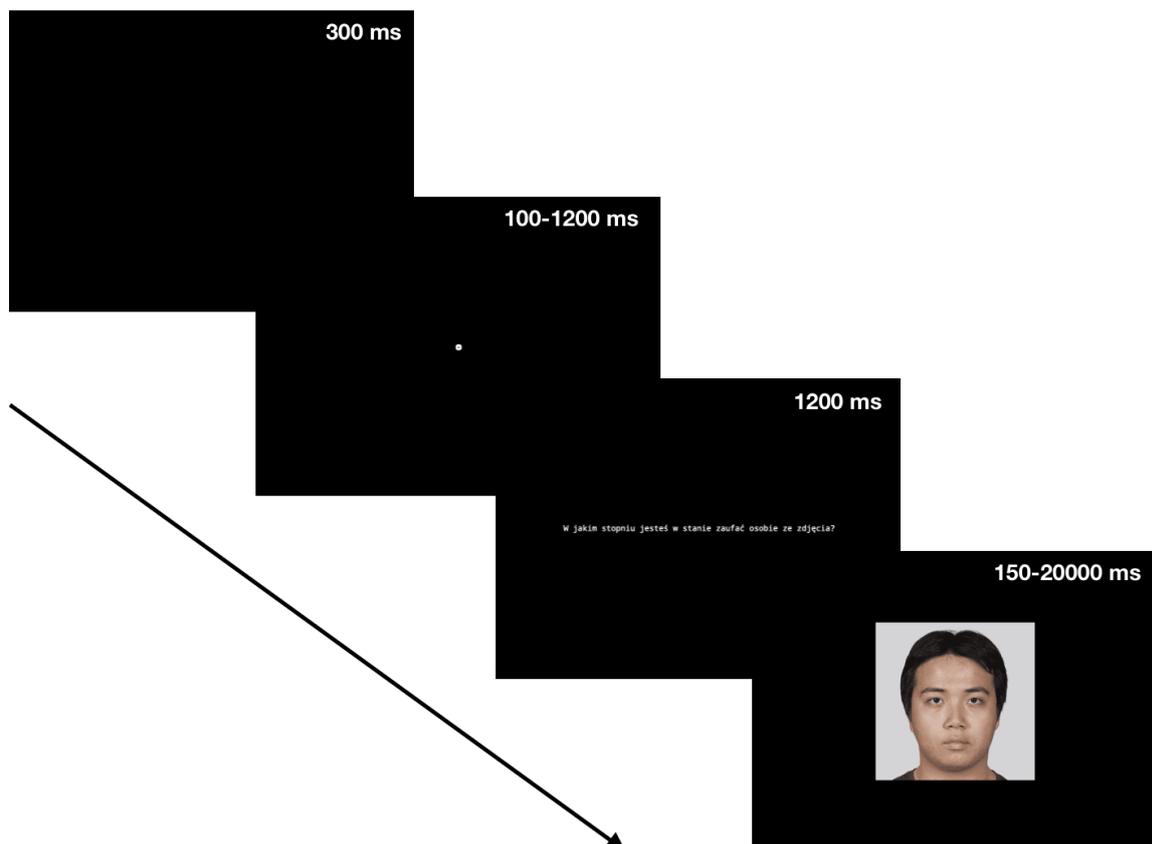


## How do you rate others? Your personality influences the assessment of attractiveness and degree of trust.

A first glance can be crucial to the course of interpersonal relationships. We often only have one chance to make a good impression. Scientists have proven that the brain is able to detect a face in about 100 ms, while the first impressions may appear after 33 ms.

Everyone around us judges us - and in many cases it happens completely unconsciously - according to the well-established cultural, family and social patterns that make up our inner reality. Opinions based on the appearance of the face play a significant role in how we perceive and treat others and us. Scientists have long known that attractiveness is a very important factor in the rating, and that attractive people achieve better results in many areas of life. Attractive people are often assigned more advantages than disadvantages, such as intelligence, happiness, openness, and health, while those below the average are viewed the other way around. Additionally, it has been noticed that attractive people are often assessed as more trustworthy (Shinners, 2009). Faces with positive emotions are believed to be more trustworthy than faces with negative emotions (Sutherland, Young, Rhodes, 2017). In many cases, the first impression is wrong. Therefore, it is worth knowing the rules that others can follow in order to more consciously avoid unwanted labeling.

Nowadays, trust in the face of so much fraud is a topic that has spread widely, especially among the elderly. Crooks are getting smarter and correct assessment is quite a challenge in many situations. Clues read from the face are the main element of the rating and are associated with the decision to continue cooperation. People whose face seems to be trustworthy have a greater chance of being employed, receive lighter penalties in court (Ancāns, Austers, 2018; Wilson, Rule, 2015), have a greater chance of winning the elections, have greater online sales regardless of the opinions expressed (Ert, Fleischer, Magen, 2016), they can draw larger sums of money from the opponent, e.g. in trust games (Chang, Doll, Van't Wout, Frank, Sanfey, 2010; Van't Wout, Sanfey, 2008). Additionally, it is believed that women and people with childlike facial features have higher trust (Buchan,



Crosen, Solnick, 2008, Zebrowitz, Franklin, Boshyan, 2015).

The subject of the research conducted by the author of the text is the influence of the evaluator's personality on the opinion issued regarding the attractiveness and degree of trust in the person in the photo. In order to find an answer to the question whether the personality type of the assessor has an influence on the rating, it was decided to examine the personality type of the study participants using the NEO PI-R psychological personality test and compare it with the ratings given in a survey containing photos of 100 faces of women and men, of various races and ages. For each photo in the survey, three questions were asked: "What is the gender of the person in the photo", "How attractive is the person in the photo", "To what extent are you able to trust the person in the photo". For the first question, the participant chose one of the two answers, female / male, while the answer to the question about attractiveness and the degree of trust was on a scale from 1 to 5, where 1 meant not at all and 5 very much.

On the basis of the conducted analysis, personality traits were demonstrated that have the greatest impact on the assessment of attractiveness and trust in people from the photos. Among all personality traits tested by the personality test for both variables (attractiveness, trust), altruism is the most important. Altruism is characterized by sensitivity to the fate of another person and selfless help, and perhaps that is why people with this type of personality show a high probability of positively assessing their face in the context of attractiveness and trust. In addition, higher ratings for the degree of trust were given to people who were distinguished by angry hostility - characterized by a tendency to irritation or anger, trust or impulsiveness. People who are excessively Self-consciousness, activity or excitement seeking show less confidence in the photos.