ABSTRACT

LAW, EMILY CANDACE. Self-Image Actualization. (Under the direction of Dr. Lori Rothenberg and Dr. Cynthia Istook).

"You can have anything you want in life if you dress for it."

-Edith Head

The importance and impact of a person's clothing is something intuitively felt by people throughout history. However, scientific research has not yet fully explored how clothing can psychologically influence the wearer. Previous research has shown specific instances where clothing can influence a person's performance; but many of these studies focused on extremes such as doctors' coats and painters' coats, and bathing suits and sweaters (Adam & Galinsky, 2012; Quinn, Kallen, Twenge, & Fredrickson, 2006). The purpose of this study was to investigate whether the clothing people wear in everyday life influences their performance and perceptions in three aspects of their lives: self-perceptions of emotional state and social ability, and their behavior during a social interaction. The theoretical hypothesis of this research was that the clothing a person wears will influence their self-image, and the person will cognitively orient to that new self-image, resulting in changes in thoughts, feelings, behavior, and performance. A quasi-experiment was conducted with 70 subjects, ages 18-30, who were assigned two of four outfit types to wear and were then tested on their self-perceptions of emotional state and social ability, and actual social performance while wearing each outfit. Self-perceptions of emotion and social ability were measured with existing instruments, and the actual social performance was measured by filming the subjects playing a game with a partner and analyzing the video later using the short version of the “Interaction Rating Scale Advanced” or IRSA-brief (Anme et al., 2014). The outfit types tested in this study were a combination of two levels of fashionableness, out of style and stylish, and two levels of professionalism, casual and business professional.

These outfits were chosen to be representative of clothing people often wear in every-day life while going to work, social events, or just doing daily activities. The results of this study showed that the different outfit types produced significant changes in the subject's self-perception of emotion through feelings of being distressed, proud, strong, and ashamed. The outfits also influenced the subject's self-perception of social ability in situations involving disclosure and initiation of social interactions. The results also showed that the fashionableness of the outfit influenced self-perceptions of social ability, while the style of the outfit did not. The fashionableness of the outfits significantly affected self-perceptions of social ability in situations involving initiation, emotional support, and disclosure. The wearer's self-perception of emotion was influenced by both the style and fashionableness of the outfit. The style of the outfit significantly influenced the subjects' self-perceptions of strength, irritability, and alertness, while the fashionableness influenced self-perceptions of strength, pride, shame, and activity.

There was no significant effect due to outfit type on actual social performance. Upon further reflection, an additional variable was introduced into the analysis, closeness. The subjects had varying relationship closeness to the researcher or research assistants. These relationships may have influenced the social performance during the game portion of the study, so the effects of the outfits alone were ambiguous at best. More conclusive findings could be found by repeating this study but keeping the relationship closeness to the game partner and researcher consistent.

The findings in this study suggest that a young adult's clothing is influences their internal feelings and thoughts. This study also provides insight to the scientific community through its findings, theoretical framework, and methodology, which could be used to explore the psychological effects of clothing on the wearer further.

Self-image Actualization

by
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BIOGRAPHY

Emily Candace Law was born on January 30th, 1992, with an inherent love for textiles and research engrained in her DNA from a long ancestry of seamstresses, scientists, academics. In May of 2015, Emily received her Bachelor of Science degree in Fashion and Textiles Management with a concentration in Fashion Management and Product Development. She received her Master of Science in Textiles (MS) from North Carolina State University in 2017. In January of 2017, she enrolled in the doctoral program in Textiles Technology and Management at North Carolina State University. In the summer of 2017, Emily put her education to use in starting her own business, Silk & Sage Fine Robes, a handmade costume store, which she has continued to grow throughout her degree. In August of 2018, Emily began teaching FTM 219, Fashion Product Analysis, which she has continued to teach while working towards her Ph.D.

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the right decision in getting a Ph.D. because it has been the most wonderful, fulfilling work I have ever done.

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CHAPTER ONE: INTRODUCTION

In daily life, people choose to wear clothing of different styles, silhouettes, levels of professionalism, and clothing that communicates different self-images. People dress to express themselves, accommodate weather, and facilitate comfort (Dearborn, 1918; Indriksone & Ziemele, 2011). The way people dress and the reasons they choose to wear what they wear are varied, but the consequences of those choices are not fully known. Research has shown that clothing can affect the way a person is viewed and treated by others (Johnson, Yoo, Kim, & Lennon, 2008), but less is known about how clothing affects the wearer's mind. The purpose of this study was to investigate whether the clothing people wear every day impacts their self-perception of emotional state and social ability, and their actual social behavior.

Rationale

Previous research has established that in specific cases (e.g., lab coats, nurse's scrubs, sweaters versus bathing suits, colored uniforms, and sweatpants versus business suit) clothing can influence the performance of the wearer in different ways (e.g., focus, empathy, strength, speed of response, math ability, and heart rate) (Adam & Galinsky, 2012; Dreiskaemper et al., 2013; Quinn, Kallen, Twenge, & Fredrickson, 2006). Studies have also found that in specific cases, clothing style, modesty, and whether the wearer feels positively or negatively about the outfit can influence the wearer's self-perceptions of competence, social ability, emotions, body image, and personality (Hannover & Kuhnen, 2002; Kwan, 1994; Price & Pettijohn, 2006). These studies have given varied examples of how clothing can influence the wearer's self-perceptions and performance in different ways. The focus of this dissertation was to explore the effect clothing has on the wearer further and examine how outfits worn in everyday life can influence the way a person feels, thinks, and performs.

This dissertation also proposed an encompassing theory to explain how clothing can influence the person wearing it. Self-perception theory suggests that people's perceptions of themselves form similarly to how people form opinions of others (Bem, 1972). This theory suggests that even when it comes to ourselves, people tend to judge a book by its cover. A second theory, enclothed cognition, suggests that people will embody the associated meaning of their clothing (Adam & Galinksy, 2012). This dissertation proposed a theory that combines these two theories and suggested a further explanation for how clothing impacts the wearer. This theory is called self-image actualization. Self-image actualization is the theory that a person's perception, thoughts, and feelings about the clothing they are wearing will impact their current self-image, and that self-image will influence the person's self-perceptions, psychological state, and behavior. This theory suggests that people not only "embody" their clothing, but their self-image changes, influencing many psychological factors, including social ability, emotional state, and behavior. This dissertation will also suggest that the phenomenon extends beyond the associated meaning of clothing, and that a person's thoughts, feelings, and perceptions about clothing can influence their self-perception, behavior, and performance.

Self-image actualization is consistent with various examples of clothing influencing performance in previously conducted research and would provide an explanation not previously considered. For example, this theory would explain why in instances where the associated meaning is the same, such as sports uniforms, changes in color could influence the performance of the athlete (Dreiskaemper, Strauss, Hagemann, & Büsch, 2013; Frank & Gilovich, 1988). Self-image actualization also agrees with self-objectification, the theory that when in an objectified state, people will internalize thoughts they think others may have about them (Tiggemann & Andrew, 2011). One study has shown that while wearing swimsuits, women perform worse at timed math tests and the Stroop color-naming task (Quinn, Kallen, Twenge, & Fredrickson, 2006). This result fits in with self-image actualization because there is no associated meaning with bathing suits that leads one to believe the person who wears a swimsuit would be worse at math, but the swimsuit did lead to changes in self-image which resulted in changes in cognitive performance. A visual representation of the conceptual framework of self-image actualization can be seen in figure 1. The quasi-experiment conducted in this dissertation focuses on supporting the theory of self-image actualization and discovering ways in which the clothing people wear in daily life can affect their perceptions and performance throughout their day.

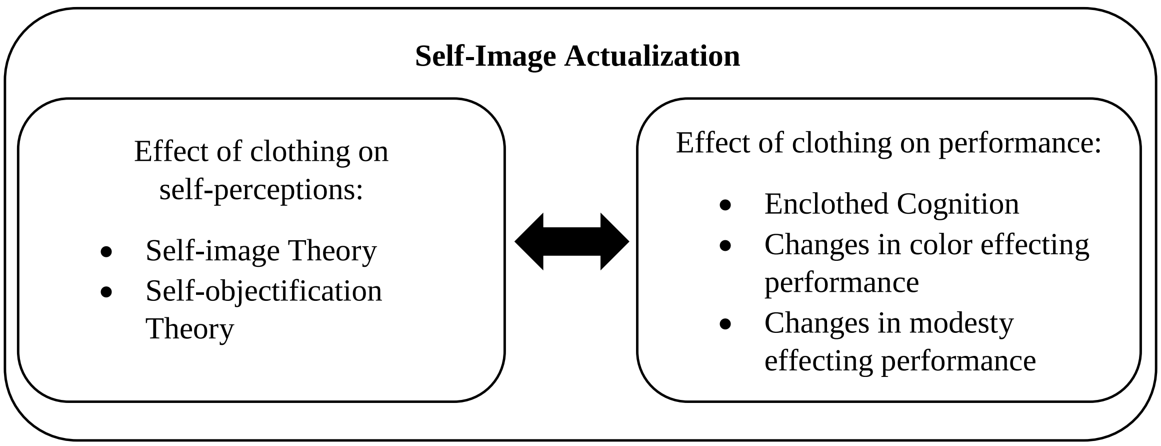

Figure 1: Conceptual framework of self-image actualization

Purpose of Study

The purpose of this study was to investigate whether the clothing people wear in everyday life influences their performance and perceptions in three aspects of their lives: self-perceptions of emotional state and social ability, and their behavior during a social interaction. This study has four research questions:

1. *Does everyday clothing influence a person's self-perceptions of emotional state and social ability?*
2. *Does everyday clothing influence a person's actual social ability?*
3. *Are the changes in self-perception and performance congruent?*
4. *What effects do different levels of fashionableness or different styles have on performance and self-perception?*

Significance of Study

This study is an important and significant contribution because this information is relevant to almost all people. As clothing is a part of everyday life, it is invaluable to know how it is impacting people throughout their day. With the information found in this study, people can use their clothing to their advantage and improve their self-perceptions regarding mood and social skills. The results of this study will be especially significant for students and adults in the workforce since there are changing standards of dress in the workplace. With this information, students and working professionals will be able to avoid the negative consequences of certain outfits and choose outfits to influence their self-perceptions and performance positively. This study is also significant for companies and schools establishing dress codes and uniforms. Tailored policies could elicit the best performance out of employees and students.

This study also expanded upon previous research by examining how the clothing people wear every day influences their performance and feelings. Previous research has been more situational and extreme (doctors versus painter's coats, bathing suits versus sweaters, sports uniforms of different colors, [etc.) (Adam & Galinsky, 2012; Dreiskaemper et al., 2013; Quinn, Kallen, Twenge, & Fredrickson, 2006). Whether these effects are happening to the average person wearing their usual attire remains unanswered.

The proposed term, self-image actualization, gives a more encompassing definition of how clothing affects the wearer. This term provides a framework that includes previous theories such as enclothed cognition (Adam & Gilinsky, 2012), self-perception theory (Bem, 1972), and self-objectification (Tiggemann & Andrew, 2011).

Definition of Terms

- Attire- Another term for a person's clothing or outfit.
- Athleisure- Casual attire, which is typically worn to exercise in but can also be worn for leisure activities such as lounging around or shopping. For example, leggings and a sweatshirt or tank top.
- Bespoke Suit- A suit that is custom made and tailored to fit a specific person (Howlett, Pine, Orakçıoğlu, & Fletcher 2013).
- Body Cathexis- The feelings a person has about their body or various parts of their body (Secord & Jourard, 1953).
- Body Image- The mental image a person has when they think about their own body and appearance (Rudd & Lennon, 2001).
- Business/Business-Professional Attire- An outfit that a person would wear in a professional work environment (for example, a suit or office-appropriate dress).
- Casual Clothing- Informal clothing that a person might wear if they do not want to dress up or dress too leisurely. This clothing is appropriate for normal daily activities like going shopping, running errands, or a casual day at work.
- Cognitive Performance- A person's ability to use their knowledge and perform various tasks (Adam & Galinsky, 2012).

- Conservative clothing- Modest and covering clothing. Clothing with longer hemlines and less skin showing.
- Enclothed cognition- The theory that a person will embody the stereotype or meaning associated with the clothing they are wearing (Adam & Gilinsky, 2012).
- Leisurewear- Clothes that a person might wear when they are trying to be comfortable and relaxed (for example, sweatpants and t-shirts). This clothing is not usually worn in a work setting but may be in a casual work environment in a field that does not require business wear or business casual like a gym, yoga studio, or dance studio.
- Provocative clothing- Sexy or revealing clothing. This clothing has shorter hemlines and more skin showing.
- Proximity of clothing to self- The psychological closeness of clothing has to a person's self-concept and how the clothing impacts the way a person sees him/her self (Sontag & Lee, 1982).
- Self-concept- The feelings and thoughts a person had about who they are and different aspects of their personality and physical self (Sirgy, 1982).
- Self-esteem- The feelings a person has about their worth as a person and ability to succeed (Rosli, Othman, Ishak, Lubis, Saat, & Omar, 2012).
- Self-objectification- The internalization of an opinion a person feels an observer may have about their physical appearance (Tiggemann & Andrew, 2011).
- Silhouette- The shape and fit of a garment.
- Wardrobe- A person's collection of clothing.

LITERATURE REVIEW

Fashion is an essential part of culture, entertainment, and daily life for people all over the world. Everyday billions of people choose clothing to wear before they leave their houses as a part of their daily routine. This choice often has many different reasons behind it: self-expression, protection, comfort, confidence, and fun (Dearborn, 1918). The choice of what to wear might seem trivial, but there may be a more important reason for people to choose different outfits; clothing could be affecting a person's performance in various aspects of their lives.

Research has shown that people may perceive themselves, their emotions, and their work performance differently depending on what they wear (Hannover & Kuhnen, 2002; Kwan, 1994). This phenomenon may not stop at self-perception; people may behave and perform differently depending on the clothing they are wearing. Studies have shown that clothing can affect a person's performance on various tasks (Adam & Galinsky, 2012; Slepian, Ferber, Gold, & Rutchick, 2015; Quinn, Kallen, Twenge, & Fredrickson, 2006). Additionally, studies have shown that a person's clothing could be impacting their thought processes, emotions, and other various aspects of their cognitive performance (Moody, Kinderman & Sinha, 2010). The purpose of this research was to determine if the clothing people wear in their everyday lives impacts both their self-perceptions and performance, and to see if those two factors correlate.

Clothing Impacts on The Perception of Others

The book "*You Are What You Wear*," written by William Thourlby (1989), suggested that a person's success in life depends almost entirely on what they wear. Thourlby explained that a person is viewed and treated according to how they are dressed. He claims that people will accept the role a person's clothing communicates and depending on what that role is, clothing can determine how far a person goes in life (Thourlby, 1989). Studies have supported Thourlby's claim and have shown that the modesty, fit, style, and professionalism of a person's outfit will influence how they are perceived (Glick, Larsen, Johnson, & Branstiter, 2005; Howlett, Pine, Cahill, Orakçıoğlu, & Fletcher, 2015; Howlett, Pine, Orakçıoğlu & Fletcher 2013). One such study tested how a bespoke suit and an off the rack suit changed judgments people made about a man. The results of this study showed that people judged the man wearing the bespoke suit as more confident, successful, having a higher salary, and a more flexible personality (Howlett, Pine, Orakçıoğlu, & Fletcher 2013). A study titled "Unbuttoned: The Interaction Between Provocativeness of Female Work Attire and Occupational Status" provided similar results. The results were that female workers in more advanced positions were judged as less competent when they wore a more revealing outfit versus a more conservative outfit (Howlett, Pine, Cahill, Orakçıoğlu, & Fletcher, 2015). It has also been observed that people will expect a different level of service from a business depending on what employees are wearing (Shao, Baker, & Wagner, 2004), and teachers will judge students' potential differently depending on what they are wearing (Behling & Williams, 1991).

Clothing Impacts on Self-Perception

If people view others differently depending on what they are wearing, will they also view themselves differently depending on what they are wearing? Studies have shown that the answer to this question is yes. In 1972, Bem proposed a theory called self-perception theory, which suggested that people's opinions of their own traits are informed similarly to how their opinions of the traits of others are informed. Bem (1972) suggested that assumptions based on appearance extend to a person's feelings about themselves. This theory has been supported by researchers who have observed that people perceive everything from their personality traits to their work habits differently when wearing different styles of clothing (Hannover & Kuhnen, 2002; Kwan, 1994).

Clothing and Self-Perception of Personality Traits

A study conducted by Hannover and Kuhnen (2002) provided a profound example of how the clothing a person wears can shape the way they perceive themselves. In Hannover and Kuhnen's (2002) experiment, 60 psychology students were asked to describe themselves in a survey by picking traits from a list. The list consisted of traits commonly associated with formal attire, such as restrained, strategic, neat, cultivated and accurate, and traits commonly associated with casual wear, such as clumsy, easygoing, emotional, nonchalant, and tolerant. Some subjects were asked to complete the survey while wearing formal wear, and others were asked to wear casual attire. The results of the study were that the subjects tended to choose the traits associated with the clothing style they were wearing. The study showed that the way a person views themselves and their personality could change with something as small as wearing a different clothing style (Hannover & Kuhnen, 2002).

Another study on clothing style effects on self-perception used ballet dancers as subjects. In this experiment, 38 ballet dancers completed a survey after wearing the classic pink tights and black leotard to class. They also completed a survey after wearing loose-fitting clothing to class. The ballet dancers showed more positive feelings towards their performance, themselves, and their bodies while wearing loose-fitting clothing (Price & Pettijohn, 2006).

The style is not the only part of a person's clothing that can affect their self-perceptions. Positive or negative feelings about a person's clothing produced this phenomenon as well. In a study conducted by Sarah Cosby (2002), subjects were surveyed about their self-perceptions while feeling good or bad about their clothing. The survey asked subjects what they would tend to feel while wearing clothing they had negative or positive feelings towards. The study showed that when a person feels good about their clothing, they will tend to feel they are more emotionally stable, social, and dominant. The subjects reported the opposite when they felt bad about their clothing (Cosby, 2001).

The stigma or stereotype associated with clothing can also influence a person's perception of themselves. Hospital patients participated in interviews to gather information on the feelings they had when giving up their regular clothing for patient's clothes like hospital gowns. Many patients reported feeling devitalized, depersonalized, or stigmatized. The response was not wholly negative; some patients reported feeling cared for when wearing patient's clothes (Edvardson, 2009).

People often associate wearing eyeglasses with studiousness or intelligence. A study involving eyeglasses also showed that associated stereotypes could change the way a person perceives different parts of themselves. Kellerman and Laird (1982) conducted a study where subjects completed hidden figure tests and vocabulary subscales while wearing and not wearing eyeglasses. The subjects' performance on the task did not change while wearing or not wearing glasses, but the subjects felt they had done better while wearing the glasses. The subjects also described themselves as more scholarly, competent, and stable while they were wearing glasses. The stereotype attached to the glasses the subjects were wearing influenced the description and perception of performance (Kellerman & Laird, 1982).

Clothing and Self-Perception at Work

Work attire has been the focus of a great deal of research about clothing and self-perception (Adomaitis & Johnson, 2005; Karl, Hall, & Peluchette, 2013; Peluchette & Karl, 2007). A study conducted by Yoon-hee Kwan (1994) focused on finding out if people felt that the appropriateness of their work attire could enhance their performance in different aspects of their jobs. Subjects completed a survey that asked them if they felt that wearing appropriate work attire could enhance their intelligence, knowledgeability, competence, and other attributes one might associate with work performance. The results of this study showed that the men felt that their clothing could influence different aspects of their work performance more so than the women who participated in the study reported (Kwan, 1994).

Business formal, business casual, and casual clothing are three different styles of clothing that people frequently wear at work, but how do these styles affect people's perceptions of how they perform? One study surveyed graduate students to answer this question. The results of this study showed that graduate students felt they act more competent, authoritative, and trustworthy when wearing formal business clothing, but felt the friendliest when wearing casual and business casual clothing. The results of this study showed that graduate students felt that their work performance would be better in most aspects when wearing formal business clothing (Peluchette & Karl, 2007). City employees showed relatively consistent results in a similar study. The employees completed a similar survey. It asked about their perceived authority, competence, creativity, trustworthiness, and friendliness while wearing business formal, business casual, and casual clothing. The results were that the city employees felt the most trustworthy and friendly in business casual clothing, and the most competent and authoritative in business formal or business casual clothing. They also felt the least creative or friendly while wearing formal business clothing (Karl et at., 2013).

Adomaitis & Johnson (2005) conducted interviews to find out how a uniform change affected the self-perceptions of flight attendants after an airline changed the uniforms to be more casual for a short time. When asked about how they felt they performed while wearing the more casual uniforms, the flight attendants reported feeling lazier and more self-conscious. The flight attendants reported feeling more confident and prouder when wearing formal uniforms. They also felt that they were more in control when wearing formal uniforms (Adomaitis & Johnson, 2005).

Clothing and Self-Perception of Students

People in the workforce are not the only ones whose clothing can influence their self-perceptions. A study done by Yoon-Hee Kwan (1994) showed that clothing could also significantly affect students. In Kwan's (1994) study, 300 undergraduate students were surveyed to learn if positive or negative feelings about their clothing would influence their feelings about work competency, sociability, and their emotional state. The students in this study felt they performed better in many aspects when they had positive feelings about their clothing. The students reported that wearing clothing they had positive feelings towards made it easier to participate socially, talk with people, be friendly, and that their mood was more cheerful, at ease, and confident. The students also felt that while wearing clothing they had positive feelings towards they acted more professional, intelligent, and knowledgeable. The study showed that almost all aspects of student’s self-perceptions about their performance could be influenced by how students feel about the clothing they are wearing (Kwan, 1994).

Another study showed that how revealing an outfit is might impact students' self-perception. In this study, cheerleaders completed a survey about their perceived BMI and their desired BMI while wearing different cheerleading outfits. The different outfits in question were a midriff uniform, a full uniform, and clothing they usually wear every day. The cheerleaders in this survey had greater body dissatisfaction, the more revealing their clothing was. The midriff uniform group had the most body dissatisfaction, the full uniform the second most, and the normal clothing group had the least (Torres-McGehee, Monsma, Dompier, & Washburn, 2012). This study shows that the amount of skin showing in an outfit also can have a significant effect on how people perceive themselves.

Clothing and Self-Image

Sirgy (1982) proposed the self-image and product-image congruity theory to describe how a person's ideas about themselves can influence purchasing behavior. Products have associated images due to marketing and branding. The theory of self-image and product image congruity suggests that people will purchase products that are congruent with their actual self-image, how they see themselves, and ideal self-image, the way they want to see themselves. The theory also suggests that consumers will avoid products that are not congruent with their actual or ideal self-image (Sirgy, 1982).

Rhee and Johnson (2012) tested and found support for the theory of self-image congruity. They studied adolescents and the congruency of their favorite brands. They found that adolescents' favorite brands were most similar to their actual self-image, followed by their social self-image (whom they wanted people to think they were), and their ideal or desired self-image. The theory was further supported by Banister and Hogg (2004), who found through in-depth interviews that consumers actively avoided products with negative image associations.

Guy and Banim (2000) conducted a study that suggests that the theory of self-image congruity may extend beyond purchasing behavior to how a person dresses themselves. Guy and Banim (2000) conducted a study using a personal account, a clothing diary, and a wardrobe interview from women to gain information on their relationship with their clothing. The findings of this study were that women viewed their clothes from three perspectives; "the woman I want to be," "the woman I fear I could be," and "the woman I am most of the time" (p. 321). The women’s favorite clothing items were part of the category of “the woman I want to be.” These articles of clothing were close to the ideal self-image. The clothing in the category of “the woman I fear I could be” were items that produced negative feelings about the women's self-images. The clothing in "the woman I am most of the time" category was most similar to the actual self-image (Guy & Banim, 2000).

Self-completion theory suggests that clothing can be a tool people can use to feel that they are better achieving their desired self-image if they feel they are not already achieving it. This theory proposes that people use their clothing as a means to feel they are better achieving their ideal self because others will view them as their desired ideal self. Having others perceive a person as their ideal self-image increases one's feelings that they have achieved that ideal image (Lennon, Johnson, & Rudd, 2017).

Observed Effects of Clothing on Performance

Studies have shown that people may perceive themselves and their performance differently depending on what they wear (Hannover & Kuhnen, 2002), and that perception may be accurate. There is evidence to support the theory that clothing will impact people's performance on various tasks (Adam & Galinsky, 2012; Kraus & Mendes, 2014). The fact that clothing influences both self-perception and performance calls to question if the change in self-perception is merely a change in perception or if people are detecting a change in their thought processes and performance.

Clothing and Performance

Scientists Adam and Galinsky (2012) have proposed a theory called enclothed cognition to explain how people are impacted mentally by their clothing. Enclothed cognition suggests that people embody the symbolic meaning associated with the clothing they are wearing. To test this theory, Adam and Galinsky (2012) conducted three quasi-experiments. In the first experiment, two groups of subjects completed attention-related tasks. One group wore their usual clothing, and one group wore white lab coats. The group of people who completed the task while wearing lab coats performed more attentively than the people wearing regular clothing. In the second part of the study, two groups of participants wore white lab coats, but the researchers told one group that they were wearing a painter's coat and the other group that they were wearing a doctor's coat. The results of these quasi-experiments were that the group wearing the doctor's coat performed significantly more attentively than the people who were wearing the painter's coat. The white coats were exactly the same. The only difference between the two groups was the occupation associated with the coats. These findings support the theory of enclothed cognition because the subjects' performance was consistent with the stereotype associated with their coats. Adam and Galinsky gave insight into how even the symbolic meaning or stereotype of clothing can affect the performance of the wearer (Adam & Galinsky, 2012).

Enclothed cognition was tested in two similar studies that provided results consistent with the theory. In one study scrubs were used and subjects were told they were either wearing a nurse's tunic or a cleaner's tunic. The results showed that wearing a nurse's tunic elevates emphatic concern, while wearing the same shirt associated with being a cleaner did not (López-Pérez, Ambrona, Wilson & Khalil, 2016). Another study utilized either a police or a mechanic's Uniform. They were given an attention related task where they were shown images of people either wearing a hoodie or a suit. Participants wearing police uniforms had increased attention to the picture with the person wearing a hoodie, while the mechanic's uniform had no effect on attention to the pictures (Civile, & Obhi, 2017). These studies supported the theory of enclothed cognition, but this theory has recently come under scrutiny by another study who replicated the experiment. This study suggested that the effect of the lab coats on subject attention is too small to have been reliably detected under the original design. This study repeated the experiment used in enclothed cognition with three times the sample group and found that the lab coats did not have a significant effect on the subject's response time or accuracy in the Stroop task, casting doubt on the theory and findings (Burns, Fox, Greenstein, Olbright, & Montgomery, 2019).

Another study had results consistent with the theory of enclothed cognition. Frank and Gilovich (1988) studied professional football and hockey players and the impact of the color of their uniforms. The primary color in question was black, as it has common associations with darkness, malice, and evil. The data in this study came from all penalties for aggressive behavior, and colors of uniforms observed in many games. There were many different color uniforms observed during this study, and the results showed that when the teams wore black uniforms, they played significantly more aggressively. Even when teams that usually wore different color uniforms switched to black, they consistently played more aggressively. These findings would support the theory that the athletes are embodying the symbolic meaning associated with the color of their uniforms. However, this study cannot conclusively support enclothed cognition. There is a possibility that the teams wearing black received more penalties for aggressive behavior because the referees perceived the teams differently because of the color of their uniform (Frank & Gilovich, 1988).

Athletes were the subject of another study where the color of a uniform had significant effects on the performance of the wearer. This study was conducted to learn if uniforms that were red could positively impact the performance of the athlete wearing it (Dreiskaemper, Strauss, Hagemann, & Büsch, 2013). Interest in this subject matter sparked after Barton and Hill (2005) published a study showing that athletes in the Olympics who wore red while competing in taekwondo, boxing, and wrestling won more often than those who wore blue. A study was conducted later to find out if the color of the uniform could influence physical aspects of performance, such as strength and heart rate. In this study, fourteen pairs of male combat athletes were matched in weight, height, and age, and fought each other. The athletes were randomly assigned a red or blue jersey to wear and completed a preliminary strength test. Their heart rates were measured before, during, and after the fight. The results showed that the athletes who wore the red jerseys had significantly higher heart rates and strength values on the strength test. The results of the study concluded that body functions and physical performance are influenced by wearing red equipment (Dreiskaemper et al., 2013). This study showed that something as seemingly insignificant as the color of clothing could have real physical effects on the wearer.

Kraus and Mendes (2014) conducted a study that found another way in which clothing can affect performance. In this study, 134 male subjects were put into three groups. One group was wearing business wear, one was wearing sweatpants, and another was wearing whatever clothes they arrived in. A subject wearing either business wear or sweatpants was paired up with another participant that was unaware of the outfit manipulation. Then they were given a modified negotiation task. The researchers monitored the testosterone levels of the participants and the dominance they each exhibited in the negotiation. The results showed that the subjects wearing business wear had higher dominance and testosterone levels than the participants wearing sweatpants. The researchers proposed that these results indicated a behavioral and physiological response that was consistent with the professionalism and status each outfit represented (Kraus & Mendes, 2014). These results are consistent with the theory of enclothed cognition.

One study showed that counterfeit clothing might produce dishonest behavior. A study was conducted to test if sunglasses would impact the behavior and thoughts of the wearer if they perceived them as counterfeit. In the experiment, 85 subjects received sunglasses to wear. The researchers told one group their sunglasses were authentic and the other group that they were counterfeit. The subjects then completed various tasks and filled out various surveys. In this experiment, the people wearing counterfeit sunglasses cheated more than the subjects wearing authentic sunglasses in multiple tasks. The subjects wearing counterfeit sunglasses were more likely to judge others as being unethical (Gino, Norton, & Ariely, 2010). This study gave insight into how perceived dishonesty in a product can influence the behavior and perception of the wearer.

Clothing and Social Performance

Kwan (1994) confirmed in a study that people feel it is easier to talk to others, be friendly, and participate in social events when they feel good about their outfits. This is echoed by a study conducted by Francis (1992). Francis conducted a study with 338 high school students to determine if “clothing deprivation” impacts a student’s social participation. Clothing deprivation is the feeling of having less clothing than one’s peers and an inability to buy new clothing. Students took a clothing deprivation questionnaire and "The Perceived Adolescent Relationship Scale." The analysis of these results showed that the students who had higher levels of clothing deprivation had lower levels of social participation, and the students with low levels of clothing deprivation had high levels of social participation. This indicated that students who felt they did not have as much access to clothing as their peers participated less in social activities outside of school.

Clothing and Emotion

The results of a 2010 quasi-experiment suggest clothing can have a significant impact on the wearer’s mood. In this study, 27 undergraduate females wore eight different outfits and completed a survey to gauge the emotional change brought about by each outfit. The students completed a personality test, and the Positive and Negative Mood Affect Scale (PANAS) short version beforehand, to get a baseline for their current mood. The students were then given the outfits in random order and viewed themselves in a full-length mirror. The outfits were a range of different styles, fits, and colors. While in the outfits, the students retook the PANAS test to see the effect of each outfit on the wearer's mood. Then the students ranked the outfits in order of preference. The results of the study showed that all eight of the outfits increased the students' feelings of being interested, excited, strong, and alert. The casual outfits made the participants feel more active than other outfits. The least preferred outfits out of the eight produced the greatest feelings of shame and distress. The most preferred outfits elicited the least amount of negative emotions. The study also found that some of the garments improved the wearer's mood, and some had negative impacts on mood. All the findings of this study lead to the conclusion that clothing can have significant impacts on the wearer's emotions and mood (Moody et al., 2010).

Effects of Clothing on Thought Processes

Clothing has been observed to have some profound impacts on a person's thought processes. Not only does clothing impact the way a person performs, it impacts how they think. Slepian et al. (2015) studied whether formal clothing could impact the cognitive processing of the wearer. They found that wearing formal clothing can enhance abstract cognitive processing. This study was made up of five quasi-experiments, each consisting of surveys and outfit manipulations. Sixty subjects participated in this study. These studies gave evidence to show that wearing formal clothing can increase a person's abstract processing ability. Abstract processing can affect choices in a person's life. Concrete processing will lead a person to prefer perusing small immediate gratification, rather than larger delayed gratification. Abstract processing will lead a person to choose the latter. In this study, formal clothing was shown to improve certain thought capabilities of a person (Slepian et al., 2015).

Abstract processing is not the only thought process that is impacted by clothing. Clothing has been shown to impact a person's thoughts by affecting their self-esteem, body image, and feelings of self-objectification (Creekmore, 1974; Martins, Tiggemann, & Kirkbride, 2007; Tiggemann & Andrew, 2011). Self-esteem, body image, and feelings of self-objectification have significant impacts on the wearer's thought processes and performance in various activities such as test performance and school success.

Self-objectification

Self-objectification is the internalization of thoughts or feelings a person believes others may have about their physical appearance. Self-objectification happens when a person wears revealing clothing. One experiment was conducted to test the levels of self-objectification of 102 females when wearing sweaters and bathing suits. In this study, half of the subjects completed a survey while wearing a bathing suit, and the other half while wearing an outfit with a sweater. The survey collected information on self-objectification, body satisfaction, and mood. The results of this study showed that revealing clothing brings about feelings of self-objectification, which results in negative mood and negative feelings about one's body (Tiggemann & Andrew, 2011). Another study revealed that the reason a person chooses their outfit could also bring about feelings of self-objectification. This study consisted of surveying over 100 undergraduate females about the reasons they chose to wear their outfits and their levels of self-objectification. The results of this study showed that the females who chose their outfits to be fashionable had high levels of self-objectification, while the students who chose their outfits to be comfortable had low levels. The students who chose their clothing to camouflage aspects of their bodies showed no relationship to self-objectification (Tiggemann & Andrew, 2012). The results of these two studies show that a person's clothing, be it fashion-forward or revealing, can bring about self-objectification. This phenomenon not only affects the way a person feels, it can impact their thoughts as well (Quinn, Kallen, Twenge, & Fredrickson, 2006).

Feelings of self-objectification can have negative consequences on the mind. There is a theory that a person's mind is preoccupied or distracted with feelings of self-objectification, and that in turn slows down the mind's ability to process other things. This phenomenon was demonstrated in a study conducted by Quinn et al. (2006). In this study, 79 women were randomly assigned to wear either a bathing suit or an outfit with a sweater. The women then completed a "Stroop color-naming task.". This task consists of the names of colors written in a different color. The person completing the task must say the color of the ink, and not read the word. For example, if the word blue has yellow letters, the subject must say "yellow.” The response times are recorded for each subject. The results of this study showed that the women who were wearing bathing suits and were in an objectified state performed slower on the task then the women who were in an outfit with a sweater (Quinn et al. 2006).

A similar study on self-objectification yielded consistent results for performance on a math test. In this study, subjects wore either swimsuits or sweaters, but this time completed a timed math test. Seventy-two men and women participated in this study. The math test consisted of 20 math questions, and the subjects were given 15 minutes to complete the test. Previous education in math was accounted for to eliminate any differences among the test groups. The results of this study were consistent with the theory; the women in bathing suits performed significantly worse than the women in sweaters. Interestingly, the results were not the same as the male subjects. They did not show any significant difference in performance when wearing sweaters or bathing suits. The study proposed that women are more susceptible to feelings of self-objectification than men (Fredrickson, Roberts, Noll, Quinn, & Twenge, 1998).

Self-objectification causes a distraction or diversion of mental energy. When a person is in a state of self-objectification, they cannot entirely focus on the task at hand (Fredrickson et al., 1998). To gain a greater understanding of self-objectification, a study was done to explore the physical response a person has when in a state of self-objectification. This study observed the heart rate of 28 female undergraduate students while in a state of self-objectification. There were two groups of subjects, one wearing bathing suits and one wearing tracksuits. The subjects wearing bathing suits had significantly slower heart rates than the students wearing tracksuits. These findings gave insight into the reason self-objectification causes slower mental processing. The study proposed that the slower heart rate was an orienting response to the mind being more focused on the subject's body and appearance. This distraction and slower heart rate lead to distracted thinking and slower response times (Green, Read, Davids, Kugler, Jepson, Stillman, & Ohrt, 2012). If clothing can bring about feelings of self-objectification, clothing can cause a person to have slower and more distracted thoughts.

Self-esteem

Self-esteem is a person's feeling about their self-worth and confidence in their abilities. It also can be tied to self-respect (Rosli et at., 2012). Clothing has been observed to have direct links to self-esteem (Creekmore, 1974; Joung & Miller, 2006). A study conducted with women over 55 found that clothing and overall appearance has a direct relationship with self-esteem. Being poorly dressed, having poorly done makeup, or messy hair all had negative impacts on the women's self-esteem (Joung & Miller, 2006). One study showed that people would use clothing as a tool to boost their self-esteem if it is low or reinforce high self-esteem (Creekmore, 1974). It also has been found that people will use clothing to camouflage insecurities and flatter their bodies to boost their self-esteem (Joung & Miller, 2006). Another study showed that women in a nursing home had significantly higher self-esteem when wearing their own clothing as opposed to institutionalized clothing (Pensiero & Adams 1987). Self-esteem is a crucial part of human life and can be a key to success in almost anything (Mosley, 2005). Self-esteem can affect many aspects of a person's thoughts, including their emotions, desires, values, goals, persistence, and willingness to put forth effort (Gipps & Tunstall, 1998; Rosli et at., 2012).

One study provided evidence to support the theory that self-esteem can have a direct effect on how well a person can cope with stress. In this study, 160 high school sophomore students were surveyed to gather information on their stress levels and were given the Rosenberg self-esteem scale (Rosenberg, 1965). The study found a significant relationship between the student’s self-esteem and their perceived stress level. The study also found a relationship between these two factors and the student’s academic performance. This could be because coping with stress is a large part of academic performance or that self-esteem positively influences academic performance (Durai, 2012).

The impact coping with stress can have on a student was shown in a study conducted on self-esteem and test-taking anxiety. Test-taking anxiety often can be detrimental to a student's performance during a test. If a student can cope well with stress, test-taking anxiety becomes less of an issue. A study by Alam (2013) revealed that self-esteem and test-taking anxiety might be linked. In this study, 320 high school seniors completed a survey. The survey consisted of established tools to find the students' self-esteem and level of test-taking anxiety. Researchers found a relationship between all three factors and the student's academic performance. The higher the self-esteem, the lower the test-taking anxiety, and the higher the academic performance was for the students. This study showed a significant relationship between a student's self-esteem and their ability to be successful in school (Alam, 2013). Furthermore, self-esteem was shown to impact a student's ability to be successful through influences on self-efficacy. Self-efficacy is a person's confidence that they can have success at different tasks. One study, done through surveying students and gathering information on their academic performance, showed that there was a relationship between academic success, self-efficacy, and self-esteem. The study showed that the higher the student's self-esteem, the higher their self-efficacy, and the higher their academic success (Lane, Lane, & Kyprianou, 2004).

Students are not the only ones who can be impacted by self-esteem. One study suggests that self-esteem can have a direct link to depression and perhaps many other life outcomes. This study consisted of multiple assessments taken over 12 years, from a sample of 1,824 people from 16 to 97 years of age. The results of this study suggested that self-esteem is not a result of life outcomes but an influencing factor on life outcomes. The results showed a relationship between self-esteem, depression, relationships, and job satisfaction. The study suggests that self-esteem may impact many aspects of life, thoughts, and feelings (Orth, Robins, & Widaman, 2012).

Body image & body cathexis

A person's body image is the image they have in their mind when they picture their body (Rudd & Lennon, 2001). This concept is closely related to one's body cathexis, which is the feelings a person has about their body and its various parts (Secord & Jourard, 1953). A person's body image and body cathexis can be dramatically influenced by the clothing they wear. This point is illustrated by various studies that show increases with body dissatisfaction that come from changes in apparel (Martins, Tiggemann, & Kirkbride, 2007; Price & Pettijohn, 2006; Tiggman & Andrew, 2011). The study done on how cheerleader's uniforms impacted their self-perceptions showed that the more revealing the uniforms, the more dissatisfied the cheerleaders became with their bodies (Torres-McGhee et al., 2012). This result also was seen in the study with ballet dancers who became more satisfied with their bodies while wearing more loose-fitting clothing to class (Price & Pettijohn, 2006). This point also is demonstrated by the two studies conducted using swimsuits and normal clothing. In these studies, subjects took a survey, and the ones wearing the bathing suits had higher levels of body dissatisfaction than the subjects wearing normal attire (Martins, Tiggemann, & Kirkbride, 2007; Tiggman & Andrew, 2011). These studies showed that more revealing clothing could cause a person's body image or body cathexis to become much more negative. This becomes a more significant issue when considering the implications this has for performance.

A study was conducted to see if having a negative body image would negatively impact women academically. In this study, 111 women were isolated in a cubicle and were given a multiple-choice exam to complete. Each woman received a profile picture of herself, and the researchers told the women other participants could see these pictures. Some of the women had an edited image, which made them look wider, giving them a decreased body image. The researchers told some women that all the other participants were male, and some were told they were all female. The women completed the test after viewing their profile picture. The results of this study showed that when in an all-female setting, decreased body image did not affect their performance on the test, but when in a male-populated setting, it did. The women performed worse on their exams when they had decreased body image and believed they were in a male-populated room (Kiefer, Sekaquaptewa, & Barczyk, 2006).

Comfort.

The comfort of clothing can affect a person's performance in a multitude of settings. Clothing must be comfortable and cool when one is doing physical activity. It must be appropriate for the weather to facilitate outdoor activities, and it must be comfortable when someone is sleeping. Clothing can be distracting if it is uncomfortable, itchy, or not temperature appropriate (Indriksone & Ziemele, 2011). Comfort can have physical impacts on the wearer, but it also can have mental impacts as well.

A study was conducted to test how the physical comfort of clothing might affect the exam performance of a student. Eighty-eight statistics students completed a survey before taking an exam. They indicated the amount of time spent studying and rated their confidence going into the exam, comfort, outfit style, and other relevant variables. This information was combined with the exam scores of the students and analyzed. The results showed that the less comfortable the students were, the worse they performed on their tests. The results suggested that 48% of exam score variance could be explained by the comfort of a student's clothing. This could be due to the distracting nature of uncomfortable clothing (Bell, Cardello, & Schutz, 2005).

Uniform effects

Uniforms have not been determined to have a set positive or negative effect on people, but research has shown their uniforms do have various effects on the wearer. School uniforms have been the subject of much research since a demand for uniforms began in the 1990s. Uniforms were said to increase student attention and academic performance, as well as decrease fighting. Various scientists tested these theories and found them to be inaccurate (Viadero, 2005). One study done on school uniforms used previously collected data to see the impact uniforms had on students. This study concluded that uniforms had a small negative impact on student achievement (Brunsma & Rockquemore, 1998). Another study supported this result when students were observed to pay less attention to teachers while wearing uniforms and have no academic change. This study also showed that uniforms brought about a slight increase in attendance for the students (Gentile & Imberman, 2012). While students seem to be negatively impacted by uniforms, adults in the work world have more positive results (Yeh, Tu, Chuang, Lin, & Lin, 2013).

One study indicated that hotel employees concluded that uniforms might be an important part of employee job satisfaction and perception of performance. In this study, 85 hotel workers were surveyed about their perceptions of their uniforms and work performance. The results of this study showed that employees who liked their uniforms had increased job satisfaction. It also was observed that employees felt they had increased credibility and professionalism when wearing a formal uniform (Yeh et al., 2013).

CHAPTER THREE: METHODOLOGY

The purpose of this study was to investigate whether the clothing people wear in their everyday lives influences their perception and performance in different areas of their lives such as social interactions and emotional state. Previous research has found that "good" or "bad" feelings about one's outfit can influence self-perception of emotion, competence, and social ability (Kwon, 1994). Previous studies have also found that the symbolic meaning and revealing styles of clothing can influence people's performance at various tasks (Adam & Galinsky, 2012; Quinn, Kallen, Twenge, & Fredrickson, 2006). This study assesses whether the fashionableness and style of an outfit influences a person's feelings and performance. This study adds to the knowledge of how clothing impacts the wearer in their everyday life. It also provides valuable information for academics, working professionals, and everyone who wishes to know and utilize information on how their clothing impacts their lives. The findings in this study offers valuable information that people can use to dress to feel and perform their best.

Research Questions

The following research questions were developed to understand better how clothing might influence a person's self-perception and performance in their daily life:

1. *Does everyday clothing influence a person's self-perceptions of emotional state and social ability?*
2. *Does everyday clothing influence a person's actual social ability?*
3. *Are the changes in self-perception and performance congruent?*
4. *What effects do different levels of fashionableness or different styles have on performance and self-perception?*

Research Design

This study was designed in multiple parts to gather an encompassing framework of data and to avoid unwanted influences in the results. The NC State IRB approved the study. This study was a quasi-experiment and used multiple survey tools. First, the researcher administered a short demographic and psychographic survey to adults between the ages of 18 to 30 (Appendix A). These subjects were found through a snowball sample method.

This survey contained questions asking the subjects if they currently own each of the four outfits used in this study and a section including the “Eysenck's Personality Inventory” (EPI) to determine extroversion and neuroticism of the subjects (Eysenck & Eysenck, 1991). The EPI was administered before the subjects participated in the in-person portion of the study to gather a baseline of personality factors that may influence their social performance. The Eysenck Personality Inventory (EPI) was chosen because it measures extraversion-introversion and neuroticism-stability, which are two dimensions of personality that are said to account for most of the variance in personality from person to person. From the results of the demographic and psychographic survey, 70 subjects who owned two or more of the outfits used in this study were chosen to participate in the quasi-experiment (Appendix A). The subjects were then assigned two of the four outfit types depending on what they owned. These subjects later came to NC State with their assigned outfits, which they put on and commenced with the experiment.

After arriving at the location where the study was being conducted, each subject changed into their first outfit in a private bathroom, looked at themselves in a mirror to establish their self-image and were asked a question to confirm their perception of the outfit style. The question was also used to check that the perceived level of fashionableness matched the researcher’s definition. The subjects played a game called "Keep it Steady" (Appendix B) against a designated partner, similar in age, dressed in neutral clothes (jeans and a tee-shirt). The subjects were filmed while playing the game, and the footage was analyzed for social performance using the short version of the IRSA-brief (Anme et al., 2014) (Appendix C). The subject then completed the shortened version of the (PANAS-SF (Watson, Clark, & Tellegen, 1988) and the ICQ-15 (Coroiu et al., 2015) to gather self-perceptions of emotion and social competence. The subjects then switched into their next assigned outfit and these steps were repeated.

In this quasi-experiment, each subject wore two different outfit types to answer whether the changes perceived emotional state and social ability, and actual social behavior. The table below outlines the study procedure and accompanying analysis methods (Table 1). The outfits each subject wore were assigned using an intact group design (Wallen & Fraenkel, 1991). In this design, there is a threat to external validity in that the sample of adults 18 to 30 years do not generalize beyond this study due to young adults possibly having differences in feelings about style or fashion comparatively to other age groups and due to the non-randomness of the sample. Internal validity threats also exist with this quasi-experimental design. There may be an unforeseen maturation effect of subjects becoming disinterested, hungry, or have some other emotional change as they compete the quasi-experiment. To minimize this threat, shortened survey tools were chosen to ensure the subjects did not have to participate for any longer than an hour. Another threat to internal validity was the testing effect. Subjects may rush through or answer questions differently after they have previously answered the survey questions for their first outfit. To minimize this effect, subjects were instructed to focus on current thoughts and feelings, and not let previous answers influence their decisions when answering the survey questions. The intact group design posed additional threats to internal validity. Nonrandomization influenced internal validity because there were inherent differences in the subjects that were willing to come in and wear out of style clothing.

Table 1: Quasi-experiment procedure chart

Quasi-experiment procedure		
Steps	**Description**	**Tool used**
1	Subject completed Demographics & Psychographics survey and EPI.	Subject information survey (Appendix A)
2	The survey was reviewed. If the subject indicated that they own two or more of the four outfit types being studied, they qualified to participate in the study.	
3	The subject accepted an invitation to come to NC State and participate in the study and was told to bring two assigned outfits.	
4	The subject arrived at NC State and put on the first outfit.	
5	The subject looked in a mirror to establish self-image and described their outfit to confirm the outfit matched the researcher's description.	
6	The subject entered a room to play "Keep it Up" with a designated partner, and their behavior was video recorded.	"Keep it Up" game (described in Appendix B)
7	The subject completed the first survey, which included self-perception questions for social and emotional performance.	Self-perception and performance survey version 1 (Appendix D)
8	The subject changed into their second assigned outfit, and steps 5, 6, & 7 are repeated.	"Keep It Up" game and self-perception and performance survey version 2 (Appendix E)
9	Video from the keep it up game is later analyzed by researchers using the IRSA-brief to find actual social performance scores.	IRSA-brief (Appendix C)
10	Data collected was analyzed through various statistical methods, and conclusions were drawn.	

Data Collection

The data for this study were collected using four instruments: a demographics and psychographics survey (see Appendix A), a self-perception of emotional state survey (PANAS-SF), a self-perception of social ability survey (ICQ-15) (Self-Perception and Performance survey version 1 & 2 in Appendix D and E), and the coded social competence of the participants during the game using the IRSA-brief. All surveys were administered using Qualtrics. The demographics and psychographics survey was distributed via email. A Qualtrics survey was administered on computers at NC State to collect data on self-perceptions of emotional state and social ability while the participants were wearing their designated outfits. All of the survey data were stored in Microsoft Excel. The social competence data from the game portion of the study were collected on a Nikon DX camera, and then coded and stored in Microsoft Excel. The data were imported into JMP Pro version 14 for analyses.

Procedure and Instrumentation

RQ#1 Does everyday clothing influence a person's self-perceptions of emotional state and social ability?

The shortened version of the Positive and Negative Affect Schedule (PANSAS-SF) (Watson, Clark, & Tellegen, 1988) and the Interpersonal Competence Questionnaire (ICQ-15) (Coroiu et al., 2015) were used to measure emotional state and social ability respectively while participants wore the four different outfit types (out of style casual, stylish casual, out of style business, and stylish business) See Appendix D & E for PANSAS-SF and ICQ-15 which are contained in Part A of the Self-Perception and Performance survey versions 1 and 2 . In a validation study of the short version of the PANSAS-SF scale, the Cronbach's alpha reliability coefficient ranged from 0.84 to 0.90 depending on the period of time in question, e.g., the current moment, or last week. Criterion validity was established through correlations with similar measures. Construct validity evidence was in the form of convergent/discriminant evidence, item, and factor analyses (Watson, Clark, & Tellegen, 1988). The ICQ-15 had a Cronbach's alpha reliability coefficient of 0.87. The validity of the ICQ-15 was established using confirmatory factor analyses (Coroiu et al., 2015).

RQ#2 Does clothing influence a person's actual social ability?

A comparison of the social behavior analyzed from the game portion of the study provided the answer for RQ#2. During the quasi-experiment, participants wore two of the four outfit types, looked in a mirror to establish self -image, confirmed their perceptions of the outfit type, and completed the game "Keep it Steady" with a partner while having their performance filmed. The video was later evaluated using the short version of the Interaction Rating Scale Advanced – Brief (IRSA-brief) (Anme et al., 2014). The actual social performance (as opposed to self-perceptions measured for RQ#1) of the subject were evaluated in each outfit. The IRSA-brief has a Cronbach's alpha of 0.84. This procedure was done twice for each subject, once in each of the two assigned outfits. To avoid issues with fit and style preferences, the participants wore their own clothing. Each of the 70 subjects followed the same procedure.

RQ#3 Are the changes in self-perception and performance congruent?

A comparison of the changes in self-perception and changes in actual performance provided the answer for RQ#4. A comparison was conducted to see if the changes in self-perception when wearing the outfits (results of RQ#1) were congruent with the changes in performance when wearing the outfits during the game (results of RQ#2). An analysis was conducted to see if the four everyday outfits influenced both the self-perception and performance of the wearer.

RQ#4 What effects do different levels of fashionableness or different styles have on performance and self-perception?

An analysis of the changes in both self-perception and actual performance from the first outfit to the second answered RQ#4. An analysis was performed to see how the different styles or fashionableness levels affected the different aspects of self-perception and performance.

Data Analysis

A summary of the statistical methods used to analyze the data is given in Table 2.

Table 2: Data Analysis Methods

Research Question	**Instruments**	**Statistical analysis**
#1	PANSAS-SF and ICQ-15	ANOVA
#2	Video of "keep it up" game analyzed using IRSA-brief, and extroversion and neuroticism scores from the EPI	ANOVA
#3	Video of "keep it up" game analyzed using IRSA-brief, and the PANSAS-SF and ICQ-15	Multiple regression
#4	Video of "keep it up" game analyzed using IRSA-brief and the PANSAS-SF and ICQ-15	ANOVA

CHAPTER FOUR: PRESENTATION OF DATA

Sample

The sample used in this study consisted of 70 adults ages 18-30. The sample was 81% female (n=57) and 19% male (n=13). The highest competed level of education varied within the outfit type groups, but the overall sample breakdown was 4% a masters (n=3), 10% a 4 year degree (n=7), 3% a 2 year degree (n=2), 54% having completed some college (n=38), and 29% high school (n=20). The sample was primarily white, with 69% being White (n=48), 11% Asian (n=8), 9% African America (n=6), 1% American Indian (n=1), and 10% other unspecified ethnicities (n=7). The sample showed high levels of fashion interest, 89% of the participants indicated that they definitely or probably consider themselves to be a fashionable person (n=62), and 73% indicated that fashion was extremely or very important in their clothing choices (n=51).

RQ#1 Does everyday clothing influence a person's self-perceptions of emotional state and social ability?

ANOVA was used to analyze whether the outfit type (stylish business and casual, and out of style business and casual) would influence each element of the subjects' self-perceived emotional state, and social ability.

The results of the ANOVA showed there were statistically significant differences between outfit type on self-perceptions of emotional state which included subject's feelings of being distressed, strong, proud, and ashamed (See tables 3-10). Tukey's HSD indicated that there was a significant difference between Out of Style Business and Stylish Casual in feeling distressed. There were significant differences between Out of Style Casual and both Stylish Business and Stylish Casual in feeling strong. Although the ANOVA indicated there were significant differences in proudness, the post-hoc tests did not show pairwise significant differences. There were significant differences in feeling ashamed between Out of Style Casual and both Stylish Business and Stylish Casual.

There were not statistically significant differences in feelings of being afraid, active, jittery, attentive, determined, nervous, inspired, alert, irritable, enthusiastic, hostile, scared, guilty, upset, excited, and interested (See Appendix F).

Table 3: ANOVA for feeling distressed and outfit type.

Source	DF	Sum of Squares	Mean Square	F Ratio	Prob > F
Outfit Type	3	4.836182	1.61206	2.9704	0.0342*
Error	135	73.264538	0.54270		
C. Total	138	78.100719			

Table 4: Tukey's HSD for feeling distressed and outfit type.

Level	- Level	Difference	Std Err Dif	Lower CL	Upper CL	p-Value
Out of style Business	Stylish Casual	0.5219780	0.1838329	0.043768	1.000188	0.0265*
Out of style Business	Out of style Casual	0.4639423	0.1945057	-0.042031	0.969915	0.0848
Out of style Business	Stylish Business	0.3974359	0.1865167	-0.087755	0.882627	0.1486
Stylish Business	Stylish Casual	0.1245421	0.1638195	-0.301606	0.550690	0.8721
Stylish Business	Out of style Casual	0.0665064	0.1757122	-0.390579	0.523591	0.9815
Out of style Casual	Stylish Casual	0.0580357	0.1728607	-0.391632	0.507703	0.9869

Table 5: Means and standard deviations for feeling distressed and outfit type.

Level	Number	Mean	Std Dev
Out of style Business	26	1.8076923	0.9389028
Out of style Casual	32	1.34375	0.6015772
Stylish Business	39	1.4102564	0.7510676
Stylish Casual	42	1.2857143	0.6730243

Table 6: ANOVA for feeling strong and outfit type.

Source	DF	Sum of Squares	Mean Square	F Ratio	Prob > F
Outfit Type	3	23.40189	7.80063	5.7686	0.0010*
Error	135	182.55495	1.35226		
C. Total	138	205.95683			

Table 7: Tukey's HSD for feeling strong and outfit type.

Level	- Level	Difference	Std Err Dif	Lower CL	Upper CL	p-Value
Stylish Business	Out of style Casual	1.099359	0.2773651	0.377841	1.820877	0.0007*
Stylish Casual	Out of style Casual	0.886905	0.2728639	0.177096	1.596713	0.0078*
Out of style Business	Out of style Casual	0.663462	0.3070310	-0.135227	1.462150	0.1396
Stylish Business	Out of style Business	0.435897	0.2944202	-0.329986	1.201781	0.4521
Stylish Casual	Out of style Business	0.223443	0.2901837	-0.531420	0.978306	0.8678
Stylish Business	Stylish Casual	0.212454	0.2585922	-0.460229	0.885137	0.8442

Table 8: Means and standard deviations for feeling strong and outfit type.

Level	Number	Mean	Std Dev
Out of style Business	26	2.5384615	1.3032504
Out of style Casual	32	1.875	1.0701221
Stylish Business	39	2.974359	1.1352528
Stylish Casual	42	2.7619048	1.1647155

Table 9: ANOVA for feeling proud and outfit type.

Source	DF	Sum of Squares	Mean Square	F Ratio	Prob > F
Outfit Type	3	15.31280	5.10427	3.3267	0.0217*
Error	135	207.13324	1.53432		
C. Total	138	222.44604			

Table 10: Tukey's HSD for feeling proud and outfit type.

Level	- Level	Difference	Std Err Dif	Lower CL	Upper CL	p-Value
Stylish Business	Out of style Business	0.7948718	0.3136142	-0.020942	1.610685	0.0592
Stylish Business	Out of style Casual	0.7612179	0.2954472	-0.007337	1.529773	0.0533
Stylish Casual	Out of style Business	0.5366300	0.3091015	-0.267444	1.340705	0.3092
Stylish Casual	Out of style Casual	0.5029762	0.2906526	-0.253107	1.259059	0.3120
Stylish Business	Stylish Casual	0.2582418	0.2754505	-0.458295	0.974779	0.7847
Out of style Casual	Out of style Business	0.0336538	0.3270471	-0.817103	0.884411	0.9996

Table 11: Means and standard deviations for feeling proud and outfit type.

Level	Number	Mean	Std Dev
Out of style Business	26	2.1538462	1.2551433
Out of style Casual	32	2.1875	1.2296734
Stylish Business	39	2.9487179	1.1459016
Stylish Casual	42	2.6904762	1.3157228

Table 12: ANOVA for feeling ashamed and outfit type.

Source	DF	Sum of Squares	Mean Square	F Ratio	Prob > F
Outfit Type	3	4.081956	1.36065	4.2282	0.0068*
Error	135	43.443223	0.32180		
C. Total	138	47.525180			

Table 13: Tukey's HSD for feeling ashamed and outfit type.

Level	- Level	Difference	Std Err Dif	Lower CL	Upper CL	p-Value
Out of style Business	Stylish Casual	0.4908425	0.1415589	0.122601	0.8590837	0.0039*
Out of style Business	Stylish Business	0.3846154	0.1436256	0.010998	0.7582327	0.0410*
Out of style Business	Out of style Casual	0.2884615	0.1497775	-0.101159	0.6780819	0.2221
Out of style Casual	Stylish Casual	0.2023810	0.1331099	-0.143882	0.5486435	0.4282
Stylish Business	Stylish Casual	0.1062271	0.1261478	-0.221925	0.4343789	0.8343
Out of style Casual	Stylish Business	0.0961538	0.1353057	-0.255821	0.4481283	0.8927

Table 14: Means and standard deviations for feeling ashamed and outfit type.

Level	Number	Mean	Std Dev
Out of style Business	26	1.5384615	1.0288156
Out of style Casual	32	1.25	0.5080005
Stylish Business	39	1.1538462	0.4315493
Stylish Casual	42	1.047619	0.2155403

The results of the ANOVA for self-perception of social ability and outfit type showed that there were significant differences between outfit type and feelings of social competence in situations that involved disclosure and initiation of social interactions (See tables 11 - 14). Tukey's HSD was used to identify where the differences were. There were significant differences between outfit types for (1) Out of Style Casual and Stylish Casual, (2) Out of Style Business and Stylish Casual, (3) Out of Stylish Casual and Stylish Business, and (4) Out of Style Business and Stylish Business. There was a statistically significant difference between outfit type and disclosure for Out of Style Business and Stylish Casual.

There were no significant differences between outfit type and negative assertion, emotional support, and conflict management (See Appendix F).

Table 15: ANOVA for initiation and outfit type.

Source	DF	Sum of Squares	Mean Square	F Ratio	Prob > F
Outfit Type	3	206.0115	68.6705	9.1186	<.0001*
Error	135	1016.6647	7.5308		
C. Total	138	1222.6763			

Table 16: Tukey's HSD for initiation and outfit type.

Level	- Level	Difference	Std Err Dif	Lower CL	Upper CL	p-Value
Stylish Casual	Out of style Casual	2.686012	0.6439293	1.01094	4.361083	0.0003*
Stylish Casual	Out of style Business	2.481685	0.6848022	0.70029	4.263080	0.0023*
Stylish Business	Out of style Casual	2.396635	0.6545516	0.69393	4.099338	0.0020*
Stylish Business	Out of style Business	2.192308	0.6947998	0.38491	3.999710	0.0105*
Stylish Casual	Stylish Business	0.289377	0.6102497	-1.29808	1.876837	0.9646
Out of style Business	Out of style Casual	0.204327	0.7245600	-1.68049	2.089145	0.9921

Table 17: Means and standard deviations for initiation and outfit type.

Level	Number	Mean	Std Dev
Out of style Business	26	9.4230769	2.8729508
Out of style Casual	32	9.21875	2.8594425
Stylish Business	39	11.615385	2.8248464
Stylish Casual	42	11.904762	2.487133

Table 18: ANOVA for disclosure and outfit type.

Source	DF	Sum of Squares	Mean Square	F Ratio	Prob > F
Outfit Type	3	112.9197	37.6399	3.8146	0.0116*
Error	135	1332.0731	9.8672		
C. Total	138	1444.9928			

Table 19: Tukey's HSD for disclosure and outfit type.

Level	- Level	Difference	Std Err Dif	Lower CL	Upper CL	p-Value
Stylish Casual	Out of style Business	2.485348	0.7838632	0.44626	4.524433	0.0101*
Stylish Business	Out of style Business	1.794872	0.7953071	-0.27398	3.863726	0.1135
Stylish Casual	Out of style Casual	1.555060	0.7370779	-0.36232	3.472441	0.1552
Out of style Casual	Out of style Business	0.930288	0.8293722	-1.22718	3.087758	0.6768
Stylish Business	Out of style Casual	0.864583	0.7492367	-1.08443	2.813594	0.6568
Stylish Casual	Stylish Business	0.690476	0.6985262	-1.12662	2.507572	0.7562

Table 20: Means and standard deviations for disclosure and outfit type.

Level	Number	Mean	Std Dev
Out of style Business	26	8.5384615	3.3133762
Out of style Casual	32	9.46875	3.5467784
Stylish Business	39	10.333333	2.8684613
Stylish Casual	42	11.02381	2.9424405

RQ#2 Does clothing influence a person's actual social ability?

To answer this question, multiple regression was used to analyze if the outfit type, extroversion, and neuroticism, had significant effects on the wearer's social performance during the game portion of the study. This initial analysis did not find any significant effect. It was hypothesized that participants might have had interactions with their game partner prior to the quasi-experiment. This could have led some of the participants to feel comfortable playing the game. A measure of closeness was devised, and a second multiple regression was conducted. Social performance was the dependent variable and outfit type, extroversion, neuroticism and relationship closeness to the game partner were independent variables. An effects test was examined to see which of these factors significantly influenced the social performance of the subjects during the game.

The results showed that the outfit type did not have a significant effect on the total performance score during the game, while the extroversion, neuroticism, and relationship closeness to the partner did have a significant effect (Tables 15 - 16).

Table 21: ANOVA output for social performance factors.

Source	DF	Sum of Squares	Mean Square	F Ratio
Model	36	960.4578	26.6794	2.8212
Error	73	690.3354	9.4566	**Prob > F**
C. Total	109	1650.7932		<.0001*

Table 22: Effects test for social performance factors.

Source	Nparm	DF	Sum of Squares	F Ratio	Prob > F
Extroversion	14	14	370.66319	2.7997	0.0022*
Neuroticism	16	16	305.02657	2.0160	0.0230*
Relationship closeness score	5	5	160.40584	3.3924	0.0082*
Outfit Type	1	1	0.38090	0.0403	0.8415

RQ#3 Are the changes in self-perception and actual performance congruent?

To answer this question, a multiple regression was used to predict actual social performance (IRSA-brief) from outfit type and self-perception of social ability (ICQ-15). There were no significant effects. The analysis showed that outfit type and self-perception did not predict actual social performance (See Table 18).

Table 18: ANOVA output for ICQ-15 and social performance

Source	DF	Sum of Squares	Mean Square	F Ratio
Model	7	47.0446	6.7207	0.4545
Error	92	1360.5029	14.7881	**Prob > F**
C. Total	99	1407.5475		0.8648

RQ#4 What effects do different levels of fashionableness or different styles have on performance and self-perception?

For this research question, each outfit was reclassified. Instead of analyzing four outfits, two levels of fashionableness (Business and Casual) were analyzed. In addition, each of the four outfits were classified according to style (Stylish and Out-of-style). ANOVA was used to analyze how the fashionableness of the outfit and the style of the outfit influenced the self-perception of emotion and social ability, and actual social performance during the game. The results of these analyses showed that the fashionableness of the outfit significantly influences the wearer's feelings of strength, pride, shame, and activity (Table 14 - 17). The style of the outfit was shown to significantly affect the wearer's feelings of strength, irritability, distress, and alertness (Table 18 - 20). The results also showed that the fashionableness of the outfit significantly influences the wearer’s self-perception of comfort during social interactions involving initiation, emotional support, and disclosure (Table 21 - 23). There was no significant difference between the outfit style or fashion on the actual social performance during the game.

Table 23: ANOVA for feeling strong and fashionableness.

Source	DF	Sum of Squares	Mean Square	F Ratio	Prob > F
Fashion	1	16.17480	16.1748	11.6763	0.0008*
Error	137	189.78203	1.3853		
C. Total	138	205.95683			

Table 24: Means and standard deviations for feeling strong and fashionableness.

Level	Number	Mean	Std Dev
Out of style	58	2.1724138	1.2159457
Stylish	81	2.8641975	1.148402

Table 25: ANOVA for feeling proud and fashionableness.

Source	DF	Sum of Squares	Mean Square	F Ratio	Prob > F
Fashion	1	13.94796	13.9480	9.1649	0.0029*
Error	137	208.49808	1.5219		
C. Total	138	222.44604			

Table 26: Means and standard deviations for feeling proud and fashionableness.

Level	Number	Mean	Std Dev
Out of style	58	2.1724138	1.2302892
Stylish	81	2.8148148	1.2360331

Table 27: ANOVA for feeling ashamed and fashionableness.

Source	DF	Sum of Squares	Mean Square	F Ratio	Prob > F
Fashion	1	2.660131	2.66013	8.1230	0.0050*
Error	137	44.865049	0.32748		
C. Total	138	47.525180			

Table 28: Means and standard deviations for feeling ashamed and fashionableness.

Level	Number	Mean	Std Dev
Out of style	58	1.3793103	0.7909041
Stylish	81	1.0987654	0.3392985

Table 29: ANOVA for feeling active and fashionableness.

Source	DF	Sum of Squares	Mean Square	F Ratio	Prob > F
Fashion	1	7.29759	7.29759	5.1209	0.0252*
Error	137	195.23478	1.42507		
C. Total	138	202.53237			

Table 30: Means and standard deviations for feeling active and fashionableness.

Level	Number	Mean	Std Dev
Out of style	58	2.1896552	1.1914446
Stylish	81	2.654321	1.195413

Table 31: ANOVA for distress and outfit style.

Source	DF	Sum of Squares	Mean Square	F Ratio	Prob > F
Style	1	2.310907	2.31091	4.1773	0.0429*
Error	137	75.789813	0.55321		
C. Total	138	78.100719			

Table 32: Means and standard deviations for feeling distress and outfit style.

Level	Number	Mean	Std Dev
Business	65	1.5692308	0.847224
Casual	74	1.3108108	0.6394706

Table 33: ANOVA for strong and outfit style.

Source	DF	Sum of Squares	Mean Square	F Ratio	Prob > F
Style	1	6.15143	6.15143	4.2178	0.0419*
Error	137	199.80541	1.45843		
C. Total	138	205.95683			

Table 34: Means and standard deviations for feeling strong and outfit style.

Level	Number	Mean	Std Dev
Business	65	2.8	1.2144958
Casual	74	2.3783784	1.2016279

Table 35: ANOVA for irritable and outfit style.

Source	DF	Sum of Squares	Mean Square	F Ratio	Prob > F
Style	1	2.284952	2.28495	4.7856	0.0304*
Error	137	65.412890	0.47747		
C. Total	138	67.697842			

Table 36: Means and standard deviations for feeling irritable and outfit style.

Level	Number	Mean	Std Dev
Business	65	1.4461538	0.8665804
Casual	74	1.1891892	0.4875344

Table 37: ANOVA for feeling alert and outfit style.

Source	DF	Sum of Squares	Mean Square	F Ratio	Prob > F
Style	1	7.80247	7.80247	5.1549	0.0247*
Error	137	207.36299	1.51360		
C. Total	138	215.16547			

Table 38: Means and standard deviations for feeling alert and outfit style.

Level	Number	Mean	Std Dev
Business	65	3.0153846	1.280775
Casual	74	2.5405405	1.1842481

Table 39: ANOVA for initiation and fashionableness.

Source	DF	Sum of Squares	Mean Square	F Ratio	Prob > F
Fashion	1	203.7193	203.719	27.3903	<.0001*
Error	137	1018.9570	7.438		
C. Total	138	1222.6763			

Table 40: Means and standard deviations for initiation and fashionableness.

Level	Number	Mean	Std Dev
Out of style	58	9.3103448	2.8420829
Stylish	81	11.765432	2.6423077

Table 41: ANOVA for emotional support and fashionableness.

Source	DF	Sum of Squares	Mean Square	F Ratio	Prob > F
Fashion	1	19.04948	19.0495	4.8002	0.0301*
Error	137	543.68433	3.9685		
C. Total	138	562.73381			

Table 42: Means and standard deviations for emotional support and fashionableness.

Level	Number	Mean	Std Dev
Out of style	58	13.051724	2.342756
Stylish	81	13.802469	1.6986741

Table 43: ANOVA for disclosure and fashionableness.

Source	DF	Sum of Squares	Mean Square	F Ratio	Prob > F
Fashion	1	90.8640	90.8640	9.1929	0.0029*
Error	137	1354.1288	9.8842		
C. Total	138	1444.9928			

Table 44: Means and standard deviations for disclosure and fashionableness.

Level	Number	Mean	Std Dev
Out of style	58	9.0517241	3.4459354
Stylish	81	10.691358	2.9096476

Summary of Findings

The results from this study showed that everyday outfits could significantly change a person's self-perceptions of their emotional state and social ability. The four different outfit types significantly affected the subjects' feelings of distress, pride, strength, and shame, and their comfort in social situations involving disclosure and initiation of social interactions. Further analysis showed that the fashionableness of the outfit significantly influenced the subject's feelings of pride, strength, shame, and activity, and comfort in social situations involving disclosure, initiation, emotional support, and disclosure. The style of the outfit significantly influenced the subject's feelings of strength, irritability, and alertness, but did not affect feelings of comfort in social situations. The data from this study did not show significant differences in outfit types, fashionableness or styles on actual social performance.

CHAPTER FIVE: DISCUSSION, IMPLICATIONS & RECOMMENDATIONS

The clothing a person wears is a tool for self-expression, a part of their self-image and, a way to communicate (Mair, 2018). Clothing has inherent psychological implications, but much of clothing psychology remains unexplored. The purpose of this study was to investigate whether everyday clothing influences a person's self-perceptions of emotional state and social ability, and their actual social performance. Thus far researchers have found instances where clothing can have profound effects on the wearer. Clothing has been observed to effect self-perceptions of work competence, intelligence, and body satisfaction (Adomaitis & Johnson, 2005; Kwan, 1994; Price & Pettijohn, 2006). Clothing has also been observed to effect actual performance in behavior, strength, and attention (Adam & Galinsky, 2012; Dreiskaemper et al., 2013; Gino, Norton, & Ariely, 2010). But many of these findings have observed outfits uncommon in everyday life such as doctors' and painters' coats, or red and blue combat sport uniforms, even bathing suits versus sweaters (Adam & Galinsky, 2012; Dreiskaemper et al., 2013; Tiggemann & Andrew, 2011). This study was designed to explore the effects clothing people wear in their everyday lives may be having on their self-perception and performance. Everyday outfits with two levels of fashionableness and stylishness were studied to see how they would affect self-perceptions of emotion and social ability, and actual social behavior. The outfits used in this study were outfits the subjects brought from home which fell under the categories of stylish business, stylish casual, out of style business, or out of style casual. Subjects who participated in this study wore two of the four outfits and filled out surveys to gather self-perceptions of emotional state and social ability, and actual social performance while playing a game. This study aimed to find out how the clothing a person wears in their daily life may be influencing how they think, feel, and behave.

RQ#1 Does everyday clothing influence a person's self-perceptions of emotional state and social ability?

The results of this study showed that there are a multitude of ways in which a person's outfit can change their self-perceptions. The outfits analyzed in this study were a combination of different styles, casual and business, and different levels of fashionableness, out of style and stylish. These outfits represent clothes that people commonly wear in their daily lives. These outfits produce significant changes in the subjects' reported feelings of pride, shame, distress, and strength. The analysis showed that wearing out of style business wear produced significantly greater feelings of being distressed that wearing stylish casual clothing. Wearing out of style business also produced significantly greater feelings of being ashamed than stylish casual and stylish business. Wearing stylish business clothing produced greater feelings of strength than out of style casual clothing, and wearing stylish casual clothing produced greater feelings of strength than wearing out of style casual clothing. These changes indicate that the right outfit may make a person feel stronger in their daily tasks, while the wrong outfit could cause a person to feel more distressed and shameful. While the assigned outfits in this study did not significantly change all elements of emotion, the results would suggest that different outfit styles or trends may influence different elements of emotion. It would be valuable to test how clothing might impact emotions and feelings of being confident, self-conscious, distracted, shy, awkward, apathetic, calm, cheerful, anxious, etc. The other elements of emotion that did not have significance in this study, such as nervous, inspired, alert, irritable, enthusiastic, and hostile may be influenced by different clothing styles, such as lounge or leisure clothing, athletic wear, grunge, or goth clothing.

The subject's self-perception of social ability was also influenced by the four outfit types assigned in this study. These outfits produced a significant change in the subject's perception of their comfort and ability to handle situations involving disclosure and initiation. The analysis showed that wearing stylish casual and stylish business clothing produced significantly greater feelings of ability to deal with social situations involving initiation than wearing out of style casual or business wear. Wearing stylish casual clothing also produced significantly greater feelings of ability to deal with social situations involving disclosure than wearing out of style business clothing. This would suggest that different outfits may influence how comfortable a person feels being open in a social situation where they would be initiating interactions and would need to be outgoing. The assigned outfits did not significantly influence the wearer's perception of social ability in negative assertion, emotional support, and conflict management. These results may suggest that a person's clothing matters less in their comfort dealing with situations with more emotional events, such as admitting to having hurt feelings, cheering up a down friend, or navigating a fight with a friend. There is also the potential for different styles of clothing influencing these elements of social self-perception, such as goth, punk, or feminine clothing.

RQ#2 Does clothing influence a person's actual social ability?

A conclusive answer to this question could not be found through the results of this study. The analysis did not show significant evidence that the style or fashion of a person’s clothing would influence their social performance. The analysis did, however, show that the relationship to the partner significantly influenced their social performance.

The number of participants who completed this study was 70, but only 55 participants were used to analyze the game portion of the study due to issues that occurred during data collection. An analysis of the sample group showed that the subjects who wore out of style clothing on average had a closer relationship to the partner than the subjects wearing stylish clothing. The game partner rated their relationship to the subject on a scale of 0 to 5, 0 being complete strangers, 5 being close friends. The average relationship for the out of style subjects was 2.4, while the average relationship for stylish participants was 1.7. This issue with the sample likely caused the actual social performance score to be inflated because of the significant effect of the relationship on social performance. This imbalance in the sample could be because the participants were more likely to be willing to come and do the experiment in something out of style if they were close to the primary researcher or game partner.

The analysis did however provide information on some other factors that will impact a person's social performance. As previously mentioned, the results showed that relationship to the game partner significantly influenced social performance. The results also showed that the subject's extroversion and neuroticism significantly influenced their social performance during the game. These findings imply that a person's social performance during an interaction might depend more on their relationship to the person, and their personality than what a person is wearing.

RQ#3 Are the changes in self-perceptions and actual performance congruent?

The results of this study did not show a relationship between the changes in self-perception of social ability and actual social performance during the game. This would suggest that while a person may feel greater or decreased social comfort while wearing different outfits, this will not impact their actual behavior. There are many factors that could explain this finding. The analysis showed that extroversion, neuroticism, and relationship to the game partner influenced the social performance of the subjects. These elements could have been mediating factors that helped the subjects overcome the influence their outfit had on their self-perceptions of social ability. If an outfit is negatively influencing a person's self-perception of social ability, their personality and comfort with the person they are interacting with may help them overcome those feelings and not let them effect their behavior. Alternatively, if a person perceives themselves as being more socially capable due to their outfit influencing their self-perception, being more introverted or having less of a relationship with the game partner may have overpowered the effects of self-perception.

This study did not show a correlation between self-perception of social ability and actual behavior, however repeating this study with only strangers, or keeping the relationships consistent, would help give a more definitive answer to this research question. The issue with out of style subjects having a higher average relationship to the game partner may have influenced the findings, so a repeat study could isolate the effect of outfits on the wearer’s social performance better.

RQ#4 What effects do different levels of fashionableness or different styles have on performance and self-perception?

The findings in this study showed that both the fashionableness (stylish versus out of style) and style of an outfit (casual versus business) could influence the wearer's self-perceptions of emotion. The analysis of the PANSAS-SF scale showed fashionableness of the outfit significantly influenced the subjects’ self-perceptions of strength, pride, shame, and activity. The style of the outfit significantly impacted their self-perceptions of strength, irritability, and alertness of the wearer. This study has shown that the fashionableness of a person’s outfit can influence their self-esteem in terms of pride and shame. A fashionable outfit may increase how proud a person feels about themselves, and an out of style outfit may increase shame. A fashionable outfit may also increase how active a person feels. A more professional style outfit may increase the wearer's feelings of strength and alertness, but also cause them to feel more irritable than a casual outfit.

The results also showed that the fashionableness of a person's outfit influences their self-perception of social ability. Wearing something out of style caused the subjects to feel less comfortable in social situations involving initiation, emotional support, and disclosure than if they were wearing something fashionable. The style or professionalism of the outfit did not influence the self-perception of the subject's social ability in this study. This result could be due to the young sample size, or the outfits used. As the sample consisted of mostly college students, many of them are not in a professional setting yet and do not usually have reason to wear something professional during their daily lives. Several of the subjects reported feeling uncomfortable while wearing business wear. The fashionableness of the outfit could have affected the social ability of the wearer because fashion is inherently social (Dearborn, 1918). Fashion communicates a lot socially, so certain social interactions may feel more or less comfortable depending on the fashionableness of the outfit a person is wearing (Thourlby, 1989).

The results showed that the actual social performance of the participants was not influenced by the outfits they wore. Previously mentioned issues with unevenness among the sample's relationships to the game partner could have altered these results. The results of this study contradict previous findings and the theory of enclothed cognition (Adam & Galinsky, 2012). A repeat study, using only strangers, or keeping the relationship to the game partner consistent might have produced results consistent with the theory of enclothed cognition and other previous study which suggest a person's behavior can be significantly influenced by the clothing they wear (Adam & Galinsky, 2012; Kraus & Mendes, 2014).

Limitations

This study used a snowball sample of students at one southeastern university, which limits the generalizability of the findings from this study. The sample primarily consisted of students from a textiles and apparel major, which may have increased the fashion interest of this group. The age range of the sample was 18-30 which also limits the generalizability of the findings. A relatively young sample group may have had more interest in fashion and may have different opinions towards professionalism of clothing than other age groups. The in-person portion of the study took 40 to 50 minutes to complete for each subject, which limited the number of outfits that each subject could wear. To avoid study effects where subjects begin to feel tired of participating, each subject was assigned only two different outfits to wear, and only four outfits were used for the entire experiment. There are also limitations to how specific the information could be about specific styles of garments because the subjects brought their own outfits and were not provided with clothing.

Implications of Research

The information found in this study has significant implications for not only the scientific community but for the average person in their daily life. This information is particularly significant to the scientific community because it gives a new perspective and answer to the question, "how does clothing impact the wearer?" This study introduced a new methodology that focused on testing not only the self-perception or actual performance of the subject but testing both at the same time and evaluated if there is a relationship between the two. This methodology gave an important perspective because, thus far, the vast majority of research that has been conducted on the psychology of clothing has looked at only one side or the other.

The findings in this study are also significant to the scientific community. Previous research on outfit effects on self-perception of social ability has only been done through hypotheticals of "if you were wearing this outfit, how would you feel" while this study evaluated self-perceptions while the subject was actually wearing the clothing. Previous research has also not evaluated the wearer’s perception of the fashionableness of clothing as a factor influencing how clothing could psychologically influence the wearer. Fashion is inherently social and often used as self-expression (Dearborn, 1918; Indriksone & Ziemele, 2011); to understand the importance of clothing to the wearer, the cognitive effects should be studied further.

The findings in this study also have widespread significance to people in all walks of life. This study focused on the clothing a person wears in every-day life. The findings suggest that a person's outfit will affect their mood and social comfort. People could use this information to feel stronger, prouder, more active, and more alert. They can also use this information to avoid the negative consequences of clothing and lessen feelings of shame, distress, and irritability. The information in this study could help people use their wardrobe as a way to positively affect their feelings. People could also use the findings in this study to dress to make them feel more comfortable in social interactions. This information could help people dress for their best possible mood and feelings of social ease at work, school, at social engagements, or in any activities they do in every-day life.

Recommendations

This study has provided a theoretical framework and methodology that could inspire future research. Many aspects of dress remain unexplored as to how they affect the wearer's perception and performance. The methodology in this study could be used and adapted in studies that change various measurements or variables to further explore how clothing can influence the mind of the wearer.

This study has excellent potential to be repeated with changes to the clothing worn by the subjects. The professionalism and fashionableness of clothing is only a small part of how a person perceives their clothing, and there is potential for many different elements of dress to influence the way a person thinks, feels, and performs. Future research could test the effects of:

- Masculine and feminine clothing
- Old and new clothing
- Expensive and inexpensive clothing
- Different styles such as goth, punk, grunge, preppy, sexy, modest, etc.

Valuable information could also be found by repeating and altering the measured elements of performance. This study looked at how clothing effects self-perceptions of emotional state and social ability, and actual performance in social ability. Future research could test how a person's clothing can influence self-perceptions and performance in:

- Professionalism
- Activity/energy
- Empathy
- Self-confidence
- Creativity
- Focus

Clothing and fashion are a form of communication, identity, culture, and history (Mair, 2018). While clothing is such a pivotal part of society, much of clothing psychology is unexplored. Future research should continue exploring the psychological effects of clothing and work towards discovering exactly how the clothing people wear influences their lives.

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APPENDICES

Appendix A

Subject Information Survey

Would you consider yourself to be a fashionable person?

- o Definitely yes
- o Probably yes
- o Might or might not
- o Probably not
- o Definitely not

How important is fashion in your wardrobe choices?

- o Extremely important
- o Very important
- o Moderately important
- o Slightly important
- o Not at all important

What is your favorite style of outfit to wear?

- o Leisure: casual clothes designed to be worn for leisure activities, particularly sweat suits
- o Athleisure: casual, comfortable clothing designed to be suitable both for exercise and everyday wear
- o Casual clothing: Relaxed informal clothing
- o Business casual: Casual clothing that could also be appropriate in a work environment.
- o Business wear: Clothing that would be appropriate in a formal office or interview.
- o Formal Wear: Clothing that might be worn to a special occasion, generally more fancy, such as formal dress, gown, or suit.
- o Other

For the purpose of this study, we have defined the following.

Stylish casual clothing: an outfit consisting of casual or athleisure clothing such as jeans, leggings, sweatshirts, tee-shirts, or blouses which are stylish, trendy or fashionable.

Out of style casual clothing: an outfit consisting of casual or athleisure clothing such as jeans, leggings, sweatshirts, tee-shirts, or blouses which are not a current style, or are previous styles that are not fashionable or no longer on trend.

Stylish business wear: an outfit that is stylish, trendy or fashionable consisting of business appropriate clothing such as suits or other garments which would be appropriate in a formal office setting or interview

Out of style business wear: an outfit consisting of business appropriate clothing such as suits or other garments which would be appropriate in a formal office setting or interview which is not in current style, or is a previous style that is not fashionable or no longer on trend

Do you feel you own an outfit you would classify as stylish casual wear?

- o Yes
- o No

Do you feel you own an outfit you would classify as stylish business wear?

- o Yes
- o No

Do you feel you own an outfit you would classify as out of style casual wear?

- o Yes
- o No

Do you feel you own an outfit you would classify as out of style business wear?

- o Yes
- o No

Here are some questions regarding the way you behave, feel and act. Each question has radio buttons to answer YES or NO. Try to decide whether YES or NO represents your usual way of acting or feeling. Then check those radio named YES or NO. Work quickly, and don’t spend too much time over any question, we want your first reaction, not a long-drawn-out thought process. The whole questionnaire shouldn’t take more than a few minutes. Be sure not to omit any questions. Start now, work quickly and remember to answer every question. There are no right or wrong answers, and this isn’t a test of intelligence or ability, but simply a measure of the way you behave.

1. Do you often long for excitement?

- Yes
- No

2. Do you often need understanding friends to cheer you up?

- Yes
- No

3. Are you usually carefree?

- Yes
- No

4. Do you find it very hard to take no for an answer?

- Yes
- No

5. Do you stop and think things over before doing anything?

- Yes
- No

6. If you say you will do something do you always keep your promise, no matter how inconvenient it might be to do so?

- Yes
- No

7. Do your moods go up and down?

- Yes
- No

8. Do you generally do and say things quickly without stopping to think?

- Yes
- No

9. Do you ever feel 'just miserable' for no good reason?

- Yes
- No

10. Would you do almost anything for a dare?
   - Yes
   - No

11. Do you suddenly feel shy when you want to talk to an attractive stranger?
   - Yes
   - No

12. Once in a while do you lose your temper and get angry?
   - Yes
   - No

13. Do you often do things on the spur of the moment?
   - Yes
   - No

14. Do you often worry about things you should have done or said?
   - Yes
   - No

15. Generally do you prefer reading to meeting people?
   - Yes
   - No

16. Are your feelings rather easily hurt?
   - Yes
   - No

17. Do you like going out a lot?
   - Yes
   - No

18. Do you occasionally have thoughts and ideas that you would not like other people to know about?
   - Yes
   - No

19. Are you sometimes bubbling over with energy and sometimes very sluggish?
   - Yes
   - No

20. Do you prefer to have few but special friends?
   - Yes
   - No

21. Do you daydream a lot?
   - Yes
   - No

22. When people shout at you do you shout back?
   - Yes
   - No

23. Are you often troubled about feelings of guilt?
   - Yes
   - No

24. Are all your habits good and desirable ones?
   - Yes
   - No

25. Can you usually let yourself go and enjoy yourself a lot at a lively party?
   - Yes
   - No

26. Would you call yourself tense or ‘highly strung’?
   - Yes
   - No

27. Do other people think of you as being very lively?
   - Yes
   - No

28. After you have done something important, do you come away feelingyou could have done better?

- Yes
- No

29. Are you mostly quiet when you are with other people?

- Yes
- No

30. Do you sometimes gossip?

- Yes
- No

31. Do ideas run through your head so that you cannot sleep?

- Yes
- No

32. If there is something you want to know about, would you rather look it up in a book than talk to someone about it?

- Yes
- No

33. Do you get palpitations or thumping in your hear?

- Yes
- No

34. Do you like the kind of work that you need to pay close attention to?

- Yes
- No

35. Do you get attacks of shaking or trembling?

- Yes
- No

36. Would you always declare everything at customs, even if you knew you could never be found out?

- Yes

- No

37. Do you hate being with a crowd who play jokes on one another?
    - Yes
    - No
38. Are you an irritable person?
    - Yes
    - No
39. Do you like doing things in which you have to act quickly?
    - Yes
    - No
40. Do you worry about awful things that might happen?
    - Yes
    - No
41. Are you slow and unhurried in the way you move?
    - Yes
    - No
42. Have you ever been late for an appointment or work?
    - Yes
    - No
43. Do you have many nightmares?
    - Yes
    - No
44. Do you like talking to people so much that you never miss a chance of talking to a stranger?
    - Yes
    - No
45. Are you troubled by aches and pains?
    - Yes
    - No

46. Would you be very unhappy if you could not see lots of people most of the time?
   - Yes
   - No

47. Would you call yourself a nervous person?
   - Yes
   - No

48. Of all the people you know, are there some whom you definitely do not like?
   - Yes
   - No

49. Would you say that you were fairly self-confident?
   - Yes
   - No

50. Are you easily hurt when people find fault with you or your work?
   - Yes
   - No

51. Do you find it hard to really enjoy yourself at a lively party?
   - Yes
   - No

52. Are you troubled by feelings of inferiority?
   - Yes
   - No

53. Can you easily get some life into a dull party?
   - Yes
   - No

54. Do you sometimes talk about things you know nothing about?
   - Yes
   - No

55. Do you worry about your health?

- Yes
- No

56. Do you like playing pranks on others?

- Yes
- No

57. Do you suffer from sleeplessness?

- Yes
- No

Basic Demographics:
What is your gender?

- Male
- Female
- Other

What is your age?

- Under 18
- 18 - 24
- 25 - 34
- 35 - 44
- 45 - 54
- 55 - 64
- 65 - 74
- 75 - 84
- 85 or older

What is your race?

- White
- Black or African American

- American Indian or Alaska Native
- Asian
- Native Hawaiian or Pacific Islander
- Other

What is your employment status?

- Employed full time
- Employed part time
- Unemployed looking for work
- Unemployed not looking for work
- Retired
- Student
- Disabled

What is your highest completed level of education?

- Less than high school
- High school graduate
- Some college
- 2 year degree
- 4 year degree
- Masters' degree
- Doctorate

Appendix B

“Keep it Steady” Game Description

- A game of skill and dexterity for 2 to 4 players ages 6 to 99. Playing time approximately 10 minutes. Made in Germany, the classic Zitternix is a family favorite in any country!
- With a steady hand, players roll the dice and remove the appropriate color stick from the bundle. Yellow sticks worth 1 point, red sticks worth 2 points and blue sticks worth 3 points.
- You can refuse to pull out a "risky stick", but it will cost you! The player who causes the bundle to collapse loses and the player with the most points wins.
- Contents include: 9 yellow sticks, 9 red sticks, 9 blue sticks, 1 wooden ring and 1 color die. Made of beech wood.
- Winner of the Major Fun Award given to games that are quick to learn, quick to play, and fun for lots of people to play again and again and again!

Appendix C

Short Form of Interaction Rating Scale Advanced (IRSA-Brief)

<u>1. Cooperation:</u> 1) Looks at partner's face or eyes when the partner attempts eye contact. 2) Shares intentions and attitudes with partner via eye contact. 3) Smiles or laughs in response to partner's smile or laughing. 4) Nods or smiles in response to partner's verbalizations and/or actions. 5) Moves in the same manner as the partner. 6) Shares emotions with partner. 7) Emits a soothing non-verbal response at partner's successes or failures. 8) Praises partner's efforts, success, and behavior. 9) Does not vocalize or interrupt the partner while he/she is speaking. 10) Pauses when the partner starts to verbalize. 11) Greets partner. 12) Says a word of apology such as, "I am sorry," to the partner. 13) Avoids vocalization, makes a facial expression, or moves inconsistently with the partner's verbalization. 14) Avoids vocalization, makes a facial expression, or moves inconsistently with the partner's behavior or nonverbal cues. 15) Vocalizes or moves (such as a joke) so as to brighten the atmosphere. 16) Shows empathy by verbal or non-verbal responses. 17) Behaves to manage a smooth relationship with the partner.

<u>2. Self-control:</u> 18) Makes appropriate eye movements.19) Makes appropriate physical movements. 20) Makes appropriate utterances. 21) Not tense (hypertonic or hypotonic). 22) Tries to respond calmly to partner. 23) Is not rude to the partner or materials. 24) Avoids displeasing the partner. 25) Does not display distress cues even when something does not go well. 26) Does not depart from accepted standards. 27) Does not demonstrate hypersensitive reactions. 28) Is not paranoid or obsessive.

<u>3. Assertion:</u> 29) Casts the partner a glance to seek sympathy. 30) Smiles or laughs during the task. 31) Attempts to elicit a response from the partner. 32) Shows his/her feelings through facial expressions or gestures. 33) Expresses his/her thoughts and feelings through facial expressions or gestures that are appropriate for the situation. 34) Exhibits a differing opinion. 35) Exhibits a

differing opinion that is appropriate for the situation. 36) Expresses his/her own thoughts to the partner. 37) Expresses his/her thoughts to the partner through verbal communications that are appropriate for the situation. 38) The words and actions indicate his/her decision. 39) Explains his/her opinion logically.

Appendix D

Quasi-experiment Survey- Version 1
What is your study ID number?

____

Indicate the extent to which you are currently feeling the following emotions

	Very slightly or not at all	A little	Moderately	Quite a bit	Extremely
Interested	○	○	○	○	○
Distressed	○	○	○	○	○
Excited	○	○	○	○	○
Upset	○	○	○	○	○
Strong	○	○	○	○	○
Guilty	○	○	○	○	○
Scared	○	○	○	○	○
Hostile	○	○	○	○	○
Enthusiastic	○	○	○	○	○
Proud	○	○	○	○	○

irritable	○	○	○	○	○
Alert	○	○	○	○	○
Ashamed	○	○	○	○	○
Inspired	○	○	○	○	○
Nervous	○	○	○	○	○
Determined	○	○	○	○	○
Attentive	○	○	○	○	○
Jittery	○	○	○	○	○
Active	○	○	○	○	○
Afraid	○	○	○	○	○

Indicate how comfortable you would be doing the following things.

1. Finding and suggesting things to do with new people whom, you find interesting and attractive.

- ○ I'd feel very comfortable and could handle this situation very well
- ○ Somewhat comfortable

- Neither comfortable nor uncomfortable
- Somewhat uncomfortable
- I'd feel so uncomfortable and unable to handle this situation, I'd avoid it if possible

2. Introducing yourself to someone you might like to get to know/date.

- I'd feel very comfortable and could handle this situation very well
- Somewhat comfortable
- Neither comfortable nor uncomfortable
- Somewhat uncomfortable
- I'd feel so uncomfortable and unable to handle this situation, I'd avoid it if possible

3. Calling (on the phone) a new date/acquaintance to set up a time to get together and do something.

- I'd feel very comfortable and could handle this situation very well
- Somewhat comfortable
- Neither comfortable nor uncomfortable
- Somewhat uncomfortable
- I'd feel so uncomfortable and unable to handle this situation, I'd avoid it if possible

4. Confronting your close companion when he/she has broken a promise.

- I'd feel very comfortable and could handle this situation very well
- Somewhat comfortable
- Neither comfortable nor uncomfortable
- Somewhat uncomfortable

- I’d feel so uncomfortable and unable to handle this situation, I’d avoid it if possible

5. Telling a companion that he/she has done something to hurt your feelings.

- I’d feel very comfortable and could handle this situation very well
- Somewhat comfortable
- Neither comfortable nor uncomfortable
- Somewhat uncomfortable
- I’d feel so uncomfortable and unable to handle this situation, I’d avoid it if possible

6. Telling a date/acquaintance that he/she has done something that made you angry.

- I’d feel very comfortable and could handle this situation very well
- Somewhat comfortable
- Neither comfortable nor uncomfortable
- Somewhat uncomfortable
- I’d feel so uncomfortable and unable to handle this situation, I’d avoid it if possible

7. Helping a close companion get to the heart of the problem he/she is experiencing.

- I’d feel very comfortable and could handle this situation very well
- Somewhat comfortable
- Neither comfortable nor uncomfortable
- Somewhat uncomfortable
- I’d feel so uncomfortable and unable to handle this situation, I’d avoid it if possible

8. Being able to say and do things to support a close companion when she/he is feeling down.

- I’d feel very comfortable and could handle this situation very well
- Somewhat comfortable
- Neither comfortable nor uncomfortable
- Somewhat uncomfortable
- I’d feel so uncomfortable and unable to handle this situation, I’d avoid it if possible

9. When a close companion needs help and support, being able to give advice in ways that are well received.

- I’d feel very comfortable and could handle this situation very well
- Somewhat comfortable
- Neither comfortable nor uncomfortable
- Somewhat uncomfortable
- I’d feel so uncomfortable and unable to handle this situation, I’d avoid it if possible

10. Confiding in a new friend/date and letting him/her see your softer, more sensitive side.

- I’d feel very comfortable and could handle this situation very well
- Somewhat comfortable
- Neither comfortable nor uncomfortable
- Somewhat uncomfortable
- I’d feel so uncomfortable and unable to handle this situation, I’d avoid it if possible

11. Letting a new companion get to know the ‘‘real’’ you.

- I’d feel very comfortable and could handle this situation very well
- Somewhat comfortable

- Neither comfortable nor uncomfortable
- Somewhat uncomfortable
- I’d feel so uncomfortable and unable to handle this situation, I’d avoid it if possible

12. Letting down your protective ‘‘outer shell’’ and trusting a close companion.

- I’d feel very comfortable and could handle this situation very well
- Somewhat comfortable
- Neither comfortable nor uncomfortable
- Somewhat uncomfortable
- I’d feel so uncomfortable and unable to handle this situation, I’d avoid it if possible

13. Being able to admit that you might be wrong when a disagreement with a close companion begins to build into a serious fight.

- I’d feel very comfortable and could handle this situation very well
- Somewhat comfortable
- Neither comfortable nor uncomfortable
- Somewhat uncomfortable
- I’d feel so uncomfortable and unable to handle this situation, I’d avoid it if possible

14. Being able to take a companion’s perspective in a fight and really understand his or her point of view.

- I’d feel very comfortable and could handle this situation very well
- Somewhat comfortable
- Neither comfortable nor uncomfortable
- Somewhat uncomfortable

- I’d feel so uncomfortable and unable to handle this situation, I’d avoid it if possible

15. Not exploding at a close companion (even when it’s justified) in order to avoid a damaging conflict

- I’d feel very comfortable and could handle this situation very well
- Somewhat comfortable
- Neither comfortable nor uncomfortable
- Somewhat uncomfortable
- I’d feel so uncomfortable and unable to handle this situation, I’d avoid it if possible

Appendix E

Quasi-experiment Survey - Version 2

What is your study ID number?

____

Indicate the extent to which you are currently feeling the following emotions

	Very slightly or not at all	A little	Moderately	Quite a bit	Extremely
Interested	○	○	○	○	○
Distressed	○	○	○	○	○
Excited	○	○	○	○	○
Upset	○	○	○	○	○
Strong	○	○	○	○	○
Guilty	○	○	○	○	○
Scared	○	○	○	○	○
Hostile	○	○	○	○	○
Enthusiastic	○	○	○	○	○
Proud	○	○	○	○	○

irritable	○	○	○	○	○
Alert	○	○	○	○	○
Ashamed	○	○	○	○	○
Inspired	○	○	○	○	○
Nervous	○	○	○	○	○
Determined	○	○	○	○	○
Attentive	○	○	○	○	○
Jittery	○	○	○	○	○
Active	○	○	○	○	○
Afraid	○	○	○	○	○

Indicate how comfortable you would be doing the following things.

16. Finding and suggesting things to do with new people whom, you find interesting and attractive.

- I'd feel very comfortable and could handle this situation very well
- Somewhat comfortable

- Neither comfortable nor uncomfortable
- Somewhat uncomfortable
- I'd feel so uncomfortable and unable to handle this situation, I'd avoid it if possible

17. Introducing yourself to someone you might like to get to know/date.

- I'd feel very comfortable and could handle this situation very well
- Somewhat comfortable
- Neither comfortable nor uncomfortable
- Somewhat uncomfortable
- I'd feel so uncomfortable and unable to handle this situation, I'd avoid it if possible

18. Calling (on the phone) a new date/acquaintance to set up a time to get together and do something.

- I'd feel very comfortable and could handle this situation very well
- Somewhat comfortable
- Neither comfortable nor uncomfortable
- Somewhat uncomfortable
- I'd feel so uncomfortable and unable to handle this situation, I'd avoid it if possible

19. Confronting your close companion when he/she has broken a promise.

- I'd feel very comfortable and could handle this situation very well
- Somewhat comfortable
- Neither comfortable nor uncomfortable
- Somewhat uncomfortable

- I’d feel so uncomfortable and unable to handle this situation, I’d avoid it if possible

20. Telling a companion that he/she has done something to hurt your feelings.

- I’d feel very comfortable and could handle this situation very well
- Somewhat comfortable
- Neither comfortable nor uncomfortable
- Somewhat uncomfortable
- I’d feel so uncomfortable and unable to handle this situation, I’d avoid it if possible

21. Telling a date/acquaintance that he/she has done something that made you angry.

- I’d feel very comfortable and could handle this situation very well
- Somewhat comfortable
- Neither comfortable nor uncomfortable
- Somewhat uncomfortable
- I’d feel so uncomfortable and unable to handle this situation, I’d avoid it if possible

22. Helping a close companion get to the heart of the problem he/she is experiencing.

- I’d feel very comfortable and could handle this situation very well
- Somewhat comfortable
- Neither comfortable nor uncomfortable
- Somewhat uncomfortable
- I’d feel so uncomfortable and unable to handle this situation, I’d avoid it if possible

23. Being able to say and do things to support a close companion when she/he is feeling down.

- I’d feel very comfortable and could handle this situation very well
- Somewhat comfortable
- Neither comfortable nor uncomfortable
- Somewhat uncomfortable
- I’d feel so uncomfortable and unable to handle this situation, I’d avoid it if possible

24. When a close companion needs help and support, being able to give advice in ways that are well received.

- I’d feel very comfortable and could handle this situation very well
- Somewhat comfortable
- Neither comfortable nor uncomfortable
- Somewhat uncomfortable
- I’d feel so uncomfortable and unable to handle this situation, I’d avoid it if possible

25. Confiding in a new friend/date and letting him/her see your softer, more sensitive side.

- I’d feel very comfortable and could handle this situation very well
- Somewhat comfortable
- Neither comfortable nor uncomfortable
- Somewhat uncomfortable
- I’d feel so uncomfortable and unable to handle this situation, I’d avoid it if possible

26. Letting a new companion get to know the ‘‘real’’ you.

- I’d feel very comfortable and could handle this situation very well
- Somewhat comfortable

- Neither comfortable nor uncomfortable
- Somewhat uncomfortable
- I'd feel so uncomfortable and unable to handle this situation, I'd avoid it if possible

27. Letting down your protective ''outer shell'' and trusting a close companion.

- I'd feel very comfortable and could handle this situation very well
- Somewhat comfortable
- Neither comfortable nor uncomfortable
- Somewhat uncomfortable
- I'd feel so uncomfortable and unable to handle this situation, I'd avoid it if possible

28. Being able to admit that you might be wrong when a disagreement with a close companion begins to build into a serious fight.

- I'd feel very comfortable and could handle this situation very well
- Somewhat comfortable
- Neither comfortable nor uncomfortable
- Somewhat uncomfortable
- I'd feel so uncomfortable and unable to handle this situation, I'd avoid it if possible

29. Being able to take a companion's perspective in a fight and really understand his or her point of view.

- I'd feel very comfortable and could handle this situation very well
- Somewhat comfortable
- Neither comfortable nor uncomfortable
- Somewhat uncomfortable

- I’d feel so uncomfortable and unable to handle this situation, I’d avoid it if possible

30. Not exploding at a close companion (even when it’s justified) in order to avoid a damaging conflict

- I’d feel very comfortable and could handle this situation very well
- Somewhat comfortable
- Neither comfortable nor uncomfortable
- Somewhat uncomfortable
- I’d feel so uncomfortable and unable to handle this situation, I’d avoid it if possible

Appendix F

Insignificant Analyses

ANOVA output for interested feelings and outfit type.

Source	DF	Sum of Squares	Mean Square	F Ratio	Prob > F
Outfit Type	3	1.52162	0.507206	0.5106	0.6756
Error	135	134.10428	0.993365		
C. Total	138	135.62590			

Ordered differences report for interested feelings and outfit type.

Level	- Level	Difference	Std Err Dif	Lower CL	Upper CL	p-Value
Stylish Business	Out of style Casual	0.2572115	0.2377258	-0.361191	0.8756143	0.7011
Stylish Business	Out of style Business	0.2307692	0.2523435	-0.425659	0.8871975	0.7971
Stylish Casual	Out of style Casual	0.1711310	0.2338679	-0.437236	0.7794981	0.8842
Stylish Casual	Out of style Business	0.1446886	0.2487125	-0.502294	0.7916714	0.9374
Stylish Business	Stylish Casual	0.0860806	0.2216358	-0.490467	0.6626281	0.9800
Out of style Business	Out of style Casual	0.0264423	0.2631521	-0.658103	0.7109871	0.9996

ANOVA output for excited feelings and outfit type.

Source	DF	Sum of Squares	Mean Square	F Ratio	Prob > F
Outfit Type	3	4.21127	1.40376	1.1368	0.3366
Error	135	166.70959	1.23489		
C. Total	138	170.92086			

Ordered differences report for excited feelings and outfit type.

Level	- Level	Difference	Std Err Dif	Lower CL	Upper CL	p-Value
Stylish Business	Out of style Casual	0.4463141	0.2650546	-0.243180	1.135808	0.3362
Stylish Business	Out of style Business	0.3717949	0.2813527	-0.360096	1.103686	0.5509
Stylish Casual	Out of style Casual	0.2723214	0.2607532	-0.405983	0.950626	0.7237

Level	- Level	Difference	Std Err Dif	Lower CL	Upper CL	p-Value
Stylish Casual	Out of style Business	0.1978022	0.2773043	-0.523557	0.919162	0.8917
Stylish Business	Stylish Casual	0.1739927	0.2471149	-0.468834	0.816820	0.8953
Out of style Business	Out of style Casual	0.0745192	0.2934038	-0.688720	0.837759	0.9942

ANOVA output for upset feelings and outfit type.

Source	DF	Sum of Squares	Mean Square	F Ratio	Prob > F
Which outfit type are you wearing?	3	0.818447	0.272816	1.7664	0.1566
Error	135	20.850618	0.154449		
C. Total	138	21.669065			

Ordered differences report for upset feelings and outfit type.

Level	- Level	Difference	Std Err Dif	Lower CL	Upper CL	p-Value
Out of style Business	Stylish Business	0.2179487	0.0995017	-0.040888	0.4767851	0.1311
Out of style Business	Stylish Casual	0.1739927	0.0980699	-0.081119	0.4291046	0.2903
Out of style Business	Out of style Casual	0.1129808	0.1037636	-0.156942	0.3829039	0.6970
Out of style Casual	Stylish Business	0.1049679	0.0937377	-0.138875	0.3488106	0.6780
Out of style Casual	Stylish Casual	0.0610119	0.0922165	-0.178874	0.3008974	0.9113
Stylish Casual	Stylish Business	0.0439560	0.0873933	-0.183383	0.2712947	0.9582

ANOVA output for feelings of guilt and outfit type.

Source	DF	Sum of Squares	Mean Square	F Ratio	Prob > F
Which outfit type are you wearing?	3	0.306151	0.102050	0.8901	0.4481
Error	135	15.478022	0.114652		
C. Total	138	15.784173			

Ordered differences report for feelings of guilt and outfit type.

Level	- Level	Difference	Std Err Dif	Lower CL	Upper CL	p-Value
Out of style Business	Stylish Business	0.1282051	0.0857292	-0.094805	0.3512148	0.4431
Out of style Casual	Stylish Business	0.0993590	0.0807631	-0.110732	0.3094502	0.6088
Stylish Casual	Stylish Business	0.0695971	0.0752968	-0.126275	0.2654687	0.7919
Out of style Business	Stylish Casual	0.0586081	0.0844956	-0.161193	0.2784088	0.8994
Out of style Casual	Stylish Casual	0.0297619	0.0794524	-0.176920	0.2364437	0.9820
Out of style Business	Out of style Casual	0.0288462	0.0894012	-0.203716	0.2614079	0.9883

ANOVA output for feeling scared and outfit type.

Source	DF	Sum of Squares	Mean Square	F Ratio	Prob > F
Which outfit type are you wearing?	3	0.076886	0.025629	0.1723	0.9150
Error	135	20.081387	0.148751		
C. Total	138	20.158273			

Ordered differences report for feeling scared and outfit type.

Level	- Level	Difference	Std Err Dif	Lower CL	Upper CL	p-Value
Out of style Casual	Stylish Casual	0.0610119	0.0904995	-0.174407	0.2964308	0.9067
Out of style Casual	Stylish Business	0.0536859	0.0919924	-0.185616	0.2929883	0.9369
Out of style Casual	Out of style Business	0.0408654	0.1018315	-0.224032	0.3057626	0.9780
Out of style Business	Stylish Casual	0.0201465	0.0962439	-0.230215	0.2705084	0.9967
Out of style Business	Stylish Business	0.0128205	0.0976490	-0.241196	0.2668375	0.9992
Stylish Business	Stylish Casual	0.0073260	0.0857661	-0.215780	0.2304317	0.9998

ANOVA output for feeling hostile and outfit type.

Source	DF	Sum of Squares	Mean Square	F Ratio	Prob > F
Which outfit type are you wearing?	3	0.941576	0.313859	1.9572	0.1234

Source	DF	Sum of Squares	Mean Square	F Ratio	Prob > F
Error	135	21.648352	0.160358		
C. Total	138	22.589928			

Ordered differences report for feeling hostile and outfit type.

Level	- Level	Difference	Std Err Dif	Lower CL	Upper CL	p-Value
Out of style Casual	Stylish Casual	0.2023810	0.0939641	-0.042050	0.4468123	0.1417
Out of style Casual	Stylish Business	0.1987179	0.0955141	-0.049746	0.4471814	0.1647
Out of style Casual	Out of style Business	0.1730769	0.1057299	-0.101961	0.4481151	0.3615
Out of style Business	Stylish Casual	0.0293040	0.0999283	-0.230642	0.2892504	0.9912
Out of style Business	Stylish Business	0.0256410	0.1013872	-0.238100	0.2893825	0.9943
Stylish Business	Stylish Casual	0.0036630	0.0890494	-0.227984	0.2353098	1.0000

ANOVA output for feeling enthusiastic and outfit type.

Source	DF	Sum of Squares	Mean Square	F Ratio	Prob > F
Which outfit type are you wearing?	3	3.96140	1.32047	1.0548	0.3706
Error	135	169.00263	1.25187		
C. Total	138	172.96403			

Ordered differences report for feeling enthusiastic and outfit type.

Level	- Level	Difference	Std Err Dif	Lower CL	Upper CL	p-Value
Stylish Business	Out of style Casual	0.4206731	0.2668712	-0.273546	1.114893	0.3956
Stylish Casual	Out of style Casual	0.3675595	0.2625404	-0.315394	1.050513	0.5015
Stylish Business	Out of style Business	0.2692308	0.2832811	-0.467676	1.006138	0.7776
Stylish Casual	Out of style Business	0.2161172	0.2792049	-0.510186	0.942421	0.8661
Out of style Business	Out of style Casual	0.1514423	0.2954148	-0.617028	0.919913	0.9560
Stylish Business	Stylish Casual	0.0531136	0.2488086	-0.594119	0.700346	0.9965

ANOVA output for feeling irritated and outfit type.

Source	DF	Sum of Squares	Mean Square	F Ratio	Prob > F
Which outfit type are you wearing?	3	3.075246	1.02508	2.1414	0.0979
Error	135	64.622596	0.47869		
C. Total	138	67.697842			

Ordered differences report for feeling irritated and outfit type.

Level	- Level	Difference	Std Err Dif	Lower CL	Upper CL	p-Value
Out of style Business	Stylish Casual	0.4102564	0.1726507	-0.038865	0.8593776	0.0866
Out of style Business	Out of style Casual	0.3581731	0.1826744	-0.117023	0.8333691	0.2081
Out of style Business	Stylish Business	0.2179487	0.1751713	-0.237729	0.6736268	0.5999
Stylish Business	Stylish Casual	0.1923077	0.1538547	-0.207919	0.5925343	0.5963
Stylish Business	Out of style Casual	0.1402244	0.1650240	-0.289057	0.5695060	0.8305
Out of style Casual	Stylish Casual	0.0520833	0.1623460	-0.370232	0.4743985	0.9885

ANOVA output for feeling alert and outfit type.

Source	DF	Sum of Squares	Mean Square	F Ratio	Prob > F
Which outfit type are you wearing?	3	8.11613	2.70538	1.7640	0.1571
Error	135	207.04934	1.53370		
C. Total	138	215.16547			

Ordered differences report for feeling alert and outfit type.

Level	- Level	Difference	Std Err Dif	Lower CL	Upper CL	p-Value
Out of style Business	Out of style Casual	0.5697115	0.3269809	-0.280873	1.420296	0.3060
Stylish Business	Out of style Casual	0.5312500	0.2953874	-0.237149	1.299649	0.2786
Out of style Business	Stylish Casual	0.4432234	0.3090389	-0.360688	1.247135	0.4804
Stylish Business	Stylish Casual	0.4047619	0.2753947	-0.311630	1.121154	0.4586

Level	- Level	Difference	Std Err Dif	Lower CL	Upper CL	p-Value
Stylish Casual	Out of style Casual	0.1264881	0.2905937	-0.629442	0.882418	0.9723
Out of style Business	Stylish Business	0.0384615	0.3135507	-0.777187	0.854110	0.9993

ANOVA output for feeling inspired and outfit type.

Source	DF	Sum of Squares	Mean Square	F Ratio	Prob > F
Which outfit type are you wearing?	3	4.82785	1.60928	1.3670	0.2556
Error	135	158.92754	1.17724		
C. Total	138	163.75540			

Ordered differences report for feeling inspired and outfit type.

Level	- Level	Difference	Std Err Dif	Lower CL	Upper CL	p-Value
Stylish Business	Out of style Casual	0.5040064	0.2587942	-0.169202	1.177215	0.2134
Stylish Casual	Out of style Casual	0.3556548	0.2545944	-0.306629	1.017938	0.5035
Stylish Business	Out of style Business	0.2948718	0.2747074	-0.419732	1.009476	0.7063
Out of style Business	Out of style Casual	0.2091346	0.2864739	-0.536078	0.954347	0.8849
Stylish Business	Stylish Casual	0.1483516	0.2412783	-0.479292	0.775996	0.9272
Stylish Casual	Out of style Business	0.1465201	0.2707546	-0.557801	0.850842	0.9488

ANOVA output for feeling nervous and outfit type.

Source	DF	Sum of Squares	Mean Square	F Ratio	Prob > F
Which outfit type are you wearing?	3	2.84886	0.949622	1.2335	0.3001
Error	135	103.92811	0.769838		
C. Total	138	106.77698			

Ordered differences report for feeling nervous and outfit type.

Level	- Level	Difference	Std Err Dif	Lower CL	Upper CL	p-Value
Out of style Business	Stylish Casual	0.3608059	0.2189489	-0.208752	0.9303638	0.3555
Out of style Business	Out of style Casual	0.3221154	0.2316605	-0.280510	0.9247403	0.5075
Stylish Business	Stylish Casual	0.2454212	0.1951125	-0.262130	0.7529730	0.5913
Stylish Business	Out of style Casual	0.2067308	0.2092770	-0.337667	0.7511289	0.7566
Out of style Business	Stylish Business	0.1153846	0.2221454	-0.462488	0.6932577	0.9543
Out of style Casual	Stylish Casual	0.0386905	0.2058808	-0.496873	0.5742540	0.9976

ANOVA output for feeling determined and outfit type.

Source	DF	Sum of Squares	Mean Square	F Ratio	Prob > F
Which outfit type are you wearing?	3	6.35300	2.11767	1.6544	0.1799
Error	135	172.79808	1.27999		
C. Total	138	179.15108			

Ordered differences report for feeling determined and outfit type.

Level	- Level	Difference	Std Err Dif	Lower CL	Upper CL	p-Value
Stylish Business	Out of style Casual	0.5881410	0.2698513	-0.113831	1.290113	0.1342
Stylish Business	Stylish Casual	0.3589744	0.2515870	-0.295486	1.013435	0.4849
Out of style Business	Out of style Casual	0.3317308	0.2987135	-0.445321	1.108783	0.6837
Stylish Business	Out of style Business	0.2564103	0.2864444	-0.488725	1.001546	0.8074
Stylish Casual	Out of style Casual	0.2291667	0.2654720	-0.461413	0.919747	0.8237
Out of style Business	Stylish Casual	0.1025641	0.2823226	-0.631850	0.836978	0.9835

ANOVA output for feeling attentive and outfit type.

Source	DF	Sum of Squares	Mean Square	F Ratio	Prob > F
Which outfit type are you wearing?	3	4.78113	1.59371	1.2585	0.2913

Source	DF	Sum of Squares	Mean Square	F Ratio	Prob > F
Error	134	169.68988	1.26634		
C. Total	137	174.47101			

Ordered differences report for feeling attentive and outfit type.

Level	- Level	Difference	Std Err Dif	Lower CL	Upper CL	p-Value
Stylish Business	Out of style Casual	0.4983974	0.2684092	-0.199888	1.196683	0.2517
Stylish Business	Stylish Casual	0.3383365	0.2517076	-0.316499	0.993172	0.5366
Out of style Business	Out of style Casual	0.2932692	0.2971173	-0.479702	1.066241	0.7571
Stylish Business	Out of style Business	0.2051282	0.2849137	-0.536095	0.946351	0.8890
Stylish Casual	Out of style Casual	0.1600610	0.2654423	-0.530506	0.850628	0.9310
Out of style Business	Stylish Casual	0.1332083	0.2821203	-0.600748	0.867164	0.9651

ANOVA output for feeling jittery and outfit type.

Source	DF	Sum of Squares	Mean Square	F Ratio	Prob > F
Which outfit type are you wearing?	3	3.71422	1.23807	0.9343	0.4261
Error	134	177.56114	1.32508		
C. Total	137	181.27536			

Ordered differences report for feeling jittery and outfit type:

Level	- Level	Difference	Std Err Dif	Lower CL	Upper CL	p-Value
Out of style Business	Stylish Business	0.3927126	0.2929767	-0.369487	1.154912	0.5390
Stylish Casual	Stylish Business	0.3872180	0.2577212	-0.283262	1.057698	0.4389
Out of style Casual	Stylish Business	0.2220395	0.2761874	-0.496482	0.940561	0.8525
Out of style Business	Out of style Casual	0.1706731	0.3039302	-0.620023	0.961369	0.9432
Stylish Casual	Out of style Casual	0.1651786	0.2701082	-0.537527	0.867884	0.9283
Out of style Business	Stylish Casual	0.0054945	0.2872531	-0.741815	0.752804	1.0000

ANOVA output for feeling active and outfit type:

Source	DF	Sum of Squares	Mean Square	F Ratio	Prob > F
Which outfit type are you wearing?	3	10.79439	3.59813	2.5334	0.0596
Error	135	191.73798	1.42028		
C. Total	138	202.53237			

Ordered differences report for feeling active and outfit type.

Level	- Level	Difference	Std Err Dif	Lower CL	Upper CL	p-Value
Stylish Casual	Out of style Casual	0.6979167	0.2796427	-0.029526	1.425359	0.0651
Stylish Business	Out of style Casual	0.6722756	0.2842556	-0.067166	1.411718	0.0889
Out of style Business	Out of style Casual	0.4927885	0.3146585	-0.325742	1.311319	0.4014
Stylish Casual	Out of style Business	0.2051282	0.2973927	-0.568488	0.978744	0.9009
Stylish Business	Out of style Business	0.1794872	0.3017344	-0.605423	0.964397	0.9335
Stylish Casual	Stylish Business	0.0256410	0.2650164	-0.663754	0.715036	0.9997

ANOVA output for feeling afraid and outfit type.

Source	DF	Sum of Squares	Mean Square	F Ratio	Prob > F
Which outfit type are you wearing?	3	0.540915	0.180305	0.5716	0.6346
Error	135	42.581387	0.315418		
C. Total	138	43.122302			

Ordered differences report for feeling afraid and outfit type.

Level	- Level	Difference	Std Err Dif	Lower CL	Upper CL	p-Value
Stylish Business	Stylish Casual	0.1593407	0.1248903	-0.165540	0.4842212	0.5799
Stylish Business	Out of style Business	0.1153846	0.1421938	-0.254508	0.4852774	0.8490
Out of style Casual	Stylish Casual	0.0848214	0.1317830	-0.257989	0.4276321	0.9176
Stylish Business	Out of style Casual	0.0745192	0.1339568	-0.273946	0.4229849	0.9447

Level	- Level	Difference	Std Err Dif	Lower CL	Upper CL	p-Value
Out of style Business	Stylish Casual	0.0439560	0.1401478	-0.320614	0.4085263	0.9893
Out of style Casual	Out of style Business	0.0408654	0.1482844	-0.344871	0.4266017	0.9927

ANOVA output for negative assertion and outfit type.

Source	DF	Sum of Squares	Mean Square	F Ratio	Prob > F
Which outfit type are you wearing?	3	38.3036	12.7679	1.1002	0.3514
Error	135	1566.6172	11.6046		
C. Total	138	1604.9209			

Ordered differences report for negative assertion and outfit type.

Level	- Level	Difference	Std Err Dif	Lower CL	Upper CL	p-Value
Stylish Casual	Out of style Business	1.335165	0.8500759	-0.87616	3.546491	0.3988
Stylish Casual	Out of style Casual	1.142857	0.7993386	-0.93648	3.222199	0.4831
Stylish Casual	Stylish Business	0.899267	0.7575305	-1.07132	2.869853	0.6360
Stylish Business	Out of style Business	0.435897	0.8624864	-1.80771	2.679508	0.9577
Stylish Business	Out of style Casual	0.243590	0.8125245	-1.87005	2.357232	0.9906
Out of style Casual	Out of style Business	0.192308	0.8994290	-2.14740	2.532018	0.9965

ANOVA output for emotional support and outfit type.

Source	DF	Sum of Squares	Mean Square	F Ratio	Prob > F
Which outfit type are you wearing?	3	19.08374	6.36125	1.5796	0.1972
Error	135	543.65007	4.02704		
C. Total	138	562.73381			

Ordered differences report for emotional support and outfit type.

Level	- Level	Difference	Std Err Dif	Lower CL	Upper CL	p-Value
Stylish Casual	Out of style Casual	0.7782738	0.4708787	-0.44664	2.003184	0.3528

Level	- Level	Difference	Std Err Dif	Lower CL	Upper CL	p-Value
Stylish Business	Out of style Casual	0.7636218	0.4786463	-0.48149	2.008738	0.3847
Stylish Casual	Out of style Business	0.7326007	0.5007673	-0.57006	2.035261	0.4627
Stylish Business	Out of style Business	0.7179487	0.5080782	-0.60373	2.039627	0.4934
Out of style Business	Out of style Casual	0.0456731	0.5298405	-1.33262	1.423962	0.9998
Stylish Casual	Stylish Business	0.0146520	0.4462502	-1.14619	1.175495	1.0000

ANOVA output for feeling interested and fashionableness

Source	DF	Sum of Squares	Mean Square	F Ratio	Prob > F
Fashion	1	1.36174	1.36174	1.3895	0.2405
Error	137	134.26415	0.98003		
C. Total	138	135.62590			

ANOVA output for feeling distressed and fashionableness

Source	DF	Sum of Squares	Mean Square	F Ratio	Prob > F
Fashion	1	1.434904	1.43490	2.5641	0.1116
Error	137	76.665815	0.55960		
C. Total	138	78.100719			

ANOVA output for feeling excited and fashionableness

Source	DF	Sum of Squares	Mean Square	F Ratio	Prob > F
Fashion	1	3.51942	3.51942	2.8803	0.0919
Error	137	167.40145	1.22191		
C. Total	138	170.92086			

ANOVA output for feeling upset and fashionableness

Source	DF	Sum of Squares	Mean Square	F Ratio	Prob > F
Fashion	1	0.596268	0.596268	3.8765	0.0510
Error	137	21.072797	0.153816		
C. Total	138	21.669065			

ANOVA output for feeling guilty and fashionableness

Source	DF	Sum of Squares	Mean Square	F Ratio	Prob > F
Fashion	1	0.196263	0.196263	1.7249	0.1913
Error	137	15.587910	0.113780		
C. Total	138	15.784173			

ANOVA output for feeling scared and fashionableness

Source	DF	Sum of Squares	Mean Square	F Ratio	Prob > F
Fashion	1	0.051845	0.051845	0.3533	0.5533
Error	137	20.106428	0.146762		
C. Total	138	20.158273			

ANOVA output for feeling enthusiastic and fashionableness

Source	DF	Sum of Squares	Mean Square	F Ratio	Prob > F
Fashion	1	3.57535	3.57535	2.8917	0.0913
Error	137	169.38868	1.23641		
C. Total	138	172.96403			

ANOVA output for feeling irritable and fashionableness

Source	DF	Sum of Squares	Mean Square	F Ratio	Prob > F
Fashion	1	0.487114	0.487114	0.9929	0.3208
Error	137	67.210728	0.490589		
C. Total	138	67.697842			

ANOVA output for feeling alert and fashionableness

Source	DF	Sum of Squares	Mean Square	F Ratio	Prob > F
Fashion	1	0.14716	0.14716	0.0938	0.7599
Error	137	215.01831	1.56948		
C. Total	138	215.16547			

ANOVA output for feeling inspired and fashionableness

Source	DF	Sum of Squares	Mean Square	F Ratio	Prob > F
Fashion	1	3.75540	3.75540	3.2156	0.0751
Error	137	160.00000	1.16788		
C. Total	138	163.75540			

ANOVA output for feeling nervous and fashionableness

Source	DF	Sum of Squares	Mean Square	F Ratio	Prob > F
Fashion	1	0.14245	0.142453	0.1830	0.6695
Error	137	106.63453	0.778354		
C. Total	138	106.77698			

ANOVA output for feeling determined and fashionableness

Source	DF	Sum of Squares	Mean Square	F Ratio	Prob > F
Fashion	1	2.16853	2.16853	1.6786	0.1973
Error	137	176.98255	1.29184		
C. Total	138	179.15108			

ANOVA output for feeling attentive and fashionableness

Source	DF	Sum of Squares	Mean Square	F Ratio	Prob > F
Fashion	1	1.25938	1.25938	0.9888	0.3218
Error	136	173.21164	1.27361		

Source	DF	Sum of Squares	Mean Square	F Ratio	Prob > F
C. Total	137	174.47101			

ANOVA output for feeling jittery and fashionableness

Source	DF	Sum of Squares	Mean Square	F Ratio	Prob > F
Fashion	1	0.30510	0.30510	0.2293	0.6328
Error	136	180.97026	1.33066		
C. Total	137	181.27536			

ANOVA output for feeling interested and outfit style.

Source	DF	Sum of Squares	Mean Square	F Ratio	Prob > F
Style	1	0.15896	0.158955	0.1608	0.6891
Error	137	135.46694	0.988810		
C. Total	138	135.62590			

ANOVA output for feeling excited and outfit style.

Source	DF	Sum of Squares	Mean Square	F Ratio	Prob > F
Style	1	0.70797	0.70797	0.5698	0.4516
Error	137	170.21289	1.24243		
C. Total	138	170.92086			

ANOVA output for feeling upset and outfit style.

Source	DF	Sum of Squares	Mean Square	F Ratio	Prob > F
Style	1	0.009813	0.009813	0.0621	0.8036
Error	137	21.659252	0.158097		
C. Total	138	21.669065			

ANOVA output for feeling guilty and outfit style.

Source	DF	Sum of Squares	Mean Square	F Ratio	Prob > F
Style	1	0.033653	0.033653	0.2927	0.5894
Error	137	15.750520	0.114967		

Source	DF	Sum of Squares	Mean Square	F Ratio	Prob > F
C. Total	138	15.784173			

ANOVA output for feeling scared and outfit style.

Source	DF	Sum of Squares	Mean Square	F Ratio	Prob > F
Style	1	0.006714	0.006714	0.0456	0.8311
Error	137	20.151559	0.147092		
C. Total	138	20.158273			

ANOVA output for feeling hostile and outfit style.

Source	DF	Sum of Squares	Mean Square	F Ratio	Prob > F
Style	1	0.187433	0.187433	1.1462	0.2862
Error	137	22.402495	0.163522		
C. Total	138	22.589928			

ANOVA output for enthusiastic interested and outfit style.

Source	DF	Sum of Squares	Mean Square	F Ratio	Prob > F
Style	1	0.37692	0.37692	0.2992	0.5853
Error	137	172.58711	1.25976		
C. Total	138	172.96403			

ANOVA output for feeling proud and outfit style.

Source	DF	Sum of Squares	Mean Square	F Ratio	Prob > F
Style	1	0.86164	0.86164	0.5327	0.4667
Error	137	221.58441	1.61740		
C. Total	138	222.44604			

ANOVA output for feeling ashamed and outfit style.

Source	DF	Sum of Squares	Mean Square	F Ratio	Prob > F
Style	1	1.030377	1.03038	3.0361	0.0837
Error	137	46.494802	0.33938		

Source	DF	Sum of Squares	Mean Square	F Ratio	Prob > F
C. Total	138	47.525180			

ANOVA output for feeling inspired and outfit style.

Source	DF	Sum of Squares	Mean Square	F Ratio	Prob > F
Style	1	1.17411	1.17411	0.9894	0.3217
Error	137	162.58129	1.18672		
C. Total	138	163.75540			

ANOVA output for feeling nervous and outfit style.

Source	DF	Sum of Squares	Mean Square	F Ratio	Prob > F
Style	1	2.61398	2.61398	3.4380	0.0659
Error	137	104.16299	0.76031		
C. Total	138	106.77698			

ANOVA output for feeling determined and outfit style.

Source	DF	Sum of Squares	Mean Square	F Ratio	Prob > F
Style	1	4.37353	4.37353	3.4282	0.0662
Error	137	174.77755	1.27575		
C. Total	138	179.15108			

ANOVA output for feeling attentive and outfit style.

Source	DF	Sum of Squares	Mean Square	F Ratio	Prob > F
Style	1	3.66427	3.66427	2.9176	0.0899
Error	136	170.80674	1.25593		
C. Total	137	174.47101			

ANOVA output for feeling jittery and outfit style.

Source	DF	Sum of Squares	Mean Square	F Ratio	Prob > F
Style	1	0.83786	0.83786	0.6315	0.4282
Error	136	180.43750	1.32675		

Source	DF	Sum of Squares	Mean Square	F Ratio	Prob > F
C. Total	137	181.27536			

ANOVA output for feeling active and outfit style.

Source	DF	Sum of Squares	Mean Square	F Ratio	Prob > F
Style	1	1.44526	1.44526	0.9847	0.3228
Error	137	201.08711	1.46779		
C. Total	138	202.53237			

ANOVA output for feeling afraid and outfit style.

Source	DF	Sum of Squares	Mean Square	F Ratio	Prob > F
Style	1	0.202552	0.202552	0.6465	0.4227
Error	137	42.919751	0.313283		
C. Total	138	43.122302			

ANOVA output for negative assertion and fashionableness.

Source	DF	Sum of Squares	Mean Square	F Ratio	Prob > F
Fashion	1	21.4198	21.4198	1.8532	0.1756
Error	137	1583.5011	11.5584		
C. Total	138	1604.9209			

ANOVA output for conflict management and fashionableness.

Source	DF	Sum of Squares	Mean Square	F Ratio	Prob > F
Fashion	1	9.54793	9.54793	1.4788	0.2261
Error	137	884.55279	6.45659		
C. Total	138	894.10072			

ANOVA output for initiation and outfit style.

Source	DF	Sum of Squares	Mean Square	F Ratio	Prob > F
Style	1	0.00079122	0.00079	0.0001	0.9925

Source	DF	Sum of Squares	Mean Square	F Ratio	Prob > F
Error	137	1222.6755	8.92464		
C. Total	138	1222.6763			

ANOVA output for negative assertion and outfit style.

Source	DF	Sum of Squares	Mean Square	F Ratio	Prob > F
Style	1	11.6175	11.6175	0.9989	0.3193
Error	137	1593.3033	11.6300		
C. Total	138	1604.9209			

ANOVA output for emotional support and outfit style.

Source	DF	Sum of Squares	Mean Square	F Ratio	Prob > F
Style	1	0.04171	0.04171	0.0102	0.9199
Error	137	562.69210	4.10724		
C. Total	138	562.73381			

ANOVA output for disclosure and outfit style.

Source	DF	Sum of Squares	Mean Square	F Ratio	Prob > F
Style	1	18.7433	18.7433	1.8004	0.1819
Error	137	1426.2495	10.4106		
C. Total	138	1444.9928			

ANOVA output for conflict management and outfit style.

Source	DF	Sum of Squares	Mean Square	F Ratio	Prob > F
Style	1	0.10904	0.10904	0.0167	0.8973
Error	137	893.99168	6.52549		
C. Total	138	894.10072			