

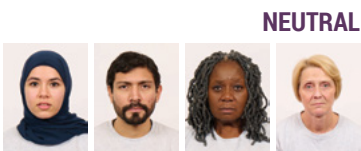
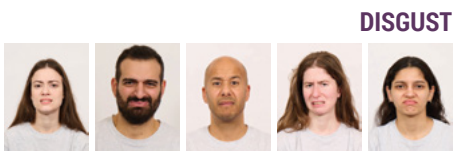
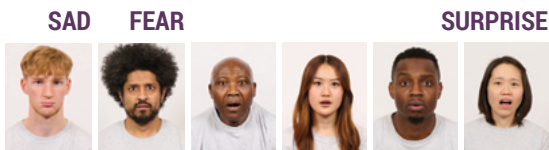
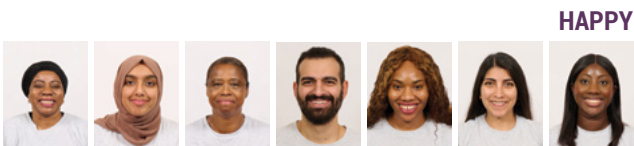
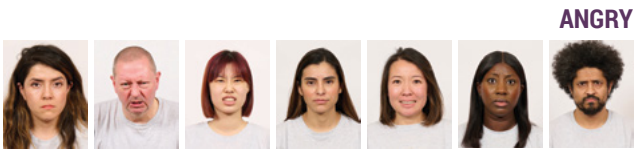
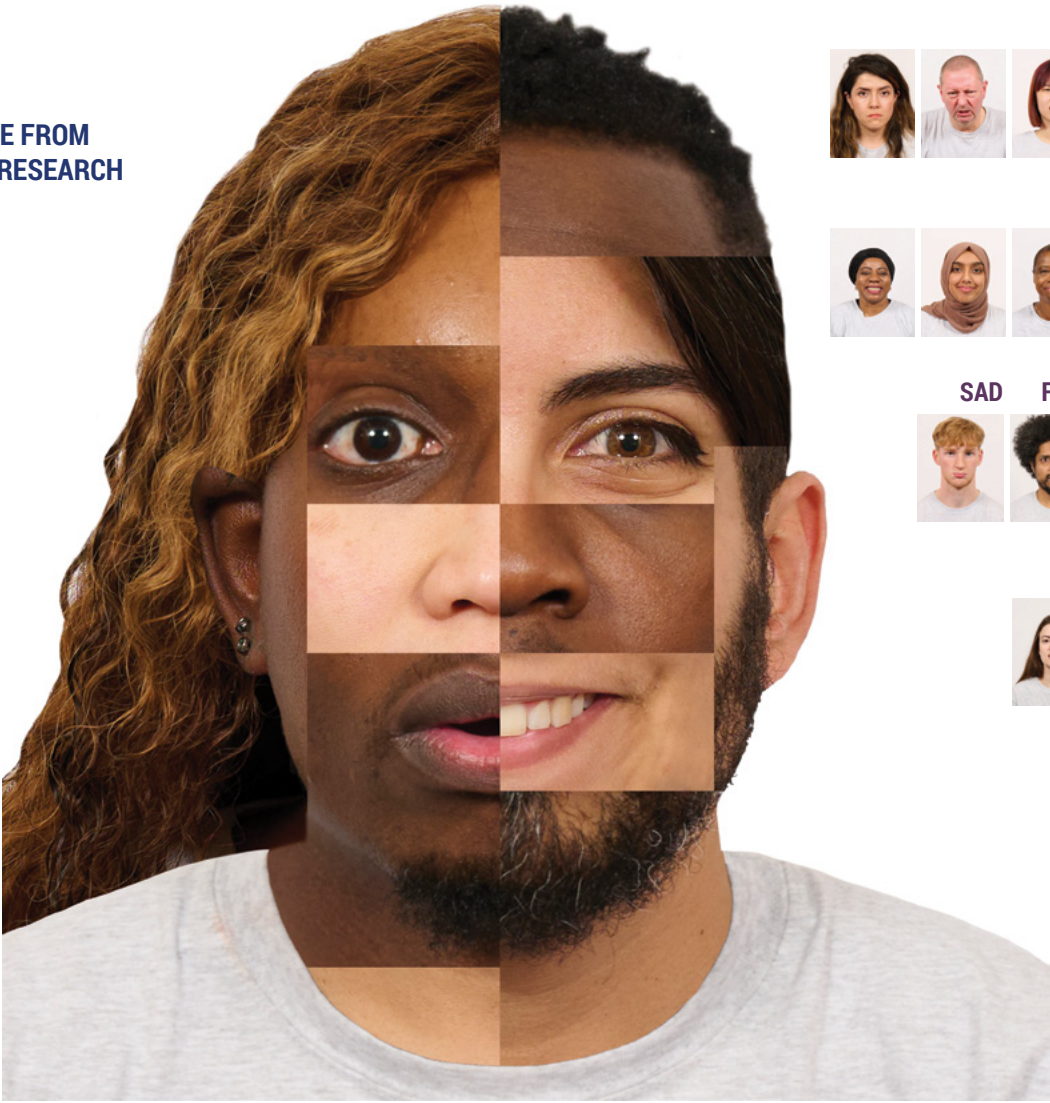
MAKING RESEARCH LESS... WEIRD?



SCAN TO HEAR MORE FROM
DEEMA ABOUT HER RESEARCH

Most face libraries used in psychological research include only younger, white participants from Western, Educated, Industrialised, Rich, Democratic (WEIRD) cultures. These databases are not representative of the diverse range of facial characteristics and expression found in general populations globally, and this presents a major challenge to the quality and impact of research findings.

The study of face perception plays a pivotal role in advancing our understanding of social dynamics, and contributes to real-world developments in fields such as medicine and technology. Dr Deema Awad's project calls for more researchers to report the demographics of their study participants, and paves the way for more representative research through the creation of a new, inclusive face database.



NEUTRAL GAZE
TO SUBJECT LEFT

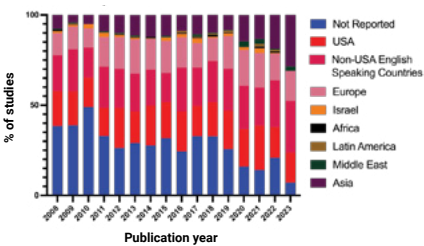


NEUTRAL GAZE
TO SUBJECT RIGHT



FACE PHOTOGRAPHY BY CARL GOODWIN

FACE PERCEPTION (2008-2023): PAPERS BY POPULATION LOCATION



This diagram shows where in the world studies into facial perceptions have been carried out since 2008. 81 per cent of the 3,217 papers with specific location details were carried out in Western countries.

85%

85 PER CENT OF
STUDIES HAVE NOT
REPORTED THE AGE
OF PEOPLE USED IN
STIMULI IMAGES.

81%

81 PER CENT OF
STUDIES SINCE 2008
CARRIED OUT IN
WESTERN COUNTRIES.

70%

WHERE ETHNICITY IS
REPORTED, NEARLY 70 PER
CENT OF FACIAL STUDIES
FEATURE INDIVIDUALS
WHO ARE WHITE.

50%

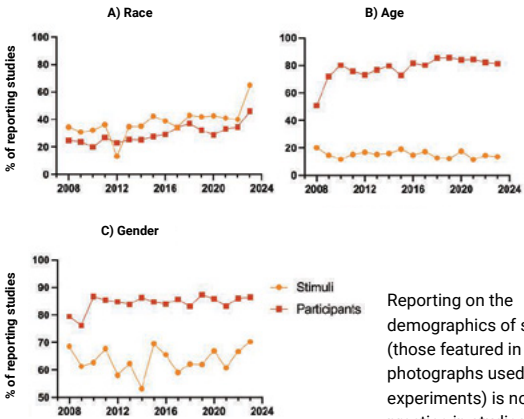
GENDER REPORTING IN
STIMULI HAS FLUCTUATED
HUGELY SINCE 2008, NEVER
RISING ABOVE 70 PER CENT,
AND DROPPING TO JUST
OVER 50 PER CENT IN 2014.

WHAT'S THE SOLUTION?

LSE's representative face library will include 36 categories for the identification of images, including wide ranges of age, gender, and ethnicity. The database will also include differing evaluations of photographs in terms of attractiveness, trustworthiness, dominance, credibility, and basic emotions.

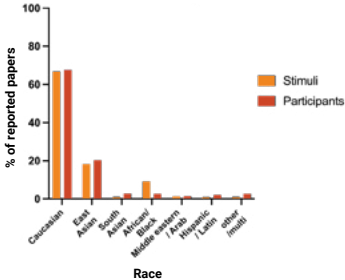
By providing a more representative sample of faces, this project will improve face perception research and have a significant impact on the psychological and behavioural sciences. The diverse face database will serve as a facial library for researchers around the world, and will enable them to engage with more representative sampling in their studies, ultimately leading to a deeper understanding of the role of faces in psychological research.

TRANSPARENCY IN STIMULI AND PARTICIPANTS DISCLOSURE



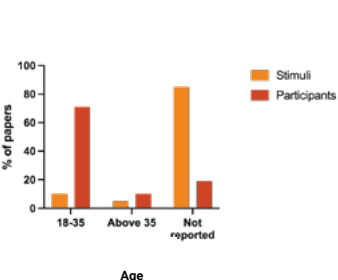
Reporting on the demographics of stimuli (those featured in photographs used in experiments) is not standard practice in studies.

RACE DIVERSITY



This graph shows the race distribution of people presented in stimuli, and participants, for studies with available data since 2008. The vast majority of facial studies feature individuals who are white at almost 70 per cent.

AGE DISTRIBUTION



This graph shows the age distribution of people presented in stimuli, and of participants, in face perception studies since 2008. Around 85 per cent of studies have not reported the age of people used in stimuli images.