

Beauty standards and gender

Name: Waniya Shehzad (20-11139)

Course: Psych 375

Forman Christian College and University



Beauty standards and gender

“Reflections in the mirror may be distorted by socially constructed ideas of beauty”

(Anonymous)

Looking good makes you feel better about yourself. Beauty can be defined in many different ways. Definition of beauty may vary from person to person, everyone has their own parameters and variables of defining the beauty. Beauty can be a character or a quality. Combination of different qualities found in something or someone. The qualities can be shape or color or nature or something else that is found to be attractive. What makes a rose beautiful? For one person it may be the color that attracts him the most and for the other it can be the fragrance of the rose. Some other person may say that its petals are soft and that's why he/she likes roses. It is often said that the beauty lies in the eye of the beholder. At times the eye of the observer can find the hidden beauty in the object.

People of every age and time tried different ways and tactics of adding beauty to their personality. It is the right and desire of each individual to look beautiful and attractive. People follow beauty trends according to the society. Trends and standard of beauty keep on changing. Men and women have different takes on beauty. Men are considered as backbone in a society and they are supposed to be strong and enduring but now it is seen that men are as insecure and conscious about their look as women. Two persons of opposite gender notice different qualities of each other and evaluate the beauty. Men may look at the heels, accessories, hair style, eye make-up etc. On the other hand, women can notice the shoes, beard, moustache or wrist watches of men.

Few decades ago beauty products and cosmetics were limited to girls only. Large number of ladies used to wear makeup. Beauty tips and techniques were available for ladies only, but since

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during the last 10 years, men are getting more indulged in beauty products and cosmetics. Boys want to look handsome and add more to their beauty. Nowadays there are many men that go to the beauty parlors for their make-over or for other purposes. Products of cosmetics for boys are increasing in the market day by day and the reason is their demand is pretty obvious.

Both genders are different in how they evaluate the beauty. Men see the holistic view and the functional entities but women see their bodies as a collection of different distinct parts. Also it is observed that body dissatisfaction among men has been on the rise over the past few years. It is seen that women are more psychologically invested in their looks and appearance than men usually are. Every society has different beauty ideals that represent culturally specific attributes and that define the standards for physical attractiveness within a culture and people tend to follow them.

Hypothesis:

H1: Women are more beauty conscious than men.

H0: There is no significant difference in the level of beauty consciousness between men and women.

Literature Review:

The society puts a lot of emphasis on outer beauty. It is seen that people who are physically attractive are more liked and accepted among their peers as compared to those who aren't as much attractive. This is known as halo effect (Thorndike, 1920). It is seen that we let our society determine the beauty standards and that is promoting an unhealthy body image among men and women across the globe. The sociocultural theory maintains that people who are exposed to media and idealistic body representations are more prone to depression and are more likely to

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hate their own appearances (Morrison et al., 2003). Various researches prove that men are also affected by this pressure to maintain an ideal body nowadays. However, the number of women dissatisfied with their bodies is still higher than that of men, and this leads to a constant state of discontentment ultimately resulting in a negative impact on their lives overall (Johnstone et al., 2008). Men are expected to have a more muscular body. Women generally tend to find it more attractive (Olivardia, Pope, Borow-iecki, Cohane, 2004).

It is proved by multiple researches that when people compare themselves to someone less attractive, their self-perception is positively impacted. On the other hand, when they analyze themselves in comparison to those are better looking and more attractive than them, it negatively impacts their self-perception (Morrison et al., 2004). We often see that a lot of people are so dissatisfied by their body image and looks that it doesn't matter what other people tell them. They are never truly satisfied. They have self-doubt and self-uncertainty. Researches suggest that people are more impacted by their own thoughts and opinions about their body image as opposed to what others tell them (Noles, Cash & Winstead, 1985).

Just like it is difficult for women to attain the ideal body as being portrayed in the media, it has been observed that men are also affected by it and they struggle a lot to attain the perfect body nowadays. Even the toys and action figures sold in the market these days are created with an ideal body. G.I Joes have a more muscular body, which is difficult for men to attain and Barbie dolls have a perfect model figure that is nearly impossible for women to attain (Pope et al., 1999).

Nowadays, males in the society play a major role in modern consumerism (Bakewell et al., 2006). They want an identity of an own that is socially acceptable so they dress and behave accordingly. There has also been an increase in the number of men using body care products

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nowadays (Katz & Farrow, 2000)(Miller et al., 2000).

Shockingly the vast majority experience self-perception and body image disappointment. (Thompson et al. 1999) Individuals manage self-perception disappointment in a variety of ways. A typical method for adapting is to limit the quantity of calories taken. 70% percent of ladies and 35% of men are eating less junk food and still not adapting to a healthy lifestyle (Canadian Mental Health Association, 2003). They have strict diets that lead to multiple dietary issues. Different methods for adapting include strenuous exercise, restorative medical procedure, and utilizing diet pills, steroids, or protein supplements (Stice, 2002).

Methodology:

➤ Participants:

The participants are all undergraduate students in the university with age ranging from 18 to 24. The students have different semesters going on. The questionnaires will be distributed among random students studying in FCCU.

➤ Measure:

Quantitative method will be used and articles will be reviewed for the evidence that how does beauty standards influence gender.

➤ Procedure:

The sample of 48 Undergraduate students will be considered for this research. The area of the research will be Forman Christian College University (FCCU). The students will be randomly selected. Evenly selection of 24 males and 24 females will be part of our research so that it doesn't get biased. A questionnaire, based on "how does beauty standards influence gender" will be distributed among participants. Informed Consent form will be attached to the demographic questionnaire. Each participant will be asked to

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read the form carefully. Each participant personal information would be kept confidential. The data collected from the study will be used to analyze the results later on. Each participant's participation in the research is voluntary and they can withdraw it anytime.

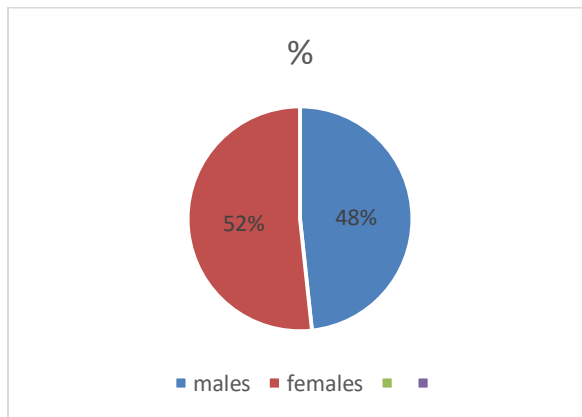
Result:

Results were computed through google documents online. Total of 57 responses were collected. The bar graph and pie charts are made from the data by google document.

The results were computed in SPSS, Descriptives of the data are show below in Pie Chart and a table.

Gender

Responses 57



age				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	16	1	1.8	1.8
	17	1	1.8	3.6
	18	4	7.0	10.7

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19	1	1.8	1.8	12.5
20	12	21.1	21.4	33.9
21	14	24.6	25.0	58.9
22	10	17.5	17.9	76.8
23	5	8.8	8.9	85.7
24	4	7.0	7.1	92.9
25	1	1.8	1.8	94.6
26	2	3.5	3.6	98.2
27	1	1.8	1.8	100.0
Total	56	98.2	100.0	
Missing System	1	1.8		
Total	57	100.0		

Individually, every group member had 16 participants each on which they were given to compute the results. 8 males and 8 females were sent the form through google documents.

N	Min age	Max age	M	Std
16	19	24	21.5	1.36626

The results show that mostly participants whether male or females have strongly agreed, agreed or given neutral answer to most of the questions asked in the form, which supports the null hypothesis (H0) that there is no significant difference in the level of beauty consciousness between men and women.

And rejects the the other hypothesis (H1) that women are more beauty conscious than men.

The responses of the 16 participants, converted into excel sheet is attached below as an evidence that both men and women are beauty conscious equally.

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Beauty standards and Gender [Read-Only] - Microsoft Excel

FILE HOME INSERT PAGE LAYOUT FORMULAS DATA REVIEW VIEW

PivotTable Recommended PivotTables Tables

Pictures Online Pictures Screenshots Illustrations

Apps for Office Apps

Recommended Charts

PivotChart

Power View

Line Column Win/Loss

Slicer Timeline

Hyperlink

Text Box Header & Footer

Equation Symbol

S24

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
1	Age	Gender	Are u beat	Do you pri	Does fash	Do you pri	How stron	Does it m	Do you th	Does skin	Do you th	Do you th	Does usin	Do you fe	Do you th	Do you think being updated to fashion world is important?					
2	22	Male	Agree	Agree	Agree	Agree	Strongly C	Neutral	Disagree	Neutral	Neutral	Strongly C	Strongly C	Strongly C	Neutral	Strongly Disagree					
3	22	Female	Neutral	Agree	Agree	Neutral	Neutral	Disagree	Disagree	Disagree	Agree	Agree	Neutral	Agree	Agree	Neutral					
4	21	Male	Agree	Neutral	Agree	Agree	Neutral	Neutral	Neutral	Neutral	Strongly A	Agree	Disagree	Agree	Neutral	Neutral					
5	20	Female	Agree	Strongly A	Strongly A	Strongly A	Agree	Agree	Agree	Agree	Strongly A	Strongly A	Agree	Agree	Agree	Strongly Agree					
6	21	Female	Agree	Agree	Agree	Agree	Neutral	Disagree	Agree	Strongly C	Strongly C	Strongly C	Disagree	Strongly C	Neutral	Disagree					
7	24	Male	Strongly C	Neutral	Neutral	Strongly C	Strongly C	Neutral	Neutral	Strongly C	Neutral	Strongly C	Strongly C	Agree	Strongly C	Neutral					
8	22	Male	Agree	Neutral	Neutral	Agree	Neutral	Agree	Disagree	Disagree	Strongly A	Strongly A	Neutral	Agree	Agree	Disagree					
9	21	Female	Agree	Neutral	Disagree	Agree	Disagree	Strongly C	Strongly C	Strongly C	Disagree	Disagree	Agree	Agree	Disagree	Disagree					
10	21	Female	Agree	Agree	Agree	Strongly A	Agree	Disagree	Strongly C	Disagree	Agree	Disagree	Neutral	Strongly A	Agree	Neutral					
11	19	Female	Disagree	Neutral	Neutral	Agree	Neutral	Disagree	Disagree	Disagree	Strongly A	Strongly A	Agree	Strongly A	Neutral	Agree					
12	20	Female	Agree	Agree	Agree	Agree	Agree	Disagree	Disagree	Neutral	Agree	Disagree	Neutral	Agree	Neutral	Agree					1.36
13	23	Male	Disagree	Disagree	Disagree	Disagree	Strongly C	Disagree	Disagree	Strongly C	Disagree	Disagree	Disagree	Neutral	Disagree	Neutral					
14	21	Female	Agree	Agree	Agree	Agree	Agree	Neutral	Strongly C	Neutral	Strongly A	Strongly A	Agree	Agree	Strongly A	Strongly Agree					
15	22	Male	Neutral	Neutral	Neutral	Neutral	Agree	Strongly A	Agree	Strongly C	Strongly A	Strongly A	Agree	Strongly C	Strongly A	Agree					
16	21	Male	Agree	Neutral	Disagree	Agree	Neutral	Disagree	Disagree	Neutral	Strongly A	Neutral	Disagree	Agree	Neutral	Neutral					
17	24	Male	Neutral	Strongly C	Neutral	Neutral	Neutral	Strongly C	Agree	Strongly C	Neutral	Neutral	Neutral	Neutral	Agree	Neutral					
18																					
19																					
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READY

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INFORMED CONSENT FORM

I am a student from Department of Psychology at Forman Christian College University, Lahore. I am conducting a research, the aim of this research is to focus, that how beauty standards influences gender in undergraduate students. I request your participation in this study which would mean a lot to me. Your participation in this study is voluntary and you are also allowed to withdraw from the study at any time. Anonymity of the responses will be maintained and all your responses will be kept confidential.

DEMOGRAPHIC FORM

Age: ____ **Gender:** _____

Please read each statement and click in the column that indicates how much the statement is applied to you.

	Strongly Agree	Agree	Neutral	Strongly disagree	Disagree
1. Are you beauty conscious?					
2. Do you prefer using brand cosmetics?					
3. Does fashion influence you?					
4. Do you prefer branded clothing?					
5. Do strongly you follow fashion trends?					
6. Does it make you less confident if you don't follow fashion trend?					
7. Do you think skin tone effects beauty standards?					
8. Does a skin tone makes a person less superior or more superior?					
9. Do you think having an ideal body shape makes you look more attractive?					
10. Do you think having a non-ideal body shape makes you look less attractive?					
11. Does using cosmetics makes you more satisfied?					
12. Do you feel uncomfortable when you go out without putting on a perfume/fragrance?					
13. Do you think wearing accessories can make you look more attractive?					
14. Do you think being updated to fashion world is important?					