

# TO SMILE OR NOT TO SMILE?

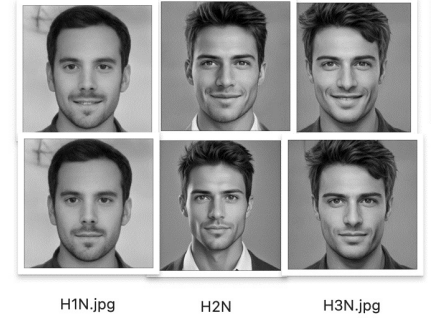
Are women more interested in a man that smiles?

M. Salim Kreidie – July 2024

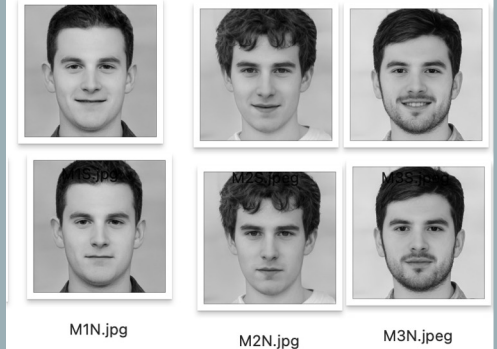
# INTRODUCTION AND BACKGROUND

- We asked Ai to generate pictures of 9 different men grouped into 3 levels of attractiveness (high, medium, low) and then within each group we have the same Ai generated man smile and not smile.
- We then showed over 3,000 people across the US the pictures. Each person saw a total of 6 pictures.
- The people were asked 2 questions:
  - How attractive they think the person is on a scale of 1-20 (1 being not attractive and 20 being very attractive)
  - On a scale of 1-20 (1 being un-interested and 20 being very interested), how much do they think a women would be interested in that man.
- We then grouped the results into gender, sexuality and rating which we will go into more detail later.

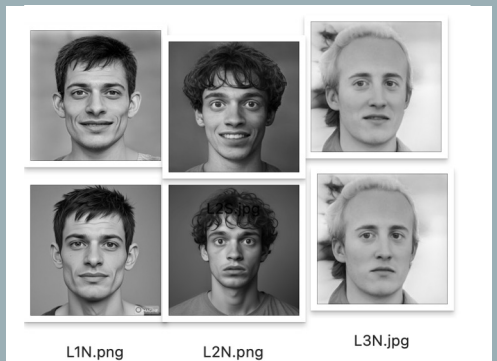
High attractive



Medium attractive



Low attractive

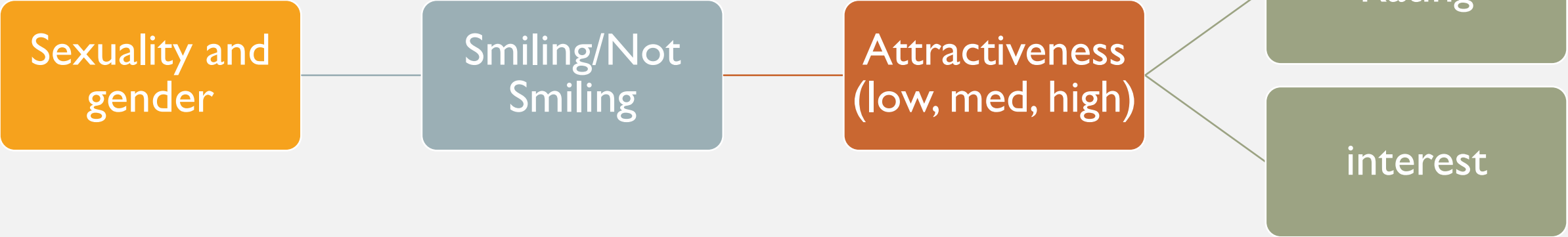


- The Goal of this data interpretation is to figure out the preference based on sexual orientation and gender when it comes to smiling or not smiling in pictures according to the pre-determined attractiveness level.



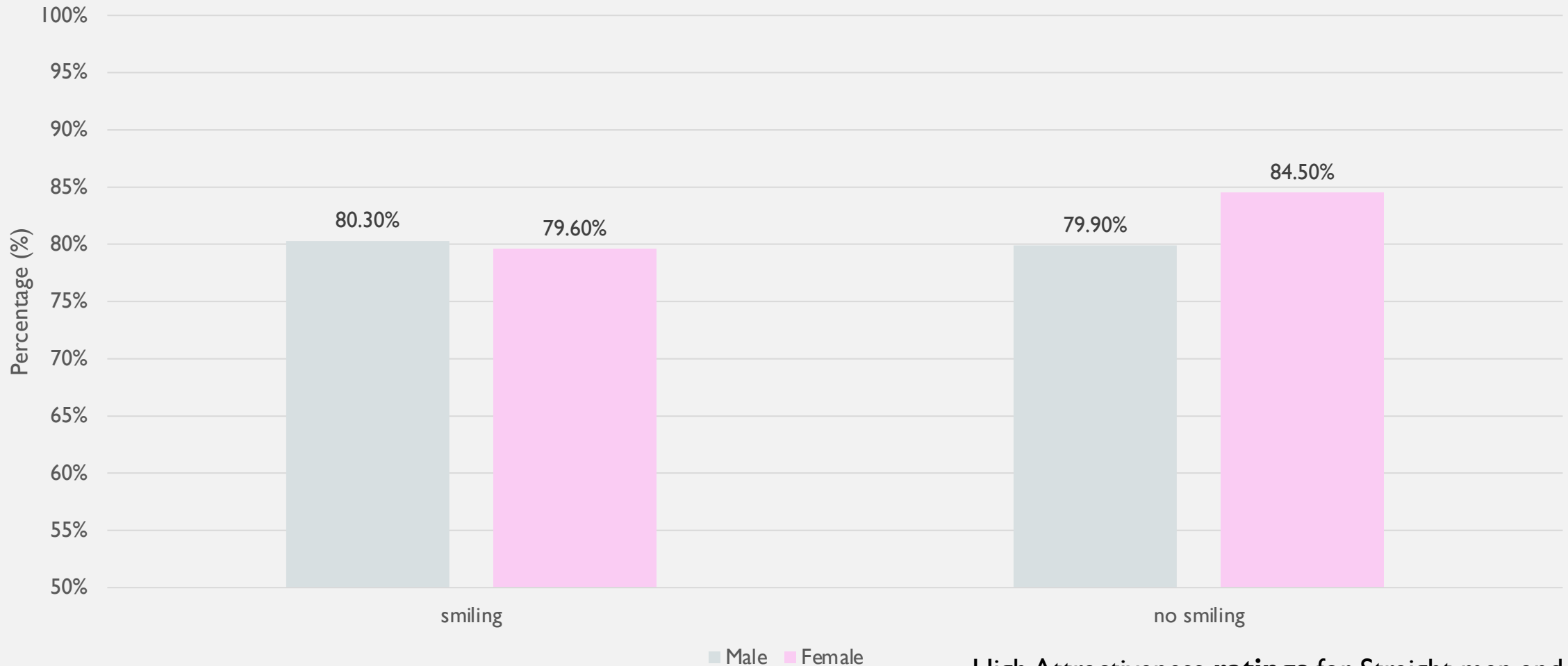
TO SMILE  
OR NOT  
TO SMILE?

# DATA CLASSIFICATION AND GROUPING



# MORE STRAIGHT WOMEN AGREED THAT THE NON-SMILING MAN DESERVED THE HIGH RATING THAN THE NON-SMILING MAN

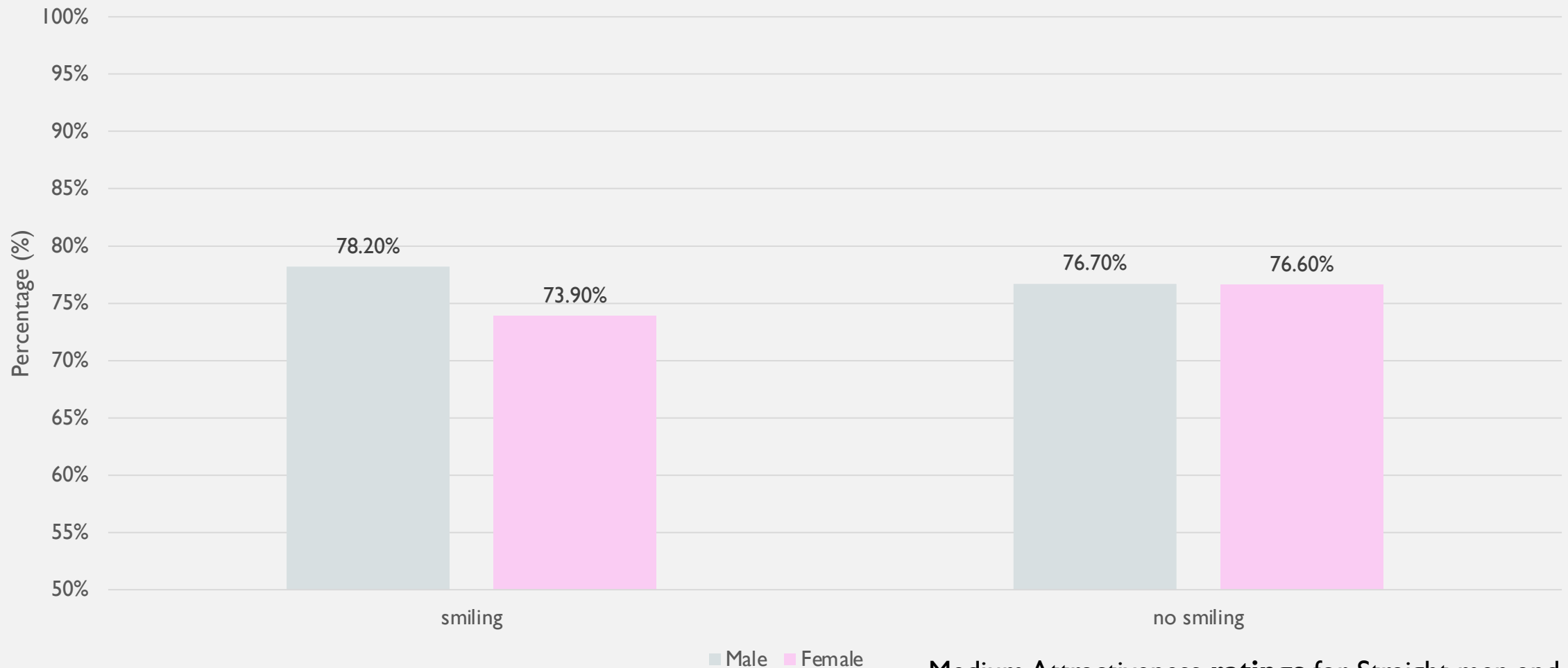
Percentage of straight men and women who rated high attractive men between 11 and 20



High Attractiveness ratings for Straight men and women

AGAIN, WE NOTICE THAT MORE STRAIGHT WOMEN GAVE MEN WHO DIDN'T SMILE IN PICTURES A RATING BETWEEN 6 AND 15. WHILE MORE STRAIGHT MEN GAVE THE SMILING MEN THAT RATING

Percentage of straight men and women who rated medium attractive men between 6 and 15



Medium Attractiveness ratings for Straight men and women

STRAIGHT WOMEN DID NOT SHOW ANY SIGNIFICANT PREFERENCE TOWARDS SMILING OR NOT SMILING WHEN IT CAME TO MEN PRE-CLASSIFIED AS “LOW ATTRACTIVE”

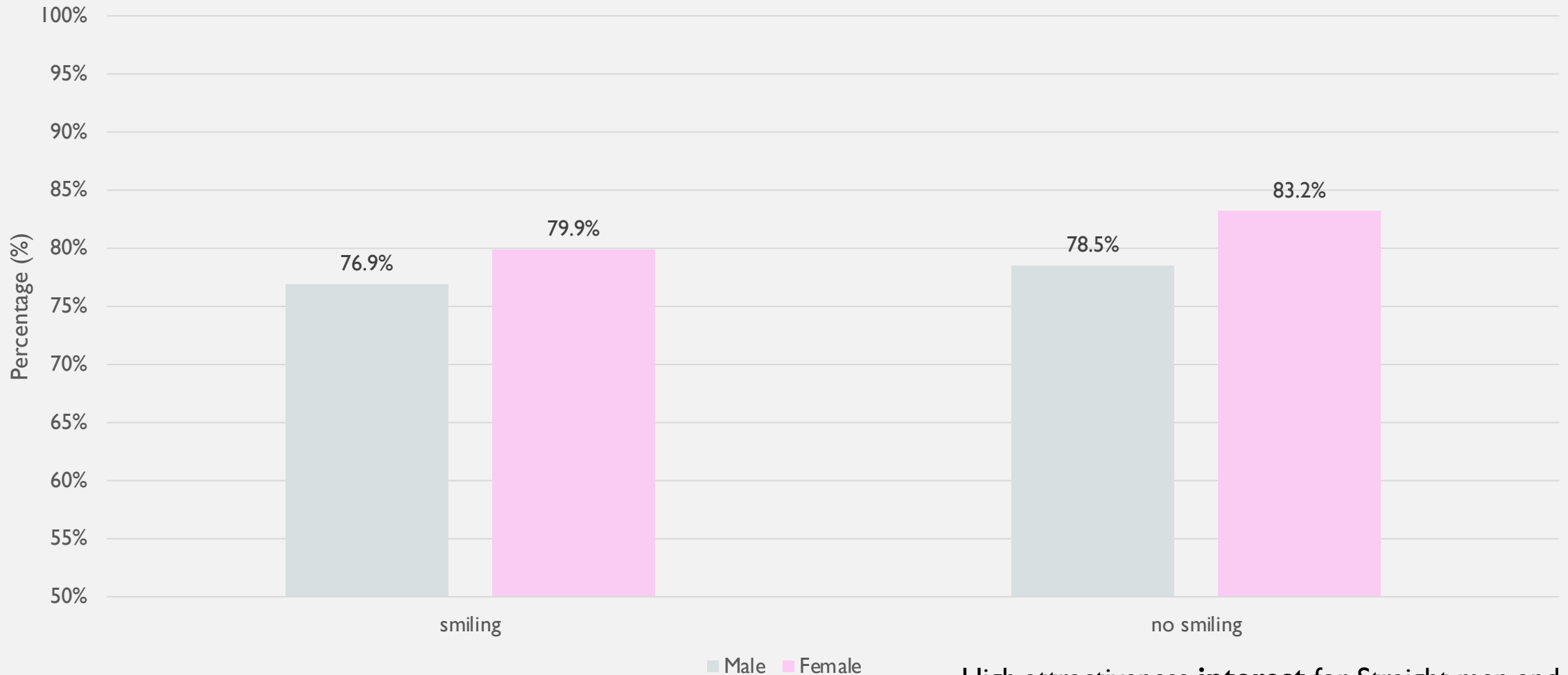
Percentage of straight men and women who rated low attractive men between 1 and 10



Low Attractiveness ratings for Straight men and women

# BOTH STRAIGHT MEN AND WOMEN THOUGHT THAT WOMEN WOULD BE MORE INTERESTED IN THE MAN THAT DID NOT SMILE IN THE PICTURE

Percentage of straight men and women who think women would be interested in a high attractive man (11-20)

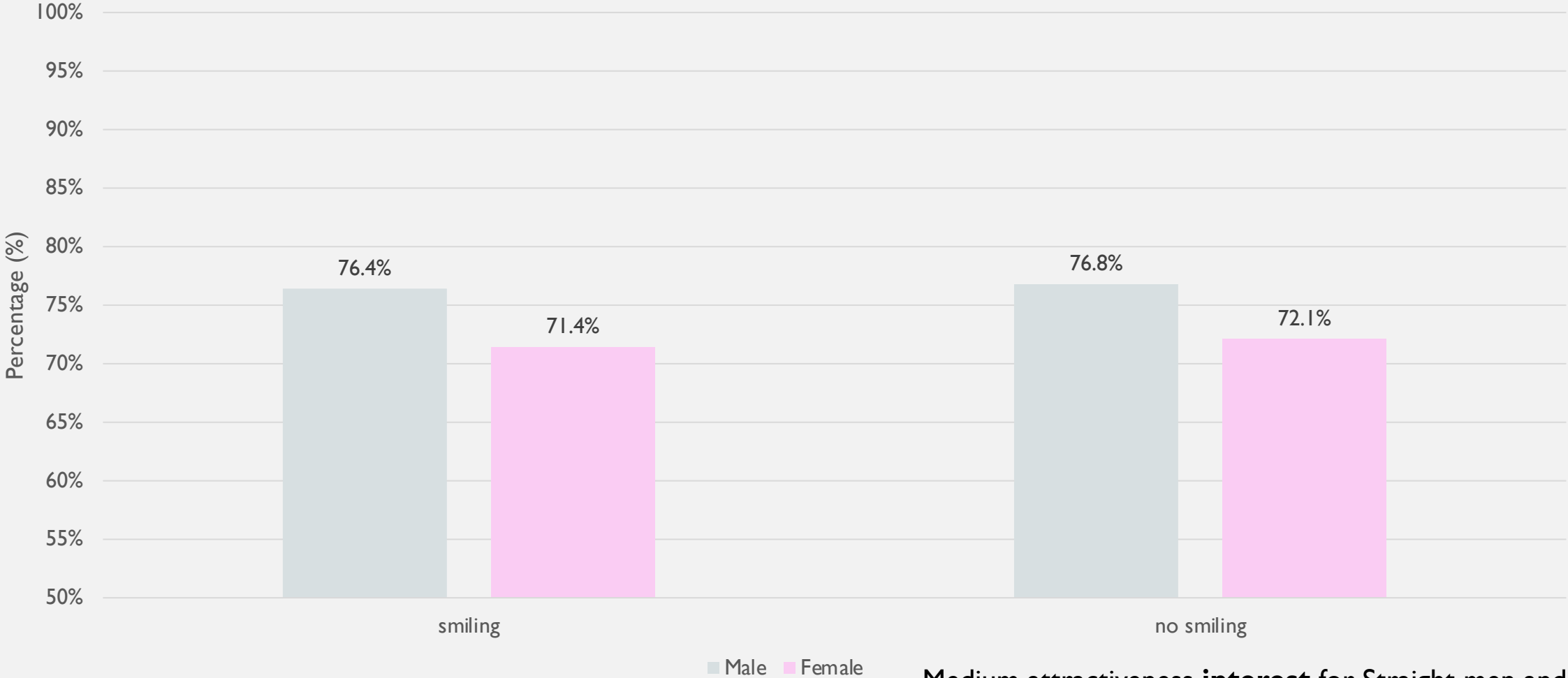


High attractiveness **interest** for Straight men and women



# NO SIGNIFICANT DIFFERENCE BETWEEN FOR INTEREST REGARDLESS OF WHETHER THEY SMILED IN A PICTURE OR NOT

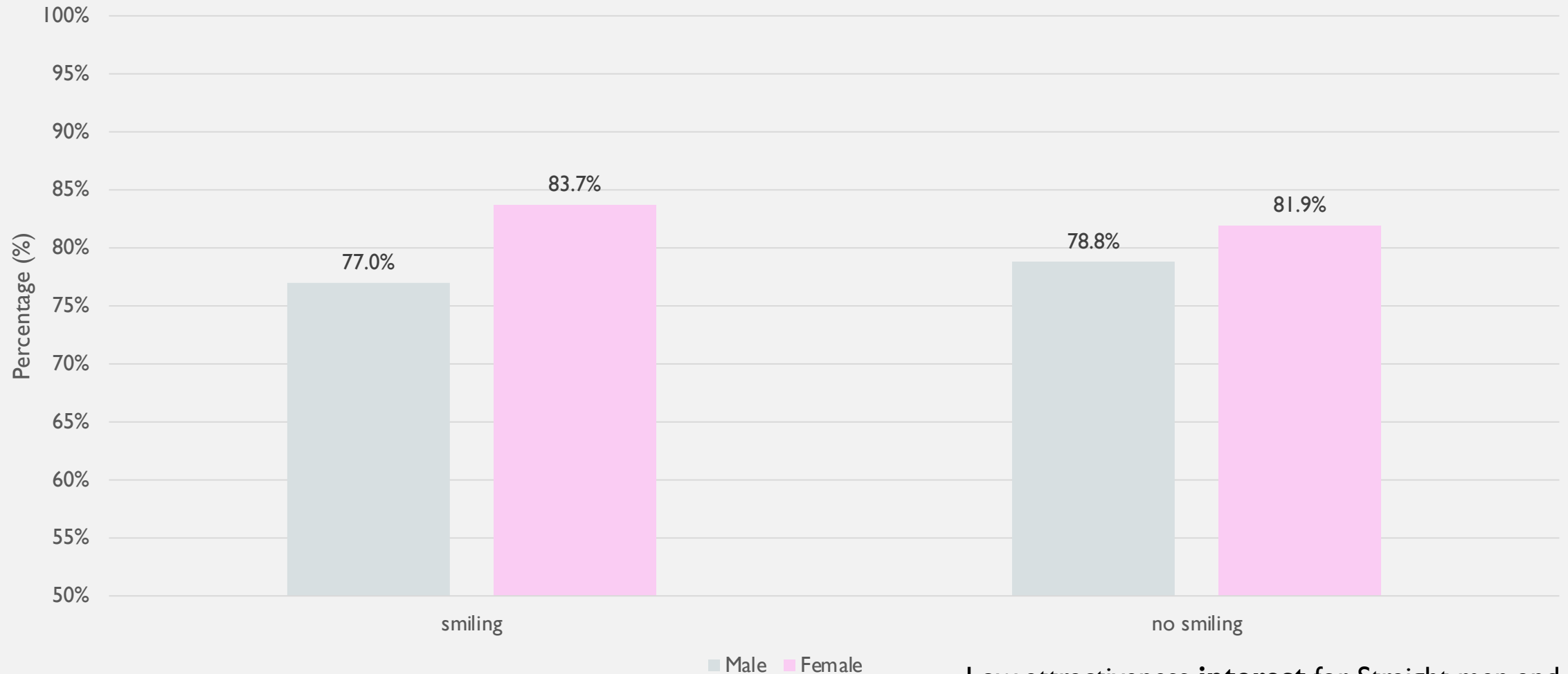
Percentage of straight men and women who think women would be interested in a **medium attractive man (6-15 )**



Medium attractiveness **interest** for Straight men and women

# MORE STRAIGHT WOMEN THOUGHT THAT WOMEN WOULD BE INTERESTED IN THE SMILING MAN IF THEY WERE CONSIDERED LOW ATTRACTIVE

Percentage of straight men and women who think women would be interested in a **low attractive man** (1- 10)



Low attractiveness **interest** for Straight men and women

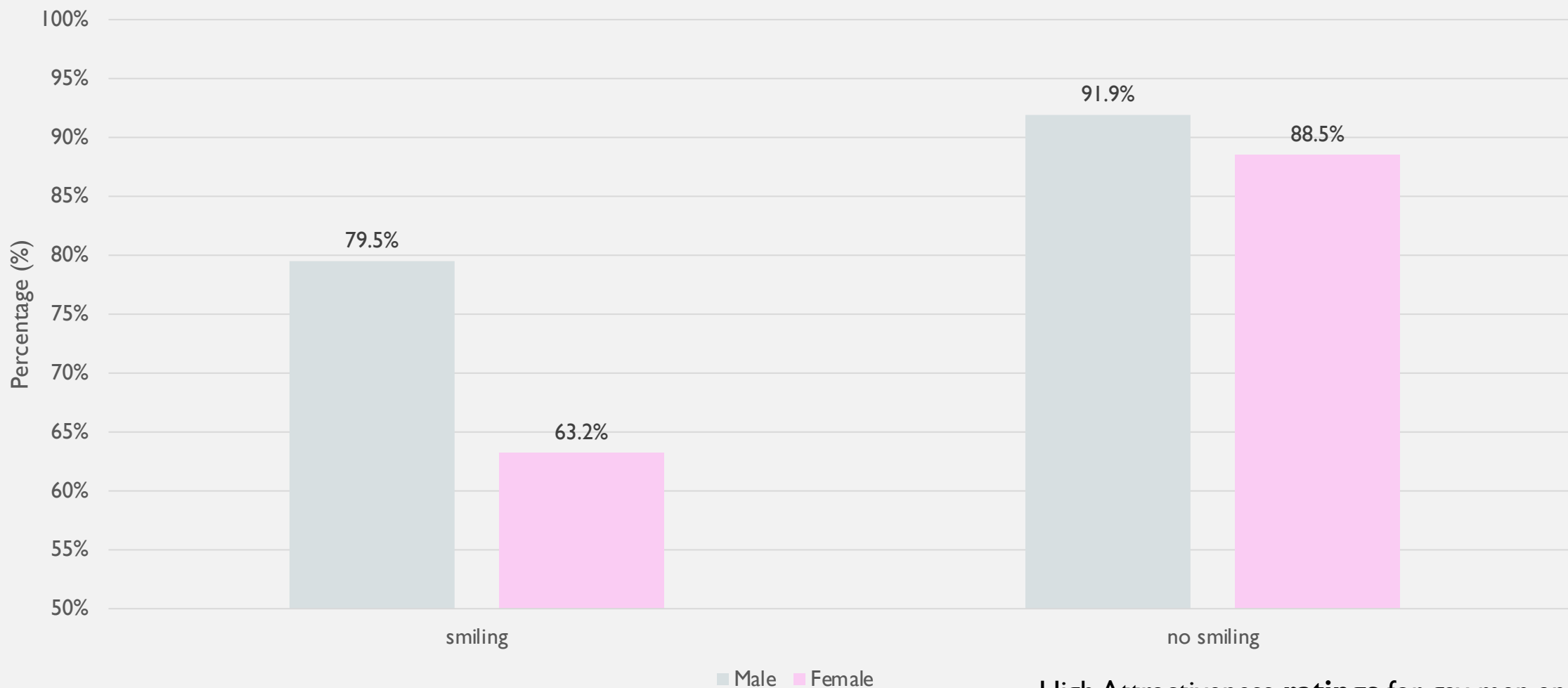
## KEY TAKEAWAYS

When it comes to straight women, they tended to give higher ratings to men that did not smile in pictures regardless of attractiveness; while men thought that more attractive people should smile, and less attractive people should not.

Men thought that women would be interested in men that did not smile in picture regardless of attractiveness; while women thought that women would be interested in very attractive men that did not smile and less attractive men that smiled

# BOTH GAY MEN AND WOMEN SHOWED PREFERENCE TO THE NON-SMILING MEN

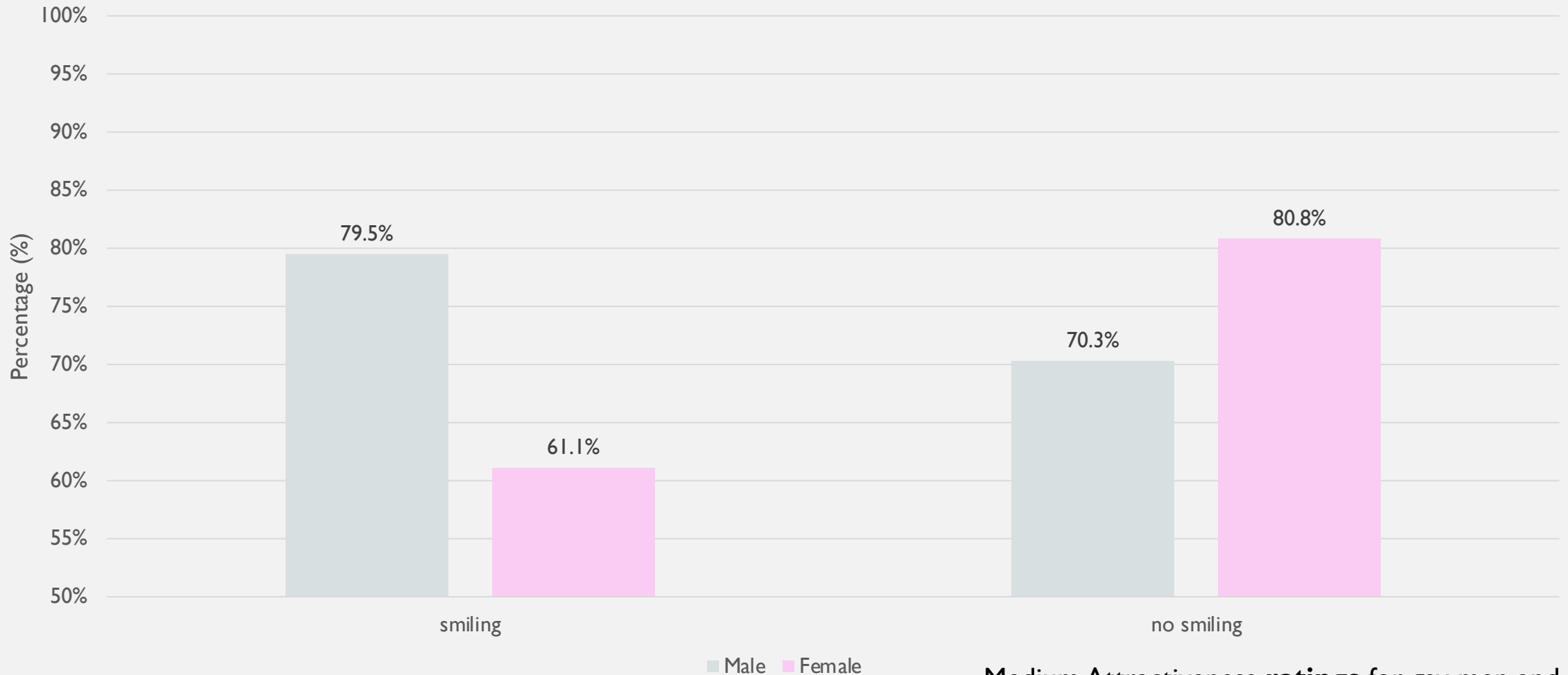
Percentage of gay men and women who rated high attractive men between 11 and 20



High Attractiveness ratings for gay men and women

# GAY MEN SHOWED PREFERENCE TO THE “MEDIUM” ATTRACTIVE SMILING MEN WHILE LESBIAN WOMEN SHOWED PREFERENCE TO THE NON-SMILING

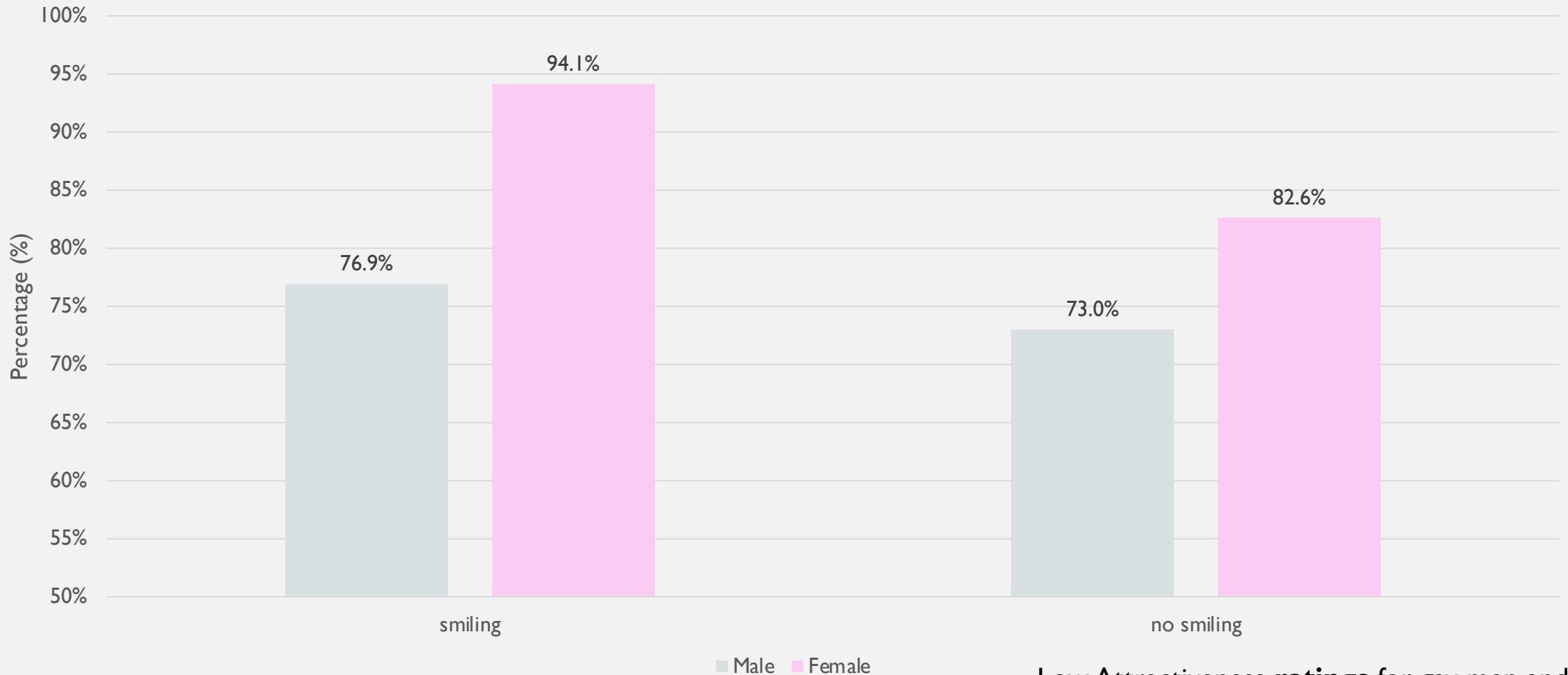
Percentage of gay men and women who rated medium attractive men between 6 and 15



Medium Attractiveness **ratings** for gay men and women

# BOTH GAY MEN AND WOMEN SHOWED PREFERENCE TO THE SMILING “LOW-ATTRACTIVE” MEN

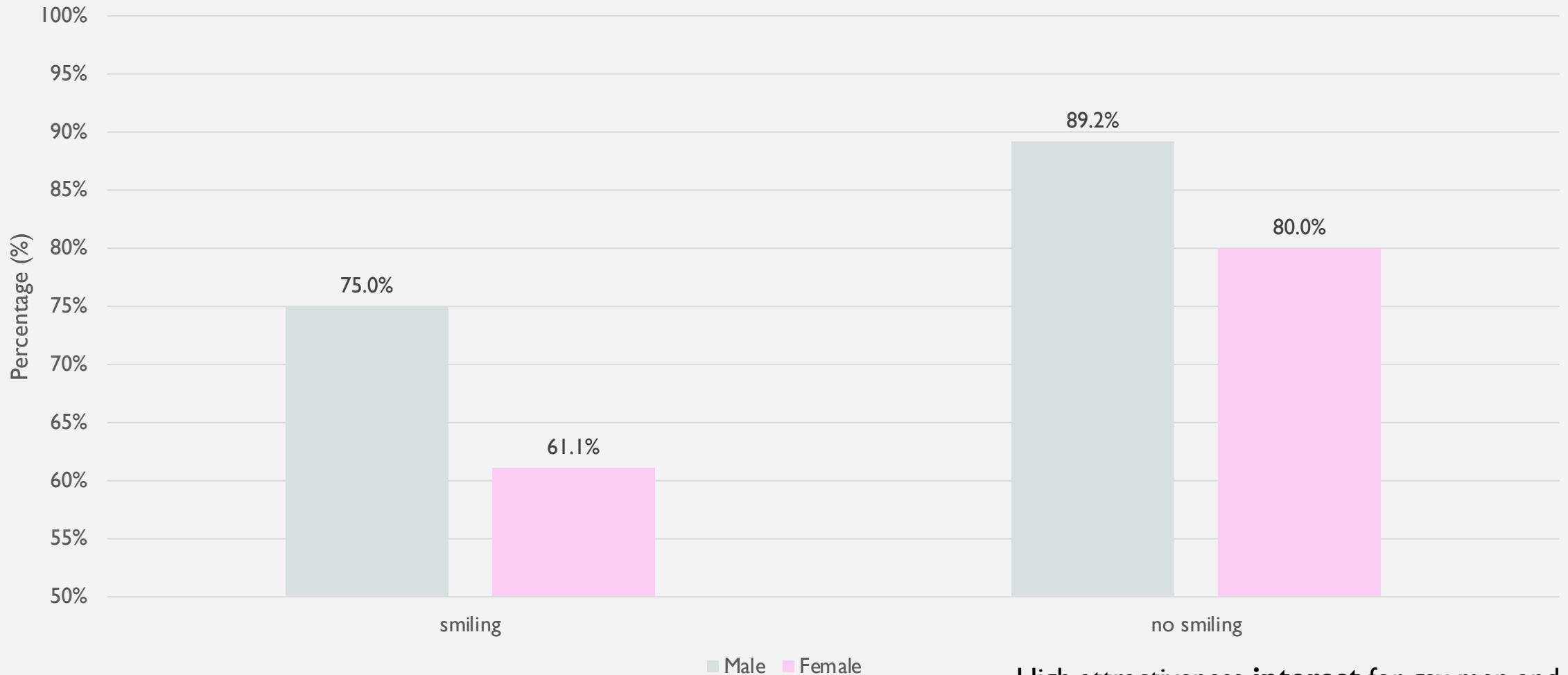
Percentage of gay men and women who rated low attractive men between 1 and 10



Low Attractiveness **ratings** for gay men and women

# BOTH GAY MEN AND WOMEN THOUGHT THAT WOMEN WOULD BE ATTRACTED TO THE NON-SMILING VERY ATTRACTIVE MEN

Percentage of gay men and women who think women would be interested in a high attractive man (11-20)

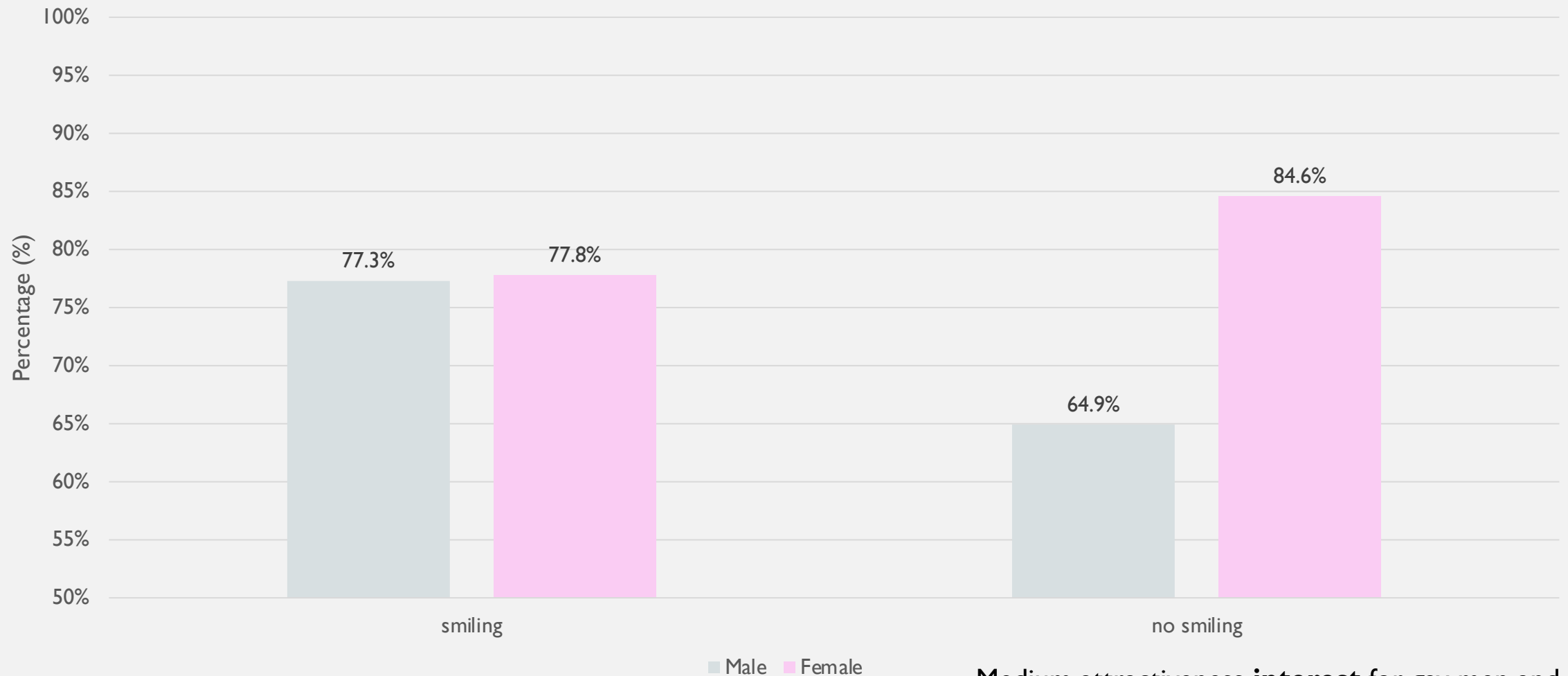


High attractiveness interest for gay men and women

LIKE THE RATING, **GAY MEN** THOUGHT THAT WOMEN WOULD PREFER THE MEN THAT **SMILED** (IF THEY WERE MEDIUM ATTRACTIVE)

WHILE **GAY WOMEN** THOUGHT THAT WOMEN WOULD PREFER THE MEN THAT DID **NOT SMILED** (IF THEY WERE MEDIUM ATTRACTIVE)

Percentage of gay men and women who think women would be interested in a **medium attractive man (6-15)**

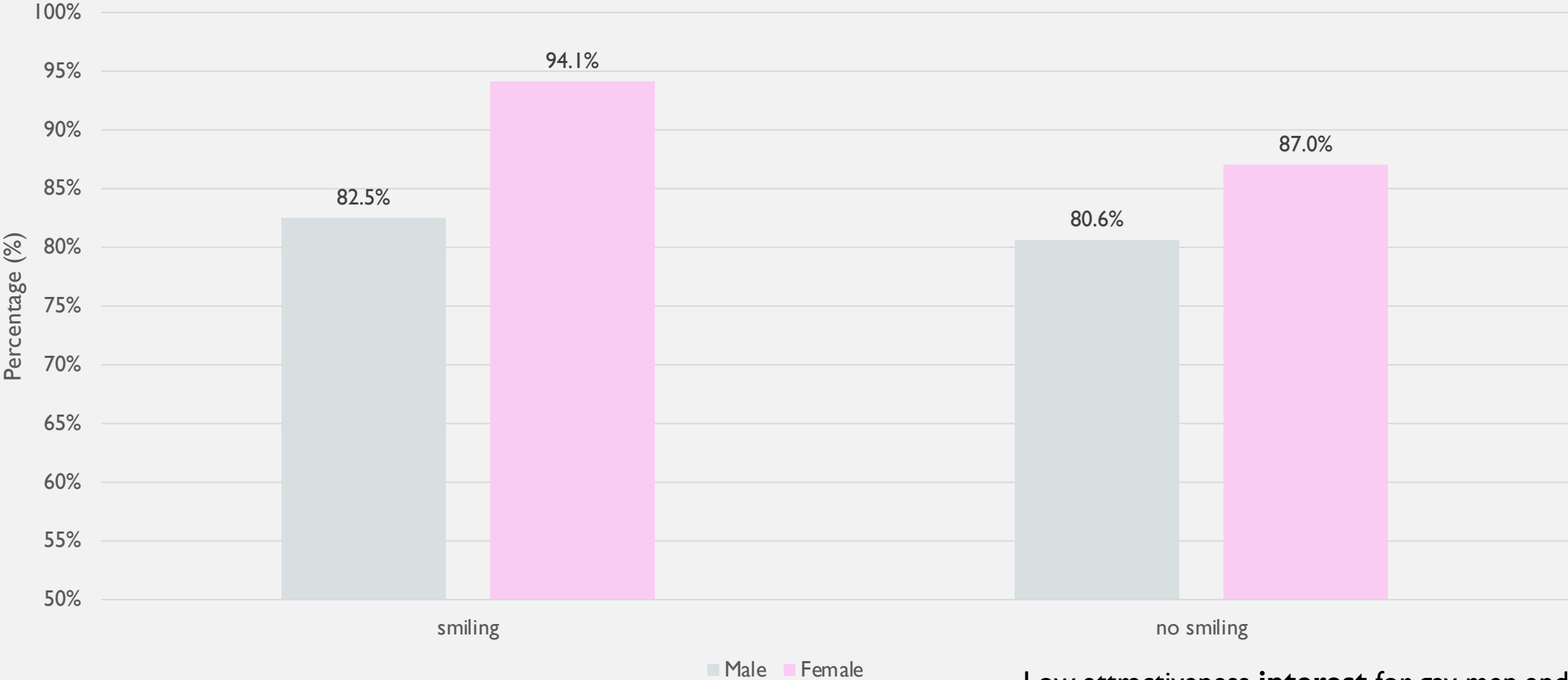


Medium attractiveness **interest** for gay men and women



LIKE THE RATING, **GAY MEN AND WOMEN** THOUGHT THAT WOMEN WOULD PREFER THE MEN THAT **SMILED** (IF THEY WERE LOW ATTRACTIVE)

Percentage of gay men and women who think women would be interested in a **low attractive man** (1- 10)



Low attractiveness **interest** for gay men and women

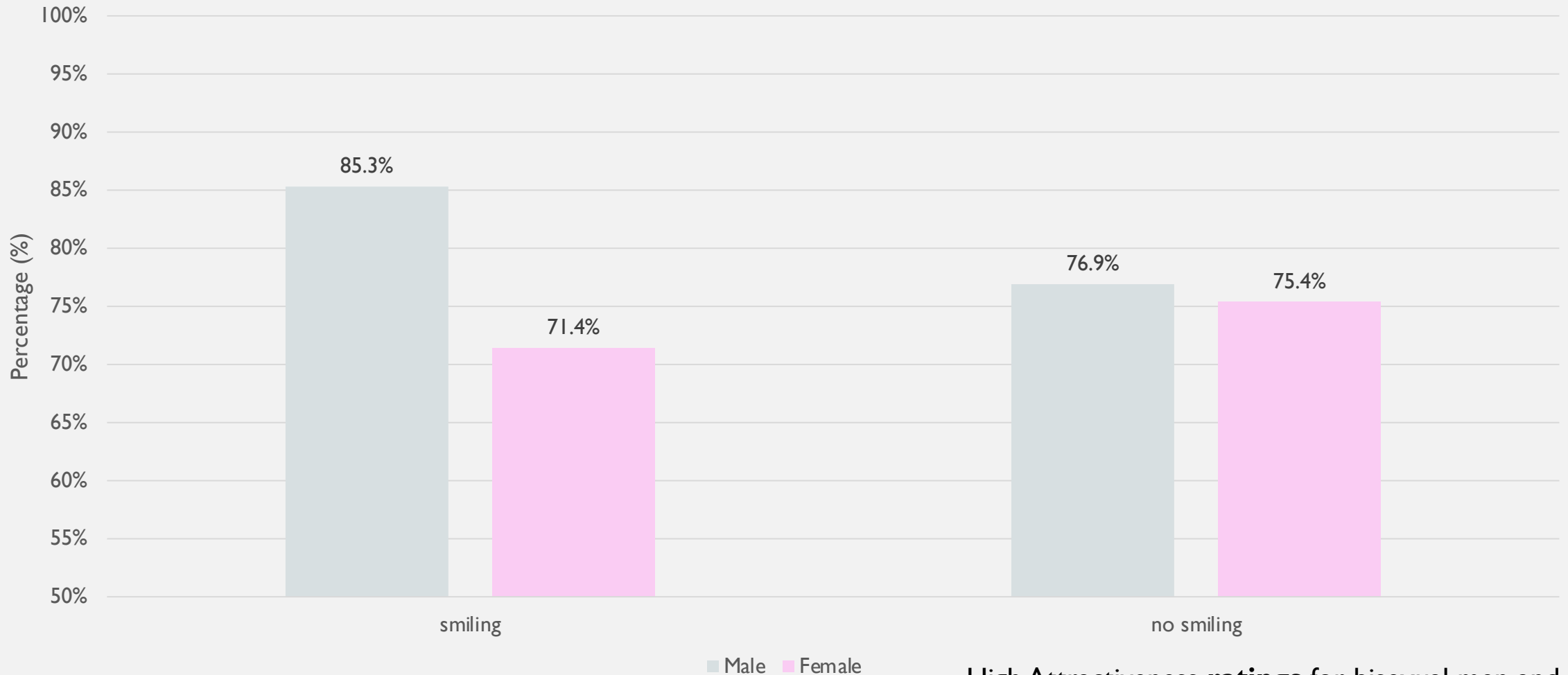
## KEY TAKEAWAYS

When it comes to people that are gay it is more favorable to not smile if you were on the more attractive side BUT it would be more favorable to smile if you were on the lesser attractive end.

This was consistent for both rating and interest

# MORE BISEXUAL MEN SHOWED PREFERENCE TO THE SMILING MEN WHILE MORE BISEXUAL WOMEN SHOWED PREFERENCE TO THE NON-SMILING MEN

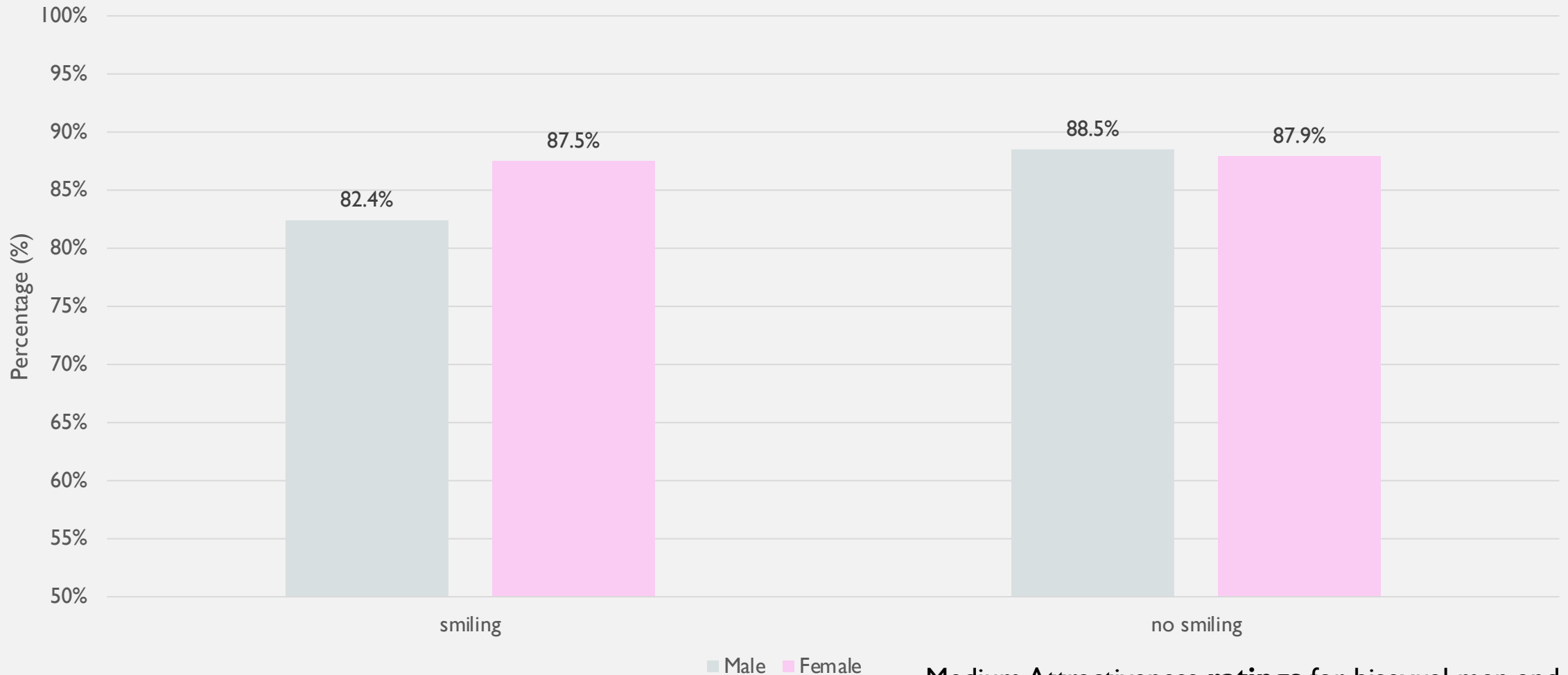
Percentage of bisexual men and women who rated high attractive men between 11 and 20



High Attractiveness ratings for bisexual men and women

# SMILING DID NOT HAVE ANY SIGNIFICANT IMPACT ON BISEXUAL WOMEN WHILE BISEXUAL MEN SHOWED A PREFERENCE TO THE NON-SMILING MEN

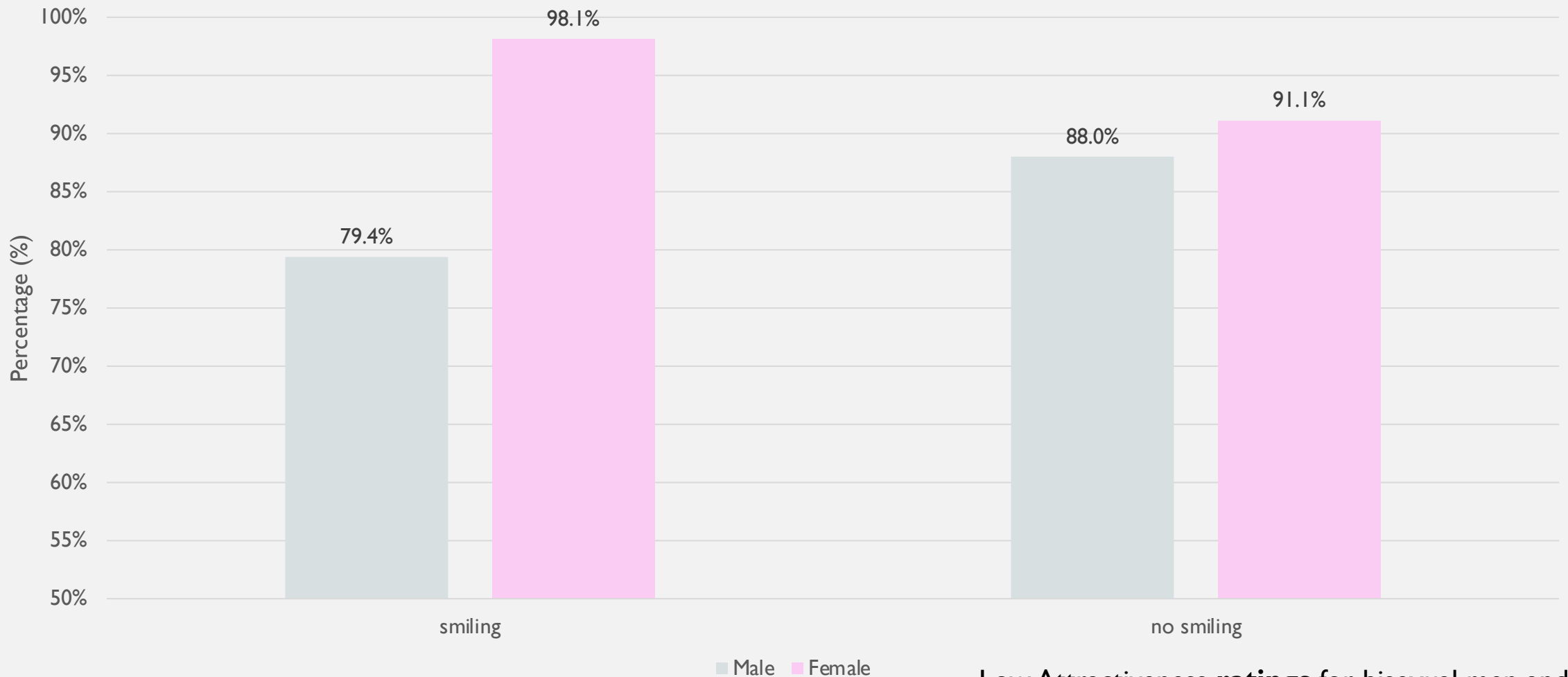
Percentage of bisexual men and women who rated medium attractive men between 6 and 15



Medium Attractiveness ratings for bisexual men and women

AGAIN, WE SEE A PREFERENCE FOR THE NON-SMILING MEN WHEN IT COMES TO BISEXUAL MEN. BISEXUAL WOMEN SHOWED PREFERENCE TO THE SMILING LOW ATTRACTIVE MEN.

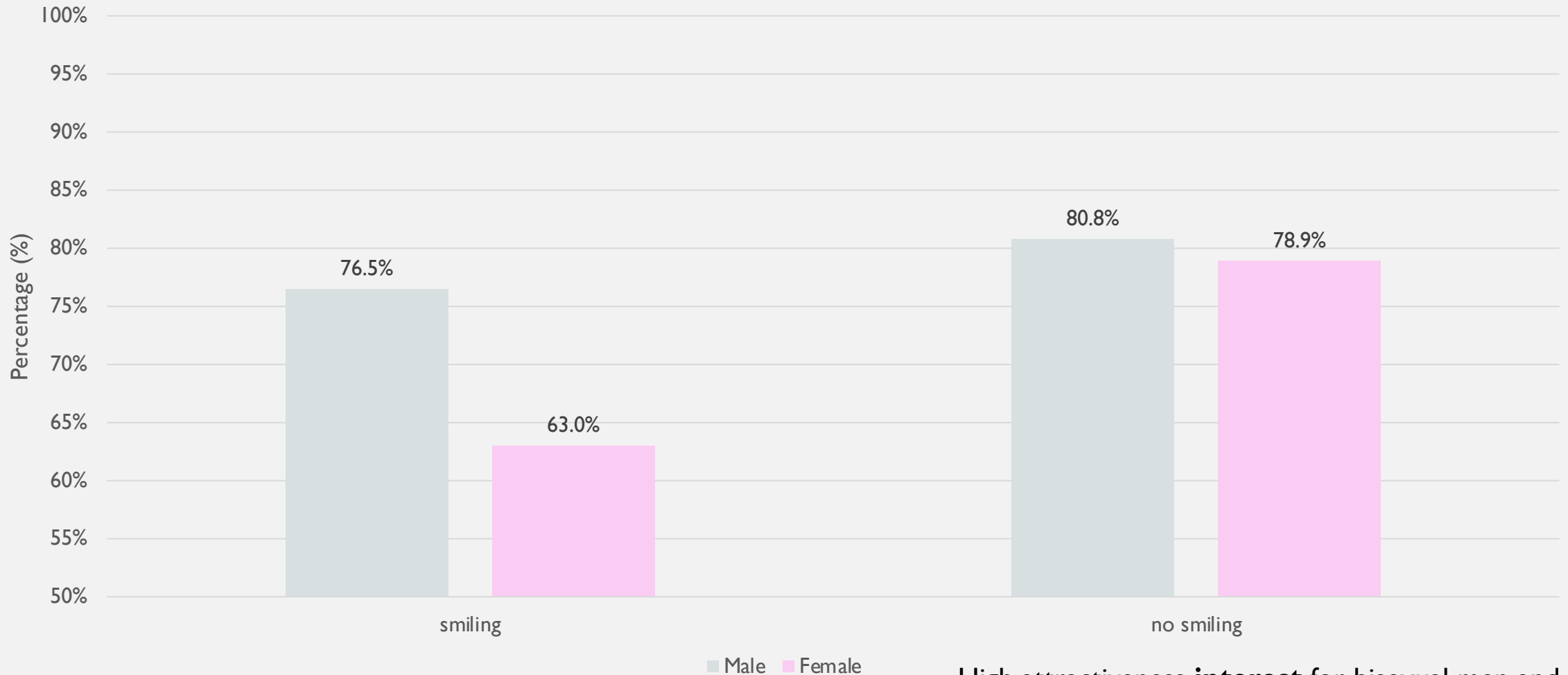
Percentage of bisexual men and women who rated low attractive men between 1 and 10



Low Attractiveness ratings for bisexual men and women

# BOTH BISEXUAL MEN AND WOMEN THOUGHT WOMEN WOULD BE INTERESTED IN THE NON-SMILING MEN

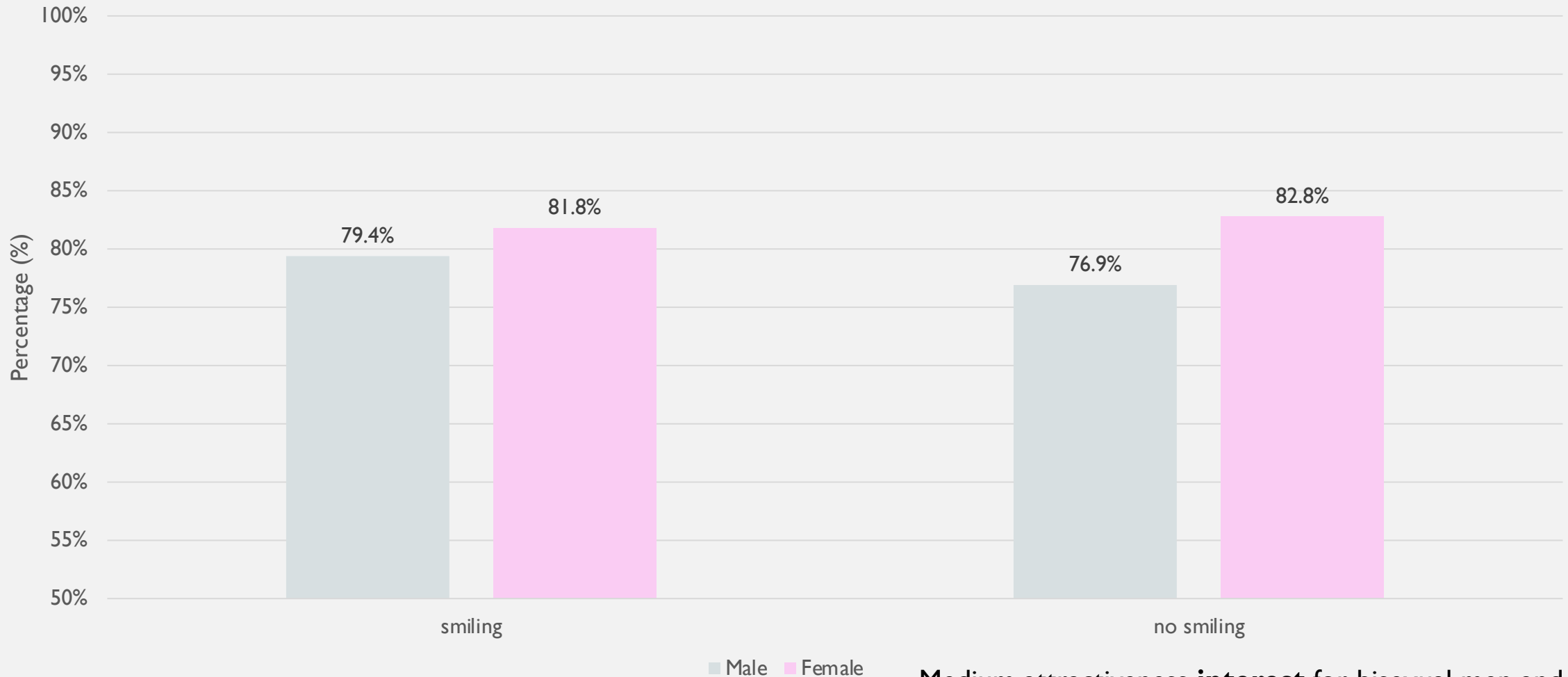
Percentage of bisexual men and women who think women would be interested in a **high attractive man** (11-20 )



High attractiveness interest for bisexual men and women

MORE BISEXUAL MALES THOUGHT WOMEN WOULD BE INTERESTED IN THE SMILING MAN WHILE SLIGHTLY MORE BISEXUAL FEMALES THOUGHT WOMEN WOULD BE INTERESTED IN THE NON-SMILING MEN

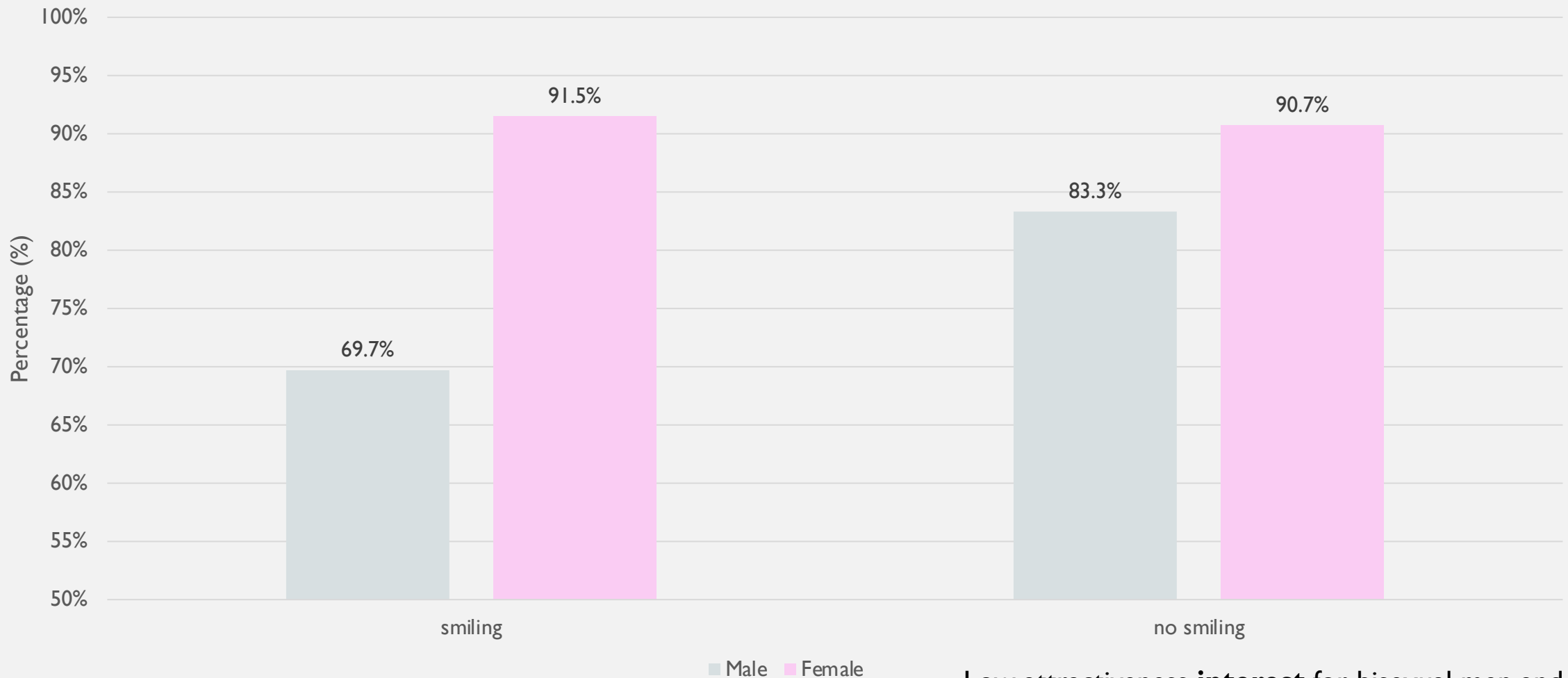
Percentage of bisexual men and women who think women would be interested in a **medium attractive man (6-15 )**



Medium attractiveness interest for bisexual men and women

CONVERSELY, BISEXUAL MEN THOUGHT WOMEN WOULD BE INTERESTED IN THE NON-SMILING MEN WHILE BISEXUAL WOMEN THOUGHT THAT THE SMILING MEN WOULD INTEREST WOMEN MORE

Percentage of bisexual men and women who think women would be interested in a **low attractive man** (1- 10)



Low attractiveness interest for bisexual men and women



# KEY TAKEAWAYS

Bisexual women showed different responses across the attractiveness levels

Preference to nonsmiling when it comes to high attractive men

Indifference when it came to medium attractive men

Preference to smiling when it comes to low attractive men

Bisexual men showed contradiction in what they rated and what they thought women would prefer

This applied to the high and medium attractiveness but did not for the low attractiveness

## KEY TAKEAWAYS

- Overall, both men and women thought that women would be more interested in the men that did not smile in pictures regardless of level of attractiveness of the men in the pictures.
- Overall, more women rated men that did not smile in pictures while more men rated men that smiled in pictures.

# DATA TABLES

Sample size frequencies

straight		men		woman	
		rating	action	rating	action
high	smiling	473	450	545	543
	nonsmiling	463	454	598	583
med	smiling	455	442	504	482
	nonsmiling	447	444	530	499
low	smiling	452	419	543	519
	nonsmiling	467	435	565	528

Gay		men		woman	
		rating	action	rating	action
high	smiling	35	33	12	11
	nonsmiling	34	33	23	20
med	smiling	35	34	11	14
	nonsmiling	26	24	21	22
low	smiling	30	33	16	16
	nonsmiling	27	29	19	20

Bisexual		men		woman	
		rating	action	rating	action
high	smiling	29	26	40	34
	nonsmiling	20	21	43	45
med	smiling	28	27	49	45
	nonsmiling	23	20	51	48
low	smiling	27	23	51	43
	nonsmiling	22	20	51	49

Percentage data points

straight		men		woman	
		rating	action	rating	action
high	smiling	80.3%	76.9%	79.6%	79.9%
	nonsmiling	79.9%	78.5%	84.5%	83.2%
med	smiling	78.2%	76.4%	73.9%	71.4%
	nonsmiling	76.7%	76.8%	76.6%	72.1%
low	smiling	80.0%	77.0%	84.6%	83.7%
	nonsmiling	82.5%	78.8%	85.1%	81.9%

Gay		men		woman	
		rating	action	rating	Action
high	smiling	79.5%	75.0%	63.2%	61.1%
	nonsmiling	91.9%	89.2%	88.5%	80.0%
med	smiling	79.5%	77.3%	61.1%	77.8%
	nonsmiling	70.3%	64.9%	80.8%	84.6%
low	smiling	76.9%	82.5%	94.1%	94.1%
	nonsmiling	73.0%	80.6%	82.6%	87.0%

Bisexual		men		woman	
		rating	action	rating	action
high	smiling	85.3%	76.5%	71.4%	63.0%
	nonsmiling	76.9%	80.8%	75.4%	78.9%
med	smiling	82.4%	79.4%	87.5%	81.8%
	nonsmiling	88.5%	76.9%	87.9%	82.8%
low	smiling	79.4%	69.7%	98.1%	91.5%
	nonsmiling	88.0%	83.3%	91.1%	90.7%