Visitors to the lottolab at the London Science Museum were shown movies and pictures of faces, including their own, presented for 4 seconds in a random order. An image that had been taken of the participant at the start of the experiment and shown movies and pictures of London Science Museum were used to calculate looking times to faces, eyes and mouths using an eyetracking device. Total looking times were calculated using a remote, eyetrack 1000 tracker.

Eye movements were tracked using a remote, eyetrack 1000 tracker. Total looking times to faces, eyes and mouths were calculated from 1 to 7.

We administered individual differences measures:

- Anxiety
- Depression
- Emotional reappraisal
- Emotional suppression
- Empathy
- Narcissism
- Positive expressivity
- Alexithymia

Supported by experimental manipulations:

- Participants were told to suppress their emotions while watching a talking head.
- Participants watched TV clips to induce mood.

Looking patterns to the self and others were systematically influenced by participants’ sex, mood and personality.

Mood and emotional regulation determine looking times to the mouth

Participants were median split into low and high reappraisal groups. Participants who were high in reappraisal looked more at the mouth, unless they were feeling anxious or depressed.

Men and women look at each other differently

Men prefer to look at everyone’s mouths, whereas women prefer to look at other people’s mouths. Men look more at their own eyes, compared to eyes of others.

Men and women look at themselves differently

Women look more at other people’s eyes, men look more at their own eyes.

Background images from

www.lottolab.org
www.eyethink.org
www.socialpsychology.org