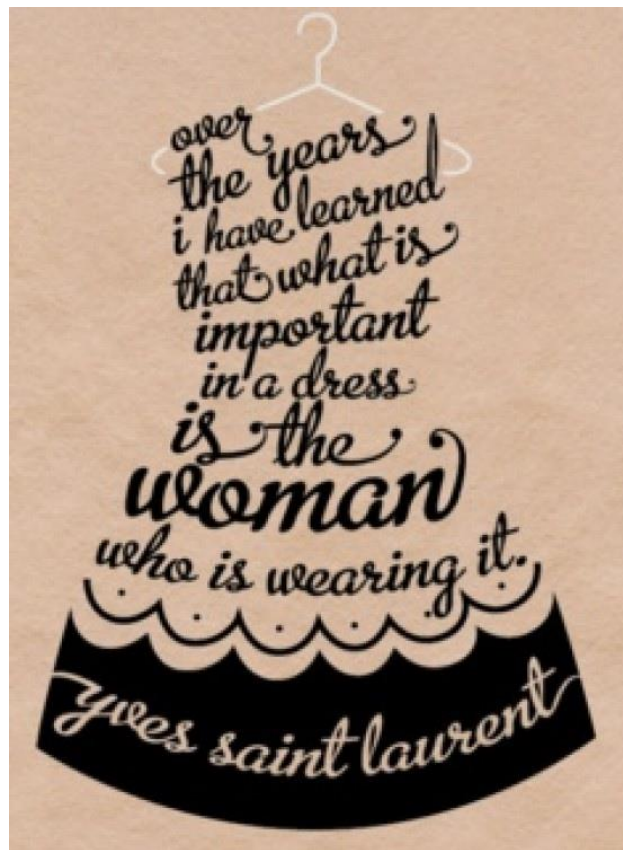




## Tzniut Unveiled:



## It's Not All in What We Wear

Mrs. Lynn Kraft

Winter 5779



## What does צניעות mean?

- (1) מיכה ו:ח**  
הִגִּיד לְךָ אֲדָם מִה־טוֹב וּמִה־יָקָוֶה דוֹרָשׁ מִמֶּךָ כִּי אִם־עֲשׂוֹת מִשְׁפָּט וְאַהֲבַת הַסֹּד וְהִצַּנַּע לֶכְתּוּ עִם־אֱלֹהֶיךָ:
- (2) מצודת ציון מיכה ו:ח**  
והצנע - מלשון צניעות והסתר
- (3) מצודת דוד מיכה ו:ח**  
כי אם - ר"ל אין שום דבר כ"א לעשות משפט ולא הוב את הצדק וללכת עם אלהיך בדרכי מצותיו בצנעה לא בפרסום רב ולהתייחר
- (4) אבן עזרא מיכה ו:ח**  
והצנע לכתך עם השם לבדו שתלך בדרכיו בתם לבב הפך קשי עורף
- (5) רד"ק מיכה ו:ח**  
והצנע לכת עם אלהיך - הוא יחוד האל יתברך ואהבתו בכל לבבו ובכל נפשו ואמר והצנע כי הדבר הזה מסור ללב והוא דבר צניעות
- (6) אלשיך על מיכה ו:ח**  
ועל הנוגע בין אדם למקום אמר והצנע לכת עם אלקיך, שלא בלבד תעבוד את ה' בכל לב במקום רואים, כי אם גם במקום שאין רואים, והוא מאמרם ז"ל שגדר חסיד הוא מי שבסתר ימנע מעשות, מה שלא יעשה במקום שיש אנשים... וזה יאמר והצנע לכת עם אלקיך, שתהיה לך הצנע לכת בהיותך עם אלקיך בלבד, ואין זרים אתך ואין רואך זולתו יתברך
- (7) משלי יא:ב**  
בִּאֲזָדוֹן וַיְבֹא קִלּוֹן וְאֶת־צִנּוּעִים חֲכָמָה:
- (8) רש"י משלי יא:ב**  
בא זדון ויבא קלון ואת צנועים חכמה - תבוא חכמה
- (9) מצודת ציון משלי יא:ב**  
צנועים - המסתתרים עצמם מרוב ענותנותם
- (10) רבינו יונה משלי יא:ב**  
ואת צנועים חכמה. [הצנעה מניעה את האדם מדברי קלון ונבלות], ומיעוט הדברים ממדת הצנועים, והצניעות גורמת חכמה לבעליה, כי היא מדת החכמים אשר בה יקנו את החכמה כי הצנועים ישמעו ויקשיבו, ולא יתאוו להתגלות לבם, כמו שנאמר: "גם אויל מחריש חכם יחשב" (להלן יז, כח)
- (11) מלבי"ם משלי יא:ב**  
הצנע שמסתיר פניו מעלות במעלות ויודע מך ערכו

**What best represents the essence of who you are?**

Please choose the 3 items below that are most representative of the essence of who you are:

- |       |                |       |                   |
|-------|----------------|-------|-------------------|
| _____ | My shoes       | _____ | My intellect      |
| _____ | My feelings    | _____ | My hair           |
| _____ | My clothing    | _____ | My likes/dislikes |
| _____ | My personality | _____ | My eyes           |
| _____ | My body        | _____ | My nails          |

**(12) תהלים מה:יד**

כָּל־כְּבוֹדָהּ בַּת־מֶלֶךְ פָּנִימָה מִמַּשְׁבָּצוֹת זָהָב לְבוּשָׁה:

**(13) בראשית ב:כה**

וַיְהִי שְׂנֵיהֶם עֲרוּמִים הָאָדָם וְאִשְׁתּוֹ וְלֹא יִתְבָּשְׂשׁוּ:

**(14) בראשית פרק ג**

(ו) וַתֵּרָא הָאִשָּׁה כִּי טוֹב הָעֵץ לְמֵאֲכָל וְכִי תֵאֵוֶה־הִיא לְעֵינָיִם וְנִחְמַד הָעֵץ לְהַשְׁכִּיל וַתִּקַּח מִפְּרִי'וֹ וַתֹּאכַל וַתֵּתֶן גַּם־לְאִישָׁהּ עִמָּהּ וַיֹּאכְלוּ:

(ז) וַתִּפְקְחֶנָּה עֵינֶיהָ וַיִּדְעוּ כִּי עִרְמָם הֵם וַיִּתְפָּרוּ עָלֶיהָ תֵאֵוֶה וַיַּעֲשׂוּ לָהֶם חֲגָרֹת:

...

(כא) וַיַּעֲשׂוּ יִקְוֶה אֱלֹהִים לָאָדָם וְלְאִשְׁתּוֹ כְּתִנּוֹת עוֹר וַיִּלְבָּשֵׂם: פ



# What Your Clothes Might Be Saying About You

First impressions are often more significant than you might think....

Posted Apr 20, 2013

*She is not my type. He couldn't hack it. She looks friendly. He looks efficient. I can tell she is an extrovert.*

We make snap judgments about people from the clothes they wear. On what basis?

There is much more to our clothing choices than we might imagine. For many people, what they wear is merely a matter of habit, but when we dress in the morning it might pay us to be a little more careful in the choices we make. Doing something different with your clothes might be a way of changing the impression others have of you.

Two published<sup>1</sup> studies by our team in the UK and Turkey shows some of the very subtle ways in which clothing influences all kinds of impressions about us. Our clothes make a huge difference to what people think about us – and without us knowing or in ways we couldn't even imagine. People make their assessments in the first few seconds of seeing another; assessments that go way beyond how well you are dressed and how neat and tidy you might look.

We carried out the research with over 300 adults (men and women). They looked at images of a man and a woman for just 3 seconds before making 'snap judgements' about them. In some of the pictures the man wore a made-to-measure suit. In others he wore a very similar off-the-peg suit bought on the high street. The differences in the suits were very minor – we controlled for all the big differences such as color and fabric, as well as making sure the face of the model was pixillated so that there could be no hidden messages in the facial expressions.

After just a 3-second exposure people judged the man more favourably in the bespoke suit. And the judgements were not about how well dressed he was.

They rated him as more confident, successful, flexible and a higher earner in a tailor-made suit than when he wore a high street equivalent. Since the model's face in the pictures was blanked out these impressions must have been formed after quickly eyeing what he was wearing.

So, our clothes say a great deal about who we are and can signal a great deal of socially important things to others, even if the impression is actually unfounded. Research suggests that these impressions about us can start in childhood - one study found that teachers made assumptions about children's academic ability based on their clothing.

In a second study in the journal *Sex Roles* (see below, 2) we have investigated in our lab an issue that women often report encountering in the workplace - differential gender-biased standards and being judged as less competent than men, even by other women. What role does dress play in this?

We made minor manipulations to female office clothing to see how this affected first impressions of them. We also researched whether the occupational role of the woman made any difference to these impressions. We tested this with 129 female participants who rated images of faceless (by pixilation) female models, on six competence based dimensions (intelligence, confidence, trustworthiness, responsibility, authority, and organisation). In all cases the clothing was conservative but varied slightly by skirt length and an extra button being unfastened on a blouse. The models were described as having different occupational roles, varying by status (high – senior manager, or low - receptionist). The images were only presented for a maximum of 5 seconds.

The assessment of the competencies we measured should surely not be affected by these minor clothing manipulations? Surely people use proper evidence to make such judgements?

I am afraid we found that the clothing did matter. People rated the senior manager less favourably when her dress style was more 'provocative', and more favourably when dressed more conservatively (longer skirt, buttoned up blouse). I reiterate that the clothing in the 'provocative' condition was still very conservative in style and look – it was not a short skirt and a revealing blouse, but a skirt slightly above the knee and one button on the blouse undone.

The rating of the receptionist role was not affected by these clothing manipulations suggesting that there may be more leeway for some jobs than others.

So even subtle changes to clothing style can contribute toward negative impressions of the competence of women who hold higher status positions. Wearer beware!

It is important to choose our dress style carefully because people will make all sorts of assumptions and decisions about us without proper evidence. We are unlikely to know what these assessments are too, so it is quite possible that our clothes reveal more than we thought.

Sartorial laziness is an easy habit to slip into. We may think that fashion is just profligate indulgence and our sunny personality will eclipse our dull attire or detract from the soup stains on our anorak. Untrue. What we wear speaks volumes in just a few seconds. Dressing to impress really is worthwhile and could even be the key to success.

1. HOWLETT, N., PINE, K. L., ORAKÇIOĞLU, I., & FLETCHER B. (C) The influence of clothing on first impressions: Rapid and positive responses to minor changes in male attire. *Journal of Fashion Marketing & Management*, 2013, 17 (1), 38-48. DOI 10.1108/13612021311305128

2. HOWLETT, N., PINE, K. L., CAHILL, J., ORAKÇIOĞLU, I., & FLETCHER B. (C) Small changes in clothing equal big changes in perception: The interaction between provocativeness and occupational status. *Sex Roles: A Journal of Research*. February 2015, Volume 72, Issue 3-4, pp 105-116, DOI 10.1007/s11199-015-0450-8

# ENCLOTHED COGNITION: PUT ON YOUR POWER!

written by Emily VanSonnenberg May 21, 2012



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What are you wearing right now? How does it make you feel? Does what you wear affect your behavior?

Researchers at Northwestern University have found that the clothing we wear affects our psychological states, as well as our performance levels. Given their findings, individuals can intentionally choose to wear clothing that will induce more desirable psychological states and enhance task-related performance.



## **The Story of Clothing**

Humans invented clothing at least 100,000 years ago. How do we know? That's about the time, according to molecular biologists, when body lice that lived in clothing seams diverged genetically from head lice that lived on hairs.

While clothing continues to serve the purpose of protecting human beings from adverse environmental circumstances (think parkas for cold weather, hats for sunburns, chain link bodysuits when swimming with sharks), the functions of clothing are vast and varied. Clothing styles (and sometimes, requirements) vary across geographical regions, between religions, genders, age groups, and professions. In our western culture, one large purpose of clothing is aesthetic style. What we wear can be an implicit non-verbal way to express our unique personalities.

## Enclothed Cognition

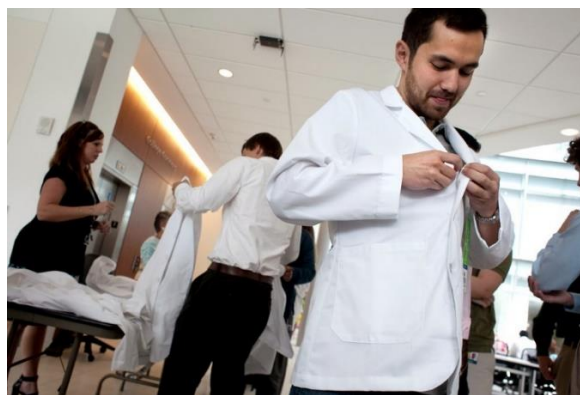


Cognitive psychologists Hajo Adam and Adam Galinsky from Northwestern University have been examining the psychological and performance-related effects that wearing specific articles of clothing have on the person wearing them. They coined the term, *enclothed cognition*, for this phenomenon. Enclothed cognition captures the systematic influence that clothes have on the wearer's psychological processes. It is part of a larger field of research that examines how humans think with both their brains and their bodies, an area of study known as *embodied cognition*.

Embodied cognition experts have discovered that our thought processes are based on physical experiences that set off associated abstract concepts, including those generated by the clothing we wear. Clothing can enhance our psychological states, and it can improve our performance on tasks. Let's get a closer look at how and why the functions of clothing extend beyond covering and protecting our bodies, as well as ways people might use the findings to benefit their experiences in daily life.

### The Tale of 3 Studies

Adam and Galinsky conducted three studies, controlling for possible characteristics across participants that could inhibit the findings. In their first study, they had two groups of participants. One group was instructed to put on a white lab coat, while members of the other group wore street clothes. Then the participants were given a test for selective attention that measured their abilities to notice incongruities. The participants who wore the white lab coats made almost half as many errors as those participants who wore street clothes.



*Doctor or Painter?*

In their second study, Adam and Galinsky gathered three groups of participants to test for heightened attention. One group was told to wear a doctor's coat, another group was told to wear an artistic painter's coat, and the last group was told to look at the doctor's coat that lay on the table in front of them briefly when they first came in. The doctor and painter coats were identical. Each group was then asked to perform 4 visual search tasks. In each, they looked at a pair of similar pictures to spot four minor differences, writing each difference down as quickly as possible. The participants wearing the doctor's coat found more differences than those wearing the painter's coat or primed to look at the doctor's coat. This indicated heightened attention. In their last study, Adam and Galinsky wanted to discover if simply looking at a physical item, like a coat, would affect behavior. Some participants wore what was described to them as either a doctor's coat or a painter's coat (again, the same exact coat). Others were instructed to look at a doctor's lab coat that lay in front of them during the entire session. Each group's participants were asked to write essays about their thoughts on the coats. Then using the same visual search task as experiment 2, the group that wore the doctor's coat showed the highest sustained attention.

So what, exactly, is going on when people have different behaviors when they wear the same article of clothing but are told it belongs to different professions? Or when they wear the clothing instead of just looking at it? These researchers believe that clothing holds symbolic meaning. They claim that the influence of clothes depends both on wearing the clothing and the meaning it invokes in their psychological schemas. People must ascribe a symbolic meaning to the article of clothing and actually wear it, for that clothing to have any measurable effect.

For example, doctors (who wear coats) are generally thought to be highly intelligent, precise, and scientific thinkers. Artistic painters are generally thought to be creative, free-spirited types. Ergo, when a person ascribes a symbolic stereotype to an article of clothing while wearing that article of clothing, then the characteristic, strength, and/or ability symbolized by the clothing itself actually seems to have measurable effects on psychological states and performance.

### **Putting On Your Power**

So, how can we use the *enclothed cognition* findings to our benefit?

What kind of symbolic meaning does each article of clothing in your closet hold for you? Do your loafers remind you of a logical, erudite lawyer? Do your 4-inch high heels make you think of a confident woman walking down Wall Street? Does your leather bomber jacket make you think of a rebel?

Perhaps you can choose to make the monotonous daily task of getting dressed more fun and work to your advantage. Try mindfully incorporating the findings discovered from the *enclothed cognition* experiments to intentionally shape your subjective psychological experience and performance each day, or on special days say, when you have a job interview, a date, or need to take a test.

Here's one way to go about it: Upon waking up in the morning, take a moment to check-in with yourself and ask, "What do I want to feel like today?" Once you name the intended feeling state



or adjective (e.g., friendly, fierce, confident, sexy, composed, loving, and so on), you're halfway there.



*All dressed up...*

Next, ask yourself, “What article(s) of clothing make me feel [fierce, confident, sexy, composed, loving ...]? What color(s) make me feel that way?”

Once you've identified the article(s) of clothing that symbolizes the desired psychological state, march on over to your closet (no doubt, you'll have a new pep to your step) and pull out those pieces. If you're a girl, don't stop with just your clothes. Go all out: do your makeup, hair, and adorn yourself with the accessories that accurately match—for you—the desired feeling state that you chose.

Men, maybe the tie you choose is the key article that will enhance your day? Or, perhaps it's your comfy Levi's?

Try this, and let me know how your intentional, enclothed cognition experiment evolves. Do you notice any behavioral changes? Or, is getting dressed simply, more fun? Either way looks good!

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