

20.6: Smiles and Leniency

Learning Objectives

- To study the research on effects of smiling

Research conducted by

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Case study prepared by

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Overview

Dale Carnegie stated that smiling helps win friends and influence people. Research on the effects of smiling has backed this up and shown that a smiling person is judged to be more pleasant, attractive, sincere, sociable, and competent than a non-smiling person.

There is evidence that smiling can attenuate judgments of possible wrongdoing. This phenomenon termed the "smile-leniency effect" was the focus of a study by Marianne LaFrance & Marvin Hecht in 1995.

Questions to Answer


Does smiling increase leniency? Are different types of smiles differentially effective?

Design Issues

There was a single person used for all the conditions. This may limit the generalizeability of the results.

Descriptions of Variables

Table 20.6.1 : Description of Variables

Variable	Description		
Smile	1 is false smile		
	2 is felt smile		
	3 is miserable smile		
	4 is neutral control		
Leniency	A measure of how lenient the judgments were.		

Data Files

Leniency.xls

References

- LaFrance, M., & Hecht, M. A. (1995) Why smiles generate leniency. *Personality and Social Psychology Bulletin*, 21, 207-214.

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