

# Appendix A: Cue Validity and Cue Utilization Based on Avatar Customization Options and Appearance

Target BFI_E	Target BFI_A	Target BFI_C	Target BFI_N	Target BFI_O	Avatar cue	Rated BFI_E	Rated BFI_A	Rated BFI_C	Rated BFI_N	Rated BFI_O	Base rate
.13	.02	-.10	-.05	.09	Rated Casualness	.06	.02	-.20*	-.14	.09	99
-.14	-.09	.10	.07	-.12	Rated Formalness	-.06	-.06	.15	.15	-.11	99
.06	-.02	-.01	-.05	-.05	Rated Stylishness	.03	-.041	.01	-.10	-.20*	99
.00	.08	-.00	.06	.02	Oval Face	.01	.15	.28*	-.02	.12	56
-.12	-.15	-.20*	.21*	-.11	Round Face	-.14	-.01	-.10	.13	-.08	28
.15	.08	.26*	-.35*	.11	Square Face	.16	-.20	-.27*	-.15	-.07	15
-.04	.11	.03	-.15	.07	Skin shade	.06	-.17	-.08	-.15	-.20*	99
.02	-.08	.01	-.01	.01	Green eyes	-.01	.12	.05	-.12	.29*	19
-.06	.03	.01	-.04	.05	Blue eyes	-.03	.08	.09	.03	-.12	7
.12	.22*	.11	-.02	.02	Light brown eyes	.04	.03	.07	.03	-.10	39
-.10	-.11	-.14	.08	-.06	Dark brown eyes	-.12	-.11	-.11	.08	-.10	27
.05	.06	.04	.02	.08	Other eyes	.18	-.02	-.02	-.06	.02	5
.03	-.15	.06	-.26*	.17	Short hair	.06	-.16	-.34*	-.18	-.16	32
.17	-.13	-.26*	.14	-.30*	Medium hair	-.17	.02	.02	.16	-.06	22
.06	.19	.16	.15	.08	Long hair	.11	.11	.28*	.06	.20*	45
-.05	-.18	-.15	-.17	-.10	Spiky hair	-.06	-.16	-.19	.08	-.27*	25
.14	.27*	.17	.12	.06	Wavy hair	.01	.13	.28*	.14	.17	42
-.06	-.12	-.26*	.02	-.18	Straight hair	.02	.02	-.05	-.06	.15	29
.05	-.15	.08	.06	-.01	Ponytail	.11	.03	.20	-.03	-.02	12
-.13	.08	-.16	.22*	.01	Bangs	-.16	.26*	.17	.08	.28*	8
-.25*	.05	.04	-.04	.10	Other hairstyle	-.07	-.02	-.01	-.03	-.12	8
.10	-.09	.05	-.10	.03	Natural hair color	-.10	-.10	.05	.19	-.08	88
.06	.12	.05	.08	-.02	Nonnatural hair color	.12	.16	.05	-.15	.14	8
-.30*	.02	-.26*	.32*	-.04	Visible highlights	-.03	.05	.15	.17	.25*	43
.02	-.03	.08	.06	.02	Natural highlights	.12	.15	.15	-.02	.07	16
-.18	.13	-.19	.18	-.13	Nonnatural highlights	-.10	-.04	.12	.19	.13	27
.15	-.06	-.04	-.12	-.14	Hair shade	-.13	-.09	.01	.20	-.26*	99
-.13	.09	.08	-.05	.03	Blonde hair	.11	.03	.02	-.04	.17	7
.24*	-.04	.08	.08	.06	Brown hair	.09	.20*	.22*	-.07	.12	37
-.12	-.10	-.08	-.13	-.09	Black hair	-.17	-.31*	-.21*	.23*	-.25*	44
.02	.12	.03	.10	-.00	Other hair color	.09	.18	.06	-.17	.15	9
.06	-.04	.02	.09	-.03	Blonde highlights	.09	-.02	.04	.06	-.01	9
-.07	.08	.08	-.07	-.08	Brown highlights	.02	.10	.12	.08	.03	18
.02	.12	.03	.06	.01	White highlights	.08	.02	.10	-.02	-.02	6
-.26*	-.06	-.37*	.33*	-.03	Other highlights	-.19	.12	.08	.14	.27*	9
-.06	.04	-.08	-.11	.22*	T-shirt	-.12	.08	-.07	.03	.02	43
.14	-.03	.11	.10	-.15	Tank top	.29*	-.15	.05	-.11	.14	15
.01	-.05	-.02	-.03	.09	Hoodie	-.03	-.08	-.26*	-.10	-.14	13
-.19	.15	.02	.05	-.05	Sweater	-.01	.23*	.34*	.03	.09	18
.02	.10	.01	-.03	.02	Long sleeved	.02	.06	.09	-.15	-.07	54
-.03	-.11	.20	.06	.06	Button up shirt	-.27*	.01	.06	.23*	-.10	32
.00	-.23*	.02	-.02	.03	Collared shirt	-.19	-.04	-.06	.10	-.08	29
.08	.05	.11	-.12	-.08	Vest	.03	-.19	-.27*	-.05	-.10	6
.12	.06	.02	.02	-.13	Dress	.07	.09	.14	.03	.05	5
.14	.08	-.03	-.09	-.07	Jacket	.17	-.04	.02	-.21*	-.00	19

Target BFI_E	Target BFI_A	Target BFI_C	Target BFI_N	Target BFI_O	Avatar cue	Rated BFI_A	Rated BFI_C	Rated BFI_N	Rated BFI_O	Friendship	Base rate
-.09	.05	-.06	.09	0	Layered shirts	.07	.12	.32*	.07	-.08	37
-.06	-.16	.03	-.04	.09	Striped shirt	.20*	.07	-.11	.01	.08	16
-.02	-.04	-.05	.03	.07	Checked shirt	.01	-.09	-.06*	-.01	-.10	21
					Graphics on shirt	.13*	.09	.07	.03	-.06	10
-.13	.02	.00	.09	.05	Solid colored shirt						57
.16	.09	.09	-.14	-.01	Bow on shirt	-.18	-.07	-.06	-.08	.08	
-.13	.20*	.18	.11	-.13	Floral pattern on shirt	.06	.17	.16	-.04	.10	5
					Sequins/sparkles						4
.05	.04	-.04	.02	-.14	Shirt color	.18	.19	.05	.04	.16	
-.01	.08	.10	.02	-.21*	shade	-.14	.08	-.06	-.09	.13	11
					White top						99
-.09	-.26*	-.10	.09	.07	Black top	-.03	-.10	.11	-.02	-.11	
.13	.01	.03	-.08	-.19	Gray top	-.00	.01	-.23*	-.05	.12	44
-.15	-.11	-.01	.01	.09	Red top	-.24*	-.31*	.03	.00	-.18	35
-.08	-.12	.04	.06	.09	Green top	.02	-.05	.11	-.14	.02	18
-.10	0	-.05	.30*	.09	Blue top	.15	.21*	.09	.12	.09	8
.03	.11	-.16	.02	-.01	Purple top	.15	.05	.02	.18	.02	10
-.05	-.04	.02	-.04	.08	Pink top	.17	.16	-.04	-.18	.08	25
-.01	.01	-.01	.02	-.06	Other top color	-.04	-.02	.03	.02	.06	11
.02	.06	.11	.08	-.06	Number of colors on top	.08	.01	.07	.13	-.06	8
.17	-.02	-.01	-.16	-.11	Skirt	-.06	-.15	-.10	.15	-.14	8
					Shorts						99
-.05	-.09	.00	.05	-.05	Jeans	.08	-.10	-.07	.02	.01	
-.14	.09	.08	.16	-.10	Pants	.05	.11	.10	.24*	-.01	9
.22*	.17	.08	-.07	-.01	Denim	-.07	.04	-.03	-.01	.10	13
-.05	-.02	-.08	.07	.10	White bottoms	.09	-.16	-.05	-.06	-.10	61
.05	-.14	.00	-.16	-.08	Black bottoms	-.21*	-.04	-.05	-.12	-.06	13
.12	.05	-.03	.06	.09	Other colored bottoms	.05	-.13	-.09	-.06	-.04	70
.09	-.15	.13	.08	-.07	Baggy bottoms	.01	.06	-.01	.13	-.04	10
-.17	-.15	.00	-.08	-.03	Distressed bottoms	-.24*	-.08	.05	-.10	-.13	10
					Boat shoes						13
-.17	.07	-.05	.00	-.16	Other athletic shoes	.07	.13	.13	.18	.08	
-.03	-.26*	-.21*	.16	.04	White shoes	-.11	-.14	.15	-.12	-.06	11
					Black shoes						34
-.05	0	-.21*	.20*	-.08	Runners	.00	-.03	-.11	-.02	.04	
-.10	-.16	-.17	.16	.06	Boots	-.01	-.10	.08	-.02	.02	9
.03	-.07	-.08	-.31*	-.13	Heels	-.12	-.30*	-.15	-.10	-.12	28
-.21*	.02	-.04	.23*	-.05	Flats	.18	.24*	-.03	.22*	.01	7
-.05	.15	.13	-.01	-.09	Loafers	-.08	.05	.06	.01	-.01	8
.06	.19	.07	.03	.18	Sandals	-.05	.03	.02	.06	.01	6
-.06	-.14	-.02	.09	.04	Boat shoes	.05	.00	-.06	.06	-.05	8
.07	.05	.02	.06	-.18	Other athletic shoes	-.06	.06	.11	-.10	.09	12
.03	-.22*	-.02	.21*	.04	White shoes	-.09	-.02	.17	-.01	-.07	15
					Black shoes						8
.19	.16	.08	-.22*	.18	White shoes	.07	-.13	-.15	-.11	.04	
.23*	-.05	-.04	-.22*	-.09	Black shoes	-.17	-.31*	-.08	-.26*	-.11	51
-.05	.01	.05	-.19	-.04		-.06	-.22*	-.04	-.06	-.02	40

Target BFI_E	Target BFI_A	Target BFI_C	Target BFI_N	Target BFI_O		Rated BFI_A	Rated BFI_C	Rated BFI_N	Rated BFI_O	Friendship	Base rate
.08	.06	-.01	.06	.07	Avatar cue	.07	.10	-.09	.25*	-.02	22
-.04	.07	-.08	.09	-.06	Brown shoes	-.00	-.06	.01	-.04	-.02	8
					Blue shoes						10
					Grey or beige shoes						
-.14	-.17	-.17	.26*	.15	Other shoe color	-.03	.04	.28*	-.05	-.17	15
.13	.19	.17	-.34*	.10	Number of colors on shoes	.08	-.09	-.09	-.03	.13	99
					Scarf						
.17	.06	-.01	-.27*	.04	Sunglasses	-.10	-.36*	-.06	-.13	-.12	18
.04	-.05	-.05	.17*	.03	Glasses	.01	.18	.08	.21*	.02	29
.17	.04	.05	.04	.10	Hat	-.35*	-.28*	-.13	.19	-.23*	11
-.12	.02	-.07	-.02	-.02	Pet	.08	.15	.21*	-.09	-.04	27
.13	.03	.04	-.05	.08	Sports	-.08	-.13	-.16	.29*	-.26*	12
.06	.03	-.02	-.18	-.16	Jewelry	.19	.12	.03	.07	.11	14
.09	.04	-.13	-.09	.05	Bag	.15	.10	-.18	-.17	.12	16
.20*	-.10	.12	-.18	0	Wings or Halo	-.15	-.24*	-.16	-.19	-.01	17
-.21*	-.00	0	.12	.08	Number of accessories	.07	.19	.10	.10	.01	6
-.15	-.03	-.09	.29*	.18	Cellphone	.06	.03	.01	.37*	-.09	99
					iPod						
.07	-.03	-.03	.14	.21*	Camera	-.10	.00	-.12	.37*	-.17	18
-.02	.08	.22*	.16	-.03	Laptop	-.29*	-.02	.02	-.15	-.12	6
.06	-.11	-.07	.04	-.03	Ice cream	.03	-.16	.06	.07	-.02	8
-.04	-.19	-.17	.18	.12	Muffin	.06	.02	.00	.34*	-.06	6
-.05	-.05	-.06	.11	.15	Fast food	-.04	.19	.24*	-.02	-.08	8
.06	.01	-.10	-.02	-.02	Beverage	.03	.08	.24*	.04	-.08	5
.01	.04	.02	.15	.14	Smile	.16	.17	-.09	.04	.08	10
.05	-.02	-.03	-.07	.09	Grin	.10	-.04	-.21*	.05	.05	11
-.06	-.06	-.00	.10	.09	Other mouth expression	-.13	.01	-.08	.15	.02	50
-.02	.20	-.01	.15	.06	Neutral	.32*	.26*	-.17	.20*	.32*	31
.15	.07	.27*	-.19	.03	expression	.11	.10	-.30*	.13	.22*	5
					Neutral						
-.12	-.10	-.32*	.09	-.03	expression	-.17	-.154	.57*	-.12	-.31*	13
					Open eyes						
-.09	-.32*	-.14	-.02	-.11	Male	-.52*	-.41*	.30*	-.40*	-.57*	94
-.02	.25*	.12	.04	.03		.36*	.40*	-.03	.29*	.50*	50
-.04	-.23*	-.12	-.28*	.03		-.19	-.41*	-.18	-.25*	-.17	

Note: \*  $p < .05$ . BFI\_E = Extraversion; BFI\_A = Agreeableness; BFI\_C = Conscientiousness; BFI\_N = Neuroticism; BFI\_O = Openness to Experience.