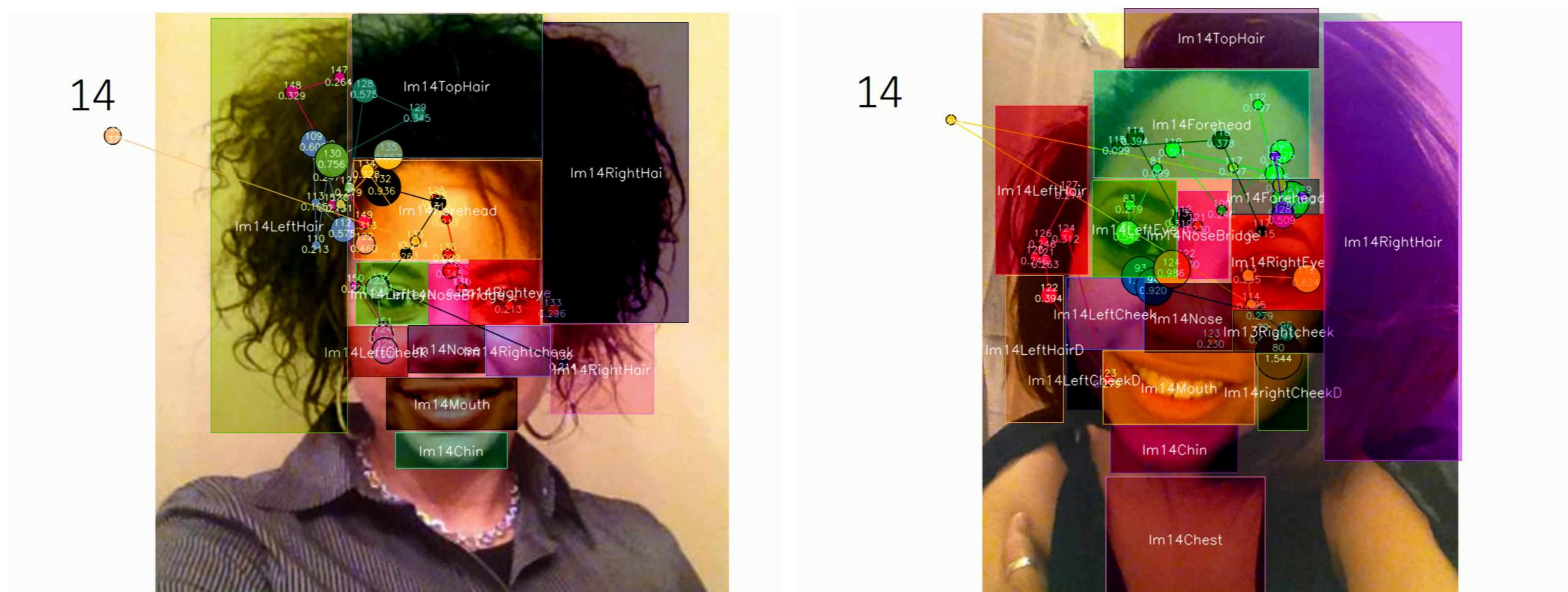


How We See Race: Using Eye Tracking Technology to Explore Racial Perception

Alex Haynes under the direction of Dr. Jennifer Sims

Department of Sociology

Volunteers frequently looked at forehead and hair when determining a person's race.



Overview

Using **GazePoint Eye Tracking Bar** technology in the UAH VUE Lab, twenty participants had their eye movement tracked. There are two powerpoints of fifteen women's selfies, one set of curly hair and one set of straight; each participant is shown one. Participants often looked at hair and large amounts of exposed skin, such as foreheads, which we hypothesized to be the participants looking at skin color. Future analysis will study differences by hairstyle and race. Four of the twenty participants were analyzed for the purpose of this poster.

Policy Implications

Knowing how people determine race can help create policies which help lessen race discrimination, such as the **California CROWN Act** or the **New York Hair Discrimination Ban**.

In Alabama, it is currently legal to discriminate against people due to their hair.

References

- Gaither, Sarah E., Kristin Pauker, and Scott P. Johnson. 2012. "Biracial and Monoracial Infant Own-Race Face Perception: an Eye Tracking Study." *Developmental Science* 15(6):775–82.
- Sims, Jennifer Patrice, Whitney Laster Pirtle, and Iris Johnson-Arnold. "Doing Hair, Doing Race: The influence of hairstyle on racial perception across the US." (manuscript under review)
- Toseeb, Umar, David R. T. Keeble, and Eleanor J. Bryant. 2012. "The Significance of Hair for Face Recognition." *PLoS ONE* 7(3).

Acknowledgements

Alex Haynes would like to acknowledge the UAH VUE Lab for usage of their GazePoint technology, as well as Dr. Candice Lanius and Dr. Joy Robinson for their help using it. They would also like to thank the UAH RCEU program and Dr. Jennifer Sims for this opportunity. The funding for this project has come from the UAH New Faculty Grant.