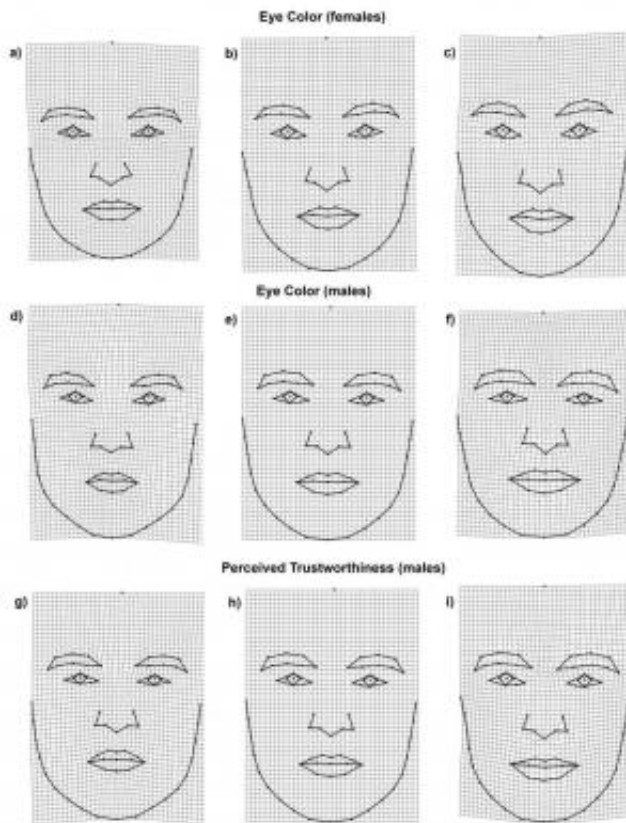


# Brown eyes appear more trustworthy than blue

January 9 2013



Thin-plate spline visualizations of the way face shape correlates with eye color (a-f) and trustworthiness (g-i). Credit: Citation: Kleisner K, Priplatova L, Frost P, Flegr J (2013) Trustworthy-Looking Face Meets Brown Eyes. PLoS ONE 8(1): e53285. doi:10.1371/journal.pone.0053285

People view brown-eyed faces as more trustworthy than those with blue

eyes, except if the blue eyes belong to a broad-faced man, according to research published January 9 in the open access journal *PLOS ONE* by Karel Kleisner and colleagues from Charles University in the Czech Republic.

The study's results attempt to answer a larger question: What makes us think a person's face looks trustworthy? The authors asked study participants to rate male and female faces for [trustworthiness](#) based on two features: eye color and face shape. A significant number of participants found brown-eyed faces more trustworthy than blue-eyed, whether the faces were male or female. More rounded male faces, with bigger mouths and larger chins, were perceived as more trustworthy than narrow ones, but the shape of a [female face](#) did not have much effect on how trustworthy it appeared to the respondents.

To test which of the two features were more important, the researchers tried a third test, presenting participants with photographs of male faces that were identical except for one difference: eye color. Here, they found that both eye colors were considered equally trustworthy. According to the study, "We concluded that although the brown-eyed faces were perceived as more trustworthy than the blue-eyed ones, it was not brown eye color per se that caused the stronger perception of trustworthiness but rather the [facial features](#) associated with brown eyes."

**More information:** Kleisner K, Priplatova L, Frost P, Flegr J (2013) Trustworthy-Looking Face Meets Brown Eyes. PLoS ONE 8(1): e53285. [doi:10.1371/journal.pone.0053285](https://doi.org/10.1371/journal.pone.0053285)

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