

Abstract

When meeting with a stranger, there is an immediate perception of trustworthiness. Perception and trustworthiness building is key in economic and social relations. This thesis deals with the relationship between trustworthiness and socio-economic status. During the perception of facial trustworthiness, people also evaluate masculine or childlike features. These facial characteristics influence the selection of senior company managers. An important topic is attractiveness. In addition to partner selection, it also affects professional and academic success. Part of the paper also deals with the cross-cultural aspect. In particular with the relationship between the perceived trustworthiness of African Americans and the socio-economic status.

Keywords: facial perception, trustworthiness, status, cross-cultural perspective