

# **Tallia Wilson: *The Halo Effect: How Appearance Affects the Way People are Treated and Perceived on Social Media***

Many researchers have explored the psychological phenomenon referred to as the halo effect; the tendency for an impression in one area to influence the opinion in another area. Previous researchers have explored this idea through a variety of different lenses, including political and scientific, proving the legitimacy of the effect. However, what has yet to be studied is how the halo effect affects social media users. Specifically, how physical appearance affects the way people are treated and perceived on social media.

To explore the relationship between appearance and the way people are treated and perceived on social media, a survey was conducted. To establish if there was a correlation, a qualitative analysis was done on the results. It was concluded that appearance does have a strong influence on how individuals are perceived on social media, however the data did not provide strong enough evidence to conclude that people were treated any differently.