**Video Title:** Lookism: The Unspoken Prejudice

**Video URL:** <https://www.youtube.com/watch?v=XTn3K15MBiA>

**Run Time:** 5:10

**Source:** NBC News-Dateline/YouTube

**Closed Caption Available:** Yes

Chapter 9 presents information showing that physically attractive people have an advantage over less attractive people in several situations. Generally, attractive people are viewed as being "better" than less attractive people, or "what is beautiful is good." This video discusses "lookism" which is a term that relates to the physical attractiveness effect discussed in Chapter 9. The video discusses situations in which attractive people are treated more positively than less attractive people. As you watch the video, answer the following questions:

1. What were the reactions shown in the video to attractive individuals?

2. What reaction do babies have to attractive and unattractive faces?

3. Why do you think that attractive people have an advantage over less attractive people?

4. Where do you think the attractiveness effect comes from; is it inborn or learned?

5. What can be done to reduce the effects of "lookism" in areas such as employment decisions?