again white males had a greater mean facial prominence than black males. American Indians, however, had significantly lower facial prominence than both white and black males (Zuckerman & Kieffer, 1994). After all of these studies of face-ism stereotypes in the races and sexes, a question has arisen if face-ism is really as simple as it seems.

8. Face-ism & Occupations

Face-ism differences may be more complicated than it seems. Does the face-ism difference have to do also with the traits of the subject being depicted, such as their occupation, or status? Sparks and Fehlner (1986), examined pictures from the 1984 presidential campaign to examine if a face-ism stereotype was present, due to heavy attention of the gender of female vice-presidential candidate, Geraldine Ferraro. *Time* and *Newsweek* were selected for their study, and facial prominence was measured for Reagan, Mondale, Bush, and Ferraro. The results of the study found no significant difference in the facial prominence between Ferraro and the male candidates. Even more, Ferraro's face-ism index tended to be higher than Bush's (Sparks & Fehlner, 1986). To make sure the interpretations of the results were accurate, a second study analyzed the mean facial prominence of all non-candidate males and females pictured in issues of the same magazines during the election season. Results yielded that men had a higher mean facial prominence than females (Sparks & Fehlner, 1986). Furthermore the occupations of males and females pictured in stories of *Time* and *Newsweek* were examined. The most often pictured profession pictured for females was actress. Face-ism was coded for males and females in these occupations, which yielded males ($x = .62$) having significantly higher facial prominence than females ($y = .43$) ($t = 2.11$, $p = .04$) (Sparks & Fehlner, 1986, p.76). These findings clashed with the additional findings of Ferraro's face-ism index. The examination of these studies indicated that face-ism is more complicated than it seems, possibly affecting one's occupation and/or status, along with their race and gender.

9. Face-ism Over Time

Face-ism may not just be a modern phenomenon. The phenomenon has only been thoroughly studied for the media conducted in the latter part 20th century. This brings up the question if face-ism had been occurring throughout human history and if so, is it increasing over time? Archer et al. (1983) examined the face-ism effect between the sexes over time. The study examined 920 portraits and self-portraits ranging from the 15th century to the 20th century. With the exception of 15th and 16th centuries, a significant difference was found with males having a higher mean facial prominence than women. Researchers also found some interesting information about face-ism over time, "There is also some indication that this difference (in face-ism) has increased rather than diminished over the past six centuries" (Archer et al., 1983, p.730). Zuckerman and Kieffer (1994), also identified in their study of portraits, that the mean facial prominence for white and black men increased from 19th to the 20th century. Face-ism is not exclusive to modern media and may, in fact, be increasing over time.

Previous studies have opened up many possibilities on further research in face-ism. All studies applied to face-ism so far support the idea that there is, in fact, a face-ism bias between groups such as the genders, and the races. Furthermore, studies have indicated that face-ism also affects mental perceptions of the targeted individual. The higher the facial prominence of the target individual, the more positive are the perceptions of the targeted individual (more intelligent, ambitious, dominant); the lower the facial prominence of the targeted individual, the less positive are the perceptions of the targeted individual (less intelligent, ambitious, dominant). Keeping in mind these apparent perceptions based on facial prominence, the face-ism bias between groups such as the genders can now be classified as a stereotype. Eventually, face-ism stereotypes were studied for the genders through time. Rather than researching 20th century media, paintings and portraits were measured from the last five centuries. These findings concluded that face-ism stereotyping for the genders has been an ongoing phenomenon through the centuries, and may, in fact, be increasing over time. Despite 'improvements' in political correctness, the face-ism stereotyping between the genders and races may, in fact, still be occurring in the present media. From information based on the findings of these studies, one can conclude that present depictions of people in U.S. media images will give more prominence to the face in male depictions than in female depictions. These differences should be found to increase over the last twenty years.

10. Methodology and Objectives of Study

Based on the review of literature, two hypotheses were formulated:

- (a) Depictions of people in U.S. media images will give more prominence to the face in male depictions than in female depictions in the years 1985 and 2005.
- (b) These differences should be found to increase between 1985 and 2005, i.e. the differences in the depictions between male and female subjects will increase between 1985 and 2005. The study was constructed to yield data to investigate these hypotheses.

The scientific research method of content analysis was used as the research framework of this study. The population for this study constituted all issues of the American edition of the *Newsweek* magazine. For the sample of this study, the years 2005 and 1985 were chosen by the researcher for a detailed examination of the concept of face-ism. The issues chosen pertained to the first weekly issue from each of the first five months in 2005 and 1985 respectively. Individual photographs constituted the unit of analysis. The criteria for selection of photographs were that of the face-ism coding process defined by Archer, Iritani, Kimes, and Barrios (1983). The criteria for selection delineated: (a) Photographs may contain only one human subject, (b) Photographs that aim to capture some particular body region, movement, problem, or gesture cannot be counted, (c) Photographs with a "co-subject" cannot be used, (d) Photographs printed several times are counted only once, and (e) Photographs of disembodied heads are not counted. Face-ism scores for males and females separately constituted the content categories. In every photograph, two sets of measurements were taken. The first set of measurement included the highest visible part of the forehead to the lowest

visible part of the chin. The second measurement included the length from the highest visible part of the forehead to the lowest visible part of the body. The first measurement was divided by the second measurement for each photograph for both males and females. This number ranged anywhere from .00 to 1.00 (the greater the number the higher the facial prominence). This procedure was repeated for all of the selected photographs for the years 2005 and 1985 respectively. A mean face-ism score was then computed for 1985 and 2005 respectively for males and females. A t-test was run to test for significant difference between the mean face-ism scores for males and females in 2005 and 1985 respectively. Additionally, the difference in mean face-ism scores between males and females in 1985 and 2005 respectively, were examined for any significant change over the time period (i.e. did the difference increase over the time period?). The Statistical Package for Social Sciences (SPSS) was used to analyze the data. All statistical significance tests were run at $p < .01$.

11. Results

Of the 164 pictures examined for the year 1985, the mean face-ism score for all photographs was 0.52 ($n = 164$, $S = 0.24$). This measurement was moderate, indicating that the average photograph framed about half of the picture to the subject's face. One of the major objectives in this study targets the possible stereotype in the framing of the genders. In terms of the issues of *Newsweek* in 1985, there was a significant tendency to frame males with higher facial prominence than females. The mean face-ism score for males was 0.56 ($N = 117$, $S = .23$), the mean face-ism score for females ($n = 47$) was 0.42 ($N = 47$, $S = .23$) (See Table 1). Upon running a t-test, this difference between male and female scores ($0.56 - 0.42 = 0.14$) was found to be statistically significant ($t = 3.39$, $p < .001$, 95% CI: between 0.06 & 0.21) (See Table 2).

(table 1 About Here)

(table 2 About Here)

In terms of the issues of *Newsweek* in 2005, similar data were found. The mean face-ism score for all photographs in 2005 was 0.51 ($N = 98$, $S = 0.22$). Once again, the average photograph framed about half the picture to the subject's face. Within the 2005 data, the mean face-ism score for all males was 0.55 ($N = 69$, $S = .20$). The mean face-ism score for all females was 0.41 ($N = 29$, $S = .22$) (See Table 3). Upon running a t-test for this set of data, the difference between the scores of males and females ($0.55 - 0.41 = 0.14$) was significant ($t = 3.04$, $p < .003$, 95% CI: between 0.05 & 0.23) (See Table 4).

(TABLE 3 ABOUT HERE)

(TABLE 4 ABOUT HERE)

The difference in face-ism score of males and females from the years 1985 to 2005 were then compared. For the 1985 data, the difference in the face-ism scores between males (.56) and females (.42) was .14. For the 2005 data, the difference in the face-ism scores between males (.55) and females (.41) was .14. In comparing the differences between 1985 and 2005, it was found that the two numbers were equal. No statistical test was run since there was no difference between the face-ism score differences (between males and females) from 1985 to 2005.

In addition to these findings, a pattern was observed in the

number of photographs shown of males and females. For both sets of data from 1985 and 2005, females were observed to have less eligible photographs than that of males. Of the 164 photographs examined in 1985, there were 117 eligible photographs of males, whereas there were 47 eligible photographs of females. A significance test was run on the number of male photographs versus the number of female photographs for 1985. This difference was found to be statistically significant (chi square = 29.88, $p < .009$) (See Table 5). Of the 98 eligible photographs in 2005, there were 69 eligible photographs of males, and 29 eligible photographs of females. Upon running a significance test for this set of data, the difference was also found to be highly significant (chi square = 16.33, $p < .009$) (See Table 6).

(TABLE 5 HERE)

(TABLE 6 HERE)

12. Discussion and Conclusion

Face-ism stereotyping between the genders was a key concern for this study. Two hypotheses were investigated; (a) Depictions of people in U.S. media images will give more prominence to the face in male depictions than in female depictions, and (b) These face-ism differences should be found to increase over the last 20 years.

The results support the hypothesis that a face-ism stereotype between the genders is still ongoing in today's media; in this case, involving the magazine *Newsweek*. Previous studies have shown the higher the facial prominence of the target individual, the more positive are the perceptions of the targeted individual (more intelligent, ambitious, dominant); the lower the facial prominence of the targeted individual, the less positive are the perceptions of the targeted individual (less intelligent, ambitious, dominant). As

shown through the data, males are receiving significantly more facial prominence than females in both 1985 and 2005. These findings support our hypothesis that the depictions of people in U.S. media images will give more prominence to the face in male depictions than in female depictions. Thus, news media may still be portraying males as more intelligent, ambitious, dominant, and females less intelligent, ambitious, and dominant thus fueling a media stereotype.

For the second hypothesis the data showed that there is neither increase nor decrease in the face-ism scores for males and females from 1985 to 2005. The data did not support the second hypothesis that the face-ism difference between men and women have increased over the last 20 years, but rather has stayed the same. This finding is interesting for the fact that face-ism differences in males and females have not increased significantly over the last twenty years. However, they have not decreased either, showing that despite societies' strive for more equality and political correctness, a gender stereotype is still occurring in our mass media outlets (in this case *Newsweek*) and shows no change.

Through analyzing the data, an additional pattern emerged. This pattern was found between the number of eligible photographs for males and females in both 1985 and 2005 respectively. From the results, it can be concluded that there is

an apparent bias to photograph males more than females, in print media. This bias seems to be just as prominent today as it was twenty years ago. The reason for this apparent bias is not known, and possible effects are not known either. It can be concluded that there is a possible media/societal bias in favor of depicting more males in the arenas of news and policy making.

This study has revealed important information on media gatekeeping practices. First, data supported the hypothesis that there is a face-ism stereotype in the genders for *Newsweek* from both 1985 and 2005. This finding is significant in saying that the media portray males with more positive aspects than females; this is evident both at the present and 20 years ago. With present society becoming more 'politically correct' and more equal for all groups of people, it is curious to find a stereotype between the genders in a mass media outlet such as *Newsweek*. With this media stereotype showing up in popular media

outlets such as *Newsweek*, what would be the effects and perceptions of the general media audience of the two genders? The main idea of this hypothesis could be studied in many other forms. For instance, one could study this hypothesis in other outlets of print media, or visual media. This hypothesis can also be measured in print and visual representations in international media, for example in Indian media.

The first hypothesis of this study, however, only studied a face-ism stereotype between the genders for 1985 and 2005 respectively. This study could, however, expand to many other groups of people. Earlier studies have shown a face-ism stereotype in race and occupation/status. Race, for instance, could be the target of a study with same conditions, measuring face-ism through a twenty year period in print or visual mass media between difference races.

From the data concerning the second hypothesis, there was no significant change found concerning an increase in the difference of face-ism scores between males and females from 1985 to 2005. This data did not support the hypothesis; however, it also showed that the difference in face-ism scores of men and women did not decrease over the twenty year time period either. This data was important in showing that despite no increase in the difference, there has been no decrease, and the media are still portraying the stereotype just as prominently as twenty years ago. In an opening for further research, studies could be conducted to test for an increase in the difference between face-ism scores for males and females through a longer period of time than what this study used. Earlier studies found increase over the centuries, but in terms of this study, which was targeted to modern mass media over a 20-year period, no increase was found. The time span could be enlarged to conduct further research on this topic.

As earlier stated, an additional pattern was discovered in the number of eligible photographs of males and females. The data suggested there were significantly more photographs of males than that of females. This suggests there is a possible media/societal bias in favor of showing more males in the arenas of news and policy making. Detailed investigation of

this phenomenon was beyond the scope of this study. This finding would be an interesting hypothesis for another study.

In all, a gatekeeping practice that reinforces face-ism stereotype in the genders is an ongoing phenomenon. The findings of this study supported the first hypothesis and helped show face-ism stereotyping in the genders as a current mass media phenomenon. The data from the second hypothesis was not supported however, showing that the difference in face-ism scores for males and females is not increasing, but also not showing any signs of decrease. Many possibilities for further research in face-ism have been opened up, including study of race, occupation, in print and visual media. Even more, the apparent bias in eligible pictures of males and females has opened up many possibilities for further research. Face-ism stereotyping seems to be an ongoing phenomenon in a group such as the genders and shows no sign of decrease.

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Gender	N	Mean Score	S
Males	117	0.56	0.23
Females	47	0.42	0.23

[illegible]

Gender	N	Mean Score	S
Males	69	0.55	0.20
Females	29	0.41	0.22

[illegible]

Table 5 : Test for Significant Difference in Numbers of Photographs between Males and Females (1985)

Gender			
	Observed N	Expected N	Residual
Male	117	82.0	35.0
Female	47	82.0	-35.0
Total	164		

Chi Square value= 29.88, $p < .009$

Table 6 : Test for Significant Difference in Numbers of Photographs between Males and Females (2005)

Gender			
	Observed N	Expected N	Residual
Male	69	49.0	20.0
Female	29	49.0	-20.0
Total	98		

Chi Square value = 16.33, $p < .009$