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SHE'S NOT "FIT" FOR THE BUSINESS WORLD: AN INITIAL EXAMINATION OF GENDER, AGE, AND WEIGHT

by

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B.S. University of Central Florida, 2012

A thesis submitted in partial fulfillment of the requirements
for the degree of Master of Science
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in the College of Science
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ABSTRACT

The present study examined archetype theory (Marcus & Fritzsche, 2015) that suggests that the intersection of multiple group memberships will create a unique cognitive representation, as it is relates to sex, age, and weight. Following a pilot study to equate photos on attractiveness, perceived competence, professionalism, and intelligence, 183 participants reviewed a fictitious LinkedIn profile in which all information was held constant across participants except the photo. Using a 2 (sex) x 2 (age) x 2 (weight) design (manipulated through the photos), participants rated the job applicant on adjectives associated with proposed sex, age, and weight archetypes and on perceptions of job suitability. Results showed that the most young, overweight female received the highest ratings on negative adjectives (i.e., lazy, uncontrolled, self-indulgent) and was rated lower than most conditions on job suitability. Overweight conditions received lower ratings on job suitability than their average-weight counterpart. Weight also impacted the old, female, such that the old, overweight female received lower ratings than her average-weight counterpart on job suitability. In order to help individuals who face disadvantages and unfair treatment in the workplace, the negative effects multiple-group membership has on certain groups must first be acknowledged.

Keywords: multiple group membership, archetype, gender, age, obesity, job applicant

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LIST OF ACRONYMS

ADEA: Age Discrimination Employment Act

EEOC: Equal Employment Opportunity Commission

IAT: Implicit Association Test

MTurk: Amazon Mechanical Turk

CHAPTER ONE: INTRODUCTION

She's Not "Fit" for the Business World: An Initial Examination of Age, Sex, and Weight

Diversity and inclusion initiatives are in the top ten trends for 2015 in the workplace (Below, 2014), demonstrating the importance of stereotype and discrimination research in order to better understand appropriate initiatives to implement. Workplace discrimination is typically studied with an emphasis on the distinctive characteristics of age, sex, and race (Eagly, Makhijani, & Klonsky, 1992), however other characteristics could benefit from this type of research. Also gaining popularity in the stigma and discrimination literature is weight, specifically obesity, due to its overwhelming increase in prevalence in the United States, along with its potential of becoming legally protected (U.S. EEOC, 2014). Because people are complex, multiple-group membership research is conducted to better understand how intersectional compositions influence judgments and whether archetypes exist. Though many dyadic relationships have been studied extensively, such as sex and race, research taking into consideration the complexity of multiple group membership is infrequent. For instance, the literature on ageism operationalizes older people into one category without considering other factors that may contribute to perceptions (Bal, Reiss, Rudolph, & Baltes, 2011). The tripartite relationship of age, sex, and weight has not been thoroughly examined, yet it is relevant in today's workplace culture, as obesity is on the rise and can affect any age or gender (World Health Organization, 2015).

Archetypes allow a better understanding of cognitive processes when making judgments about people, as no one is only male or only young. If the existence of archetypes becomes apparent, discrimination research will likely shift from individual or dyadic group relationships to multiple group membership. Proceeding evidence of intersectionality influencing archetypes,

research may further lead to acknowledging the effects on organizational outcomes of belonging to two or more potentially disadvantaged groups, such as being a woman who is older and overweight or a male who is African American, young, and overweight. Approximately one-fourth of older workers have expressed concern or experience of being discriminated against throughout the job application process (Romano, 1994), females report discrimination 12.5 times more often than men (Avery, McKay & Wilson, 2008), and overweight individuals see discrimination across a variety of disciplines (Latner, O'Brien, Durso, Brinkman, & MacDonald, 2008). The intersection of several demographics, such as these, may have even worse discriminatory outcomes. Proactive and preventative measures can be taken to minimize any harmful impact that negative perceptions of various age, sex, and weight combinations may have on organizational outcomes. Consequently, the purpose of this study was to examine the factors of these three stigmatized groups that onset discriminatory beliefs or actions.

A brief overview of the concepts of stereotyping, prejudice, and discrimination have been included in this review, followed by a discussion of multiple group membership and theories that address the intersection of multiple group memberships of sex, age, and weight. This research sought evidence for the archetypes associated with white, younger and older males versus white, younger and older females, in addition to having explored weight and its potential role in amplifying the effects of the aforementioned archetypes. It is important to note that the evidence discussed and reported in this paper are only inclusive of Caucasian people and may not be generalizable to other races. Further, this paper observed the effects of commonly stigmatized groups, as well as intersectionality, on perceptions of job suitability. Ultimately, this research contributes to the literature such that it provides some evidence of archetypes, as well as the extent to which multiple group membership influences ratings of job applicants. The multiple

group memberships included in this study are unique and are commonly seen in the workplace. It is essential to understand if such archetypes exist prior to applying their effects in organizational settings.

CHAPTER TWO: LITERATURE REVIEW

Stereotypes, Prejudice, and Discrimination

Stereotypes are widely held "cognitive biases" (Fiske, 2015) that oversimplify and generalize the idea or image of a particular type of person or thing. According to Sczesny, Spreeman, and Stahlberg (2006), "stereotypes are composed of diverse components, such as traits, role behaviors, occupations, and physical appearance." The practice of stereotyping individuals is used to make inferences when little information is available regarding an individual or group, as it is easy to classify individuals into groups according to a generalized perception. These beliefs can encompass defining physical features of a group and/or shared attributes (Cox, Abramson, Divine, & Hollon, 2012). Stereotypes may affect thoughts, feelings, and behaviors at an unconscious level, even if they are not supported consciously (Jost & Kay, 2005). Occasionally, stereotypes can be complementary, such as with gender, where different groups are viewed to have "strengths that balance out its own weaknesses and supplements the assumed strengths of the other group" (Jost & Kay, 2005). Men have been stereotyped to be independent, assertive, and achievement oriented, whereas on the opposite spectrum, women have been stereotyped to be warm, interdependent, and relationship oriented (Deaux & Lewis, 1984). It, however, has been suggested that female stereotypes show both highly favorable and unfavorable attributes (Glick and Fiske, 2001; Jost & Kay, 2005).

Prejudice is an "emotional bias" (Fiske, 2015) or an unfavorable attitude toward an out-group or members within that group (Stroebe & Insko, 1989) and can be aligned with negative stereotypical view s (Stroebe & Insko, 1989). It is also defined as the application of stereotypes and the tendency to presume things regarding individuals based on group membership (Hilton & von Hippel, 1996). It is possible, however, for an individual to feel negatively (prejudice)

towards a group or about an attribute, but not be aware of any "superficial reasons to dislike them (stereotypes)" (Fiske, 2015), such as feeling uncomfortable around homosexuals for no reason. Differing from a simple misperception, prejudices stay intact even when contradictory evidence is presented (Allport, 1979).

Because of stereotypes and prejudice towards others, discrimination and other unjust behaviors occur. Discrimination is often described as a "behavioral bias" (Fiske, 2015) and is the unfavorable or disadvantaged treatment of a person or group based on group membership, a perception, or something other than merit (Fiske, 1998). Discrimination may occur when someone is not perceived as an in-group member, which is a group of people with shared interests or identities (Brewer, 2007). Brewer (1999) discusses the misperception of "in-group love" for dislike and distrust of a member in an out-group, meaning the favoring an in-group member does not necessarily imply negative feelings of an out-group member. Discrimination may occur because "positive emotions such as admiration and trust are reserved for the in-group" (Brewer, 1999) as opposed to a hatred or negative feelings of an out-group. Ultimately, despite the intention behind discriminatory behaviors, it begins with a person in a perceiver role who "assume(s) that the target has the attributes associated with the category stereotype and, thus, may incorporate these attributes directly into his or her impression…" (Bodenhausen & Macrae, 1998).

Discrimination occurs due to the cognitive (stereotype) and affective (prejudice) biases of a group, and there can be many implications of this on the individual being discriminated against. The effects of discrimination are generally observed in economic, social, and mental health outcomes (Gee, Ro, Gavin, & Takeuchi, 2008). As a majority of a person's time is spent in the workplace, how the work environment and culture impact individuals can create

psychological issues, such as lower motivation, satisfaction, and work performance (Hitlan, Cliffton, & DeSoto, 2006). Effects of discrimination or exclusion in the workplace can also result in increased levels of stress, anxiety, depression, lower levels of self-acceptance, and lower life satisfaction (Vassilliere, 2014; Carr & Jaffe, 2012). Physical effects can also be seen, as victims of discrimination experience coronary calcification, high blood pressure, back pain and interrupted sleep (Vassilliere, 2014; Gee et al., 2008).

After recognizing the harmful effects discrimination may have on an individuals' physical, mental, and emotional well-being, the extent of the effects when an individual belongs to multiple stigmatized groups must be considered. There are competing theories that suggest different outcomes; one states that a single stigmatized characteristic will take precedence and potentially lead to discrimination of that one stereotype (Kulik, Roberson, & Perry, 2007), whereas another proposes that many typically discriminated- against characteristics that an individual possesses will intertwine to makeup one archetype of relevant stereotypes (Marcus & Fritzsche, 2015). Prior to the discussion of the intersection of sex, age, and weight, each component is briefly discussed as they relate to this study.

Sexism

In recent years, blatant sexism has been on the decline while micro-aggressions have become more customary (Basford, Offermann, & Behrned, 2014). Subtle sexism appears in the lack of support of females and downplaying their value to organizations (Basford et al., 2014). The inequality between men and women has decreased, as women are beginning to be viewed as competent, good leaders in the workforce (Eagly & Carli, 2003). However, women are underrepresented in the workplace and in higher leadership positions (Barreto, Ellemers,

Piebinga, & Moya, 2009). Stereotypes still exist that lead to the discrimination of females, even though under Title VII, an individual is protected against any discrimination because of their sex (U.S. EEOC, 2014). In a work context, this includes but is not limited to hiring, pay, and training opportunities (U.S. EEOC, 2014).

Hostile and benevolent prejudice are other ways in which women are impacted by gender stereotypes. Hostile sexism emphasizes the belief that a woman's competence is inferior to a man (Barreto et al., 2009). Benevolent sexism encompasses both positive and negative beliefs of women to form a patronizing stereotype. There are three main aspects that benevolent sexism is composed of: protective paternalism, complementary gender differentiation, and heterosexual intimacy (Barreto et al., 2009). Protective paternalism is the belief that men need to be protectors of women, complementary gender differentiation is the thought that women personify social characteristics that men lack, and heterosexual intimacy suggests women fulfil men's romantic needs (Barreto et al., 2009). This type of prejudice would assume "women as warm, but not competent" (Barreto et al., 2009). Previous research has shown when women are confronted with benevolent prejudice, they are much more likely to confirm and act out those stereotypes, such as feeling or behaving incompetent, than with hostile prejudice (Barreto et al., 2009).

Ageism

As the work force grows older due to the baby-boomer generation, biases towards older workers become increasingly relevant (Duncan & Loretto, 2004). Older workers are assumed to be unable to keep up with the advancements in technology and are not as efficient or accurate as workers fresh out of college or in the middle of their career. Similarly to sexism, the number of age discrimination complaints has decreased since the 90's, however the discrimination and

biases may have just become more subtle (Weiss & Maurer, 2004). In fact, ageism has become one of the most socially tolerated practices of prejudice (Nelson, 2005). Workers over the age of forty are protected by the ADEA against discrimination (Clapman & Fulford, 1997). More than 50% of the working population is in the baby-boomer generation, with many of them being protected by the ADEA. Protection, however, does not eliminate barriers and negative biases against the aging workforce (Clapman & Fulford, 1997).

Stereotypes of older workers can be best categorized into six categories: "poor performance, resistance to change, lower ability to learn, shorter tenure, more costly, and more dependable." (Posthuma et al., 2012). Much of the literature on age stereotypes report that older employees are viewed as less adaptable, less productive, and have lower ability than their younger counterparts (Posthuma & Campion, 2009). The most prominent negative perceptions of older workers are that they are "unable/unwilling to learn" and "resistant to change" (Finkelstein et al., 2014). Because of the discrimination older workers face, they may retire early, or are encouraged to retire early (Desmette & Gallard, 2008).

It is mentionable, however, that age discrimination against older workers is not reported or occurs less often when age is not a salient characteristic. When rating an older worker independently, biases will not be as present or apparent as they would be if older and younger workers are being compared to each other (Finkelstein, Burke, & Raju, 1995). Discrimination against younger workers may also occur, as this age group is vulnerable to biases due to perceived limited experiences and personal development (Blackham, 2014).

Weightism

Obesity is the excessive accumulation of fat that increases the risk of many health consequences (U.S. Department of Health & Human Services, 2015). It has become an increasingly major issue in the United States within the last decade, as over "2 billion adults over the age of 18 are overweight and 600 million are obese" (World Health Organization, 2015). Most of these adults are of working age. Weight has been found to be the target of more strongly biased attitudes than other groups (Latner et al., 2008), such as the physically disabled or internal health problems, and is one of the most socially accepted groups to be prejudiced against (Finkelstein, Demuth, & Sweeney, 2007). Obesity is more often deemed a character flaw rather than a disease (Blaine & Harley, 2010).This stigma becomes engrained in minds at the earliest age of 3 and has severe consequences on overweight or obese people throughout their life (Puhl & Heuer, 2006).

A study measuring biases towards obese people in the selection and hiring process (Agerstrom & Roth, 2011) uses the Implicit Association Test (IAT) to see if the automatic biases negatively affect the obese population when it comes to a hiring manager's prediction of job productivity and his/her willingness to interview. The IAT, which is typically used for racial stereotypes and biases, was modified to focus on obesity and associated worker productivity. The results indicated that the IAT is indeed a good predictor of hiring tendencies; those that showed obesity bias were less likely to call back an obese person for an interview than an average-weighted individual (Agerstom & Roth, 2011). More negative bias and discrimination is seen towards overweight individuals in the beginning stages of an individual's work life, such as during hiring or early stages of being on the job, than when an individual has worked in a company for many years and is being considered for a promotion (Rudolph et al., 2008).

There are many professional contexts where weight bias exists, including medical and educational. In medical settings, obese patients are viewed in a more negative manner by their practitioner than average-weighted patients; nurses often associate them with dishonesty, noncompliance, poor hygiene, and hostility (Baine & Harley, 2010). In educational settings, students receive more harassment from their peers and lower college acceptance rates (Puhl & Brownell, 2003). A meta-analysis conducted by Rudolph and colleagues (2008) indicated that in the workplace, a person's body weight contributes largely to negative evaluations in all aspects of a job if he/she is overweight compared to thinner coworkers. Attractive individuals were recipients of more and better job-related outcomes, such as hiring, than their unattractive counterparts (Hosoda et al., 2003) and being obese is largely accepted as unattractive.

Differences in perception of the cause of an unfavorable condition, such as obesity, result in different attitudes (DeJong, 2003). The negative attitudes towards obesity are insurmountable due to the fact that people deem weight to be controllable and those who fail to remain thin are completely responsible for their stigma (Finkelstein et al., 2007). If a person has excess weight, they are determined to be too "lazy" and lack the "self-discipline" to keep themselves healthy- a personal, character weakness (Puhl & Brownell, 2003; Finkelstein et al., 2007). When asked to rate a sales pitch given by an obese and average-weight employee in a fictitious organization, the obese employee was rated much more negatively on appearance, professionalism, and carelessness. These negative attitudes, based heavily off of stereotypes (Finkelstein et al, 2007), also translated over into negative ratings of the organization and product (Ruggs et al., 2015). This raises concern and demonstrates the necessity of better understanding obesity stereotypes and how they may interplay with other group memberships in the formation of impressions.

Multiple Group Membership

The idea of multiple social categories being responsible for the ultimate judgment of an individual or group has not been abundantly researched in applied settings. Researchers often focus on stereotypes or stigma associated with one particular group, such as gender or race, and observe how that influences perceptions (Kulik & Bainbridge, 2005). There are various theories contributing to the notion of individual's belonging to multiple groups and their identity becoming a composition of attributes of each group. Cultural mosaic theory, developed by Chao and Moon (2005), proposed that individuals' behaviors will be influenced by each piece (tile) of his/her overall mosaic. Many tiles compose an individual's mosaic and may overlap or intertwine for the entire makeup. This theory is not restricted to demographics such as age or gender, but also cultural and environmental influences that may have impacted the individual's cognitive processes over time. Because so much is known about the tiles that make up an individual's demographic mosaic, "isms" (e.g., ageism, sexism, weightism) linked to each can be studied more thoroughly.

Another theory, double jeopardy or multiple jeopardy, suggests belonging to multiple groups containing negative stereotypes will lead to a cumulative negative effect (Vernon, 1999). More simply, every group an individual belongs to will have an additive discriminatory effect. A person who is black and overweight, both of which are associated with negative stereotypes, will become increasingly disadvantaged due to being a part of two negatively perceived groups. There are other hypotheses about multiple group memberships, such as ethnic prominence (Levin et al., 2002) and intersectional invisibility (Purdie-Vaughns et al., 2008) which respectively assume ethnicity to emerge as the most salient factor when making judgments. The common theme among these theories are that with individuals belonging to multiple, diverse

groups, it is typical for background to influence behavior and multiple group memberships are taken into consideration in varying ways.

Theories of Intersectional Group Salience

Category Activation and Inhibition

Category activation and inhibition theory places an emphasis on one particular individual distinction. A single group membership will defer into being the primary focus of a person's attention, while other groups a person may identify with will fall into the background (Kulik, Roberson, & Perry, 2007). In the initial encounter with an individual, information "relevant to her or his race/ethnicity, gender, age, attractiveness, and current social role" (Kobrynowicz & Biernat, 1997) is available, with one category becoming dominant. If an individual who is black and disabled shows up to an interview, this theory suggests the interviewer will perceive this individual as either black or disabled, whichever is more strongly associated with the situation, and continue on in the selection process making judgments based on that specific category (Kulik et al, 2007). Perceivers tend to simplify their impressions by amplifying one category (Kulik et al, 2007). An experiment by Macrae, Bodenhausen, and Milne (1995) observed whether an Asian woman would be classified into a category based on her ethnicity, sex, or both. Participants of the study were primed by seeing a photograph of her eating noodles from a bowl or putting on make-up, both with the intention of cueing a specific category. It was demonstrated that participants were quicker at recognizing words related to the cued category, while words accompanying the inhibited category were recognized at a much slower rate (Macrae et al., 1995). Perceivers have the ability to take all categories into consideration before making judgments, however without motivation to do so, that becomes a rare occurrence (Bodenhausen

and Macrae, 1998). Most individuals are thought to be satisfied with unidimensional assumptions and impressions.

Archetypes

In contrast, a theory developed by Marcus and Fritzsche (2015) suggest that the interplay between various demographic characteristics develops into unique archetypes. The authors believed multiple group memberships "arise from constellations of primary group memberships" and archetypes classify "different categorical intersections of multiple-group membership according to their unique cognitive representation" (Marcus & Fritzsche, 2015). When developing archetypes for various sets of characteristics, it is important to take stereotypes, stigmas, and historical examples of people into consideration, as they will suggest which archetype will be rated most positively and negatively. Consistent with theories of prejudice, the normative archetype is expected to be the one "furthest from natural death" and a member of both the dominant societal tribe and gender (Marcus & Fritzsche, 2015), which is the younger, White male. This archetype is viewed as competent, intelligent, capable, and attractive. The normal male should receive the most positive ratings out of any group. Due to there being no commonly recognized negative stereotypes of this archetype, it is utilized as the reference to which all other archetypes are evaluated against. Marcus and Fritzsche (2015) also proclaimed an older white male to be a "gentleman", a younger White female a "sweetheart", and an older White female as a "grandmother", which are all consistent with Western media and modern stereotypes.

The proposed archetype theory also discussed the inclusion of race, such that a young, minority male is archetyped as a rebel, while the older, minority male is archetyped as sage

(Marcus & Fritzsche, 2015). Relative to this study, an overweight, black female would have much different associated adjectives than an overweight, white female, such as being described as loud or sassy. For the purposes of the present research, in order to better understand archetypes and develop a stronger foundation, different races will not be included. A tripartite relationship needs to be understood before including additional components and complexity.

Saliency of a category is also a contributing factor in how strong the effects of an archetype will be. For instance, if the situational salience of age is not present, older workers may be more prone to more negative work outcomes than their counterpart would if age salience were present. Weight is a salient characteristic that affects important organizational decisions. The stigma attached to overweight and obese individuals regards them as being undesirable and unattractive (Finkelstein et al., 2007). Warmth and competence are two independent continua that are used when making organizational decisions about stigmatized groups (Finkelstein et al., 2007). Stereotypes are used to guide which quadrant an archetype will be placed in; some may have positive associations, while others may be overwhelmingly negative. For example, an overweight, older male is occasionally referred to as the "jolly, fat guy" (Finkelstein et al, 2007), where he would be rated higher on warmth and mediocre on competence, due to an all-inclusive stereotype. The overweight, older male is also described as the "fat cat"; he is a symbol of status, wealth, and power (Ferrell, 2011). In this case, weight becomes advantageous, as it enables a heavier man to be seen in a positive and respected manner. Overweight men have even been shown to have 7% higher wages than their thinner counterpart (Maranto & Stenoien, 1998; Pagan & Davila, 1997), along with higher wages than mildly overweight women.

Comprehensively, the literature suggests that women, overweight, and the elderly receive the most negative effects in organizational outcomes due to their stereotypes. Overweight

women have been shown to be associated more strongly with negative attributes than overweight males (Roehling, 1999) and thinner women (Fikkan & Rothlum, 2012). However, it may not be justifiable to infer that an overweight, old, female would be rated more negatively than any other archetype included in this study, especially when taking perceptions of warmth, competence, and responsibility of stigma into consideration. It is expected that there will be leniency in perceptions of this archetype due to the understanding of natural, biological changes in females as they age that are more difficult to control and maintain (Puhl & Brownell, 2007). Benevolent prejudices are also likely to be associated with this archetype, contributing to the association with attributes, such as “kind-hearted”, “warm”, and “incompetent” (Jost & Kay, 2005).

People are thought to be most in control of their body-weight and appearance in their youth, therefore, a youthful female is viewed as capable of maintaining a healthy weight and would be viewed more negatively than an older female. Holding the responsibility of weight stigma significantly influences the perception of “warmth” of this archetype (Finkelstein et al., 2007). It is expected, due to modern standards of beauty and the idea of weight being controllable and manageable, that the younger heavy female archetype would be heavily composed of weight stereotypes like “lazy”, “sloppy”, “incompetent”, and “lacks self-discipline”. This group of women are even viewed as “self-indulgent”, “uncontrolled”, and “inferior”, suggesting that they are “uncivilized” (Farrell, 2011). A study by Parker and colleagues evaluated what would be considered an “ideal” woman amongst adolescents and young adults and discovered the emphasis of physical perfection above all other characteristics (Finkelstein et al., 2007), which suggests young, overweight women will be subjected to harsher judgments due to their weight being perceived as unattractive and a flaw (Farrell, 2011; Finkelstein et al., 2007). Overweight women, compared to thin to average-weight, are also much

more likely to be rated to have a less positive personality, be less successful in life, and less attractive (Finkelsten et al., 2007). These biases impact many facets of an overweight woman's life, such as quality of life, health, and socioeconomic outcomes (Fikkan & Rothblum, 2012).

According to the proposed theory, it is expected that multiple group memberships will formulate archetypes that instigate differing experiences for people of different backgrounds, however the idea of archetypes needs to be researched empirically. Since each archetype instigates a unique cognitive profile, differing judgments are expected. The present research focused on testing the impact of multiple group membership, and the following hypotheses are intended to empirically test the archetype theory as it relates to sex, age, and weight, specifically measuring whether weight creates an alternative archetype for the different variations of age and sex. The following hypotheses are proposed:

Hypothesis 1a: The average-weight, young woman will be rated higher than her overweight counterpart on adjectives describing the "Sweetheart" archetype: beautiful/handsome, kind, friendly, trustworthy, and family-oriented.

Hypothesis 1b: The overweight, young woman will be rated higher than her thinner counterpart on adjectives describing the "Uncivilized" archetype: inferior, uncontrolled, lazy, unhealthy, subordinate, undisciplined, and self-indulgent.

Hypothesis 2a: The average-weight, young man will be rated higher than his overweight counterpart on adjectives describing the "Ideal" archetype: competent, charismatic, skilled in business matters, hard-working, confident, self-disciplined.

Hypothesis 2b: The overweight, young man will be rated higher than his thinner counterpart on adjectives describing the "Leader" archetype: authoritative, assertive, hard-working, and in-control.

Hypothesis 3a: The average-weight, old woman will be rated higher than her overweight counterpart on adjectives describing the “Homemaker” archetype: caring, kind-hearted, easily-influenced, maternal, sympathetic, personable, and thoughtful.

Hypothesis 3b: The overweight, old woman will be rated higher than her thinner counterpart on adjectives describing the “Grandmother” archetype: grandparent-like, incompetent, and merciful.

Hypothesis 4a: The average-weight, old man will be rated higher on adjectives describing the “Gentleman” archetype: refined, knowledgeable, cultured, distinguished, and elegant.

Hypothesis 4b: The overweight, old man will be rated higher than his thinner counterpart on adjectives describing the “Fat Cat” archetype: experienced, powerful, objective, logical, wise, and dominant.

Job Suitability Perceptions

Proceeding the aforementioned proposed archetypes, this study delved deeper into observing the effects of opinions of multiple group membership on job-related issues, specifically perceptions of job suitability for the age and gender-neutral occupation of Marketing Supervisor. Individually, weight biases are unfavorable in regards to job suitability, with the intersection of age, sex, and weight contributing largely to that as well.

Gender, age, or weight are not typically job-relevant, however in selection decisions they may appear as job-relevant because stereotypical views become a predominant source in which perceptions of capabilities on the job are formed (Pingitore et al., 1994). Discrimination, especially in employment decisions, has resulted from physical attractiveness and gender based stereotypes (Dipboye et al., 1977; Sczesny et al., 2006). Selection processes and performance appraisals can be influenced by likeability and physical attractiveness (Beehr & Gilmore, 1982;

Eagly et al., 1991). Adding weight as a component of attractiveness is a realistic way of detecting biases related to physical appearance. Aside from general gender biases women may face, weight bias tends to more negatively skewed towards females than males. Selection decisions also consider the attribution of competence as a leader (Sczesny et al., 2006). Women are typically on the receiving end of gender discrimination, as stereotypical qualities of females are not often viewed as characteristics of someone successful in an organization. In fact, attributes that are used to describe a successful middle manager are typically associated with characteristics of a typical man than of a typical woman (Schein, 1975), which has been deemed the think-manager-think-male phenomenon (Sczesny, 2003). Further, those having a masculine appearance were credited with more leadership competence than individuals having a feminine appearance, and individuals were more likely to falsely identify leadership characteristics in males than females (Sczesny et al., 2006). While competence is an exceptionally important factor when choosing an applicant for a job, age discrimination against competent, older workers exists (Haefner, 1977), such that younger workers of equal competence to their older counterparts are recommended more often. Younger workers are also rated more favorable in job qualification than older workers in age-neutral occupations (Finkelstein et al., 1995).

When weight is added into intersectional relationships, the dynamic and views of people. Because obesity isn't protected under law, often lawsuits will be filed under Title VII, as standards based on weight are occasionally different for males and females. Weight bias against women has been measured through hypothetical work settings, such as hiring and termination, as well as towards traits and attitudes (anti-fat), and it was discovered that women with the highest BMI were the least likely to be hired and second most likely to be terminated (Swami et al., 2010). Other studies have indicated that overweight women are assessed more negatively on

honesty, dependability, reliability, self-discipline, supervisory-potential, and ability to inspire (Fikkan & Rothblum, 2012; Rothblum, Miller, & Garbutt, 1988), which are important components of job suitability. Women are also twice more likely than men to report weight discrimination (Puhl & Heuer, 2009). Negative bias towards women starts at as few as thirteen pounds above their target weight, while men don't experience such bias until about seventy-five pounds above their target weight (Latner et al., 2008). Discrimination against females becomes a more serious risk as BMI reaches 27, while it does not become as serious a risk for males until BMI reaches 35.

The young, average-weight male is depicted through literature as having the most positive associations in organizational settings (Powell, Butterfield, & Parent, 2002) and when paired with having a more socially acceptable weight, this intersection of characteristics has minimal negative associated traits. In organizations, good managers are perceived to have primarily masculine traits and mannerisms (Powell et al., 2002), Employees within organizations indicate a preference of a male manager over a female manager (Swim, Aikin, Hall, & Hunter, 1995). Younger employees were also shown to be perceived as more successful in managerial positions and would be recommended over older workers in simulated managerial decisions (Rosen & Jerdee, 1976). Although males are not impacted as much by weight than women (Latner et al., 2008), average-weight males have not been shown to receive more negative perceptions regarding organizational outcomes than overweight males. Overweight women are evaluated more negatively than men (Harris, Harris, & Bochner, 1982; Roehling, 1999). The young, overweight female, through the compilation of weight and age biases and weight and gender biases, is thought to be the most prone to negative judgments, especially in a work contexts. Occupational level is significant as well in determining job suitability, and as job

position gets more leader-oriented weight biases become more apparent (Roehling, 1999). The intersectional relationship of young, white females are not commonly perceived negatively compared to others apart of multiple groups, however the addition of weight significantly alters opinions into something entirely different. Work-related weight biases include deeming an overweight individual less conscientious (Larwood, 1995; Klesges et al., 1990), less likely to get along with coworkers (Bordieri et al., 1997; Klesges et al., 1990), and more likely to be absent (Klesges et al., 1990). Multiple group membership for a young, overweight female magnifies biases of physical attractiveness and intertwines negative perceptions of organizational capabilities to form an overall perception (Cash, Gillen, & Burns, 1977; Fikkan & Rothbum, 2012).

Participants will rate fictitious LinkedIn profiles on adjectives related to the proposed archetypes and assess the job suitability corresponding to the applicant in the profile for a marketing supervisor role. Each profile will contain the same job-experience, job-relevant knowledge, skills, and abilities about the individual, and they will only vary in terms of the photograph at the top of the profile. Each photograph will represent the various age, sex, and weight combinations. After considering the individual and tripartite roles sex, age, and weight play in altering the perceptions of job suitability, the following hypotheses are proposed:

Hypothesis 5: Average-weight people will be rated as more suitable for the job than overweight people.

Hypothesis 6: The average-weight, young male will be rated as most suitable for the job as any other job candidate.

Hypothesis 7: The overweight, young woman will be rated as least suitable for the job as any other job candidate.

CHAPTER THREE: METHODOLOGY

This study was comprised of a pilot study and a main study. The pilot study ensured the photographs chosen to depict old/young, male/female, obese/non-obese in the main study are the most accurate and similar representations of each category.

Pilot Study

Participants

Participants were 88 undergraduate students at a large southeastern US university, who participated for course credit. Of the participants, 33% (*n*=29) were male, and 58% (*n*=51) of participants were Caucasian, 22% (*n*=19) were Hispanic or Latino, 12.5% (*n*=11) were Black or African American, 7 % (*n*=6) were Asian or Pacific Islander, and 0.1% (*n*=1) was of mixed race or ethnicity or other. The mean age was 23.14 (*SD*=5.52).

Materials

Photographs

Using the professional networking website, LinkedIn, and Google, 10-12 photographs were used for each condition, with a total of 46 photos that were of similar professionalism and facial expression. The photographs varied in age, sex, and weight and were all Caucasian.

Rating Scale

The Adjective Pilot survey, which can be found in Appendix A, had 22 items. Fifteen of the questions measured the target's perceived intelligence, professionalism, attractiveness, health, and competence, and four items were used as manipulation checks, where participants reported the subjective age range, sex, ethnicity, and weight of the individual in the each

photograph to ensure each was correctly identified. The last three questions assessed the participants' age, sex, and ethnicity. Sample items included "The person looks professional" and "The person in the photograph looks aged", and the participants rated agreement or disagreement on a 5-point Likert scale (1=strongly disagree and 5=strongly agree). The included items were chosen with the intention of selecting archetype pictures to be used in the main study that are rated similarly on competence, attractiveness and intelligence.

Procedure

Participants were randomly assigned to one of four conditions 1) old female, 2) young female, 3) old male, 4) old female and were exposed to a series of photographs with varying weights of individuals a part of their designated intersectional grouping. After viewing a photograph, participants were prompted to rate it using the Adjective Pilot survey and continued this process for each of the photographs in their assigned condition. After rating each photograph, participants answered questions regarding demographics.

Main Study

Participants

Participants (*n*=183) were recruited through Amazon Mechanical Turk. Amazon Mechanical Turk has been shown to provide researchers with representative samples (Parker & Fischoff, 2005) and is able to generalize to a much more broad population than traditional student samples (Burhmester, Kwang & Gosling, 2011). To qualify for this study, participants were required to have been working full time (40 hours or more a week) for a minimum of one year. Participation was voluntary, and participants were given an incentive of $0.10. All participants provided informed consent. Of the participants, 50.8% (*n*=93) were male and 48.1%

(*n*=88) were female. The mean age was 33.19 (SD=10.26). 50.3% (*n*=92) were Caucasian, 38.8% (*n*=71) were Asian or Pacific Islander, 4.4% (*n*=8) were African American, 2.7% (n=5) were Hispanic or Latino, 1.1% (*n*=2) were Native American, and 1.1% (*n*=2) responded other. The mean BMI, calculated using self-reported height and weight, of participants was 24.49 (*SD*=5.27). In regards to education, 9.5% (*n*=17) of participants had some high school education or a high school diploma, 21.3% (*n*=39) had some college, 31.7% (*n*=58) had a four-year college degree, 12.6% (*n*=23) had some graduate school, 20.2% (*n*=37) had a Master's degree, and 3.3% (*n*=6) had a doctorate degree. The average number of years the participants have been working full time was 10.43 (*SD*=9.8), with 54% (*n*=99) holding a supervisory role.

Materials

LinkedIn Profile

The LinkedIn profile, located in Appendix C, posed as a realistic social-networking web page for each condition. The photos chosen from the pilot study were displayed at the top of this profile. Each profile contains the same information, name, education, prior job experience, and an objective statement, with the photo being the only manipulation. The job used for the profile was Marketing Supervisor. This position rank, Supervisor, is age-neutral (Reeves, 2013), and the job area, Marketing, is gender-neutral (Glick, Wilk, & Perreault, 1995; Lassonde & O'Brien, 2013). There has yet to be literature describing weight-neutral jobs, but this job would incorporate both working alone and with others. The job duties and skills found in the profile were obtained from O*NET, an occupational information network.

Adjective List

This Adjective measure, found in Appendix D, had 45 items that include adjectives that correspond to one of the proposed archetypes. The young, average-weight male (YTM) "Ideal" was measured with the adjectives competent, charismatic, skilled in business matters, hard-working, confident, and self-disciplined. The young, overweight male (YOM) "Leader" was associated with authoritative, assertive, firm, and in-control. The young, average-weight female (YTF) "Sweetheart" was measured with the adjectives beautiful/handsome, kind, friendly, trustworthy, and family-oriented. The young, overweight female (YOF) "Uncivilized" was measured with the adjectives subordinate, lazy, inferior, undisciplined, unhealthy, self-indulgent, and uncontrolled. The old, average-weight male (OTM) "Gentleman" was measured with the adjectives refined, knowledgeable, cultured, distinguished, and elegant. The old, overweight male (OOM) "Fat Cat" was measured with the adjectives experienced, powerful, objective, logical, wise, and dominant. The old, average-weight female (OTF) "Homemaker" was measured with the adjectives caring, kind-hearted, thoughtful, maternal, sympathetic, personable, and easily-influenced. The old, overweight female (OOF) "Grandmother" was measured with the adjectives grandparent-like, incompetent, and merciful. Archetypes and their adjectives can be found in Table 3.

These items were obtained through Marcus and Fritzsche's (2015) proposed archetypes, as well as theorized stereotypes including weight found in the literature (Latner et al., 2008; Puhl et al., 2008; Swami et al., 2010). Sample items included "This person is lazy", "This person is charismatic", and "This person is dominant". Participants were instructed to rate the degree to which they deem each adjective applies to the vignette on a 5-point Likert scale (1=strongly disagree and 5=strongly agree).

Applicant Rating Scale

Included in this study was the Job Suitability Measure (Finkelstein, Demuth, & Sweeney, 2007; Goldberg & Shore, 1998; Cleveland, Festa, & Montgomery, 1988); a multidimensional applicant rating scale that assesses on the dimensions of hireability (α=.90), stability (α=.89), adaptability (α=.88), interpersonal skills (α=.85), and performance capacity (α=.85) and focuses on perceptions of the individual as an employee. Participants answered 26 items regarding the applicant on a seven point Likert scale (1=strongly disagree and 7=strongly agree). Sample items included "This person will create fresh solutions to problems", "This person will adapt to a variety of situations", "This person will be easy to train", "This person seems energetic", "This person will not be well liked", and "This person gets my recommendation for hire." (Appendix E).

Demographics

Nine demographic questions, located in Appendix F, were included in this survey. These items assessed participants' age, gender, ethnicity, level of education, weight/height, number of years working full time, industry, job title, and supervisory position.

Procedure

Participants were randomly assigned to view one of eight LinkedIn profiles in which the only difference across conditions is the photo that appears on the profile. Participants then rated the LinkedIn profile on the Adjective survey, Applicant Rating Scale, and Demographic survey.

CHAPTER FOUR: RESULTS

Data Preparation

Data preparation was conducted using SPSS 23.0 and Microsoft Excel 2013. To detect random responding in both the pilot and main study, participants were asked to "select Strongly Disagree" on two items, and participants who failed to respond accordingly were eliminated from the sample. A manipulation check was also conducted in the main study, to ensure participants correctly identified the person in their condition as old or young, male or female, and average-weight or overweight. Participants who did not respond appropriately to these questions were further eliminated from the sample. Of the original 204 participants, 21 were detected as providing invalid data and consequently removed in further analyses bringing the sample size to 183.

Pilot Study

The purpose of the pilot study was to choose photographs that were reasonably similar on characteristics such as attractiveness, intelligence, professionalism, and competence. Photographs can be viewed in Appendix B. This study was also used to ensure that the photographs were viewed according to their designated demographic variables, young or old, male or female, average-weight or overweight. Each item was scored on a 5-point Likert scale, from strongly disagree (1) to strongly agree (5). Dimensions encompassing multiple items (i.e., intelligence) used the mean score across all items. A manipulation check was conducted to confirm that participants accurately rated the people in the older/younger conditions as old/young in both their age range and adjective sections, and the same was checked for sex. After eliminating participants who failed the manipulation check, the sample decreased from 92 to 88.

Photographs were chosen according to consistent ratings in the age-group (20-29 or 50-59) and weight categories (average or overweight) used in the main study, and overall average ratings on all primary criteria (i.e., professionalism). Younger worker are consistently operationalized as in their 20s and older workers as mid-50s (Finkelstein et al., 2007; Kooij, de Lange, Jansen, Dikkers, 2008), suggesting evidence for the chosen age-groups.

As shown in Table 1, all 8 photos chosen were rated slightly above average (above a 3 on a 5-point scale) on the dimensions attractiveness, competence, intelligence, and professionalism. Specifically, attractiveness ratings ranged from 3.30 for the young, overweight female to 3.83 for the young, average-weight male. Competence ratings ranged from 3.48 for the old, overweight female to 3.78 for the young, average-weight male. Intelligence ratings ranged from 3.61 for the old, average-weight male to 3.96 for the young, overweight male. Ratings of professionalism ranged from 3.91 for the old, average-weight female to 4.08 for the young, average-weight male. Photographs selected for the young conditions had a subjective mean age range of 20-29, while photographs selected for the old conditions had a subjective mean age range of 50-59. Older workers are commonly operationalized throughout the literature as ranging between the ages of 50-60 (Finkelstein et al., 2007). The subjective weight for the average-weight conditions was slightly below average to average, and slightly above overweight for the overweight conditions.

Main Study

Results of the main study are composed of the Adjective Rating scale, which is designed to measure the archetypes, and the Applicant Rating scale, which measures job suitability. The dimensions of job suitability are hireability, adaptability, stability, performance capacity, and interpersonal skills and can be found in Table 2. All dimensions had high internal consistency,

alphas ranged from .85 to .93. Each condition was represented by a theorized archetype, which is exhibited in Table 4 according to condition, archetype name, and associated adjectives. The average of all adjective ratings associated with the proposed archetype was used to represent that archetype, and is referred to as the archetypal scale. Descriptive statistics of each archetype are presented in Table 5. Each archetypal scale had acceptable or good internal consistency, with alphas ranging from .74 to .83.

The following hypotheses are designed to compare and test two contrasting groups (e.g., how different are the old, overweight male compared to the old, average-weight male?). Each hypothesis was analyzed using a MANOVA, with condition as the independent variable and relevant archetypal adjectives as the dependent variables. MANOVA results are outlined in Table 8, with their contrast summaries shown in Table 9. Then, an archetypal scale was formed by averaging the scores of relevant adjectives. This was followed by testing the hypothesized contrast between two specific conditions and the archetype scale using a univariate ANOVA. Contrast summaries for each archetype are presented in Table 7.

Hypothesis 1a stated that the average-weight, young woman will be rated higher than her overweight counterpart on adjectives describing the "Sweetheart" archetype. There was a significant multivariate result for the effect of condition on beautiful/handsome, $F(7,173)=4.60$, $p<.01$, and family-oriented, $F(7,173)=2.26$, $p<.05$. When testing the univariate contrasts between the young, average-weight and overweight females, significant differences were found on beautiful/handsome, $t(175)=3.18$, $p<.01$, such that the young, average-weight female ($M=3.91$, $SD=.73$) was rated higher than the young, overweight female ($M=2.82$, $SD=.99$). No significant differences were found between the young, average-weight female ($M=3.22$, $SD=.80$) and young, overweight female ($M=3.08$, $SD=.65$) on family-oriented, $t(175)=.59$, $p=.53$. Consequently, there

was a significant univariate effect found when the Sweetheart scale was tested across all conditions, $F(7,175)=2.38$, $p<.05$. After testing the contrast between the young, average-weight female ($M=3.68$, $SD=.58$) and overweight, young female ($M=3.46$, $SD=.48$) on the archetypal scale, no significant effects were found, $t(175)=1.32$, $p=.19$. Hypothesis 1a is not supported.

Hypothesis 1b stated that the overweight, young woman will be rated higher than her thinner counterpart on adjectives describing the "Uncivilized" archetype. The multivariate analysis results showed a significant effect of condition on the adjectives self-indulgent, $F(7,171)=2.72$, $p<.01$, unhealthy, $F(7,171)=4.68$, $p<.01$, and lazy, $F(7,171)=2.08$, $p<.05$. Further, a univariate analysis of contrasts revealed that the young, overweight female ($M=3.33$, $SD=.64$) was rated significantly higher than the young, average-weight female ($M=2.57$, $SD=.79$), $t(174)=-2.68$, $p<.01$ on "self-indulgent". Contrasts also showed a significant difference between the young, average-weight female ($M=2.13$, $SD=.97$) and young, overweight female ($M=3.33$, $SD=1.01$) on "unhealthy", $t(174)=-4.00$, $p<.01$, such that the young, overweight female was rated higher. A final contrast was conducted for "lazy", and the young, overweight female ($M=2.85$, $SD=1.07$) was rated significantly higher than the young, average-weight female ($M=1.67$, $SD=1.87$). A univariate analysis assessing the Uncivilized archetypal scale showed the effect of condition significantly influenced the Uncivilized archetypal scale ratings, $F(7,175)=2.31$, $p<.05$. The univariate contrast between the overweight, young female (M=3.01, SD=.53) and average-weight, young female (M=2.32, SD=.62) indicated a significant difference between the two conditions on this archetypal scale, $t(175)=3.29$, $p<.01$. Post-hoc analyses were conducted using LSD's post-hoc test. Based on the results, the young, overweight female was rated significantly higher than all thin conditions on this archetypal scale. These results suggest partial support for Hypothesis 1b.

Hypothesis 2a stated that the average-weight, young man will be rated higher than his thinner counterpart on adjectives describing the "Ideal" archetype. Multivariate analyses showed a significant effect of condition on charismatic, $F(7,175)=2.89$, $p<.01$, and self-disciplined, $F(7,175)=2.53$, $p<.05$, while testing the contrast of the young, overweight male and young, average-weight male on each adjective indicated no significant differences. A univariate analysis showed the effect of condition significantly influenced ratings on the Ideal archetypal scale, $F(7,175)=2.06$, $p<.05$. Contrasts between the young, average-weight male ($M=4.05$, $SD=.62$) and young, overweight male ($M=3.81$, $SD=.60$) revealed no significant differences, $t(175)=1.41$, $p=.16$. Therefore, there is no support for Hypothesis 2a.

Hypothesis 2b stated that the overweight, young man will be rated higher than his thinner counterpart on adjectives describing the "Leader" archetype. After conducting a multivariate analysis, condition was found to have a significant impact on authoritative, F(7,175)=2.85, $p<.01$. The contrast results indicated the young, average-weight male ($M=3.82$, $SD=.80$) was rated significantly higher on "authoritative" than the young, overweight male ($M=2.92$, $SD=1.12$), $t(175)=3.51$, $p<.01$. The ANOVA assessing the archetypal scale showed that the effect of condition did not significantly influence ratings on the Leadership archetypal scale, $F(7,175)=1.97$, $p=.06$, and the contrast analysis also indicated that the young, overweight male ($M=3.47$, $SD=.57$) did not significantly differ from the young, average-weight male ($M=3.84$, $SD=.74$), $t(175)=1.94$, $p=.05$ on this scale. These results suggest no support for Hypothesis 2b.

Hypothesis 3a stated that the average-weight, old woman will be rated higher than the overweight, old woman on adjectives describing the "Homemaker" archetype. Multivariate results showed a significant effect of condition on "personable", $F(7,171)=2.80,<.01$, "maternal", $F(7,171)=3.60$, $p<.01$, and "sympathetic", $F(7,179)=2.35$, $p<.05$, followed by a univariate

contrast that demonstrated that the old, average-weight female (*M*=3.68, *SD*=.84) was rated significantly higher than the old, overweight female (*M*=3.16, *SD*=.91) on sympathetic, *t*(174)=2.01, *p*<.05. Further, when the archetypal scale was assessed, the ANOVA showed the effect of condition did not significantly impact the Homemaker archetypal scale, *F*(7,175)=1.88, *p*=.08, and the contrast between the old, overweight female (*M*=3.55, *SD*=.50) and old, average-weight female (*M*=3.43, *SD*=.58) yielded no differences, *t*(175)=.70, *p*=.49. These results suggest partial support for Hypothesis 3a.

Hypothesis 3b stated that the overweight, old woman will be rated higher than her thinner counterpart on adjectives describing the "Grandmother" archetype. A multivariate analysis revealed a significant effect of condition on "grandparent-like", *F*(7,180)=4.39, *p*<.01, however contrast tests between the old, overweight female and old, average-weight female indicate no significant difference on that adjective. The ANOVA showed that the effect of condition statistically influenced the Grandmother archetypal scale ratings, *F*(7, 175=4.15, *p*<.01, while univariate contrast results illustrated that the old, overweight female (*M*=3.35, S*D*=.45) was not statistically different than the old, average-weight female (*M*=3.28, *SD*=.45) with equal variances unassumed, *t*(43.62)=-.50, *p*=.62. The findings suggest no support for this hypothesis.

Hypothesis 4a stated that the average-weight, old man will be rated higher on adjectives describing the "Gentleman" archetype. Multivariate analyses demonstrated that condition significantly influenced "refined", *F*(7,175)=3.07, *p*<.01, and "elegant", *F*(7,175)=3.10, *p*<.01. A test of contrasts showed no significant differences between the old, average-weight male and old, overweight male on either adjectives. An ANOVA was conducted and demonstrated that the effect of condition significantly impacted ratings on the Gentleman archetypal scale, *F*(7,175)=2.39, *p*<.05, however univariate contrasts between the old, average-weight male

(M=3.44, SD=.93) and old, overweight male (M=3.29, SD=.61) found no significant effect, $t(175)=.73$, $p=.47$. These results indicate no support for Hypothesis 4a.

Hypothesis 4b stated that the overweight, old man will be rated higher than his thinner counterpart on adjectives describing the "Fat Cat" archetype. When testing multivariate effects, findings revealed that condition significantly impacted "powerful", $F(7,175)=2.52$, $p<.05$, "dominant", $F(7,175))=2.44$, $p<.05$, "objective", $F(7,175)=2.5$, $p<.05$, and "logical", $F(7,175)=2.87$, $p<.01$. A test of contrasts between the old, overweight male and old, average-weight male yielded no differences when each adjective was tested separately. A univariate analysis of the entire scale showed the effect of condition significantly influenced ratings on the Fat Cat archetypal scale, $F(7,175)=3.42$, $p<.01$. Contrasts indicated that there was no significant difference between the old, overweight male (M=3.35, SD=.44) and old, average-weight male (M=3.44, SD=.84), $t(175)=.47$, $p=.64$. Hypothesis 4b is not supported.

The next set of hypotheses suggest that one group of people (average-weight or overweight) were rated more positively or negatively on perceptions of job suitability than their counterpart or other conditions. For the first hypothesis, an independent-samples t-test was conducted, while an ANOVA was conducted for the remaining hypotheses. The results for these hypotheses are reported according to overall job suitability by taking the mean score across all dimensions (i.e., adaptability or hireability). These are located in Table 6.

Hypothesis 5 stated that average-weight people are expected to be rated as more suitable for the job than overweight people. To test the effect weight had on job suitability ratings, an independent t-test was conducted. Results show that average-weight people (M=5.49, SD=.79) had significantly higher ratings on job suitability than overweight people (M=5.32, SD=.85), $t(179)=3.17$, $p<.01$. The results provide support for Hypothesis 5.

Hypothesis 6 stated that the average-weight, young male will be rated as the most suitable for the job of any other job candidate. An analysis of variance (ANOVA) was conducted to test the effect of condition on job suitability ratings and demonstrated that condition did significantly influence perceptions of job suitability, $F(7,173)=2.36$, $p<.05$. The univariate contrast showed a significant difference between the young, average-weight male and other conditions, $t(173)=2.00$, $p<.05$. LSD post-hoc comparisons were conducted and the average-weight male ($M=5.62$, $SD=.74$) was rated significantly higher on job suitability than the old, overweight female ($M=5.13$, $SD=.84$), young, overweight female ($M=4.83$, $SD=.93$), and the young, overweight male ($M=5.19$, $SD=.85$). This evidence suggests partial support for Hypothesis 6.

Hypothesis 7 stated that the overweight, young woman will be rated as the least suitable for the job of any other job candidate. An ANOVA was conducted, and the results from this test showed the effect of condition significantly influenced job suitability ratings, $F(7,173)=2.36$, $p<.05$. The univariate contrast revealed a significant difference between the young, overweight female and all other conditions, $t(173)=-2.95$, $p<.01$. Post-hoc comparisons using the LSD test, presented in Table 7, indicated that the young, overweight female ($M=4.83$, $SD=.93$) was rated significantly lower than the young, average-weight male ($M=5.62$, $SD=.74$), old, average-weight female ($M=5.62$, $SD=.74$), and the young, average-weight female ($M=5.42$, $SD=.77$) on job suitability. The young, overweight female condition did not significantly differ from the old, overweight female, old, average-weight male, and old, overweight male conditions on job suitability. With these results, Hypothesis 8 was partially supported.

Exploratory Analyses

Archetypes

The findings of this study identify partial evidence of archetypes, however exploratory analyses examined differences between the archetypes that were not hypothesized. ANOVA analyses indicate a significant effect of condition on the Ideal, $F(7,175)=2.06$, $p<.05$, Sweetheart, $F(7,175)=2.38$, $p<.05$, Uncivilized, $F(7,175)=2.31$, $p<.01$, Grandmother, $F(7,175)=4.15$, $p<.01$, Gentleman, $F(7,175)=2.39$, $p<.05$, and Fat Cat archetypes, $F(7,175)=3.42$, $p<.01$. Some notable findings through LSD post-hoc tests show that the old, overweight female (M=3.34, SD=.45) and old, average-weight female (M=3.28, SD=45) conditions were rated significantly higher than all young condition, except the young, overweight female, on the Grandmother archetypal scale. The young, average-weight male (M=3.84, SD=.74) was rated significantly higher than the old, average-weight male (M=3.42, SD=.90), young, overweight female (M=3.26, SD=.65), and the old, overweight male (M=3.36, SD=.64) on the Leader archetypal scale. Specific results may be found in Table 10.

Job Suitability

This study assessed whether the young, average-weight male and young, overweight female were rated most and least suitable for the job. Condition differences on job suitability and individual dimensions were assessed as exploratory analyses. First, a MANOVA was conducted to assess the effect of condition on each dimension, in which significant effects were found on hireability, $F(7,173)=2.48$, $p<.05$, adaptability, $F(7,173)=2.09$, $p<.05$, performance capacity, $F(7,173)=2.60$, $p<.01$, and interpersonal skills, $F(7,173)=1.88$, $p<.05$. An ANOVA was then performed on each significant dimension, and LSD post-hoc analyses indicated that the old,

average-weight female was rated significantly higher than her overweight counterpart on the dimensions stability and adaptability. Another finding showed that the young, average-weight male was rated higher than his older counterpart on adaptability and performance capacity. Finally, the young, average-weight female was rated significantly higher than her overweight counterpart on hireability, adaptability, performance capacity, and interpersonal skills. Furthermore, an ANOVA was conducted on the effect of condition on job suitability. Notable findings from LSD post-hoc tests include the old, average-weight female (M=6.00, SD=.23) rated higher than the old, overweight female (M=5.35, SD=.22), young, overweight female (M=4.88, SD=.22), and the young, overweight male (M=5.35, SD=.21). Significant results from the exploratory analyses concerning job suitability dimensions may be found in Table 12, while significant results for job suitability as a whole may be found in Table 6.

CHAPTER FIVE: DISCUSSION

This study was conducted to identify how one's composition of sex, age, and weight has an impact on archetypes and perceived job suitability. Previous research indicates a relationship between age or gender and job suitability (Finkelstein et al., 2007), such that men and younger-workers are more positively rated on job suitability measures than women and older-workers. This study aimed to expand the theory of archetypes by Marcus and Fritzsche (2015) and develop archetypes for various combinations of weight, age, and gender. It also combines the constructs age and gender with the construct of weight to explore whether that tripartite relationship influences the perception of job suitability in a positive or negative direction. Results of this study will extend the existing literature on archetypes and their influence on the evaluation of individuals on dimensions relevant to job suitability.

Summary of Key Findings

Archetypal Scale Ratings

Evidence was found in support of weight contributing to changed archetypal judgments of younger women. The significant impact of weight on younger females illustrates a beauty standard that young women face (Wolf, 1991). The young, overweight female was the only condition in which the multiple group membership containing the heavier condition was rated higher than the thinner condition on their specified archetype: Uncivilized. The "Uncivilized" archetype is predominantly negative attributes, such as lazy and self-indulgent. These results demonstrate that weight does contribute to the formation of new cognitive processes when viewing young, white females, while perceptions of intersectional relationships do not significantly alter for other conditions. It is more acceptable for older people to be overweight

than younger people and men to be overweight than women (Puhl & Brownell, 2003), and when what is deemed as acceptable and the strong influence beauty has on women are merged, it is easy to see why young, overweight women tend to be scrutinized. This demonstrates that weight alone does not change biases, because most conditions did not differ from their overweight/average-weight counterpart, but rather suggests that the interplay of all three characteristics, particularly with females, shapes cognitions and forms a new viewpoint.

There is evidence to suggest that some of the archetypes presented in this paper were conceptualized incorrectly or simply do not exist. The lack of significant differences among many archetypes between the same gender and age when weight is introduced suggests that the inclusion of weight does not always change cognitive heuristics when making assumptions about others' traits. The other conditions did not demonstrate significant differences between each other when weight was introduced, therefore weight may not trigger different perceptions when the target is old or male. The young, average-weight male was the recipient of high ratings across most archetypal scales, which illustrates that that particular condition is scored favorably on many adjectives outside of its specified scale. The archetypal scales also may have contained too many adjectives or were not distinct enough to differentiate between the conditions.

Another explanation for some of the archetype hypotheses being insignificant could be due to the information within the LinkedIn profile that was associated with each individual photograph. Research has shown that the more information that is available about a person, the less likely someone is to rely on stereotypes (Finkelstein et al., 2007). Although participants noticed physical characteristics of the person in the LinkedIn profile, they may have based their ratings on the entire profile, rather than making judgments from a photograph. There is some

evidence of archetype-based social cognition processes, but more research needs to be performed in order to conceptualize a more representative archetype for each condition.

Influence of Condition on Job Suitability Ratings

This study provides evidence to suggest that physical appearance influences an individual's perception of how suitable a person is for the job. This trend becomes more apparent when an individual is overweight and female. Significant differences were found between the overall average-weight and overweight conditions, where average-weight candidates were rated as more suitable for the job than overweight candidates. Significant differences were also found between the young, overweight female and the young, average-weight male, young average-weight female, and old, average-weight female, where the young, overweight female was rated as least suitable for the job. The old, overweight female was also rated significantly different than her thinner counterpart. The young, average-weight male was rated as more suitable than the old, overweight female, young, overweight female, and young overweight male. The young, average-weight male condition had the most significant differences in a positive direction, and no condition was rated as more suitable for the job than him. It is interesting to take into consideration the minimal difference between the male conditions on their ratings of job suitability. Though the average-weight male was rated significantly higher on job suitability than his heavier counterpart, no differences between his condition and the older males were found, along with no differences between the older males on any dimension of job suitability. The partially supported hypotheses regarding job suitability demonstrate the negative heuristic cognitions regarding overweightness or obesity that occur, as well as the more favorable thought processes towards young, average-weight males. In this instance, negative thought processes

facilitated by stereotypes interfere greatly with judgments of job suitability. Overweight people were viewed as significantly less suitable for the job. Based on the findings of this study, average-weight people may be more likely to receive a job offer.

This indicates challenges for overweight people, especially young women, in the job market. The young, overweight female was rated significantly lower on each dimension and then the young, average-weight male, old, average-weight female, and young, overweight male on job suitability as a whole. Therefore, young, overweight females were the least likely to be viewed positively on various aspects of job suitability in comparison to the other applicants. This is noteworthy due to the negative implications that these individuals may face when they are applying to jobs in the real world. It is, however, important to emphasize that the results reflected less positive ratings and perceptions of overweight candidates than average-weight candidates rather than true negative ratings. The design of the study allowed for subtle manipulations, and since each participant only viewed and rated one LinkedIn profile, no direct comparisons could be made.

Limitations

Archetype Development

There are several limitations to this study, one of which is the makeup of the archetypes. Archetype theory is relatively new, and the archetypes proposed by Marcus & Fritzsche had yet to be empirically tested at the time of this study. Further, the hypothesized archetypes including "overweight" as a factor were designed specifically for this study and still require more extensive testing. More evidence is necessary to indicate whether the adjectives chosen to represent them are accurate and what modifications should be made in order to make these archetypes all

encompassing. For example, there are adjectives that may be representative of the archetypes that were not included in this study, such as “comical” or “life of the party” for the overweight, young male.

Photographs

The pilot study was designed to choose a photograph to be used in the main study, however only four conditions were utilized in this phase. The conditions were separated by young female, old female, young male, and old male. There was opportunity for participants in the pilot study to compare photographs, as they were shown photos of average and overweight people. This may have made participants more sensitive to weight differences. Though participants accurately identified the age range, sex, and weight of the condition in the main study, equal conditions for both the pilot and main study could have been beneficial.

Also, this study only used one photograph from each archetype in which all inferences were to be based off of. Although the photographs were chosen carefully after analyzing the pilot study data, there could be confounding differences in the photographs (i.e., hair color) that influence implicit biases. Finally, this study places an emphasis on the photograph and only provides brief information about the job applicant, which may not be representative of an actual selection process. Specifically, while this study aimed to highlight the importance of appearance within the job hiring processes, applicants tend to be judged on qualifications prior to exposing their physical appearance.

Participant Sample

The use of a student sample and differences in sample population serves as another limitation to this study. By restricting the pilot study to undergraduate students, the perspective

of older individuals on what is considered to be old, attractive, professional, intelligent, or overweight is not accounted for. Further, the sample completing the main study is from a much more broad population, so perceptions may not be consistent with undergraduate ratings. Additionally, Amazon Mechanical Turk (MTurk), the source from which the main study sample was obtained, poses some issues regarding differing cultural perceptions and its potential impact on ratings of stereotypes and attitudes towards job applicants. Slightly less than half (47%) of MTurk workers reside in the United States (Goodman, Cryder, & Cheema, 2013), thus indicating that the sample used in this study is likely to be composed of multiple cultures. MTurk has a diverse set of workers, which is apparent in my sample. For example, MTurk has many Indian workers, and participants from that background may have different stereotypes than the United States and rate each condition according to what is accepted or typical in their culture (Goodman et al. 2013). Adjectives in other cultures may also take on a different meaning than what is understand in the United States, therefore culture could serve as a confounding variable affecting results.

Directions for Future Research

A major contribution of this study was identifying links between components of an individual's appearance and how they are perceived both as an individual and a job applicant. The value of this contribution would be strengthened with more research, specifically research that evaluates the tripartite relationship of age, sex, and weight using another approach, such as in a promotion situation or different study design. An alternative assessment of each archetype and their corresponding adjectives may deliver more revealing information and help expand archetype theory.

First, participants could indicate the top five adjectives best fit for each condition, which could come from a large item-bank. This method would force participants to consider the person in the condition carefully, while still giving them the freedom to choose from a large set of descriptors. Another way to assess archetypes would be to have participants rate LinkedIn profiles according to the cluster of adjectives associated with each archetype, rather than each adjective independently, which would allow evidence contributing specifically to the archetype could be gathered. Analyses of this type of assessment would allow researchers to directly compare each condition (i.e., young, overweight female) to the different archetypes and see any significant relationships. Forced response may also be a method of honing in on the adjective clusters that best represent each condition by rank ordering cluster and fit. That is, future research could have participants choose the adjective cluster (i.e., archetype) that most accurately embodies the person in the LinkedIn profile.

Future research can advance from this study in order to gain a more comprehensive understanding of perceptions towards each archetype on adjectives or job suitability. Multiple vignettes of each archetype could be utilized, and by doing so, researchers would gain an overall understanding of the archetypes, which would strengthen the interpretation of the results. In order to eliminate confounding effects, in addition to multiple vignettes per condition, confederates could pose for photographs that could be further modified accordingly using photo-editing software, ensuring factors of the vignette (i.e., weight, clothing) were the same. Different levels of each construct of weight, gender, and age (i.e., underweight, average, obese) can also be explored to measure the point in which negative effects start to occur. To make this study more meaningful, race can also be manipulated. Stereotypes towards African Americans are much

different than those towards Caucasian people, and when multiple group membership is taken into consideration, differences may be even larger and contribute greatly to archetype literature.

Finally, additional confounding variables could be considered and altered, such as qualifications and job type that raise the question of whether the effects of archetypes are still present when the vignette has better qualifications, or if there is a difference in effects when the job requires interaction with others as opposed to more behind the scenes work?

Practical Implications

Several practical implications may be derived from the results of this study. First, more evidence towards the composition of archetypes has been gathered, which will help researchers expand multiple group membership and archetype theory. Also, evidence gained through the job suitability evaluation will be beneficial for organizations because it identifies an area that can be improved upon in the selection process. It is essential for professionals to use caution when acknowledging the findings from this study and make sure not to reinforce stereotypes at work. The tripartite relationship of weight, gender, and age does affect how individuals are rated overall on job suitability, especially when the individual is female and overweight, so employees in selection roles can be trained to assess candidates more objectively. Structural interviews have also been shown to minimize biases since questions are highly job related (Finkelstein et al., 2007), though negative biases against overweight applicants could be found with only minor differences in weight. Training may also be conducted in the form of diversity and sensitivity training for anyone who is in charge of the selection, promotions, or the development of employees. Training could include biases towards weight and its' stigma, which could lead to more equal treatment of all individuals in organizational contexts.

It has been recently debated by the EEOC whether obesity should become a protected group in organizational settings, meaning it would be illegal to discriminate against any individual based on his or her weight (EEOC, 2015). The results of this study indicate that overweight individuals do receive more negative ratings on job suitability than average-weight individuals, which may be used as evidence that weight should be examined further because their biases could have serious negative impacts. The EEOC should also take into consideration that certain groups are more at risk for being discriminated against for being overweight or obese.

Conclusion

This study aimed to determine the degree to which age, sex, and weight contribute to perceptions of an individual on various adjectives that makeup an archetype, as well as identify their impact on job suitability ratings, suggesting that archetypes are used as a heuristic when processing multiple group membership. Through survey methods, people of differing weights, ages, and sex were rated on several adjectives and a job suitability scale. This will serve as an aid to future researchers who want to explore stereotypes, archetypes, and their impact on job-related outcomes.

The present study also extended the understanding of archetypes, especially those that incorporate weight, by detecting which descriptions were most strongly associated (or disassociated) with each person in the condition. The findings support aspects of Marcus and Fritzsche's (2015) archetype theory, while also providing evidence of archetypes that need to be researched more extensively, such as the archetype adjectives associated with older, overweight women and older, overweight males. Since the young, overweight female was consistently rated significantly worse than other conditions, it is likely that this particular tripartite relationship

triggers something in the subconscious that is unfavorable. This research ultimately serves as a step in understanding the complexity of multiple group memberships and its influence on the perceptions of individuals.

APPENDIX A: PILOT STUDY

Appendix A: Pilot Study

Please select the number indicating the degree to which each question applies to the person in the photograph.

This person	Strongly Disagree	Disagree	Neither Agree Nor Disagree	Agree	Strongly Agree
1. looks kind	1	2	3	4	5
2. is youthful	1	2	3	4	5
3. looks professional	1	2	3	4	5
4. looks smart	1	2	3	4	5
5. looks happy	1	2	3	4	5
6. looks healthy	1	2	3	4	5
7. is attractive	1	2	3	4	5
8. is old	1	2	3	4	5
9. is overweight	1	2	3	4	5
10. seems competent	1	2	3	4	5
11. seems intelligent	1	2	3	4	5
12. looks aged	1	2	3	4	5
13. looks organized	1	2	3	4	5
14. looks intelligent	1	2	3	4	5
15. looks in shape	1	2	3	4	5

16. How old is the person in this photo?

a. 20-29

b. 30-39

c. 40-49

d. 50-59

e. 60-69

17. What is the weight of the person in this photo?

a. Severely underweight

b. Thin

c. Average

d. Overweight

e. Obese

18. What sex is the person in this photo?

a. Male

b. Female

19. What is race or ethnic background of the person in this photo?

a. White or Caucasian (non-Hispanic)

b. Black or African American (non-Hispanic)

c. Asian

d. American Indian or Native Alaskan

e. Hispanic or Latino

f. Other (Specify)

20. How old are you? ____

21. What is your sex?

a. Male

b. Female

22. What is your race or ethnic background?

a. White or Caucasian (non-Hispanic)

b. Black or African American (non-Hispanic)

c. Asian

d. American Indian or Native Alaskan

e. Hispanic or Latino

f. Other (specify) _____

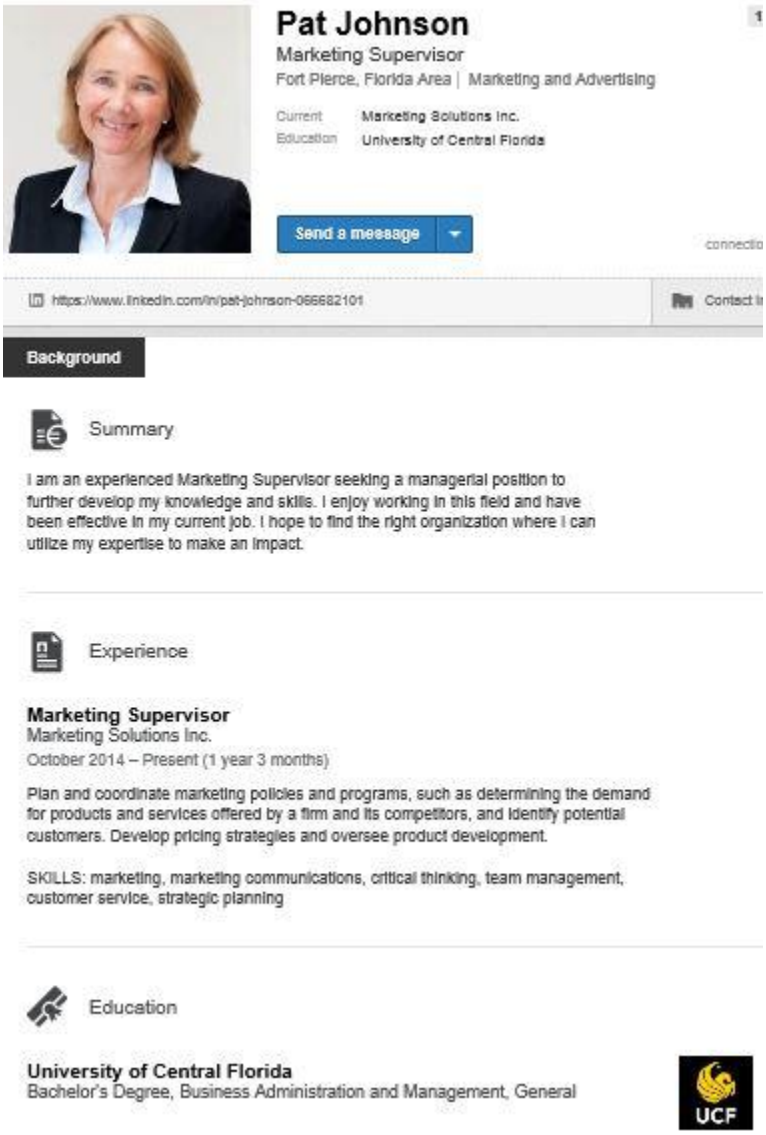
APPENDIX B: SELECTED PHOTOGRAPHS

Appendix B: Selected Photographs

APPENDIX C: MAIN STUDY LINKEDIN PAGE

Appendix C: Main Study LinkedIn Page

Sample LinkedIn page.



APPENDIX D: MAIN STUDY ADJECTIVE SCALE

Appendix D: Main Study Adjective Scale

Please select the number indicating the degree to which each adjective applies to the person on the LinkedIn web page.

This person is:	Strongly Disagree	Disagree	Neither Agree Nor Disagree	Agree	Strongly Agree
skilled in business matters	1	2	3	4	5
competent	1	2	3	4	5
charismatic	1	2	3	4	5
beautiful/handsome	1	2	3	4	5
family oriented	1	2	3	4	5
kind	1	2	3	4	5
inferior	1	2	3	4	5
self-disciplined	1	2	3	4	5
hard-working	1	2	3	4	5
uncontrolled	1	2	3	4	5
self-indulgent	1	2	3	4	5

unhealthy	1	2	3	4	5
undisciplined	1	2	3	4	5
lazy	1	2	3	4	5
grandparent-like	1	2	3	4	5
authoritative	1	2	3	4	5
dominant	1	2	3	4	5
firm	1	2	3	4	5
refined	1	2	3	4	5
cultured	1	2	3	4	5
distinguished	1	2	3	4	5
elegant	1	2	3	4	5
approachable	1	2	3	4	5
powerful	1	2	3	4	5
subordinate	1	2	3	4	5
easily influenced	1	2	3	4	5
friendly	1	2	3	4	5

in control	1	2	3	4	5
confident	1	2	3	4	5
trustworthy	1	2	3	4	5
caring	1	2	3	4	5
kind-hearted	1	2	3	4	5
maternal	1	2	3	4	5
grandparent-like	1	2	3	4	5
thoughtful	1	2	3	4	5
personable	1	2	3	4	5
merciful	1	2	3	4	5
sympathetic	1	2	3	4	5
assertive	1	2	3	4	5
experienced	1	2	3	4	5
wise	1	2	3	4	5
knowledgeable	1	2	3	4	5
logical	1	2	3	4	5

objective	1	2	3	4	5

1. How old is the person in this photo? _____

2. What is the weight of the person in this photo?

   a. Severely underweight

   b. Thin

   c. Average

   d. Overweight

   e. Obese

3. What sex is the person in this photo?

   a. Male

   b. Female

APPENDIX E: MAIN STUDY APPLICANT RATING SCALE

Appendix E: Main Study Applicant Rating Scale

Imagine you are working for a multilevel business organization in a managerial position and are seeking an additional person for your company for a mid-upper level marketing job. Please indicate for each statement below how you would rate this potential employee. Use the numbers on the following scale to indicate your response.

This person:	Strongly Disagree (1)	Disagree (2)	Slightly Disagree (3)	Neither Agree nor Disagree (4)	Slightly Agree (5)	Agree (6)	Strongly Agree (7)
would create fresh solutions to problems.							
would have original ideas							
would adapt to a variety of situations							
is capable of learning new things							
will catch on easily							
would be easy to train.							
will be able to integrate new job knowledge							
would work effectively in groups							
would work well with coworkers.							
would be helpful							
seems cooperative							
would get along with the manager							
seems energetic							
would work well under pressure							

would have a strong attendance record							
seems reliable							
seems stable							
seems dependable							
would not be well liked							
would go above and beyond.							
would have high job performance ratings							
would take pride in their work							
has potential for advancement							
is qualified							
will perform well							
I would recommend this person for hire							

APPENDIX F: DEMOGRAPHICS

Appendix F: Demographics

1. Age? _____
2. What is your gender?

    a. Male

    b. Female

3. Which ethnicity do you best identify with?

    a. Caucasian

    b. African American

    c. Hispanic

    d. Asian

    e. Native American

    f. Other (specify) _____

4. Please indicate your weight and height (Respond with 999 for don't know or prefer not to answer)

    Weight _____

    Height _____

5. Level of Education completed

    a. Some high school

    b. High school diploma

    c. Some college

    d. 4-year college degree completed

    e. Some graduate school

    f. Graduate school completed

6. How many years have you been working full time? ___

7. What is your job industry? _____

8. What is your job title? _____

9. Do you hold a supervisory role at work?

    a. Yes

    b. No

APPENDIX G: TABLES

Appendix G: Tables

Table 1

Pilot Study Descriptive Statistics

			Age-Range (Perceived		Weight (Perceived)		Attractiveness (Perceived)		Competence (Perceived)		Intelligence (Perceived)		Professionalism (Perceived)	
Condition	*n*	Condition	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD
Young, average-weight male	24	1	1.13	.34	3.04	.47	3.83	.72	3.78	.60	3.70	.82	4.09	.42
Young, overweight male	24	1	1.04	.21	4.13	.63	3.70	.56	3.70	.63	3.96	.82	4.02	.50
Young, average-weight female	22	2	1.17	.39	2.82	.39	3.61	.58	3.70	.47	3.82	.65	3.91	.67
Young, overweight female	22	2	1.22	.42	4.30	.56	3.30	.63	3.61	.58	3.65	.65	4.04	.56
Old, average-weight male	22	3	4.22	.60	3.17	.65	3.70	.70	3.65	.49	3.61	.58	3.92	.65
Old, overweight male	22	3	4.17	.58	4.30	.71	3.57	.59	3.57	.51	3.96	.64	3.91	.67
Old, average-weight female	20	4	4.00	.52	2.83	.39	3.61	.58	3.61	.50	3.82	.65	3.91	.69
Old, overweight female	20	4	4.13	.55	4.09	.67	3.48	.51	3.48	.51	3.83	.65	3.90	.69

*Age-range (1=20-29, 4=50-59), Weight (1=Severely underweight, 5=Obese)

Table 2

Job Suitability and Dimensions Descriptive Statistics

Variable	*N*	*M*	*SD*	α
Job Suitability (*total*)	181	5.29	.85	
Hireability	181	5.51	.99	.91
Adaptability	181	5.30	.98	.93
Stability	181	5.51	.99	.91
Performance Capacity	181	5.21	.99	.90
Interpersonal Skills	181	5.32	.95	.86

Table 3

Job Suitability Dimensions Descriptive Statistics per Condition

Condition	Condition Number	*n*	Job Suitability Total *M*	Job Suitability Total *SD*	Hireability *M*	Hireability *SD*	Stability *M*	Stability *SD*	Adaptability *M*	Adaptability *SD*	Performance Capacity *M*	Performance Capacity *SD*	Interpersonal Skills *M*	Interpersonal Skills *SD*
Young, average-weight male	1	22	5.62	.74	5.85	.86	5.84	.86	5.70	.83	5.77	.87	5.58	.88
Old, overweight female	2	23	5.13	.84	5.30	1.01	5.32	1.02	5.15	1.03	5.03	.95	5.14	.89
Old, aver-age weight female	3	22	5.62	.74	5.68	.89	5.90	.85	5.69	.85	5.56	.77	5.63	.94
Old, average-weight male	4	20	5.28	.95	5.52	1.21	5.68	1.07	5.06	1.13	5.13	1.09	5.49	1.01
Young, overweight female	5	24	4.83	.93	4.90	1.07	5.04	1.11	4.81	1.10	4.71	1.01	4.78	.90
Old, overweight male	6	21	5.26	.88	5.55	.93	5.45	1.10	5.27	.97	5.10	1.08	5.36	1.02
Young, average-weight female	7	23	5.42	.77	5.85	.81	5.53	.92	5.43	.81	5.37	.86	5.49	.95
Young, overweight male	8	26	5.19	.74	5.46	.87	5.39	.85	5.32	.86	5.04	1.04	5.16	.88

Table 4

Archetypes and Associated Adjective

Normal *Young, average-weight male*	**Leader** *Young, overweight male*	**Sweetheart** *Young, average-weight female*	**Uncivilized** *Young, overweight female*	**Gentleman** *Old, average-weight male*	**Fat Cat** *Old, overweight male*	**Homemaker** *Old, average-weight female*	**Grandmother** *Old, overweight female*
Competent	Authoritative	Attractive	Lazy	Refined	Powerful	Caring	Grandparent
Charismatic	Assertive	Kind	Inferior	Knowledgeable	Objective	Kind-Hearted	Incompetent
Skilled in Business Matters	In-control	Caring	Undisciplined	Cultured	Logical	Easily-Influenced	Merciful
Hard-working	Firm	Friendly	Unhealthy	Distinguished	Dominant	Maternal	
Confident		Trustworthy	Self-Indulgent			Sympathetic	
Self-Disciplined		Family-oriented	Uncontrolled	Elegant	Wise	Personable	
			Subordinate			Thoughtful	

Table 5

Archetype Descriptive Statistics

Archetype	*n*	*M*	*SD*	α
Ideal	22	3.83	.60	.83
Leader	26	3.54	.67	.81
Sweetheart	23	3.56	.58	.80
Uncivilized	23	2.53	.74	.82
Gentleman	24	3.50	.68	.85
Fat Cat	20	3.58	.68	.79
Homemaker	22	3.31	.58	.77
Grandmother	24	3.07	.61	.74

Table 6

LSD Comparison for Condition on Job Suitability

Comparisons	Mean Difference (I-J)	Std. Error	95% CI Lower Bound	95% CI Upper Bound
YTM vs. OOF	.50*	.25	.01	.98
YTM vs. OTF	.00	.25	-.49	.49
YTM vs. OTM	.35	.26	-.16	.85
YTM vs. YOF	-.80***	.24	.32	1.28
YTM vs. OOM	.36	.25	-.14	.86
YTM vs. YTF	.20	.25	-.28	.69
YTM vs. YOM	.43	.24	-.04	.90
YOF vs. OOF	-.30	.24	-.78	.17
YOF vs. OTF	-.79***	.24	-1.27	-.31
YOF vs. OTM	-.45	.25	-.94	.04
YOF vs. OOM	-.44	.25	-.92	.05
YOF vs. YTF	-.59*	.24	-1.07	-.12
YOF vs. YOM	-.37	.23	-.83	.09
OOF vs. OTF	-.49*	.25	-.98	-.01
OOF vs. OTM	-.15	.25	-.65	.35
OOF vs. OOM	-.14	.25	-.63	.36
OOF vs. YTF	-.29	.24	-.77	.19
OOF vs. YOM	-.07	.24	-.53	.40
OTF vs. OTM	.34	.26	-.16	.85
OTF vs. OOM	.36	.25	-.14	.85
OTF vs. YTF	.20	.25	-.28	.69
OTF vs. YOM	.43	.24	-.04	.90
OTM vs. OOM	.01	.26	-.50	.52
OTM vs. YTF	-.14	.25	-.64	.36
OTM vs. YOM	.08	.25	-.40	.57
OOM vs. YTF	-.15	.25	-.65	.34
OOM vs. YOM	.07	.24	-.41	.55
YTF vs. YOM	-.22	.24	-.24	.69

*p<.05, **p<.01, ***p <.001

Table 7

Analysis of Variance Contrast Summary for Archetypes

Archetype	Contrasted Conditions	*Value of Contast*	*Std. Error*	*t*	*df*
Ideal	YTM, YOM	.24	.17	1.41	175
Leader	YTM, YOM	.37	.19	1.94	175
Sweetheart	YTF, YOF	.22	.16	1.40	175
Uncivilized	YTF, YOF	-.69	.21	-3.29**	175
Homemaker	OTF, OOF	.12	.17	.70	175
Grandmother	OTF, OOF	-.07	.13	-.50	43.62
Gentleman	OTM, OOM	.15	.20	.73	175
Fat Cat	OTM, OOM	.10	.20	.47	175

*p<.05, **p<.01, p<.001

Table 8

Multivariate Analysis of Condition on Archetype Adjectives

Dependent Variable	*SS*	*df*	*MS*	*F*
Ideal				
SkilledBusMatters	3.14	7	.45	.67
Confident	6.93	7	.99	1.37
Charismatic	13.59	7	1.94	2.89**
Competent	5.16	7	.74	1.36
SelfDisciplined	10.84	7	1.55	2.53*
Leader				
Authoritative	15.63	7	2.23	2.85**
Assertive	4.89	7	.70	1.21
Hard-working	7.24	7	1.04	1.18
In-control	9.04	7	1.29	1.55
Sweetheart				
Attractive	28.31	7	4.04	4.60***
Kind	7.66	7	1.09	1.99
Caring	4.20	7	.60	1.02
Friendly	1.06	7	.15	.25
Trustworthy	7.69	7	1.10	1.62
Family-oriented	9.75	7	1.39	2.26*
Uncivilized				
Lazy	15.07	7	2.15	2.08*
Inferior	2.16	7	.31	.26
Subordinate	3.36	7	.48	.46
Undisciplined	12.15	7	1.74	1.81
Unhealthy	35.11	7	5.02	4.68***
Self-Indulgent	18.48	7	2.64	2.72**
Uncontrolled	11.04	7	1.58	1.47
Homemaker				
Caring	3.82	7	.55	.93
Kind-hearted	3.87	7	.55	.82
Thoughtful	8.20	7	1.17	1.56
Maternal	26.16	7	3.74	3.58***
Sympathetic	12.64	7	1.81	2.39*
Personable	10.53	7	1.50	2.84*
Easily-Influenced	5.23	7	.75	.75
Grandmother				
Grandparent-like	36.31	7	5.19	4.35***
Incompetent	6.44	7	.92	1.76
Merciful	8.64	7	1.23	1.93
Gentleman				
Refined	14.44	7	2.06	3.07***
Knowledgeable	6.27	7	.90	1.37
Cultured	5.24	7	.75	.90
Distinguished	5.64	7	.81	.92
Elegant	16.93	7	2.42	3.10***
Fat Cat				
Experienced	13.08	7	1.87	1.92

Dependent Variable	*SS*	*df*	*MS*	*F*
Powerful	14.84	7	2.12	2.52*
Objective	11.30	7	1.62	2.54*
Logical	12.71	7	1.82	2.87*
Dominant	14.62	7	2.09	2.44*
Wise	12.44	7	1.78	2.47*

*p<.05, **p<.01, ***p<.001

Table 9

Analysis of Variance Contrast Summary for Archetype Adjectives

Adjectives	Contrasted Conditions	*Value of Contrast*	*Std. Error*	*t*	*df*
Ideal					
Charismatic	YTM, YOM	.15	.24	.62	175
Self-Disciplined	YTM, YOM	.41	.23	1.82	175
Leader					
Authoritative	YTM, YOM	.90	.26	3.51***	175
Sweetheart					
Attractive	YTF, YOF	.87	.27	3.18***	175
Family-oriented	YTF, YOF	.13	.23	.59	175
Uncivilized					
Lazy	YTF, YOF	-.88	.30	-2.97***	175
Unhealthy	YTF, YOF	-1.22	.30	-4.00***	175
Self-indulgent	YTF, YOF	-.77	.29	-2.68**	175
Homemaker					
Maternal	OTF, OOF	.05	.30	.16	175
Sympathetic	OTF, OOF	.52	.26	2.01	175
Personable	OTF, OOF	.16	.22	.75	175
Grandmother					
Grandparent-like	OTF, OOF	-.21	.32	-.66	175
Gentleman					
Refined	OTM, OOM	.50	.26	1.96	175
Elegant	OTM, OOM	.17	.27	.62	175
Fat Cat					
Powerful	OTM, OOM	.02	.28	.08	175
Objective	OTM, OOM	.05	.25	.22	175
Logical	OTM, OOM	.35	.25	1.40	175
Dominant	OTM, OOM	.02	.29	.06	175
Wise	OTM, OOM	.39	.26	1.49	175

*****p<.05, **p<.01, ***p<.001

Table 10

LSD Comparison for Condition on Archetypes

Archetype	Comparisons	Mean Difference (I-J)	Std. Error	95% CI Lower Bound	95% CI Upper Bound
Ideal	YTM vs. YOF	.46**	.17	.12	.80
	OTF vs. OTM	.40*	.18	.05	.76
	OTF vs. YOF	.53**	.17	.19	.87
	OTF vs. OOM	.41*	.18	.06	.76
Leader	YTM vs. OTM	.42*	.20	-.15	.81
	YTM vs. YOF	.20**	.20	.20	.96
	YTM vs. OOM	.37*	.20	.09	.87
	OTF vs. YOF	.44*	.20	.06	.82
	YOF vs. YTF	-.38*	.20	-.76	-.00
Sweetheart	YTM vs. OOF	.35*	.17	.02	.67
	YTM vs. YOF	.35*	.17	.03	.68
	YTM vs. OOM	.41*	.17	.07	.74
	YTM vs. YOM	.50**	.17	.17	.82
	OTF vs. OOM	.37*	.17	.03	.71
	OTF vs. YOM	.46**	.16	.14	.78
	YOM vs. YTF	-.36*	.16	-.68	-.04
Uncivilized	YTM vs. YOF	-.02*	.21	-.96	-.12
	OOF vs. YOF	-.52*	.21	-.93	-.11
	OTF vs. YOF	-.70***	.21	-1.12	-.28
	OTM vs. YOF	-.63**	.22	-1.06	-.19
	OOM vs. YOF	-.41*	.21	-.83	.01
	YTF vs. YOF	-.69***	.21	-1.11	-.28
	YOM vs. YOF	-.41*	.21	-.13	.69
Homemaker	YTM vs. YOM	.34*	.17	.02	.67
	OOF vs. YOM	.43**	.16	.12	.75
	OTF vs. YOM	.55***	.17	.23	.88
	OOM vs. YOM	.34*	.17	.02	.67
Grandmother	YTM vs. OOF	-.53**	.17	-.87	-.20
	YTM vs. OTF	-.47**	.17	-.91	-.13
	YTM vs. YOF	-.39*	.17	-.72	-.05
	YTM vs. OOM	-.47**	.17	-.82	-.13
	OOF vs. YTF	.50**	.17	.17	.83
	OOF vs. YOM	.60***	.16	.28	.92
	OTF vs. YTF	.43*	.17	.09	.77
	OTF vs. YOM	.53**	.17	.20	.86
	YOF vs. YTF	.35*	.17	.02	.68

Archetype	Comparisons	Mean Difference (I-J)	Std. Error	Lower Bound	Upper Bound
	YOF vs. YOM	.45**	.16	.13	.77
	OOM vs. YTF	.44*	.17	.10	.78
	OOM vs. YOM	.54***	.17	.21	.87
Gentleman	YTM vs. YOF	.42*	.20	.03	.81
	YTM vs. OOM	.45*	.20	.05	.84
	YTM vs. YOM	.31*	.19	.04	.79
	OTF vs. YOF	.43*	.20	.04	.81
	OTF vs. YOM	.42*	.19	.04	.80
	YOF vs. YTF	-.48*	.19	-.86	-.09
	OOM vs. YTF	-.50*	.20	-.89	-.11
	YTF vs. YOM	.47*	.18	.09	.84
Fat Cat	YTM vs. OTM	.49*	.19	.09	.88
	YTM vs. YOF	.65*	.19	.28	1.03
	YTM vs. OOM	.58**	.20	.20	.97
	YTM vs. YOM	.52**	.19	.15	.89
	OTF vs. OTM	.44*	.20	.05	.84
	OTF vs. YOF	.61**	.19	.23	.98
	OTF vs. OOM	.54**	.19	.15	.92
	OTF vs. YOM	.47*	.19	.11	.84
	YOF vs YTF	-.48*	.19	-.85	-.11
	OOM vs. YTF	-.41*	.19	-.43	-.03

*p<.05, **p<.01, ***p<.001

Table 11

LSD Comparison for Condition on Job Suitability Dimensions

Job Suitability Dimensions	Comparisons	Mean Difference (I-J)	Std. Error	95% CI Lower Bound	Upper Bound
Hireability	YTM vs. YOF	.96***	.28	.40	1.52
	OTF vs. YOF	.79**	.28	.23	1.35
	OTM vs. YOF	.63*	.29	.06	1.20
	OOM vs. YOF	.65*	.29	.09	1.22
	YTF vs. YOF	.95***	.28	.40	1.50
	YOM vs YOF	.57*	.27	.03	1.10
Stability	YTM vs. YOF	.80**	.29	.23	.1.37
	OOF vs. OTF	-.58*	.29	-1.16	-.01
	OTF vs. YOF	.86*	.29	.29	1.42
	OTM vs. YOF	.63*	.30	.05	1.22
Adaptability	YTM vs. OTM	.63*	.29	.05	1.21
	YTM vs. YOF	.89**	.29	.33	1.44
	OOF vs. OTF	-.64*	.28	-1.10	.02
	OTF vs. OTM	.62*	.29	.04	1.20
	OTF vs. YOF	.88**	.28	.32	1.43
	YTF vs. YOF	.63*	.28	.08	1.17
Performance Capacity	YTM vs. OOF	.75**	.29	.18	1.31
	YTM vs. OTM	.64*	.30	.05	1.23
	YTM vs. YOF	1.06***	.29	.50	1.63
	YTM vs. OOM	.67*	.29	.09	1.25
	YTM vs. YOM	.73**	.28	.18	1.29
	OTF vs. YOF	.85**	.29	.29	1.41
	YOF vs. YTF	-.66*	.28	-1.22	-.11
Interpersonal Skills	YTM vs. YOF	.80**	.28	.25	1.34
	OTF vs. YOF	.84**	.28	.30	1.39
	OTM vs. YOF	.71*	.28	.15	1.26
	YOF vs. OOM	-.57*	.28	-1.12	-.02
	YOF vs. YTF	-.70*	.27	-1.24	-.16

*p<.05, **p<.01, ***p<.001

APPENDIX H: IRB APPROVAL FORM

Appendix H: IRB Approval Form

University of Central Florida

University of Central Florida Institutional Review Board
Office of Research & Commercialization
12201 Research Parkway, Suite 501
Orlando, Florida 32826-3246
Telephone: 407-823-2901 or 407-882-2276
www.research.ucf.edu/compliance/irb.html

Approval of Exempt Human Research

From: **UCF Institutional Review Board #1**
FWA00000351, IRB00001138

To: **Miranda Pelkey** and Co-PI: **Barbara Fritzsche**

Date: **November 10, 2015**

Dear Researcher:

On 11/10/2015, the IRB approved the following activity as human participant research that is exempt from regulation:

Type of Review:	Exempt Determination
Project Title:	She's Not "Fit" for the Business World: An Initial Examination of Weight, Gender, and Age
Investigator:	Miranda Pelkey
IRB Number:	SBE-15-11670
Funding Agency:	
Grant Title:	
Research ID:	N/A

This determination applies only to the activities described in the IRB submission and does not apply should any changes be made. If changes are made and there are questions about whether these changes affect the exempt status of the human research, please contact the IRB. When you have completed your research, please submit a Study Closure request in iRIS so that IRB records will be accurate.

In the conduct of this research, you are responsible to follow the requirements of the Investigator Manual.

On behalf of Sophia Dziegielewski, Ph.D., L.C.S.W., UCF IRB Chair, this letter is signed by:

Joanne Muratori

Signature applied by Joanne Muratori on 11/10/2015 03:43:59 PM EST

IRB manager

APPENDIX I: EXPLANATION OF RESEARCH (PILOT STUDY)

Appendix I: Explanation of Research (Pilot Study**)**

Title of Project: She's Not "Fit" for the Business World: An Initial Examination of Weight, Age, and Sex Pilot Study

Principal Investigator: Miranda Pelkey

Co-Investigator: Barbara Fritzsche, Ph.D.

Faculty Supervisor: Barbara Fritzsche, Ph.D.

You are being invited to take part in a research study. Whether you take part is up to you.

- The purpose of this research is to explore the theory of archetypes existing as the culmination of an individual's weight, age, and gender makeup.
- If you give your consent, then you will asked to take part in an online survey that should take no longer than 30 minutes. You will be shown several photographs, and you will be asked to rate them on a variety of categories. You will also be asked to answer basic demographic questions such as age, gender, and weight.
- This process should take no longer than 30 minutes.

You must be 18 years of age or older to take part in this research study.

Study contact for questions about the study or to report a problem: If you have questions, concerns, or complaints: Dr. Barbara Fritzsche, Faculty Supervisor, Department of Psychology, College of Science at Barbara.Fritzsche@ucf.edu or Miranda Pelkey, Industrial/Organizational Psychology Master's Student, Department of Psychology, College of Sciences, at M_pelkey@knights.ucf.edu

IRB contact about your rights in the study or to report a complaint: Research at the University of Central Florida involving human participants is carried out under the oversight of the Institutional Review Board (UCF IRB). This research has been reviewed and approved by the IRB. For information about the rights of people who take part in research, please contact: Institutional Review Board, University of Central Florida, Office of Research & Commercialization, 12201 Research Parkway, Suite 501, Orlando, FL 32826-3246 or by telephone at (407) 823-2901.

APPENDIX J: EXPLANATION OF RESEARCH (MAIN STUDY)

Appendix J: Explanation of Research (Main Study)

Title of Project: She's not "Fit" for the business world: An initial examination of obesity, gender, and age

Principal Investigator: Miranda Pelkey

Co-Investigator: Barbara Fritzsche, Ph. D.

Faculty Supervisor: Barbara Fritzsche, Ph.D.

You are being invited to take part in a research study. Whether you take part is up to you.

- The purpose of this research is to explore the theory of archetypes existing as the culmination of an individual's racial, ethnic, and gender makeup.
- If you give your consent, then you will asked to take part in an online survey that should take no longer than 30 minutes. You will be shown a photograph of an individual, and you will be asked to rate the person on a variety of categories. You will also be asked to answer basic demographic questions such as age, gender, and race.
- This process should take no longer than 30 minutes.

You must be 18 years of age or older and have been working full-time for one year to take part in this research study.

Study contact for questions about the study or to report a problem: If you have questions, concerns, or complaints: Dr. Barbara Fritzsche, Faculty Supervisor, Department of Psychology, College of Science at Barbara.Fritzsche@ucf.edu or Miranda Pelkey, a Master's student, Department of Psychology, College of Sciences, at m_pelkey@knights.ucf.edu

IRB contact about your rights in the study or to report a complaint: Research at the University of Central Florida involving human participants is carried out under the oversight of the Institutional Review Board (UCF IRB). This research has been reviewed and approved by the IRB. For information about the rights of people who take part in research, please contact: Institutional Review Board, University of Central Florida, Office of Research & Commercialization, 12201 Research Parkway, Suite 501, Orlando, FL 32826-3246 or by telephone at (407) 823-2901.

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