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"Perception of Personalities in Typefaces: The Evidence from Turkish."

Previous research conducted mainly in English indicates that different typefaces are perceived as possessing distinct personality characteristics (e.g., masculine, feminine, serious, fun) to the extent that the typeface used conveys information to the reader beyond that which is expressed linguistically by the word. Recent work has found that these attributions of "print personality" also extend to typefaces written in Arabic, but one language that is distinct from both languages is Turkish. Turkish is written in a version of the Latin alphabet containing 29 letters which include unique diacritics and is a genderless language which requires no gender associations for nouns, pronouns, or adjectives. Given that many print personalities appear to be associated with gender (masculine, feminine, elegance, confidence), it remains to be determined if the association of print personalities extends to Turkish typefaces, and the pattern of any such associations. Accordingly, sixteen different typefaces were presented to fluent native Turkish readers who rated each typeface according to 22 different personality characteristics. The results indicate that, although Turkish participants readily assigned personality characteristics to different typefaces, gendered associations across different typefaces were weaker than previously found. Implications for the generality of the existence of typeface personalities across different languages, and the effect this may have on gendered languages, are discussed.

Keywords: Typeface, gendered perceptions, personification of objects

Biography:

Dr Mercedes Sheen, I received my PhD at the University of Canterbury in Christchurch, New Zealand. I have worked in many areas research, more recently I developed a strong research profile reporting evidence from an under-reported population in the literature (the UAE). Her work on the effects of the hijab on person perception challenges the widely held view that negative perceptions of women wearing the hijab are due to Islamophobia. I also conduct research on social cognition particularly regarding gendered perceptions of everyday objects.