

Makeup Use and Self Esteem in Women

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Introduction

Makeup has been used by women since at least the time of the ancient Egyptians, who used makeup to help ward off evil spirits and to deflect the sun from their face (Brinegar & Weddle, 2014). In today's society makeup is used to enhance facial features and hide perceived imperfections, such as wrinkles or blemishes. It is marketed to people constantly, whether it's a commercial on television, a post on social media, or an advertisement in a magazine. Exposure is unavoidable. Even from a young age, girls are bought play-vanity sets, styling doll heads to do their makeup and hair, and even small makeup kits while their male peers are not given these toys. It's a multibillion dollar industry.

Makeup is defined as cosmetics used to enhance or alter one's appearance. In my experiment, I defined it as the use of eleven common makeup items: foundation, concealer, blush, mascara, eyeliner, eyeshadow, eyebrow pencils, fake lashes, lipstick/lip color, lip gloss, and lip liner.

Research from Hanover college showed a correlation between makeup use and self-esteem. The physical self-esteem mean was a 2.6 on a 5 point scale with a standard deviation of .78. The subjects in the study all generally had low self-esteem. To test the correlation between physical self-esteem and makeup use, they used a Pearson correlation. Their only significant correlation was that there was a correlation of .405 between physical self-esteem and current makeup use (Brinegar & Weddle, 2014).

Another study by the Renfrew Center Foundation supports that makeup use and self-esteem are also related. This study looked at the reasons why women used makeup and how they feel about themselves. Their results yielded that 44% of women said that they wore makeup to hide their flaws, 48% said they wore it because they liked how they looked in it, and 32% said that it made them feel good to wear it. The biggest surprise and supporter of the evidence was that 44% of them had negative feelings when they did not wear makeup (Renfrew Center Foundation, 2012).

Hypothesis

The traits of extraversion, self-esteem, other's approval, age, and appearance, will be correlated with makeup use.

Methods

Participants

A total of 83 women were recruited from the social media website, Facebook. 67 of the participants successfully completed the study. The average age of the participants was 32.

Procedure

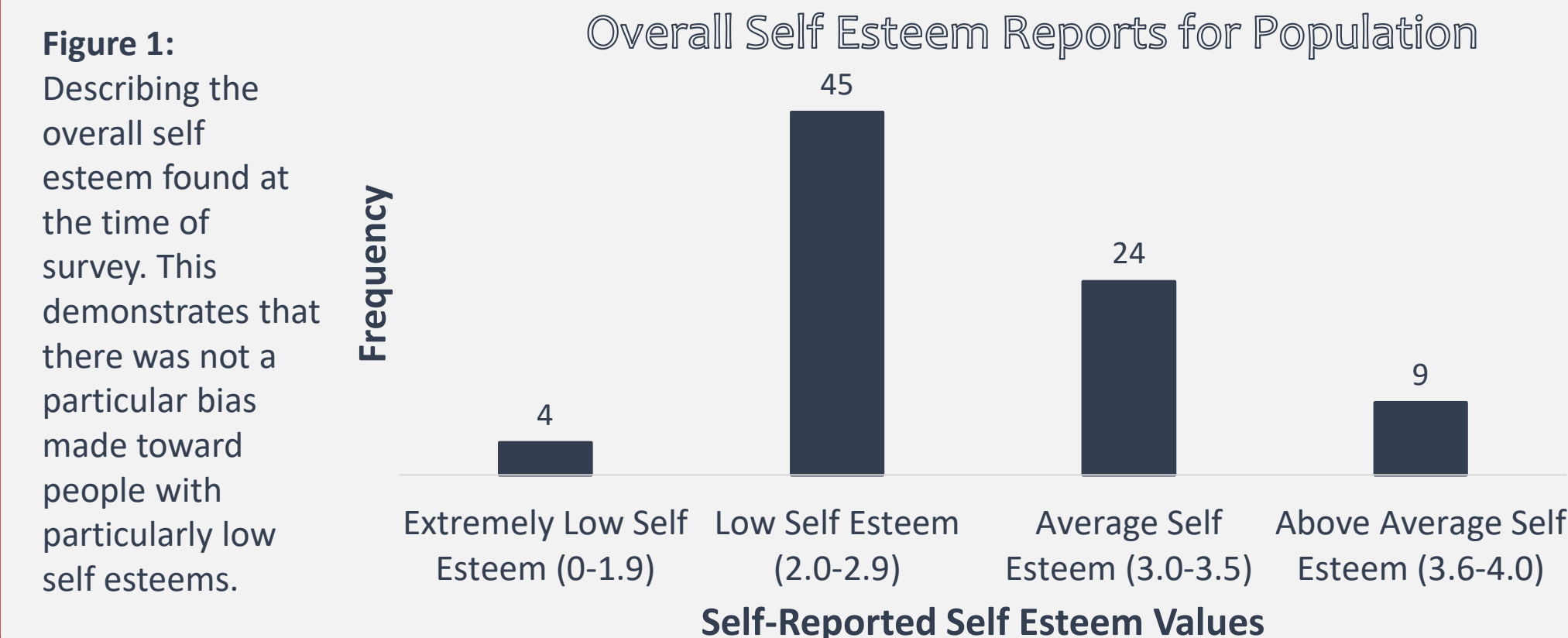
Participants completed an online survey regarding their personality and daily routine. Correlation analysis was used to determine relationships between the constructs.

Measures

- Rosenberg's Self-Esteem Scale- a 10-item Likert scale
- Reliability - $\alpha=.895$
- Contingencies of Self Worth Crocker- a 35-item Likert scale, only used 30 of those items (took out the questions regarding God's love).
-Reliability - $\alpha=.656$
- Makeup Use Questionnaire Korichi- a 16-item Likert scale
-Reliability - $\alpha=.677$
- Mini IPIP Big 5- a 20 item Likert scale
-Reliability - a extraversion= .844, a agreeableness=.676
a consciousness= .730, a neuroticism = .747, a intellect =.687
- Novel Cleanliness and Grooming Attitude Padua- 12-item Likert scale
-Reliability- $\alpha=.316$ (this was added as a diversion)

Results

There was one significant correlation found between makeup use and appearance of one's self ($p<.001$), and a very close significance between extraversion and makeup use.



	Makeup Use
Self-Esteem	$r=.18, p=.144$
Extraversion	$r=.26, p=.052^*$
Age	$r=.18, p=.154$
Other's Approval	$r=.18, p=.078$
Appearance	$r=.44, p=.000^{**}$

Figure 2: Describing the overall p-values for all aspects tested. Appearance and extraversion were the two most statistically significant.

Discussion

The results from this study did not support my hypothesis. There was not a significant correlation found between women with low self-esteem and makeup use. An increased sample size could help prove a statistical significance in future projects.

However, there was significant evidence to support the claim that appearance and makeup use are linked, as the p-value was less than .001 and the r value was .444. This result seemed to be surprising as there was nothing suggesting that the two would be correlated. This suggests that women use makeup more to appeal to fit their own personal standards of appearance, as opposed to wearing it for the perceived benefit of others, which is what was originally believed before the experiment began.

There was also a very close significance between makeup use and extraversion. There was no significant correlation between those who are extroverted and those who were interested in their appearance. This finding would suggest the opposite of the previous conclusion, or that extroverts are more likely use makeup. Most likely, because they do tend to be more people-oriented, would do their makeup for others. More participants could lead towards making this a significant correlation and further hypotheses could be made.

Limitations

The major limitation of this study was the need for more participants. With a higher number of participants, more people would have given a better chance of getting more generalized results. Also since my response rate was only at 80%, the long questionnaire and lack of reward at the end could have impacted the number of people who fully completed the survey.

References

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