



**THE HONG KONG UNIVERSITY OF SCIENCE AND TECHNOLOGY  
DEPARTMENT OF MARKETING**

# **Unlocking the Stories Behind Our Faces: A Journey Through Facial Expressions and Beyond**

**Jacob Goldenberg  
Reichman University**

**Date: 26<sup>th</sup> Feb 2024 (Monday)**

**Time: 10:30 am – 12:00 pm**

**Venue: Room 4047, Lee Shau Kee Business Building, HKUST**

## **Abstract:**

In this seminar, I will present findings from a series of research studies united by a theme that our faces are treasure troves of personal information. This talk explores how our identities and preferences are subtly encoded in our facial expressions, hairstyles, and our choice of accessories (such as glasses and makeup). I will delve into how these visual cues can reveal aspects such as our names, brand loyalties, professions, and other social identifiers.

Central to this exploration is the concept of the self-fulfilling prophecy, a phenomenon that I plan to support with some evidence. However, a tantalizing question remains unanswered: How can our faces convey such a wealth of information? It is my hope is to get some ideas from the audience...