

**STUDENT PERCEPTION OF PROFESSORS' HOTNESS ON EXPERTISE, MOTIVATIONS,
LEARNING OUTCOMES, AND COURSE SATISFACTION**

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ABSTRACT

Recent research has indicated that there has been a noticeable increase in students rating their professors as "hot" or not on RateMyProfessors.com. The authors would like to further explore by studying the influence of perceived professors' hotness in the classroom. In this study, students were asked to evaluate a number of factors based upon student-perceived professors' hotness. Questionnaires were distributed to 207 undergraduate and graduate students.

The results indicated that when professors were perceived to be high in hotness, students viewed the professors as having more expertise; they were more motivated to learn; they perceived they learned better; they were also more satisfied with the class; and they gave these professors higher ratings. Additionally, there appears to be an interaction effect between professors' perceived hotness and genders of students. Levels of hotness appeared to affect female students more than male students.