The Importance of Being Beautiful  
Katz

This article addresses “social stratification” and its relationship with physical attractiveness. Consider the following questions and points while reading the article.

1. First, what is social stratification?

2. What is “person perception” and how does it influence how a person is treated?

3. True or false, according to this article, “success depends on talent, intelligence, and hard work.”

4. What is the halo effect? What is the horns effect?

5. You should understand how the halo and horn are applied in early life, at school, in college, career, and when we are old. In other words what are the consequences of being judged by the halo/horns criteria in each stage of life?

6. Of all the studies reported in this article, what common element did their methodology share?

7. Can you relate to this article, think of a particular example in your life of how physical appearance might have determined the way you were treated or the way you treated someone else.