

# DE LA SALLE UNIVERSITY

THE EFFECTS OF SEX, PHYSICAL ATTRACTIVENESS  
AND CREDENTIALS ON FEMALE STUDENTS' PERCEPTION  
OF THE INSTRUCTOR'S TEACHING EFFECTIVENESS

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by

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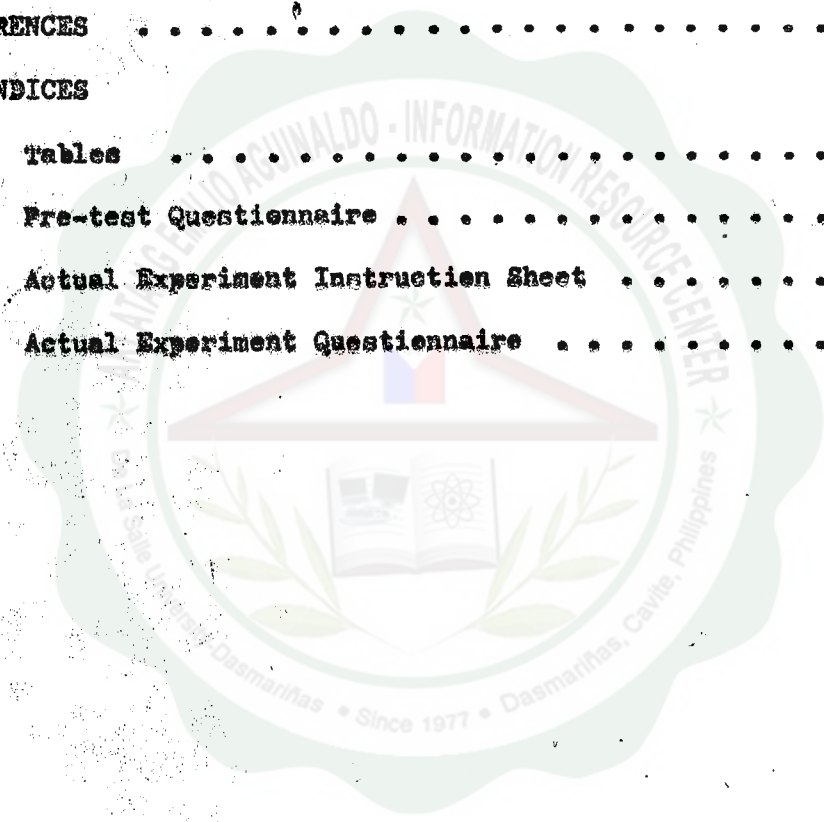
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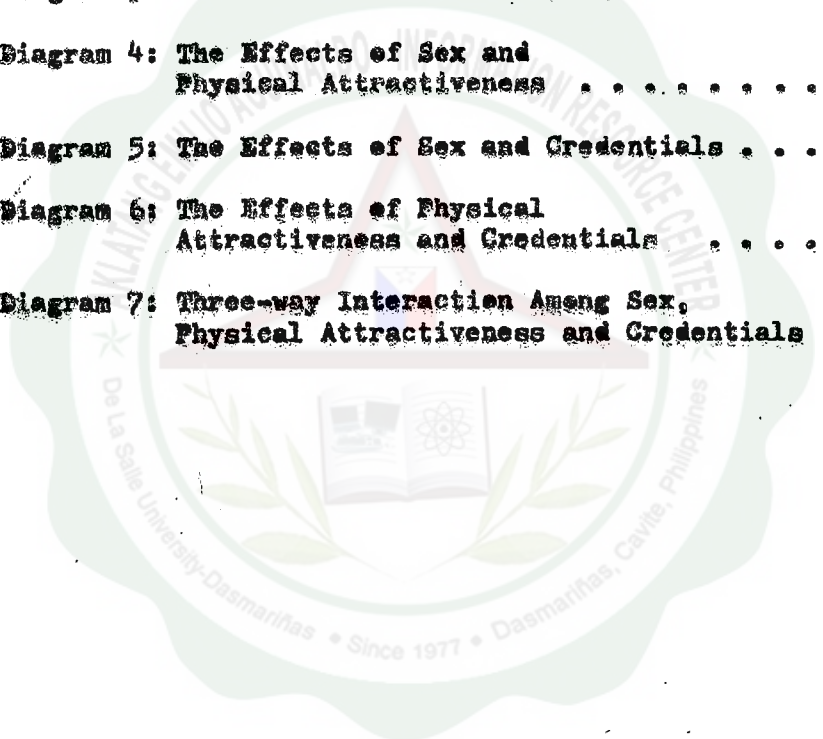
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## ABSTRACT

A number of studies have already been made on sex and physical attractiveness and their effect on perception. The researchers have decided to add another variable, credentials, and find out how these three would affect a student's perception of an instructor's teaching effectiveness. This experimental design, which made use of a 2x3x3 Analysis of Variance, varied the independent variables as follows: (1) sex of the instructor (male, female); (2) physical attractiveness of the instructor (highly attractive, moderately attractive, unattractive); (3) credentials of the instructor (high credentials, medium credentials, low credentials). The subjects consisted of 180 female Freshmen and Sophomore De La Salle University students taking up GENPSYC or INTROSC during their first term for the schoolyear 1984-1985. These subjects were asked to evaluate six (three males and three females) slides with varied degrees of physical attractiveness and varied levels of credentials for teaching effectiveness through a six-item questionnaire using a six-point Likert-type scale. The six items were answered by the subjects while being shown a slide portraying a certain level of physical attractiveness and credentials. Analysis of the data through the 3-way ANOVA revealed that sex, physical attractiveness and credentials, when taken singly, have significant effects on the perception of students. Two-way interactions between sex and physical attractiveness, and sex and credentials were not found to be significant, although the two-way interaction between physical attractiveness was found to be significant at the 0.05 level. The three-way interaction among the three independent variables was also found to be significant.

