preferences bear no relation to reproductive success. Our preference for attractive faces may have a similar aesthetic basis (J. Halberstadt & Rhodes, 2000).

**B. Facial Babyishness**

Earlier we noted that people with childlike faces are considered more attractive than are people with mature facial features. People with childlike facial features are also presumed to possess childlike personality qualities. To illustrate, Berry and McArthur (1985) had male and female participants view facial photographs of 20 male college students. Afterward, they indicated how kind, warm, honest, naive, and irresponsible they thought each man was. (Notice how these traits are typically associated with immaturity and youth.) Men with babyish facial features were perceived to be kinder, warmer, and more honest and naive than were men with more mature facial features. Follow-up research found that this effect also occurs for women and generalizes across a variety of age, racial, and ethnic groups (Berry & McArthur, 1986; L. Z. McArthur & Berry, 1987; Montepare & Zebrowitz, 1998; Zebrowitz & Collins, 1997; Zebrowitz & Montepare, 1992; Zebrowitz, Montepare, & Lee, 1993).

**1. Social Consequences of a Baby Face**

Our tendency to assume that people with babyish facial features possess childlike psychological qualities has behavioral consequences. In one study, participants judged the suitability of applicants for several jobs (Zebrowitz, Tenenbaum, & Goldstein, 1991). Baby-faced applicants were favored for jobs requiring warmth and nurturance (e.g.,

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**FIGURE 3.4**

**Judged Attractiveness of Faces Varying in Averageness**

Attractiveness ratings were higher for photographs comprised of many faces than those comprised of few faces. These findings suggest that “average” facial features are most attractive.