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EFFECTS OF SEX-OF-EVALUATOR, PHYSICAL ATTRACTIVENESS
AND OCCUPATIONAL PRESTIGE ON EMPLOYEES'
EVALUATIONS OF WOMEN BANK WORKERS

A Thesis

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A B S T R A C T

After viewing a pretested photograph of a woman and knowing the job title she has, 180 male and 180 female rank-and-file employee evaluated the woman's job performance and interpersonal skills. The women in the photograph varied in physical attractiveness (high, moderate, and low); the job titles varied in occupational prestige (high, moderate, and low). The result: a 2 (sex-of-employee-evaluator) x 3 (physical attractiveness) x 3 (occupational prestige) factorial of quasi-experimental nature.

Results of three-way Analysis of Variance and Duncan's Multiple Range Test showed that generally there is no significant difference in the way males and females evaluate women bank workers, although males tend to give higher scores. It was also found that the higher the level of physical attractiveness the more favored a woman is, whether her evaluator is male or female; means however showed that females tend to give higher evaluations to moderately attractive women, as compared to males. Women in occupations of moderate prestige are more favorably evaluated by both sexes, although those in high-prestige jobs were given low evaluations by males. Explanations for such results were then provided.

