**METHODOLOGY**

The researchers decided on an experimental methodology to be able to best determine whether or not there is a correlation between attractiveness and personal space. The experiment was conducted on a randomized sample of 250 (n=250) people ranging from ages 25-28 within a two-month period. Prior to beginning the experimentation period, the researchers conducted pilot testing on a randomized sample of 40 (n=40) people over a two-week period. The details of the methodology are outlined below.

PILOT TESTING

Pilot testing was used as a means of refining the initial experiment which operated upon the participants being taken into a room under the premise that they were going to be filling out a survey. Inside the room was a table with a confederate (guised as another participant) supposedly taking the survey. Under the chairs were a concealed measuring tape and carbon paper (replaced before each participant was let in) resting over bond paper which marked the position of the participant’s chair. The confederate’s chair was fixed at 0 on the measuring tape.

Four confederates were chosen—an attractive male, a plain male, an attractive female and a plain female. The measurements of the distances were taken down in the 10-minute interval between experiments.

 MODIFICATIONS TO THE INITIAL PROCEDURE

One of the problems which we had when Pilot Testing was that there were extra chairs around the table, which made it possible for the participant to select a different chair. Also, the confederate was sitting with their backs to the door so they couldn’t always be clearly perceived by the participants. Other than this, there were no other impediments to the experiment as shown by Pilot Testing.

To remedy the problems encountered during Pilot Testing, the researchers opted to ask for the participation of other confederates (all plain, randomized in gender) to sit at the table with the main confederate, only leaving the chair beside him/her vacant; this “forced” the participant to sit beside the main confederate. Furthermore, the position of the main confederate at the table was switched around so as to be facing the entrance.

CHOOSING THE MAIN CONFEDERATES

There were initially 18 confederates involved, per variable—9 plain males and 9 plain females as well as 9 attractive males and 9 attractive females. All confederates were of the same skin tone, relative height and hair texture (so as to eliminate any extraneous variables and ensure that the construct being measured was attractiveness). These photos were randomized and printed onto a survey. The survey used a likert scale of 1-5, with 1 being the measure of least attractiveness.

A short focus group discussion was held for the answering of these surveys. 25 male participants joined and 19 female participants joined (total n = 44). Both were given the male and female surveys to eliminate sexual preference as an extraneous variable. After the data was collected, the attractive confederates were chosen based on the number of high votes they got (male = 28 votes, ranging 4-5; female = 23 votes, mostly 5) whereas the plain confederates were chosen based on the number of average votes they got (male = 15 votes, mostly 3; female = 18 votes, mostly 3).

FINAL PROCEDURE

The final procedure involved a table of 8 people seated at a rectangular table, answering a survey. Among them was the main confederate (the attractive and plain ones, alternately) of the gender opposite to that of the participant’s (male confederate for a female participant; female confederate for a male participant).

Next to the main confederate was the only empty chair. Underneath the chair (which was placed at an initial position of 5 inches, whereas the confederate’s chair was fixed at 0) was a measuring tape and carbon paper over bond paper which was used to mark the difference in position of the participant’s chair.

The carbon and bond paper were replaced after every trial. Each trial lasted for around 5-10 minutes (enough time for the participant to answer the survey).

10 minutes were allowed before each trial re-started to allow for the replenishing of the materials. The participant’s chair was also returned to the 5-inch mark after every trial.

The experiment was repeated 250 times in the span of a two-month period.

DECEPTION & DEBRIEFING

The initial deception (being made to answer a survey) was revealed after each experiment. Participants were also asked about their initial perception of the experiment and whether or not they were able to see through the deception. More information on this will be provided in the Recommendations section of this paper. All participants were debriefed.