

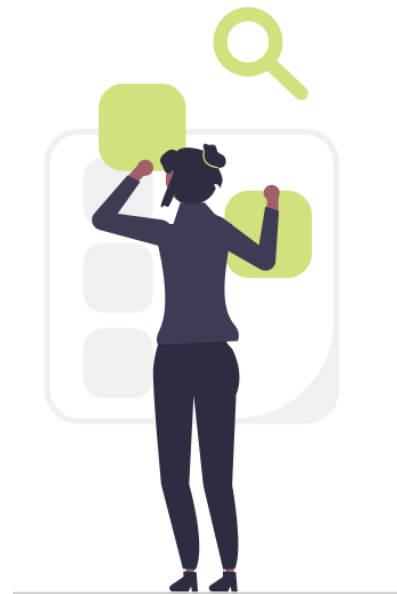
HOW IMPORTANT IS BEAUTY?

Watch the [video](#) “The Halo Effect: The Superpower of Beautiful People” by Sprouts.

1 WARM UP

Task 1: What do you think of when you hear “beauty”? Create a list of 10 words.

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____



Task 2: Answer the following questions.

- a) Name some people who you think are beautiful.
- b) Do you think you have the same concept of beauty as your friends?
- c) How often do you think about beauty?

2 SLANG WORDS

Task 1: Discuss the questions below.

1. What is a slang word?
2. Why is it important to learn slang words?
3. When might you hear slang words?

Task 2: Look at the slang words to describe appearance in the box below.

fine	fire	bomb	fit	hottie	eye candy
a ten	fugly	scruffy	fly	wack	smokin'

Task 3: Decide if the slang terms are positive or negative.

Positive (+)	Negative (-)

Task 4: Practise using the slang by answering the following questions.

1. Name a celebrity that you think is a ten.
2. Describe a colleague using the slang words in the box.
3. Describe a friend using the words in the box



3 VIDEO ANALYSIS

Task 1: In the [video](#), the halo effect is discussed. In your own words, define what the halo effect is, and how it affects our decisions.

Task 2: Decide if the statements based on the [video](#) are true or false:

- a. People are usually right about which doctor is better based on their appearance.
- b. The circle of light that makes the sun look bigger is called a horn.
- c. The halo effect happens when we associate unrelated qualities to a person, product, or company.
- d. The horn effect is when someone is put at an advantage by the halo effect.
- e. Teachers give better grades to better-looking students.
- f. Students who were rated as good looking earned significantly higher grades in online courses.
- g. The physical attributes of good-looking people make them appear intelligent, strong, and trustworthy.
- h. It's always better to choose the more handsome doctor.
- i. The halo effect can be avoided at work, in school, or in public life.



4 VIDEO DISCUSSION

Task 1: Complete the quotes from the [video](#) using the words in the box below.

reputation shines signal looking trustworthy

1. "The halo effect also happens when a person, product, or company _____ like the sun. Then we don't see them clearly and associate all sorts of unrelated qualities to them."
2. "The halo effect also explains why some teachers give better _____ students higher grades."
3. "Since the physical attributes of good looking people seem to naturally make them also appear intelligent, strong, and _____, here is one good rule of thumb."
4. "If you have an accident and you have to choose between two equally qualified doctors, ignore their halo and choose the less handsome one. He might have worked twice as hard to gain the same _____ and is likely better at his job."
5. "Do you think it is possible to avoid the halo effect at work, in school or in public life? And what about other credentials that may _____ success?"

Task 2: Discuss the following questions based on the [video](#) as a class.

- a. What is the halo effect and how was it first identified?
- b. How did Edward Thorndike study the halo effect?
- c. What is the horn effect and how does it relate to the halo effect?
- d. How does the halo effect explain why some teachers give better grades to good-looking students?
- e. What did the study on 4,500 pupils reveal about the relationship between physical appearance and grades?
- f. How does the halo effect affect online courses compared to traditional classrooms?
- g. What is one good rule of thumb when choosing between two equally qualified doctors?
- h. Is it possible to avoid the halo effect in work, school, or public life? If so, how?
- i. What other credentials may signal success? How do they relate to the halo effect?

5 ARE ATTRACTIVE PEOPLE MORE SUCCESSFUL?

Read the article below, then complete the exercises on the next page.

We like to think that people **get ahead** because of effort, talent, and knowing the right people. However, research shows that success is partly due to appearance.

It is proven that you're more likely to get hired if you look **well-groomed** and that good-looking people make about 12% more money than less attractive people. Psychologists call it the "beauty premium." Essentially, the income gap between attractive and unattractive people is comparable to the gap between genders or ethnicities. We're inclined to pay people more depending on how they look.

In a 2005 experiment of the hiring process, employers looking at photographs of potential employees were ready to give 10.5% higher salaries to attractive people.

We all suffer from the "halo effect" — we take appearance to be telling of one's overall character. Experiments show that we consider attractive people "as more sociable, dominant, mentally healthy, intelligent, and socially skilled" than unattractive people.

By the time cute kids become attractive adults, they've benefited from this **bias** for years, giving them higher levels of confidence. "Teachers expect better-looking kids to **outperform** in school and give more attention to children who are perceived to have greater potential," say information scientists Markus Mobius and Tanya Rosenblat. They found that confidence translates into academic achievement and professional success.

When comparing women who wore makeup versus what they look like **bare-faced**, participants in a 2011 Harvard study viewed the groomed woman as more attractive, **competent**, likeable, and trustworthy.

Researchers from the University of Wisconsin, tested whether the appearance of a company's CEO is related to shareholder value. They found stock prices rose higher for businesses with attractive CEOs after positive news about the company aired on TV.

One study from the '80s found that when comparing teachers who were better looking to those who were worse looking, about 100 students in the first and sixth grade reported they felt they would learn more from attractive educators.

This bias is present in romantic relationships. Researchers studied what **traits** people view are "**desirable**" in a partner. The study found that 92% of male participants reported wanting a potential partner to be good looking, compared to 84% of women.

In conclusion, there is enough evidence to show that the "beauty premium" exists and that it is more likely for attractive people to get ahead in life than unattractive people.



Task 1: Discuss and research the meaning of the following words. The words are in bold in the article so you can see the words in context. How does each word relate to beauty?

1. get ahead
2. well groomed
3. bias
4. outperform
5. bare-faced
6. competent
7. traits
8. desirable



Task 2: Decide if the following statements based on the article are true or false.

- a. Research shows that success is never linked to appearance.
- b. Good-looking people make about 20% more money than less attractive people.
- c. A study from the '80s found that students felt they would learn more from attractive teachers.
- d. The appearance of a company's CEO, specifically their attractiveness, can never influence shareholder value.
- e. Cute kids who become attractive adults benefit from the bias and gain higher levels of confidence.
- f. In a 2005 experiment, employers were ready to give 10.5% higher salaries to attractive people based on their photographs.

Task 3: Discuss the following questions as a class.

1. Have you ever seen anyone benefit from the “beauty premium”?
2. What are the negative consequences of the “beauty premium”?
3. How does social media exaggerate the “beauty premium”?
4. Do you think society will ever change?
5. To stop employers judging people's appearances, do you think interviews should be conducted so the employer can't see the employee?

6 WOULD YOU RATHER?

Task: Have fun while discussing the following questions. Would you rather...

be super strong	or	super fast?
lose all your hair	or	lose your hearing?
have a third arm	or	have a third eye?
look weak but actually be strong	or	or look strong but actually be weak?
be 90 cm in height	or	250 cm in height?

7 PHRASAL VERBS

Task 1: Discuss the meaning of the phrasal verbs. Are you familiar with them?

dress up	put on	show off
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Task 2: Complete the sentences using the phrasal verbs in the box below


1. Everyone is going to _____ for the elegant evening gala.
2. He quickly _____ his jacket before heading out into the cold weather.
3. She loves to _____ her flawless makeup skills to her friends.


Task 3: Practise using the phrasal verbs by answering the questions.


- a. Do you like to dress up?
- b. What do you put on if it is cold outside?
- c. Describe a time you saw someone show off. How did it make you feel?


8 LET'S DEBATE

Task: Study the statements, then decide if you agree or disagree with them. Use the language in the table at the bottom of the page to help structure your answer.

John
 Beauty is a social construct.

Oli
 Beauty advertisements create unrealistic and unattainable standards.

Beth
 Plastic surgery is a personal choice that should not be judged.

Sarah
 Beauty pageants objectify women and reinforce harmful stereotypes. Beauty pageants should be banned.

<p style="text-align: center;">Express an opinion</p> <p>It seems to me that...</p> <p>I feel that...</p> <p>I'm absolutely convinced that...</p> <p>In my opinion,...</p> <p>I believe / suppose / feel (that)...</p>	<p style="text-align: center;">Express disagreement</p> <p>I don't agree with you about...</p> <p>I can't accept your view that...</p> <p>I have a different opinion...</p> <p>I'm not sure if...</p> <p>I'm not convinced that...</p>
<p style="text-align: center;">Express pro's and con's</p> <p>There are two sides to this point...</p> <p>On the one hand...,on the other hand...</p> <p>An argument for / against is...</p> <p>Some people think that...,others say that...</p> <p>The advantages / disadvantages are...</p>	<p style="text-align: center;">Summarise</p> <p>So, in conclusion...</p> <p>To summarise..</p> <p>Overall, it is clear that...</p> <p>As a result..</p> <p>The bottom line is...</p>

HOMework

1 WHY APPEARANCE MATTER

Task 1: Watch the [video](#), then decide if the following statements are true or false.

1. The speaker's mother told him that his appearance didn't matter when he was getting dressed for school.
2. Business owners don't need to worry about their appearance.
3. The level of professionalism you present reflects how others engage with you.
4. You should wear shorts to an interview.
5. When we go to an interview, we should dress to be our best selves.
6. Appearance only matters to make a good impression on others.
7. Appearance is mostly important for others.
8. Appearance doesn't affect how confident you feel.

Task 2: On a separate piece of paper, write detailed answers to the following questions.

1. What did the speaker's mother tell him when he was six years old?
2. Why does appearance matter, according to the speaker?
3. What do some business owners not understand about appearance?
4. What are some examples of things that a business owner should do to look professional?
5. Are looks everything, according to the speaker?
6. What does the level of professionalism that we present ourselves reflect?
7. Would you wear shorts to an interview?
8. Why do we dress our best selves for an interview?
9. What is the purpose of dressing our best selves for an interview?
10. Who is one's appearance mostly for, according to the speaker?

