

Candidate 2 evidence

NVC

Section A- Introduction

Non-Verbal Communication (NVC) is the communication between humans without the use of spoken language. We use NVC everyday of our lives whether we mean to or not. It's the natural and unconscious language that expresses our true emotions and intentions. The ability to understand and use NVC is a powerful tool to have, it can help us express what we really mean, connect with others and build better relationships. NVC is of high psychological importance as it shares so much more than just dialogue, it shows our true feelings and reactions which is important when conducting experiments and studies.

Section B- Background Psychology

Our eyes can reveal what were really thinking, they can show our real emotion even when you are trying to hide it. Pupil dilation is a part of NVC, It is an automatic signal from the brain. We send this signal to our pupils when we see something we like. The signal dilates our pupils so that more lights falls on our retina which improves our vision so that we can see more. Many studies have been conducted to show that pupil dilation is related to visual stimuli.

In 1963 a psychologist called Hess conducted a study about pupil dilation. He wanted to find out if pupil size had an effect on our emotions. Hess showed participants two nearly identical pictures one of a person whose pupils were dilated and the other whose weren't. He asked the participants which picture they found more attractive. The results showed that participants were more attracted to the photo where the pupils were dilated but they couldn't explain why. Hess concluded that pupil dilation has an unconscious but powerful effect on emotion that is a part of a natural response.

Another experiment was conducted with similar aims and method after Hess (1963).

John w. Stass and Frank N. Willis, Jr conducted an experiment to investigate the effect of eye contact on choice of partners and to examine the effect that pupil size has on personal preference. In phase 1 Stass and Willis introduced the participants to two men, the first man maintained eye contact when being introduced to the participant and the second man glanced away from time to time when being introduced. The participants then had to choose who in their opinion was the most pleasant and easy to talk to. In phase 2 participants were introduced to two women, the first woman had dilated pupils and the second had non-dilated pupils, the participants were again asked to choose a partner. In the last phase participants were introduced to twins, one with dilated pupils and one with non-dilated pupils and were asked to choose. The results show that in phase 1, 58 participants chose the man who kept eye contact and only 14 chose the one who did not. In phase 2, results showed 36 participants chose the woman with dilated pupils and 18 chose the one with non-dilated pupils, the results were similar for phase 3. Stass and Willis concluded that eye contact and pupil dilation have a positive effect on person preference and the likeliness to choose a partner.

The two studies had similar outcomes as both established the relationship between pupil dilation and visual stimuli.

Section C- Aim

The aim of this study is to find out whether people are more attracted to people with dilated pupils or restricted pupils.

Section D- Hypothesis

I expect to find that people will be more attracted to others whose pupils are dilated.

Section E- Research Plan

I will use a lab experiment as my research method. It is suitable for my experiment as it will allow me to control my independent and extraneous variables which will make it easy for me to establish the relationship between pupil dilation and visual attraction. A strength of this research method on my study is that it was very easy to replicate as I will use highly controlled environments such as classrooms where I can easily control any extraneous variables. A weakness of this research method on my study is that it has low ecological validity as in real life you would not likely be asked to compare two pictures of a person and choose which one is more attractive. This knowledge will make me conscious of the results and if I can relate them to real life situations.

The sampling method I will use in my experiment was opportunity sampling, I will use this because it is the most convenient of all the methods. I will use the teachers at my school as they were all available during school hours where I will conduct my experiment.

My independent variable is pupil dilation, I will have two photos of the same person: one with dilated pupils and one with restricted pupils. My dependent variable is which picture the participants find more attractive. An extraneous variable I will control is how familiar participants are with the topic of pupil dilation and its effect on visual stimuli. I will control this by not using psychology teachers in my experiment as I know they will have former knowledge of the subject and which would affect their results.

When conducting my research I will show my participants two pictures: the first one a picture of a woman with restricted pupils and the second one a picture of the same woman but with dilated pupils. I will then ask the participants to compare the pictures and decide which one they find more attractive, then I will record their quantitative data.

Section F- Ethical Guidelines

An ethical issue relevant to my study is the right to withdraw as some participants may find the task of comparing attractiveness offensive, I will avoid breaching this ethical guideline by clearly informing the participants that they have the right to remove themselves or withdraw their results from the study at any time. Another ethical issue relevant to my study is informed consent, I will also avoid breaching this ethical guideline by informing the participants of the nature of my study which is to investigate the relationship between pupil dilation and visual attractiveness and make sure they give full consent before conducting the experiment. I will avoid putting psychological or physical harm on my participants by having a relaxed environment which will cause participants to feel safe and unjudged when comparing the pictures. All participants will be over the age of 16 which means they will be able to understand the nature of the experiment and give their own consent.

<https://link.springer.com/content/pdf/10.3758%2FBF03331131.pdf>

<https://www.simplypsychology.org/>

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