

April 2017

Cosmetic Beauty: The Intrinsic and Extrinsic Motivators

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Recommended Citation

Morrow, Laura Kathleen (2017) "Cosmetic Beauty: The Intrinsic and Extrinsic Motivators," *Siegel Institute Ethics Research Scholars*: Vol. 2 , Article 2.

Available at: <https://digitalcommons.kennesaw.edu/siers/vol2/iss1/2>

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Cover Page Footnote

Dr. Linda Johnston, Crystal Money

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Abstract

I used a mixed-methods research study for this experiment. I wanted to see if women perceived makeup as a type of value system that reflects on their self-confidence. Previous research has had mixed results and I wanted to do a study with a bigger sample size. I used both qualitative and quantitative methods for data collection. I used a closed-ended survey that asked twenty-three questions and used two personality scales at the end of the survey. In addition, I interviewed radio talk-show host Davi Crimmins from The Bert Show. I asked her seven open-ended questions about her personal experience of going thirty days without wearing makeup. The survey was gender specific to women where 116 participants were recruited and only ninety-four completed the survey in its entirety. Through Crimmins' personal experience and results from the survey, I found a correlation between self-confidence and makeup. The personality scales have shown the participants to have high self-confidence. Results show that women value makeup in social and professional settings, but do not care about makeup when it comes to running errands.

Cosmetic Beauty: The Intrinsic and Extrinsic Motivators

For centuries, women have been expected to live up to societies' standards of beauty through their outward appearance. If women do not fit this socially accepted idea of beauty, they are expected to mask their undesirable flaws. One such way of hiding these societal defects is through makeup. Nowadays, if women do not wear makeup, they are seen as unattractive or unfeminine. As young girls, we tend to look up to our mothers and awe at their beauty. At a very young age we long for the future with the anticipation of growing up. Some of us girls played dress up by trying on our mother's clothing and attempted to adorn ourselves with makeup- just like mom. If we were lucky enough, our mothers would show us how to properly apply our makeup or how to enhance our best facial features. When we dressed up, we were flooded with compliments of how beautiful we looked. In a study conducted by The Renfrew Center Foundation in 2011, twenty-seven percent of women out of 1,292 participants have said to have started wearing makeup as young as eleven years old and fifty-one percent at the age of fourteen (Harris Interactive, 2011).

We were socially taught that if we were lacking any cosmetic enhancements, we are either sick, having a bad day, or something tragic must have happened. With the use of cosmetics, we learned that we are not allowed any form of imperfection and we need to consistently wear our cosmetic mask. This gave us a false perception of what beauty really looked and felt like. This type of conditioning teaches us that enhancements of our physical appearance will attract more attention and that normal is not beautiful. In the same study by The Renfrew Center Foundation, forty-four percent of women have admitted to feeling unattractive when they have no makeup on (Harris Interactive, 2011). Women who consider themselves self-

conscious wear more makeup than women who do not consider themselves self-conscious (Miller & Cox, 1982).

Although many women look toward makeup as a daily enhancer, there does not appear to be much research on this topic. Cosmetic usage has some form of physical and psychological effects on women. A mixed-methods research was chosen to compare quantitative data from a survey to qualitative data from a personal interview. I proposed the question: Does changing ones' outward appearance truly change the way one values their inward self. This research topic was chosen for personal reasons and a desire to understand the motivation behind why many people, specifically women, place value in their outward appearance.

I decided to focus solely on makeup use for this study. Outward appearance will be measured by makeup and is operationally defined through a twenty-three-question survey. Inward self will be measured as self-confidence and is operationally defined through two personality scales (Texas Social Behavior Inventory and Self-Monitoring Scale) (Helmreich & Stapp, 1974; Snyder & Gangestad, 1986). Qualitative data was recorded through a seven-question questionnaire that was verbally asked to Crimmins during the interview. It was hypothesized that there would be a positive correlation between cosmetics and self-confidence.

Literature Review

There have been many correlational studies of the effects of cosmetic use on our perception of beauty (Britton, 2012; Cash, Dawson, Davis, Bowen, & Galumbeck, 1989; Dijkstra & Buunk, 1998; Jones & Kramer, 2016; Miller & Cox, 1982; Nash, Fieldman, Hussey, Leveque, & Pineau, 2006; Robertson, Fieldman, & Hussey, 2008; Harris Interactive, 2011). One such study wanted to know the effects of cosmetic use in American college women. Their purpose was to examine if the use of cosmetics determined a woman's physical attractiveness (PA)

through the social judgments of peers', if the number of cosmetics worn related to different ratings of beauty, and what were the cognitive perceptions of a woman's body image (Cash et al., 1989). Thirty-eight female college students were recruited for this study. Photos were taken of each participant before and after applying makeup. When informed the photos would be shown to other peers, six women refused and dropped out of the study. When the participants viewed their pictures, they were asked to rate how physically attractive they thought their peers would perceive them. Next, sixteen peers (eight males and eight females) were asked to rate how physically attractive they believed the participant's photos were with and without makeup. The study found that the participants believed their peers would rate them as being more attractive when they were wearing makeup than without.

Results showed that the male judges rated the participants as being less physically attractive without makeup. The female judges rated neutrally for both the before and after photos of the participants. (Cash et al., 1989). This study found that American college women believe that their peers' will judge them as being unattractive when not wearing makeup. The results show that males do believe women without makeup are less physically attractive and it also shows that females do not judge other females as harshly when they are not wearing makeup.

In another study, Robertson et al. (2008) explored the relationship between cosmetic usage and specific personality traits (i.e. extroversion, introversion, self-esteem, anxiety, etc.). Female participants (n = 30) with an age range of eighteen to fifty-five were recruited for this study. Each participant was asked to take a variety of questionnaires from three different sections: (1) anxiety, (2) self-esteem, and (3) intellect. Each section was composed of different questions taken from the Sixteen Personality Factors Questionnaire, the Revised NEO

Personality Inventory, the Personal Attributes Survey, the Jackson Personality Inventory, the Saucier's Big Seven Factors and the Values in Action. Once each participant has completed each questionnaire section, they were then asked to complete the Seven Point Cosmetic Usage questionnaire to figure out how much cosmetics each participant would apply. A multiple linear regression was performed for the correlation of both cosmetic usage and personality traits. Results show that there is a positive correlation with cosmetic use and anxiety ($r=.88$, $p=.008$), self-consciousness ($r=.68$), conformity ($r=.61$, $p=.007$), and a negative correlation with cosmetic usage and physical attractiveness ($r=.86$, $p=.006$), self-esteem ($r=.75$, $p=.003$), social confidence ($r=.76$, $p=.032$), and emotional stability ($r=.76$, $p=.037$) (Robertson et al., 2008). In reference to the positive correlation, when cosmetic use goes up, so do levels of anxiety, conformity, and self-consciousness. In reference to the negative correlation, as cosmetic use goes either up or down, then levels of physical attractiveness, self-esteem, social confidence, and emotional stability will either go up or down opposite of cosmetic use. Results show that there is a strong correlation between cosmetic use and effects on specific personality traits.

In 2006, Nash et al. conducted a study that examined the correlation between cosmetics and four social measures: health, confidence, earning potential and professional class. Four Caucasian women, ages thirty-one to thirty-five years old, had their photos taken with and without makeup to be used as material for this study. The photos were then evaluated by the participants (152 men and 171 women) who were recruited for this study. The participants were then split into two groups: one group was presented with the photos of the four Caucasian women with makeup and the other group was presented with the four Caucasian women without makeup. Healthier was operationally defined as increasing facial symmetry and improving skin texture. Confidence was operationally defined as being in a good mood, and professional status

was operationally defined as having greater earning potential and having more prestigious professions. A seven point Likert scale (1=very unhealthy or unconfident, 7= very healthy or very confident) was used to measure the Caucasian women's health and confidence. To measure their earning potential, participants were asked to use a seven-point attitudinal scale (1= very much above national average to 7= very much below national average) to predict the Caucasian women's earnings in the next five years'. Participants were asked to select from nine different professions to measure the Caucasian women's professional class. Participants viewed the women's professional class by the way they labeled the photos. Results show that cosmetic use had a great impact on the rating of women's professional class ($p=.000$). The photos of women wearing makeup were rated higher on health ($p=.000$), confidence ($p=.000$), and professional earnings ($p=.023$) than women without makeup (Nash et al., 2006). This study shows that when women wear makeup, they are judged as being healthier and more professional. They are also expected to have a more prestigious job and have higher earnings than the average woman who does not wear makeup. Through the questionnaires results show that there is a positive correlation between cosmetics and the increased perception of confidence.

In this study, Jones and Kramer (2016) examined the effects of professionally-applied makeup in comparison to attractiveness and the variations of attractiveness between individuals. Two separate studies were conducted to (1) measure how professionally applied makeup impacts our view of attractiveness and (2) how makeup changes our view of attractiveness in a sample of women who earn a living off their appearance – supermodels. Study 1 used ninety college students to participate in this study. They were asked to rate thirty-three images of women using a seven-point scale (1= very unattractive to 7= very attractive). The photos were taken from YouTube makeup tutorial videos of women models before and after professionally-applied

makeup. The results for Study 1 are as shown: women models with makeup were rated as more attractive for both men and women than woman models without makeup. Male judges rated the photos without makeup as less attractive ($p=.001$) than the female judges. This indicates that men rate women without makeup as being less attractive than women with makeup. Study 2 recruited one hundred new participants for this study. Participants were asked to rate 45 images of female supermodels using the same seven-point scale as in Study 1. All before and after professionally-applied makeup photos were taken from Louis Vuitton's Fall-Winter 2010 runway show. The results for Study 2 are as shown: just like Study 1, women with makeup were rated as more attractive for both men and women. Male judges found the supermodels with makeup more attractive ($p=.001$) than the supermodels without makeup. Through a combined analysis of both studies, results show that professionally applied makeup increases attractiveness in both models and supermodels (Jones & Kramer, 2016). This is another correlational study that compares cosmetic usage in comparison to attractiveness. What the results show is that women, either models or supermodels, still face the same stereotypes of makeup as women outside of their field.

Prior research has shown that there is a strong correlational connection between the variables of makeup and personal attractiveness, men's perception of makeup on women, and the amount of professionally applied makeup toward women's professional class, earnings, and their physical attractiveness. There are not many recent studies in this area nor have many studies been conducted on this topic area of makeup. In addition, I have not found many studies conducting a mixed-method research design. For those reasons, I want to conduct my own mixed-methods study with a greater sample size. For this experiment, I hypothesize that there

will be a strong correlation between women changing their outward appearance (i.e. cosmetics) to the way women value their inward self (i.e. self-confidence).

Methods

Recruitment

I submitted my proposal through the IRB at the Kennesaw State University. I used convenience sampling (n=116) for this experiment. Through Facebook and emails, I could distribute a confidential link to my survey. I used my own personal Facebook account to distribute the confidential link and targeted Facebook groups such as Women Warriors, Christian Women Empower One Another, E.V.E Empowering Encouraging and Elevation Women, Women Empowering Women (W.E.W.), Uplifting & Empowering Women, and Women Empowering Women 2017. Two of my current professors sent out emails with a link to my survey to all their students.

For the interview portion of this experiment, I emailed radio talk show host Davi Crimmins about participating in my study. I chose to email Crimmins because of convenience, she is local, she was recommended because of her participation in a thirty day no makeup challenge, and she has already openly talked about her no makeup challenge on the air. I felt she would be willing to be interviewed about her personal experience with the challenge. After a short exchange of emails, Crimmins and I planned a day to meet up for a face-to-face interview. Before the interview was conducted, I presented Crimmins with a consent form to be signed. I made sure to read each question without giving verbal or facial feedback to avoid any misleading or encouragement during the interview.

Measures

I developed my questionnaire through an online software called Qualtrics. After receiving Britton's consent, I could reuse an already established questionnaire and adjust it to my experiment (Britton, 2012). The survey asked twenty-three Likert, demographic, and closed-ended questions about makeup use, preference, and personality. At the end of the survey, two personality scales, Self-Monitoring Scale and the Texas Social Behavior Scale, were used to measure each participant's personality in comparison to makeup. Demographics of the sex and age of participants were collected. This survey was gender specific toward women (age 18 to 25+) and no one under the age of eighteen could participate. I had 116 participants where ninety-four completed each question. Ten people were opted out of the study: two for refusing consent, six because they were male, and two because they were under the age of eighteen.

With Crimmins consent, I could use a video camera for the interview so that I can listen to the video again and take notes. Seven open-ended questions were asked about her experience of the thirty day no makeup challenge. The questions that were asked are as follows: What was your experience of the thirty day no makeup challenge, did people treat you differently when you had no makeup on, did you enjoy the challenge, did not wearing makeup for thirty days change your view of makeup, do you feel obligated to wear makeup or do you choose to wear makeup, what have you learned through this challenge, and would you do it over again.

No demographic information was collected during the interview. I wrote down verbatim what Crimmins said in her interview on a word document so I could analyze the interview more easily. By doing this, I have also left out key information that Crimmins gave through nonverbal cues, such as facial expressions, tone of voice, hand gestures, etc. The one interview does not represent the general population. Using a self-report survey allows room for errors or bias. It is

possible that participants had a confirmation bias, answered randomly, or felt pressured to answer correctly to societal pressures or stereotypes.

Results

Survey

The survey recruited 116 participants, and only ninety-four completed the survey in its entirety. This study was gender specific to women, though some men tried to participate in the study (6%). After analyzing the data, the following descriptive results are what were found. Most of the participants (82%) were twenty-four years old or older. Fifty-one percent of the participants said they started wearing makeup between the ages of twelve to fifteen years old and eighty percent agreed to knowing how to use makeup to best flatter their features. One of the questions asked participants to rate how important do they think appearance is where seventy-nine percent rated it as being very and somewhat important. Fifty-six percent rated makeup as important to their appearance.

When it came to makeup toward their self-confidence, thirty-eight percent rated it as somewhat important. Makeup in social situations was rated as very and somewhat important by fifty-nine percent of the participants and seventy-four percent had the same rating for makeup in a professional situation (i.e. work, job interview, etc.). Participants go two to three times a week without makeup on in public areas. They were then asked to rate in which situations are you likely to put makeup on. Results show that women were very likely to wear makeup in class (24%), at work (43%), for a job interview (77%), out with friends (46%), and on a date (59%). This shows us that the participants are more likely to wear makeup in a social and professional situation, but when it came to running errands; forty-seven percent said they were unlikely, somewhat unlikely, or somewhat likely to wear makeup.

Most of the participants spend on average five to ten minutes putting on makeup, except when running errands when they do not care (31%). In a social and professional situation, a variety of makeup are worn from mascara and foundation to blush and eyeshadow. When asked how different they feel their makeup is from one situation to the next, thirty percent said they wear the same amount of makeup. Participants ranked either never (60%) or once a day (29%) when asked how often they touched up their makeup throughout the day (regardless of whether it was carried with you or not). Those who do carry makeup with them throughout the day said the most often items they carry was mascara (30%), lipstick (67%), lip-gloss (43%), and powder (31%).

Women would touch-up their makeup when going from work (84%), from class (52%), and from running errands (73%) to going out at night. Rarely to never do people start over on their makeup (80%). Two-three times a week, and sometime daily, women have said to wear mascara, eyeliner, eye shadow, lipstick, foundation, and blush. The participants said they never wear liquid eyeliner and blemishing corrector, but when it came to lip-gloss and powder, they said either never or daily. Friends were mostly looked to for makeup advice (44%), but they would also use websites (39%). When given the “other” option under the same question, most people would specifically say “YouTube” as their go to website source.

Most of the participants were somewhat confident about themselves on a Likert scale when it came to the personality scales. To define self-confidence, I chose three questions from each scale with a high percentage that best described someone as possessing high confidence. The three questions chosen from Texas Social Behavior Inventory scale were, “I would describe myself as self-confident,” (70%) “I feel confident in my appearance,” (65%) and “I have no doubts about my social competence,” (71%). Three questions chosen from the Self-Monitoring

Scale were, “I have considered being an entertainer,” (71%) “I would not change my opinions (or the way I do things) in order to please someone else or win their favor,” (72%) and “At parties and social gatherings, I do not attempt to do or say things that others will like,” (76%).

In addition to the chosen questions, fifty percent of participants make a point of looking people in the eye, sixty-eight percent feel comfortable being approached by someone in a position of authority, seventy-eight percent do not have trouble thinking of the right things to say when in a group of people, and seventy-six percent have no doubts about their social competence. Roughly seventy percent of participants would not change their opinions to please others, do not care what others think about what they think or say, act the same around everyone, can easily make friends, and are consistent with their personality to other people.

Next, I wanted to correlate women’s self-confidence personality to the other questions that asked about makeup use, type, and preference. Through chi-square I could correlate women’s self-confidence through the six questions that were chosen and compare it to each question. A correlation was found at the p-value of .01 for women who consider themselves as self-confident and do not attempt to do or say things that others will like to makeup being viewed as important in social situations. Women who have no doubt about their social competence and do not attempt to do or say things that others will like to have a strong correlation ($p=.02$) with importance of appearance and have a very strong correlation ($p=.00$) with how old were they when they first started wearing makeup. Women who described themselves as self-confident have a very strong correlation ($p=.00$) with wearing makeup at work and a strong correlation ($p=.03$) when wearing makeup on a date. Women who describe themselves as self-confident, have considered being an entertainer, and do not say things that others will like to prefer to use

foundation ($p=.00$), blush ($p=.00$), powder ($p=.00$), mascara ($p=.00$), and lip-gloss ($p=.01$) as their makeup choices.

Interview

I was able to video record the interview with Davi Crimmins, which allowed me to go back and analyze my data more accurately in case I missed any information. I wrote down verbatim what Crimmins said on a word document making it more convenient for me to read instead of listening and watching. For the first interview question, what was your experience of the thirty day no makeup challenge, Crimmins spoke about how the thirty day no makeup challenge developed into a lifestyle choice. She noted that after the thirty days, she continued to go forty to fifty days without makeup. She commented on how the first two to three weeks of the challenge were rough, not because of a lack of willpower, but because of the reactions of the people around her. Crimmins realized that her facial appearance had more of an effect on other people than it did herself. Through the challenge, Crimmins accepted herself as beautiful with and without makeup. “You realize you are not doing it for yourself, but for the people around you” (Crimmins, 2017).

When asked if people treated her differently when she had no makeup on, Crimmins exclaimed yes. She noted that not many women had an issue with her “pale skin,” but there were many rude comments from her male co-workers. Such comments were: you look tired, what’s wrong, did someone die, that’s a cool challenge to give yourself, have you thought about tanning, and you can still get away with that because you are under thirty. These types of inappropriate questions made Crimmins uncomfortable and caused her to internalize and judge herself. It also made her question the intent behind the comments, why they were said, and how

does it help her in her work environment. “Why does my pale skin bother my male co-workers?” (Crimmins, 2017).

Next I asked Crimmins if not wearing makeup for thirty days changed her view of makeup. For this question, Crimmins wanted to make sure not to say anything that would reflect badly on her friends in the makeup industry. At one point, Crimmins asked me to repeat the question, and after doing so, Crimmins went on to say that her view on makeup changed from an obligation to hide her “flaws” to the enjoyment of painting her face. She refers to makeup as fun and artsy, and talked about how makeup can bring out people’s confidence and restore their groove and sexiness. Crimmins notes that before she used to wake up forty-five minutes early to put on her armor (i.e. makeup).

During the challenge, she had more time to pick up yoga, exercise more, and have more time to relax. She went from putting on makeup every day to embracing her fresh-face. After going an extended period without makeup, Crimmins noticed that her eye lashes were longer and her skin was clearer. Even though makeup had no power over Crimmins anymore, she did say that on certain occasions, during a job interview or important events, she would then put on makeup to look the part. Crimmins went from putting makeup on just to check the mail to going fresh-faced on most days.

In the end, Crimmins spoke of how much she enjoyed the challenge and how she would do the challenge all over again if need be. The challenge made her realize an internal strength she possessed which brought out a sassier side of her. Crimmins was more confident and comfortable in her own skin and she learned to stick up for herself. On special occasions or during an interview, Crimmins still thinks those are appropriate times to wear makeup. She goes on to say that during an interview, it should not matter about her appearance and instead the

focus should be on her resume. Crimmins realized that bullying is still alive in the work force, but on a subtler fashion. “People want you to look and be a certain way, especially in media,” (Crimmins, 2017).

Crimmins talked about when makeup was taken out of the equation, the conversations became more real and were directed toward her talent, voice, and work and less on her overall appearance. When faced with the rude comments from her male co-workers, she became less cordial and learned how to redirect the comments back at them. “People don’t notice when you do not have makeup on. People notice more when you decide to dress up, because people have gotten used to your regular face,” (Crimmins, 2017). In the end, Crimmins learned that she could teach other people a valuable lesson about themselves through her experience with the thirty day no makeup challenge. A key finding in the interview with Crimmins was how she noted that most of the rude comments were from her male co-workers. She commented multiple times about how this experience gave her more self-confidence in her physical appearance and taught her how to stick up for herself.

Discussion

I chose to do my research study on makeup use and outward appearances because of my own personal experience. The age range of my participants was from eighteen years old to twenty-four and older. Eighty-two percent of the participants fell in the age range of twenty-four or older and have said to started wearing makeup around the age of twelve to fifteen. As mentioned before in my introduction, fifty-one percent of women out of 1,292 participants have said they started wearing makeup at the age of fifteen, where fifty-one percent of my data fell in this same category. When my participants were asked if they knew how to use makeup to flatter their best features, most of my participants confirmed that they knew how. This statement

emphasizes more about their confidence level. Women believe their appearance is somewhat to very important, especially when comparing makeup to their self-confidence. Women view makeup as important for a job interview, work place, when dating, and going out with friends (social gatherings).

When women were then asked how important makeup was when running errands, the majority of the women did not care to put makeup on. In addition, women have admitted going two to three times a week to daily without wearing makeup. On average, women spend eleven to twenty minutes when applying makeup, rarely start over, and stick to the same routine of makeup application. They never carry makeup with them for touch-ups throughout the day and they never feel the need to touchup their makeup (carried with them or not). It is only when transitioning from running errands, work, or class to going out at night do women feel the need to touch-up their makeup. Most women seem to rely on their friends and websites for makeup advice. The most commonly go-to websites for makeup advice are YouTube, Pinterest, and Facebook, but when given the option to write in an answer, YouTube was chosen ninety percent of the time.

After conducting a chi-square analysis, as women's description of self-confidence rose, so did their view of makeup in social situations, their view on importance of appearance, and wearing makeup in a professional situation and on a date. The most chosen form of makeup was foundation, blush, powder, mascara, and lip-gloss. What this tells me is that women who view themselves as confident people do not rely heavily on makeup unless they're in a professional or social situation. When faced with either a professional or social situation, the value of makeup rises, but when running personal errands, the need for makeup drops.

There are similarities when comparing Crimmins interview to the data collected from the survey. One such similar finding is makeup's value increasing or decreasing depending on the situation. Crimmins notes that during an interview or special event she felt more of a need to apply makeup. At the end of the thirty day no makeup challenge Crimmins describes a new-found confidence and love for herself. Even through the eyes of a celebrity makeup holds a chock hold. Crimmins talked about her experience before and after makeup and says how much of a life changer it was. Her confidence levels started to rise as she started to embrace her fresh-face more.

Conclusion

This study wanted to examine the relationships cosmetics had toward women's self-confidence. A mixed-methods research was chosen for this study to compare the general population to a celebrity's point of view on makeup. By comparing Crimmin's point of view toward this topic choice, we could shine a light in an area that is not very researched. Crimmins is a talk show host on the Bert Show, where her name is a common household for residents in the Atlanta area. Crimmins is faced with a different set of rules than the general population because of her celebrity status. The aim of using a mixed methods approach was to compare the general population's view of makeup to a celebrity's view. Results showed that women who describe themselves as self-confident do not feel like makeup truly represents their self-worth. Crimmins described her experience with the no-makeup challenge as empowering, renewing, and a form of self-actualization. Data shows, from both the survey and Crimmins that makeup is still a valuable tool for the work force and during social gatherings, but when it comes to running errands, makeup becomes less of a necessity.

Further research with a high sample size to better generalize to the general population. A limitation for this study was not properly operationally defining the age group “24 years old or older.” Because I did not operationally define this category, and that eighty-two percent of my data fell into it, there is no way to determine the true age range of the participants. Another limitation is that the survey was gender specific to women. By limiting the survey to specifically women, we are unable to receive a male input on how they value makeup toward women and their self-confidence. Future studies should be conducted to compare women and men’s view on cosmetics toward self-confidence to confirm results with previous studies. When it came to the interview portion of the study, Crimmins was notified in advance about the purpose of the study. The data from the interview are skewed because of informing Crimmins ahead of time about the topic choice and allowing her to have time to think about answers. Because there are many different personalities, there are differences of opinions on how makeup is viewed. One person might view makeup as an empowering tool to boost self-confidence levels, while another person might use makeup as a defense tool. Future research should be conducted to determine the view of makeup toward different personality traits.

For the survey portion, I used a convenience sampling (i.e. Facebook and email) to collect my data. My sample size shows a higher generalizability and the participants are anonymous and range in different demographics. Because I did not ask certain demographic questions in my survey, I was not able to generalize information about different cultural backgrounds. Future research should be conducted in this area to determine more specifically different personality traits in how they view makeup: either as a mask or as empowering. Perhaps a topic for future research could be how pale skinned people also struggle to reach a societal norm of “beauty.” Future research should also be conducted to determine the reason

behind why there are positive and negative correlations between makeup use and specific personality traits. More research should be conducted in this area of makeup perception and additional research should compare makeup use to women's self-worth.

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