Appendix A. Rating procedure and instructions

All alumna pictures were rated by at least 25 female and 25 male raters. Raters were students at a college in a different state and were pre-screened to ensure that they were not familiar with students from the college of interest.

Raters were shown pictures of each student and asked to rate her physical appearance on a 1–10 point scale. Five of the numbers had descriptions describing the level of attractiveness corresponding to that number (see experimental instructions on the next page). Raters were instructed to choose the numbers without descriptions if they felt the student's appearance fell between the two descriptions.

Each rater was shown four sets of about 100 photos. The order of the photos within each set was randomized for each rater. In early stages of the experiment, we compared the mean and standard deviation of ratings across photo sets to see if having subjects rate 400 pictures led to fatigue. There was no significant difference in either the mean or standard deviation of ratings for earlier and later sets, which led us to conclude that 400 pictures was not an excessive number. We did not use data from three raters who chose 1's 40% or more of the time. The "1" option was the closest to the "Next" button. Thus, these subjects were most likely trying to complete the experiment as quickly as possible.

Instructions for the experiment

You are about to participate in an experiment involving the perception of appearance. Once the experiment begins, you will see a photograph of an individual along with the following prompt:

> Rate this person's physical appearance using the following scale:
>
> 10 strikingly handsome or beautiful
> 9
> 8 good-looking (above average for age and sex)
> 7
> 6 average looks for age and sex
> 5
> 4 quite plain (below average for age and sex)
> 3
> 2 homely
> 1

Choose the number that best corresponds to your evaluation. Choose the numbers without descriptive text (1, 3, 5, 7, and 9) if you feel the person's appearance falls between the descriptions found in the adjacent numbers.

After you have chosen a number, click "Next." You will then see another photograph and be asked to repeat the procedure. Continue selecting the number you feel best reflects your assessment of the individual's appearance until you are told to stop.

Appendix B. Major, course, and occupation classifications

Major and course classifications

Humanities	Social Sciences
Art - History	Africana Studies
Art - Studio	Anthropology
Chinese	Environmental Studies
Cinema and Media Studies	History
Classical Civilization	International Relations
Comparative Literature	Peace & Justice Studies
English	Philosophy
French	Political Science
German	Psychology
Greek	Religion
Italian Studies	Sociology
Japanese	Women's Studies
Latin	Women's and Gender Studies
Media Arts and Sciences	
Medieval/Renaissance Studies	
Music	
Russian	
Spanish	
Theater Studies	

Area Studies	Science
American Studies	Astronomy
Chinese Studies	Astrophysics
Classical & Nr Eastern	Biological Chemistry
East Asian Studies	Biological Sciences
French Cultural Studies	Chemical Physics
German Studies	Chemistry
Jewish Studies	Cognitive & Linguistic Sciences
Latin American Studies	Computer Science
Middle Eastern Studies	Geology
Russian Area Studies	Geosciences
South Asia Studies	Mathematics

	Neuroscience
	Physics

Other	**Economics**
Archeology	Economics
Architecture	
Education	
Engineering	
Linguistics	
Military science	
Physical Education	
Urban studies	

Occupation classifications

Advertising/art	**Scientist**
Advertising/marketing	Researcher (except economics)
Political (non-government employee)	Earth sciences
Design	Chemistry
Non-technical writing	Biology
Architect	Astronomy
Performing	Physics
Publishing/broadcasting	Mathematics
Museums/galleries	Engineering

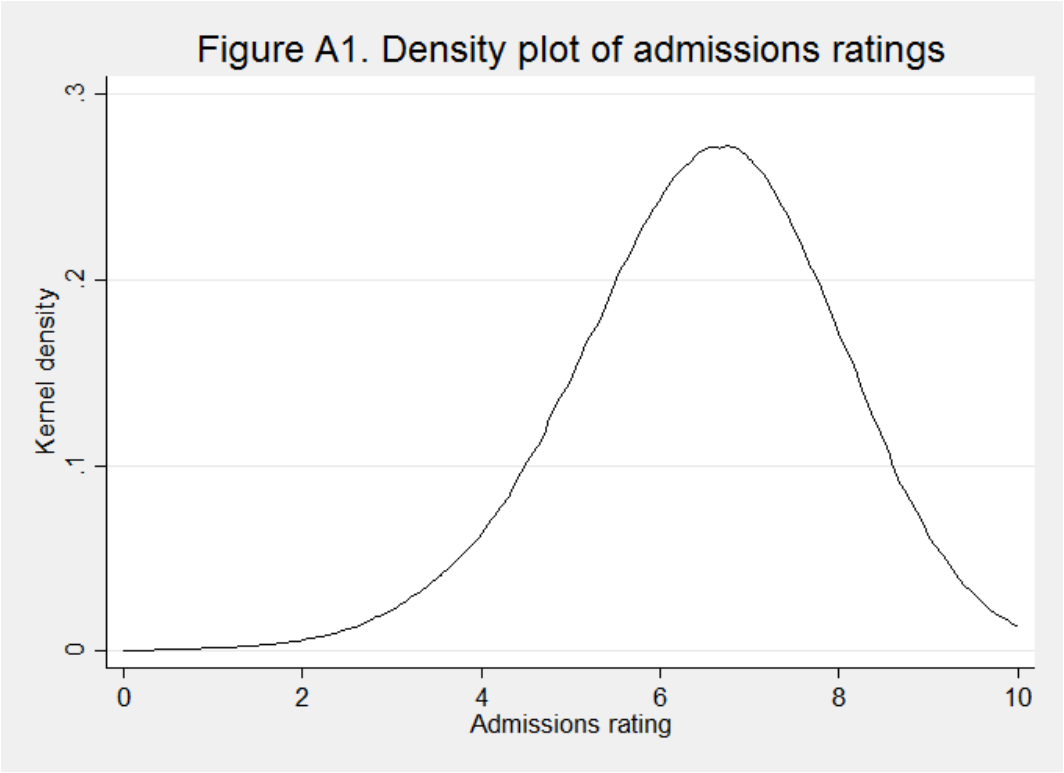
Technician	**Consultant/manager**
Technician	Manager
Paralegal/legal assistant	Consultant
Technical writer	Analysis
Computer-related work	Finance
	Economist

Administrator/retail	**Lawyer**
Administrative/human resources	Lawyer
Retail	

Teacher	**Physician**
Elementary, middle, high school	Physician/doctor
	Dentist
	Psychologist

Other medical
Nurse
Health worker
Physical therapist
Veterinarian

Appendix Figures



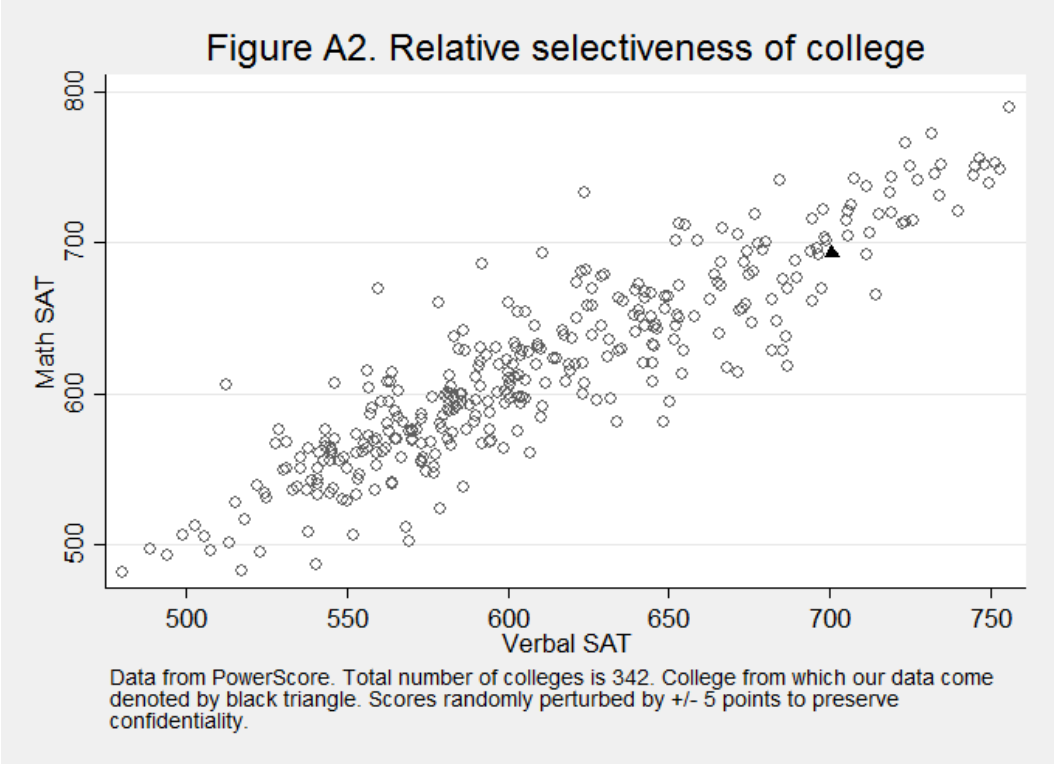


Figure A3. Density plot of SAT scores

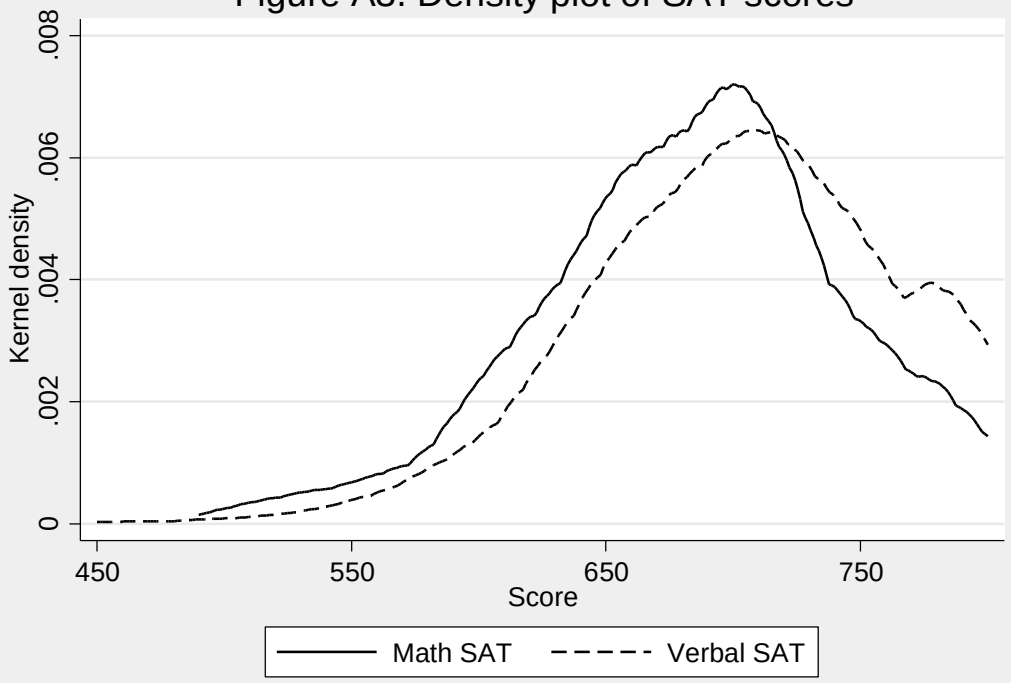
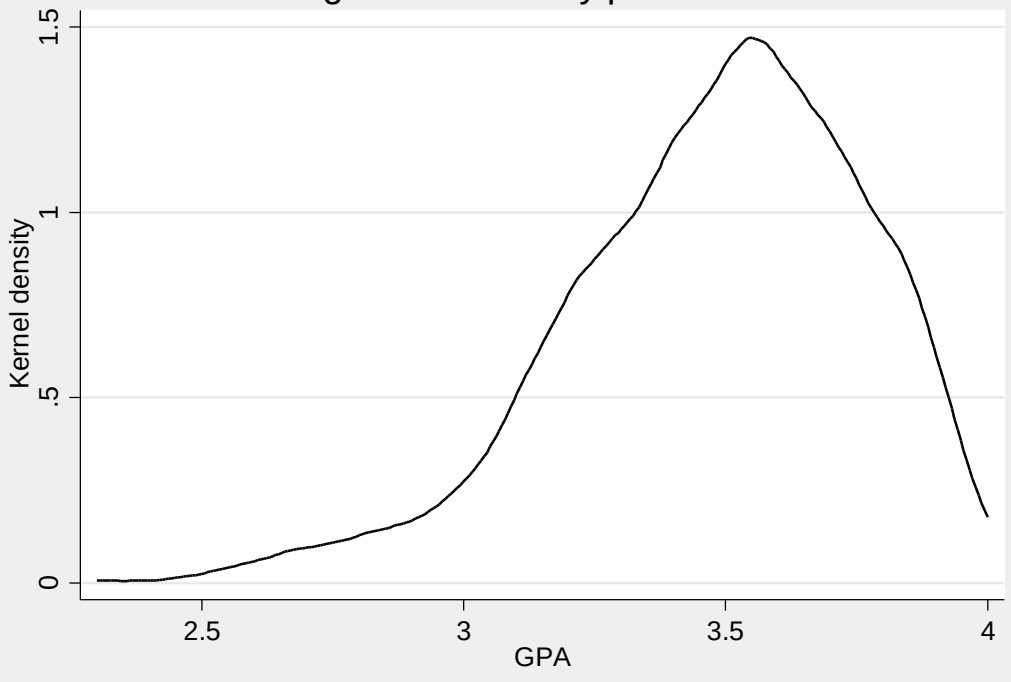


Figure A4. Density plot of GPA



Appendix Tables

Table A1: Attractiveness and probability of reporting occupation

Attractiveness rating	1.79	1.74	2.22
	(2.06)	(2.11)	(2.14)
Controls	None	Enrollment year	Enrollment year, characteristics
Dependent variable mean	0.54	0.54	0.54
Observations	794	793	793

Robust standard errors in parentheses. Significance levels: *10 percent, ** 5 percent, *** 1 percent. Regression specification is a probit. Marginal effects x 100 shown. Dependent variable is an indicator for responding to the occupation survey. Characteristics controls consist of race fixed effects and the amount of financial aid received.

Table A2: Multinomial logit estimates for major and career choices

	Panel A: major choice		
Science major	-0.29***	-0.28**	-0.29**
	(0.11)	(0.11)	(0.11)
Economics major	0.24*	0.24*	0.26*
	(0.13)	(0.13)	(0.14)
Controls	None	Enrollment year	Enrollment year, characteristics
Observations	779	778	778
	Panel B: career choice		
Scientist or technical	-0.48**	-0.50**	-0.54**
	(0.21)	(0.21)	(0.22)
Consultant or manager	0.29**	0.27*	0.27*
	(0.14)	(0.15)	(0.15)
Controls	None	Enrollment year	Enrollment year, characteristics
Observations	345	345	345

Robust standard errors in parentheses. Significance levels: *10 percent, ** 5 percent, *** 1 percent. Regression specification is a multinomial logit. Estimates show the relative likelihood of more attractive individuals choosing the indicated profession/major. Omitted category is all other majors for Panel A, all other occupations for Panel B. Characteristics controls consist of race fixed effects and the amount of financial aid received.

Table A3: Seemingly unrelated regression estimates

Science major	-0.64***	-0.68***	-0.70***
	(0.21)	(0.21)	(0.22)
Economics major	0.20	0.23	0.27
	(0.18)	(0.18)	(0.22)
Scientist or technical	-0.44**	-0.45**	-0.48**
	(0.22)	(0.22)	(0.22)
Consultant or manager	0.29**	0.28*	0.29*
	(0.14)	(0.15)	(0.15)
Controls	None	Enrollment year	Enrollment year, characteristics
Observations	337	337	337

Standard errors in parentheses. Significance levels: *10 percent, ** 5 percent, *** 1 percent. Regression specification is a multinomial logit seemingly unrelated regression. Estimates show the relative likelihood of more attractive individuals choosing the indicated profession/major. Omitted category is all other majors for majors, all other occupations for occupations. Characteristics controls consist of race fixed effects and the amount of financial aid received.

Table A4: Beauty premium in own major

Attractiveness rating	0.006	0.019	0.025**
	(0.013)	(0.012)	(0.012)
Attractiveness rating x own major	-0.006	-0.007	-0.015
	(0.013)	(0.012)	(0.011)
Own major	0.067***	0.069***	0.086***
	(0.012)	(0.011)	(0.011)
Controls	None	Student chars	Student + course chars
Observations	21,444	20,682	18,832
R-squared	0.004	0.064	0.158

Robust standard errors (clustered by student) in parentheses. Significance levels: *10 percent, ** 5 percent, *** 1 percent. Regressions with "student chars" controls include year of enrollment fixed effects, race indicators, math and verbal SAT scores, the admissions score, as well as controls for the amount of financial aid received. Regressions with "student + course chars" controls also include the gender of the instructor, total course enrollment (log), department, course level, semester-by-course type fixed effects.

Table A5: Beauty premium by course type

Attractiveness rating x humanities	0.002	0.013	0.010
	(0.012)	(0.011)	(0.010)
Attractiveness rating x social science	-0.003	0.013	0.012
	(0.012)	(0.012)	(0.012)
Attractiveness rating x science	0.001	0.008	0.021
	(0.020)	(0.019)	(0.018)
Attractiveness rating x other	0.052	0.074*	0.031
	(0.042)	(0.042)	(0.040)
Attractiveness rating x area studies	0.020	0.028	0.021
	(0.026)	(0.027)	(0.025)
Attractiveness rating x economics	0.011	0.028	0.027
	(0.027)	(0.021)	(0.020)
Controls	None	Student Chars	All
Observations	20,608	19,876	18,832
R-squared	0.030	0.097	0.153

Robust standard errors (clustered by student) in parentheses. Significance levels: *10 percent, ** 5 percent, *** 1 percent. All specifications include course type fixed effects. Regressions with "student chars" controls include year of enrollment fixed effects, race indicators, math and verbal SAT scores, the admissions score, as well as controls for the amount of financial aid received. Regressions with "student + course chars" controls also include the gender of the instructor, total course enrollment (log), department, course level, and semester-by-course type fixed effects.

Table A6: Add Health beauty premiums for other occupations

	Technician				Art/advertising			
Attractiveness rating	-0.117	-0.062	0.003	0.038	0.174**	0.071	0.131	-0.012
	(0.124)	(0.085)	(0.061)	(0.043)	(0.080)	(0.157)	(0.088)	(0.094)
Females only	Yes	Yes	No	No	Yes	Yes	No	No
College educated only	Yes	No	Yes	No	Yes	No	Yes	No
Observations	37	79	102	241	33	57	60	112
R-squared	0.730	0.439	0.477	0.367	0.485	0.504	0.260	0.390
	Administrative/retail				Education			
Attractiveness rating	0.023	0.095**	0.038	0.062	-0.052	0.022	-0.048	0.009
	(0.084)	(0.047)	(0.073)	(0.042)	(0.055)	(0.059)	(0.051)	(0.055)
Females only	Yes	Yes	No	No	Yes	Yes	No	No
College educated only	Yes	No	Yes	No	Yes	No	Yes	No
Observations	104	339	159	492	177	219	232	281
R-squared	0.076	0.125	0.117	0.112	0.108	0.155	0.108	0.144

Robust standard errors in parentheses. Outcome variable is log of reported earnings. All specifications include year of birth, race, and education fixed effects. Regressions that include males also include a male fixed effect. "College-educated" refers to individual with at least a college education.