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THE FACE OF POW

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- · Do specific postures which are associated with power have a bearing on the participant's facial appearance?
- · Are others able to distinguish faces after "high-power posing" from faces after "low-power posing"?

CONCLUSIO

- Body postures influence facial appearance
- After adopting a posture associated with high power you look more dominant!

INTRODUCTION

- · In humans and other animals, open, expansive postures (compared to contracted postures) are evolutionary developed expressions of
- These postures have been shown to cause neuroendocrine and behavioural changes²

METHOD

- 16 models (8 women, M = 23.1 years, SD = 3.1) adopted two different high-power and two different low-power postures
- Postures were held for 2 minutes each (power-posing sessions were performed on two consecutive days)
- · Postures were described verbally and were demonstrated with images taken from Carney et al. (2010)2



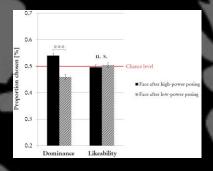
• The models' faces were photographed 4-5 minutes after each power



- · Saliva samples were taken before (baseline) and 17 minutes after each power posture (cf. Carney et al., 2010²)
- · High-power and low-power photographs of each model were paired
- An independent sample of 100 participants (49 women, M = 23.4years, SD = 4.8) were asked to pick the more dominant and the more likeable version of each face pair (2-alternative forced choice)

RESULTS

- Facial pictures taken after high-power posing were chosen significantly more often as being more dominant looking than pictures taken after low-power posing (M = .54, SD = .094, t = 4.24, p < .001)
- There was no preference when asked to choose the more likeable photograph (50% chance level, M = .504, SD = .091, t = .48, p = .63)



- Hormonal analysis of saliva samples revealed only an effect of cortisol: High-power posing resulted in a decrease in cortisol compared to baseline (t = 2.59, p = .017)
- Facial width-to-height ratio (fWHR) as a marker of dominance3 did not differ between faces after high-power and low-power posing
- A further independent sample of 17 participants (15 women, M = 24.8years, SD = 3.0) rated each photograph for head tilt; posture of head is not the reason for higher dominance ratings after high-power posing (all p's > .15)

DISCUSSION

- Faces after high-power posing are perceived as more dominant looking than the same faces after low-power posing
- The underlying mechanism remains unclear (at least it seems not to rely on testosterone, or fWHR, or head tilt)
- Maybe postures influence facial muscle activity?
- This finding may have implications for everyday life, for instance when a dominant appearance is needed

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