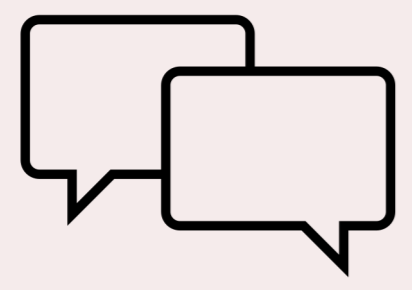
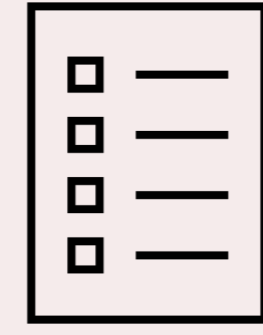


## Method



### 1 Discussion and selection of one subject of interest.

- Observation of societal facts
- Parallel made with dogs
- Analysis of this phenomenon



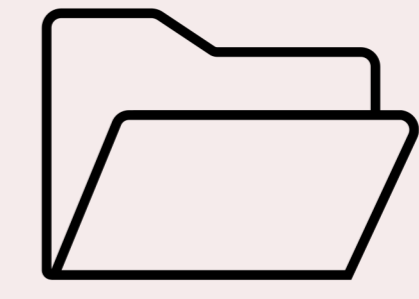
### 2 Realisation of a survey to obtain reliable results.

- Questions based on dogs' pictures
- Questions on physical criteria
- Sharing of the survey on social media



### 3 Application of statistics and analyse of results.

- Descriptive statistics
- Inferential statistics : Chi-squared test
- Analysis of results obtained



### 4 Redaction and shapping of the study

- Realisation of a report
- Realisation of an abstract
- Realisation of a poster

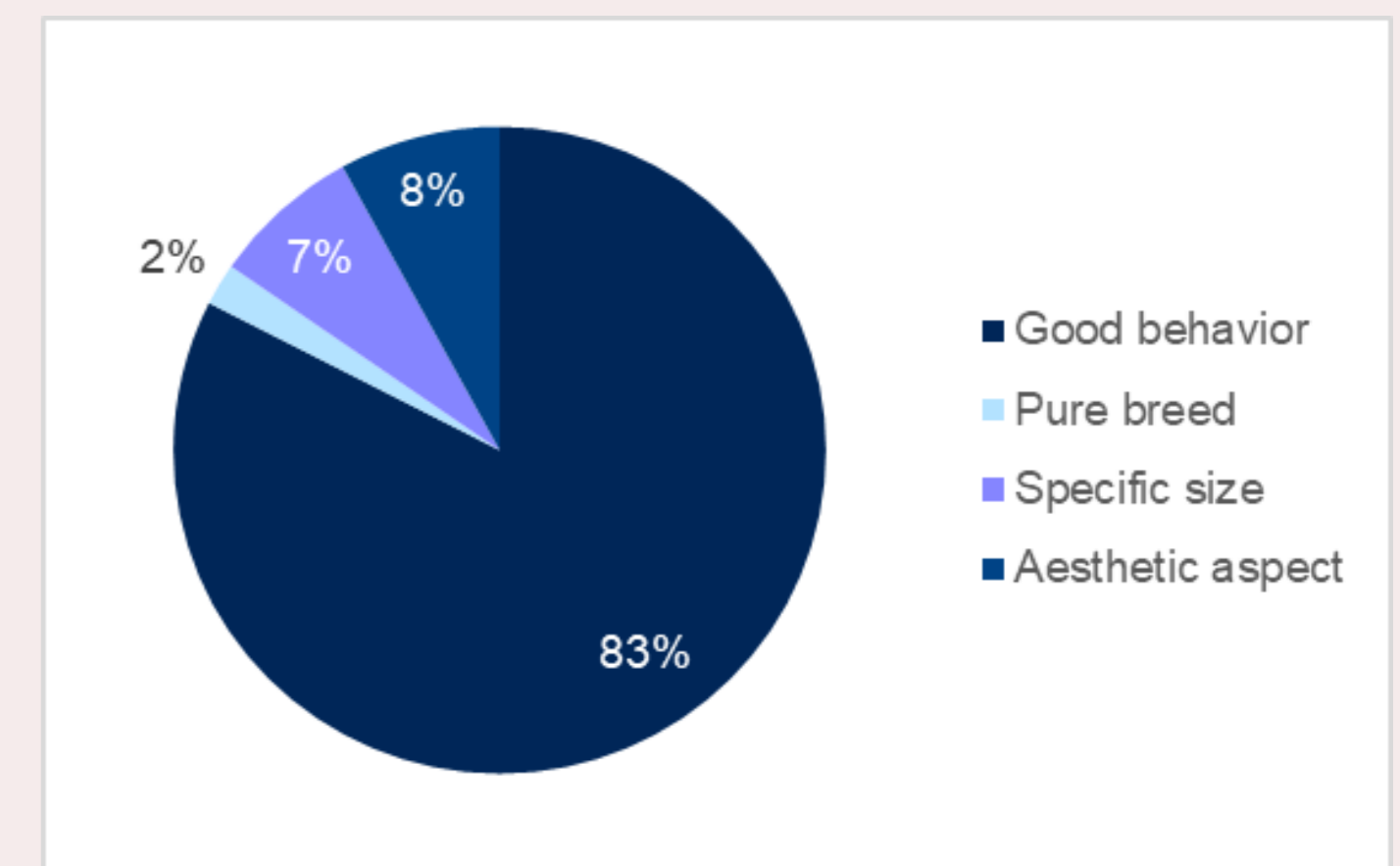
# Influence of dogs' appearance on people's perception of them

Dogs appearance, Dogs behaviour, Human perception, Physical characteristics, Stereotypes, Trends



Nowadays, people's preferences in dogs seem to be more oriented towards physical characteristics, interfering automatically with their perceptions on these animals. These stereotypes are most of the time based on beliefs implemented by culture and trends over the time (e.g. the Dalmatians were more common in 1961 after "The 101 dalmatians"). The purpose of this study was to see if the importance of humans granted on appearance, influences the judgment about dogs.

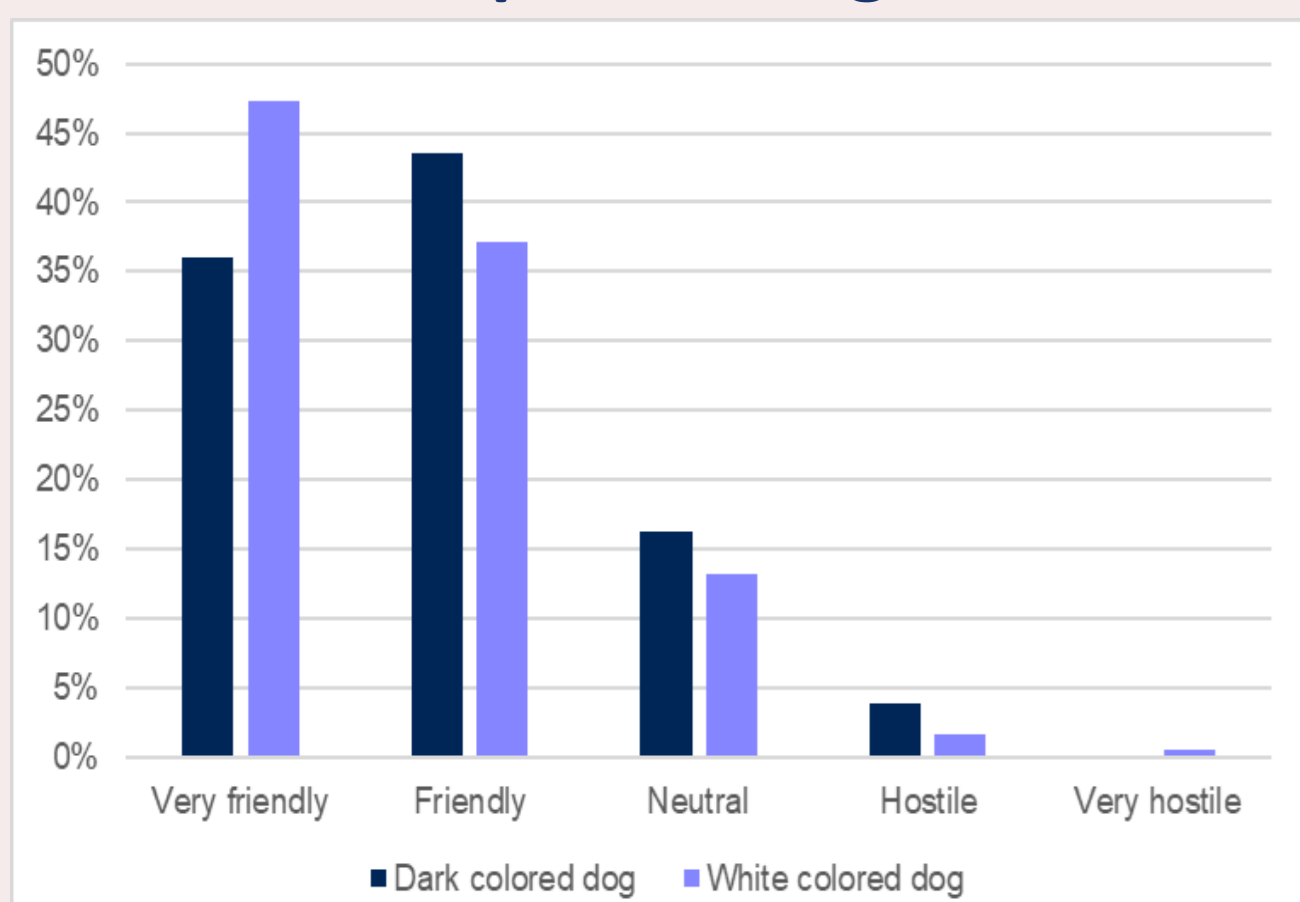
### The main chosen criteria in dogs



People choose to adopt a dog mainly for his behaviour, and not so much for the aesthetic aspect, size or breed.

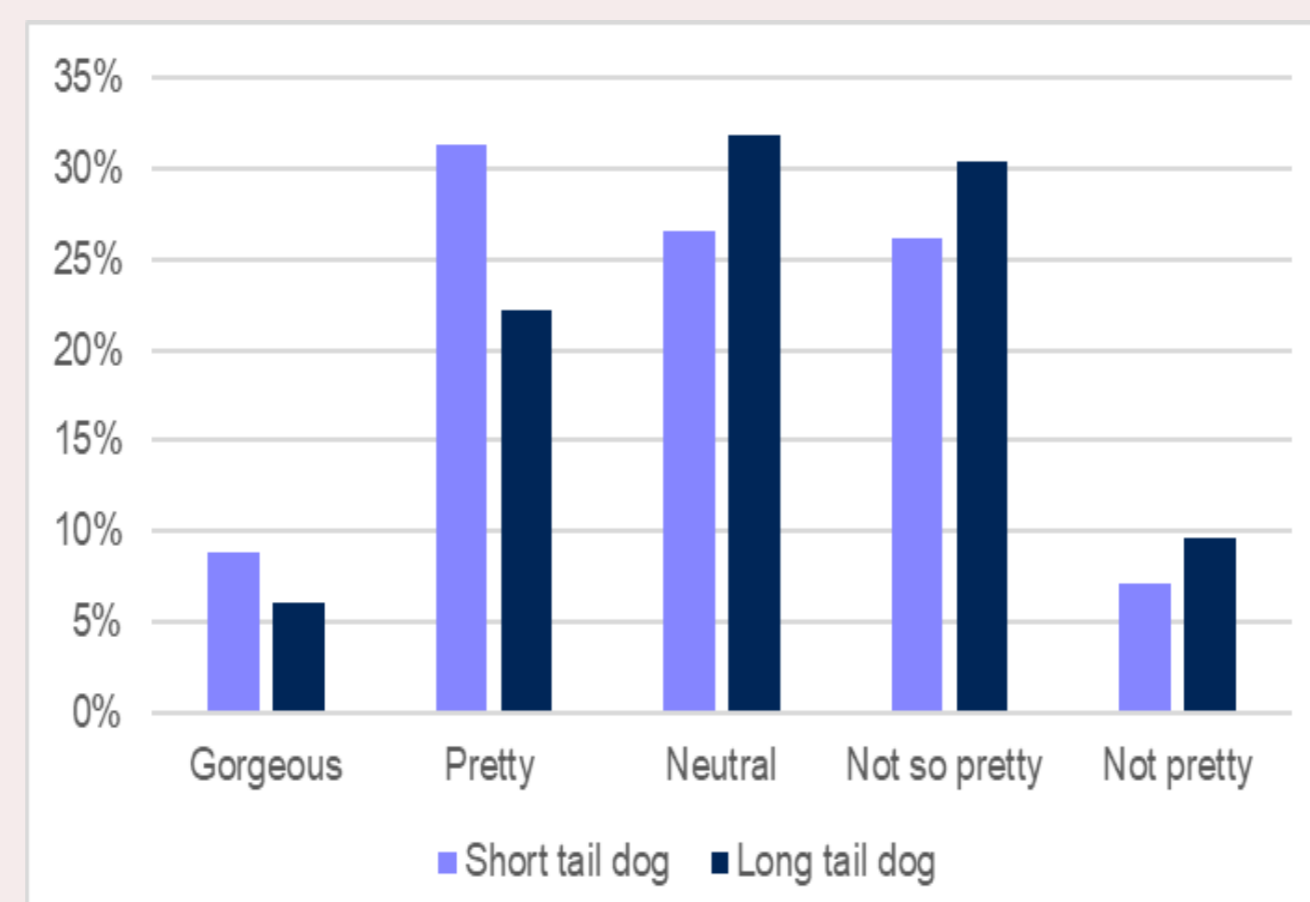
## Results

### Influence of the colour on the perception of the personality aspect of dogs



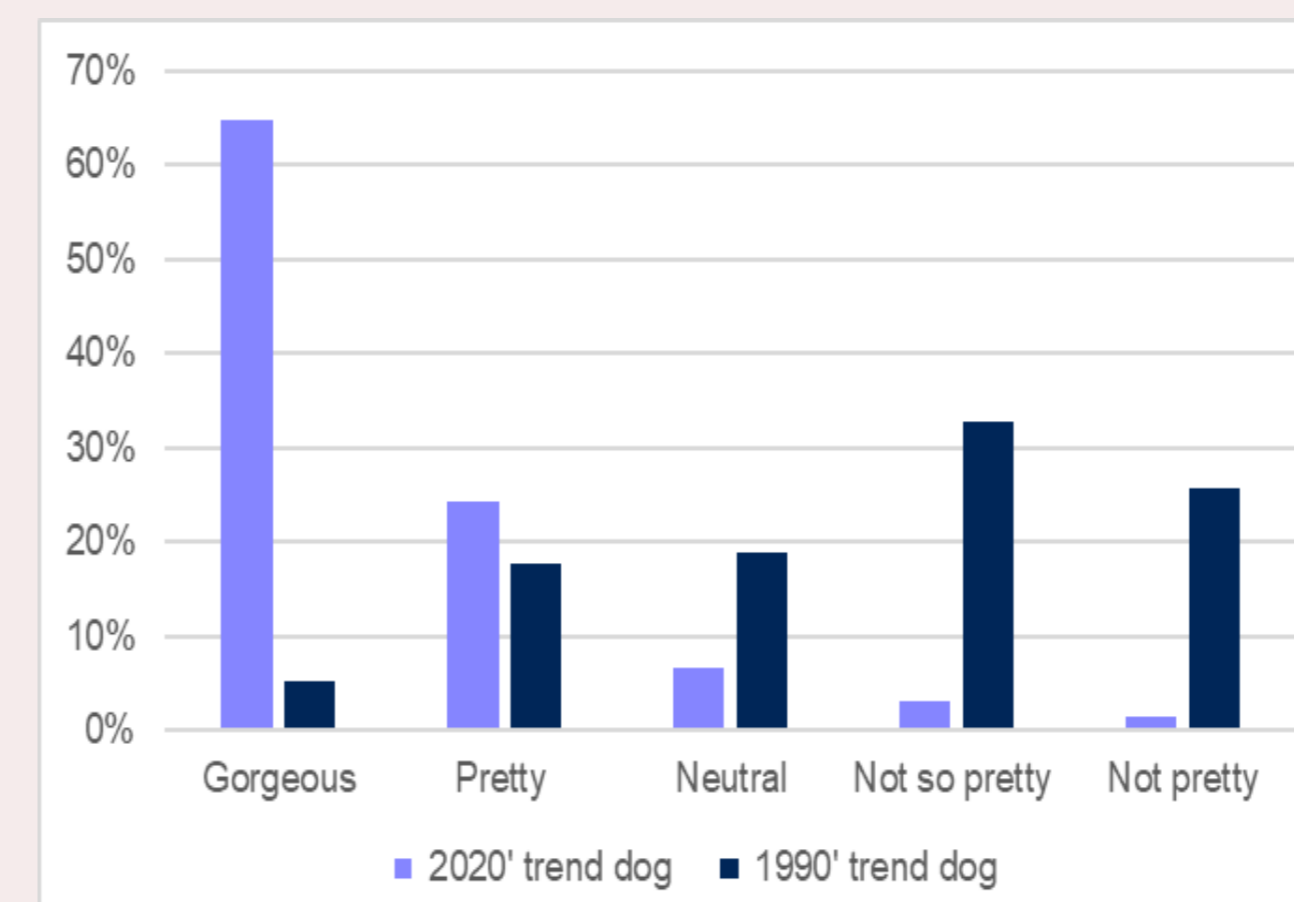
The global opinion of the 528 respondents suggests dark coloured dogs and tall dogs tend to seem less friendly to people than white and small dogs.

### Influence of the tail size on the beauty perception of dogs



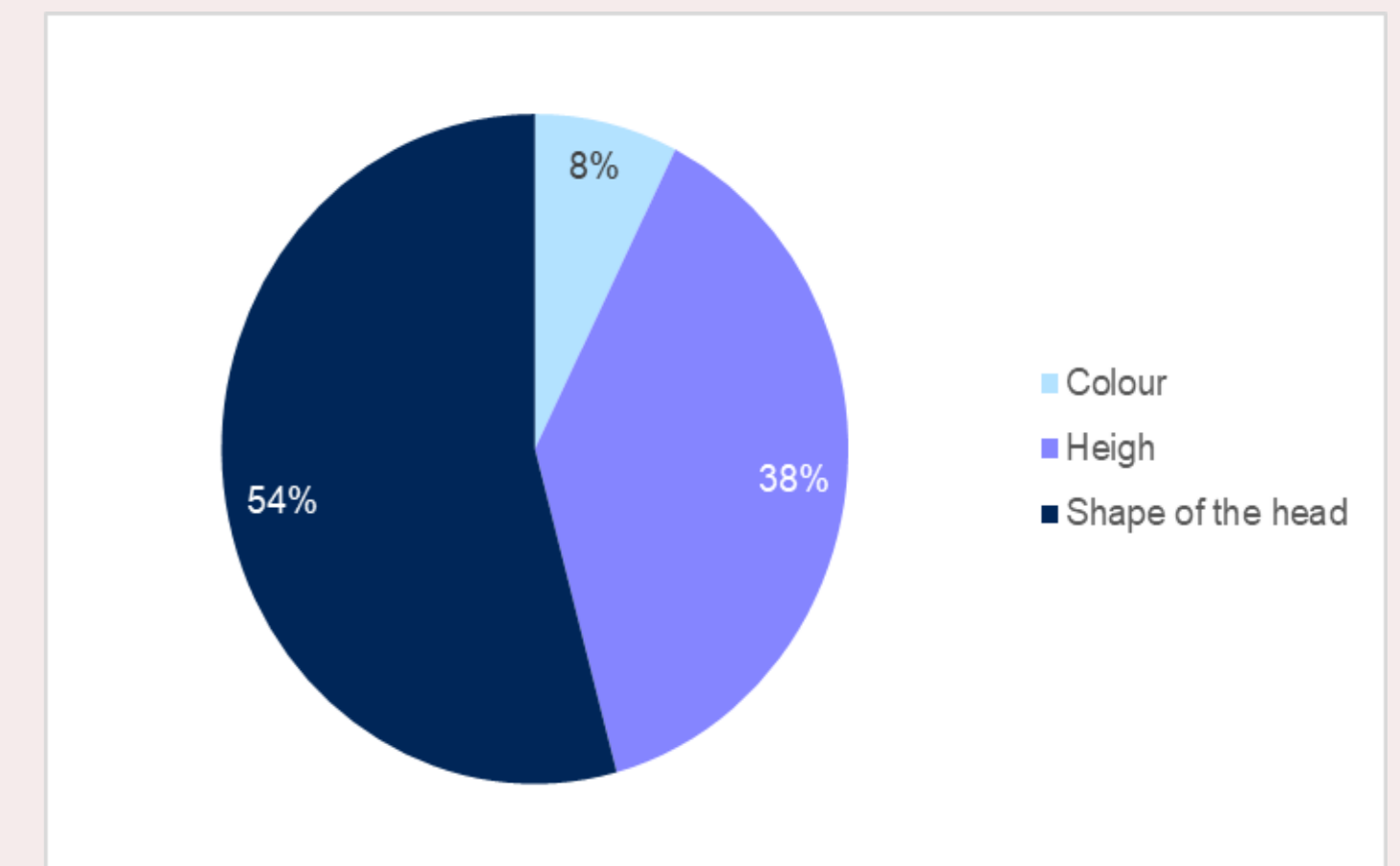
Some mutilations, such as the cut of the tail or ears, are preferred by people and therefore realized to respond to the beauty standards.

### Influence of the dog's trend in the human preference



Some trends also appear and evolve every day resulting in a selection of some breeds or specific physical characteristics. There is a change in the perception of dogs overtime.

### Physical characteristic influencing dog's behaviour perception



According to the population, the most influencing characteristic on the behaviour is the shape of the head. The second factor is the size and the last one is the colour.

## Discussion



This study highlights that because of breeds stereotypes and trends, dogs can be affected in a negative way through the way they are perceived.



Those results leads to the willingness to increase people's thinking on their perception of dogs, the beauty standards they impose on them. Setting up a preventive campaign could be considered for more awareness on the subject.

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Read the full paper here

