



FIGURE 4.—Sample pictures (James Donald, CEO of Starbucks from 2005 to 2008). *Notes:* The first two pictures show James Donald, CEO of Starbucks from 2005 to 2008. Based on data from Ancestry.com, Donald was born on March 5, 1954. The picture on the left was taken on December 8, 2004, that on the right on Monday, May 11, 2009. Biological ages: 50.76 and 55.18 years, respectively. Apparent ages based on aging software: 53.47 and 60.45 years, respectively. The figure at the bottom shows how James Donald’s apparent age compares to his true age over time based on 20 pictures collected for the period from 2004 to 2010.

manually assess all pictures along seven dimensions: *logo*, *side face*, *professional*, *magazine*, *natural*, *natural lighting*, and *glasses*. For *logo*, we construct an indicator variable that takes value 1 if there is a logo (for instance, the “gettyimages” logo) on the face in the picture. For *side face*, the indicator is 1 if the CEO in the picture shows a side face instead of front. For *professional*, the indicator takes on 1 if the CEO is in work mode, say wearing business clothes, and 0 if in casual mode, say wearing a short-sleeved shirt, T-shirt, etc. For *magazine*, the variable takes on 1 if the picture is from a magazine cover. For *natural*, the variable