

## **The new stereotype of eyeglasses: Google Glass**

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### **ABSTRACT**

What once started as one of the greatest inventions of 2012 is now moving from a consumer audience toward a specialized field in the workplace according to Reuters [1]. There has been little to no research that has been found on google glass in a business setting. The current study was proposed based off of studies that examined the stereotyping of interviewees due to their use of eyeglasses. If those with glasses are perceived in different ways based off of intelligence, successfulness, honesty, and attractiveness there may be a change in perception of those wearing google glass [2] [3] [4] [5]. The belief is that participants will discriminate and judge interviewees based off of their appearance. There have been television sketches that play off of discrimination against glass wearers because of the invasion of privacy but is it a privacy concern or a judgment on the wearer's character. Since there is such a small amount of literature and research on google glass, the current study is exploratory in nature. The purpose of this study is to examine participants' perception of interviewees based on gender and whether or not they are wearing eyewear or not. Eyewear is described as anything that covers the person's face and is helpful in either aiding one's sight or as a helpful tool. Secondary analysis will consist of using Functional Near-Infrared Spectroscopy (fNIRS) to measure the participant's working memory. fNIRS examines the oxygenation and deoxygenation in the hemoglobin in the prefrontal cortex. When the prefrontal cortex is used, more activation is seen as the task may need more energy.

The current study examined the perception of interviewees by having participants (N=30) view videos of job applicants (confederates) as if they were applying for a job. The experiment was a between-subjects design so that participants will only be able to judge one of the three levels of having eyewear on or not. The 3x2 design consisted of participants (n=10) in each level watching the interview for both a male and female applicant with either eyeglasses, google glass, or no eyewear at all. Before they viewed the video, participants were fitted with the fNIRS device. Participants were then given short clips of the applicants explaining their background and experience. After viewing all the videos, an exam was given to examine participants' working memory by asking about certain aspects of the applicant's background information. Finally, participants were given a survey about their perceptions of both the male and female applicant that they viewed. Questions examined were based off of the discrimination from previous literature. The participants had the fNIRS device on during the whole task so that a comparison

in prefrontal activity was made between listening to the interviewee and taking part in the test of questions based off of the interview.

Expected results are that perceptions of applicants without any eyewear will be perceived as the most attractive while those with Google glass will be perceived as the most intelligent and the most successful. fNIRS data results are predicted to show that participants who viewed those without eyewear will use less activation due to focusing more on content than the eyewear on the applicant's face. Assumptions can be made that those viewing applicants with Google glass will have the most activation due to the unfamiliarity with the device and being drawn into that rather than the answers provided by the applicant.

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