

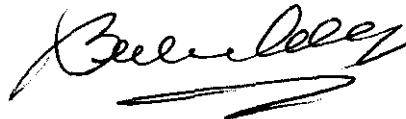
**Personality and Appearance Management in College Women**

An Honors Thesis (HONRS 499)

By

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A handwritten signature in black ink, appearing to read "Bernard E. Whitley, Jr.", with a long horizontal flourish underneath.

Ball State University  
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December 2003

Expected Date of Graduation  
December 21, 2003

## **Acknowledgements**

First and foremost, I would like to thank my adviser,  
Dr. Whitley, for all his guidance on this project.

I would also like to thank the staff and faculty of the  
Department of Psychological Sciences  
for their help throughout my college years.

Lastly, thank you to  
friends and colleagues for support  
during this project.

### Abstract

The present study examined the relationships of selected personality traits and appearance management techniques in a sample of 181 college women. The personality traits were self-esteem, social self-esteem, global self-efficacy, social self-efficacy, self-monitoring, social anxiety, and public self-consciousness. The appearance management techniques were cosmetic use, hair product use, artificial tanning bed use, tattoos, body piercings, money spent shopping in one month, and time spent shopping in one month. Public self-consciousness was the only predictor variable with consistently strong associations with the appearance management techniques.

## Personality and Appearance Management in College Women

No one would argue that physical attractiveness is not important. In our culture, beauty is a prized trait. Attractive people are perceived as being more trustworthy and competent (Patzner, 1983), and they are chosen more often in situations involving hiring (Cash & Kilcullen, 1985) and dating (Leck, 2002). Women are often judged on their attractiveness (Livingston, 2001) and expected to actively pursue beauty (Owen & Laurel-Seller, 2001). A wide array of products and services designed to enhance physical attractiveness are marketed specifically to women, and American women spend billions of dollars annually on improving their appearances in order to seem more attractive (Baker, 1984). However, not all women spend time or money on appearance management efforts. What makes these women different from those who actively pursue increased physical attractiveness? Differences in personality provide one possible explanation to this question.

One personality trait that could be related to appearance management is self-esteem. The trait of self-esteem reflects feelings of self-worth and confidence (Rosenberg, 1965). One correlate of self-esteem is physical attractiveness. For example, Kwon (1997) found that ratings of facial attractiveness made by others were significantly related to women's self-esteem. The findings of Kwon's study and others (Cash, 1981, 1985; Noles, Cash, & Winstead, 1985) suggest that appearance management through use of cosmetics and other techniques designed to improve facial appearance could improve attractiveness and, perhaps, self-esteem.

Self-esteem has also been linked to subjective appearance self-reports (Longo & Ashmore, 1995). The more attractive a woman perceives herself to be, the higher her

self-esteem is. The results of Longo and Ashmore's (1995) study also indicate that attractiveness may be more important to women's self-esteem than it is to men's self-esteem. Because women may be judged on physical attractiveness more often than men, negative evaluations of a woman's physical attractiveness might be more damaging to her self-esteem than similar negative ratings would be to a man's self-esteem. However, Brdar, Tkalcic, and Bezinovic (1996) found that frequency and variability of cosmetic use were associated with decreased self-esteem in women. A high level of physical attractiveness might signify a high self-esteem, but deliberate enhancement of appearance might signal low self-esteem to begin with.

Locus of control is another personality trait that has been shown to be different for attractive people than for less attractive people. Locus of control can be either internal, meaning that the person feels in control of his own life, or external, meaning the person feels that his or her life is controlled by outside forces (Rotter, 1971). Attractive people have a more internal locus of control than less attractive people (Cash & Begley, 1976). A more internal locus of control suggests that attractive people attribute the successes and failures of their lives in general more to their own actions than to fate. This relationship between attractiveness and locus of control may be due to attractive people receiving more opportunities to influence their social lives and thereby develop a more internal locus of control (Hatfield & Sprecher, 1986).

However, one shortcoming of the locus of control construct is that it is very general, whereas feelings of control may vary from one aspect of life to another (Bandura, 1977). Another more specific trait involving competency and control of one's life is self-efficacy. Self-efficacy is one's perceived competency to manage situations;

social self-efficacy focuses on social situations (Bandura, 1977). Women who try to enhance their attractiveness may be doing so to increase their self-confidence and perceived competency in social situations; that is, their social self-efficacy. Women who have a higher sense of self-efficacy therefore may engage in more appearance management techniques than women who have a lower sense of self-efficacy.

The trait of public self-consciousness refers to the awareness of being the object of other people's attention (Fenigstein, Scheier, & Buss, 1975). Thornton and Maurice (1999) found that, in general, the higher a woman scored in public self-consciousness, the lower she scored on self-rated attractiveness and self-esteem. Thornton and Maurice theorized that even though public self-consciousness is correlated with a decrease in self-rated attractiveness, it might lead to behaviors intended to enhance their appearance such as cosmetic use; concern over other people's attention would cause women to put more effort into their appearance management in order to appear more attractive. Therefore women with high public self-consciousness may engage in more behaviors designed to improve appearance than women with low public self-consciousness.

Related to public self-consciousness is the trait of social anxiety. Social anxiety arises when people are anxious about making a poor impression on an important audience (Schlenker & Leary, 1982). If a woman has high social anxiety, she might try to use appearance management techniques to increase her physical attractiveness and boost her confidence. Therefore social anxiety would be positively correlated with appearance management.

A final personality trait that might be related to appearance management is self-monitoring. Self-monitoring refers to individual differences in people's ability and

motivation to change their expressive behavior based on the social demands of the situation and based on other people's responses to the person's behavior (Snyder, 1983). A person who scores high on self-monitoring tends to act very differently in different contexts to make what he or she considers to be the proper response to the situation and other people's expectations. Varying one's appearance through appearance management strategies could be one behavior that results from the high self-monitor's attempt to project the "right" image. Therefore women who score highly on measurements of self-monitoring would use many appearance management techniques to change their appearance.

Although, as noted above, there have been studies that have focused on personality differences between attractive and less attractive people, few have studied personality difference between people who try to increase their attractiveness and those who do not. In the present study, I examined the relationships between some personality traits and young women's self-reports of a number of forms of appearance management. The appearance management dimension assessed behaviors intended to superficially change one's appearance, including cosmetic use, how much time and money the participants put into shopping for clothing in a typical month, artificial tanning bed use, chemical treatment of one's hair, and number of tattoos and body piercings.

I expected that women who used more strategies to enhance their appearance would have lower global self-esteem and social self-esteem than women who used appearance management techniques in moderation. I also hypothesized that women who tried to enhance their attractiveness would have a greater sense of social self-efficacy than women who did not attempt to change their appearance. In addition, public self-

consciousness, social anxiety, and self-monitoring were expected to be positively related to appearance management. However, this was a non-experimental study, and no conclusions could be drawn about a causal relationship between self-esteem and physical attractiveness enhancement.

## Method

### *Participants*

Participants were 181 female introductory psychology students who took part in the study in partial fulfillment of a course requirement. Their mean age was 19.2 years old; 98% of the participants were Caucasian. No men participated because the study focused on women's appearance management.

### *Measures*

Participants completed a questionnaire consisting of the measures listed below (a copy of the questionnaire is contained in Appendix A). The questionnaire had a cover sheet with explanations and items asking for the participants' age and ethnic group. The first part of the questionnaire was concerned with areas of appearance management, with the items were listed by appearance management technique.

The first items in the appearance management measured the participants' likelihood of using cosmetics, artificial tanning beds, and hair products. Participants responded to these items on a 7-point agree-disagree scale with anchors at each point ranging from very unlikely (-3) to very likely (3).

The cosmetic use measure was adapted from Brdar et. al.'s (1996) Cosmetic Use Inventory. The measure consists of 27 items that ask the likelihood of using a certain cosmetic in a certain situation, such as the likelihood of using lipstick while attending a



regular class. The use of artificial tanning beds and hair products items asked how likely the participants were to use these appearance management techniques in the future.

Other items in the appearance management section asked participants the number of tattoos and the type of body piercings they currently had. The final items were open-ended and asked participants to estimate how much time and money they spend in a typical month shopping for items to change their appearance.

The second part of the questionnaire assessed personality factors with the items from all the personality scales were intermixed in random order. For the personality scales, participants responded to items on a 7-point agree-disagree scale with anchors at each point ranging from strongly disagree (-3) to strongly agree (3).

*Global self-esteem.* Global self-esteem was assessed using the Rosenberg (1965) Self-Esteem Inventory. The Rosenberg scale consists of 10 items such as “I take a positive attitude toward myself” and “I am able to do most things as well as most other people.” Higher scores indicate higher self-esteem.

*Social self-esteem.* Self-esteem was measured using the Texas Social Behavior Inventory (Helmreich, Stapp, & Ervin, 1974). The scale contains 16 items such as “I feel confident of my appearance” and “Other people look up to me.” Higher scores are indicative of higher social self-esteem.

*Public self-consciousness.* Public self-consciousness was measured using Fenigstein, Scheier, and Buss’s (1975) Public Self-Consciousness Scale. The scale contains 7 items such as “I’m concerned about the way I present myself” and “I’m usually aware of my appearance.” Higher scores are indicative of higher levels of public self-consciousness.

*Self-monitoring.* Self-monitoring was measured using the Snyder (1974) Self-Monitoring Scale. The scale contains 25 items including “In different situation and with different people, I often act like very different persons” and “In a group of people I am rarely the center of attention.” Higher scores are indicative of higher level of self-monitoring.

*Self-efficacy.* General and social self-efficacy were measured using the Self-Efficacy Scale (Sherer, 1983). The general portion of the self-efficacy scale contains 17 items such as “When I decide to do something, I go right to work on it” and “I am a self-reliant person.” The social portion of the self-efficacy scale contains 6 items like “I have acquired my friends through my personal ability at making friends” and “If I see someone I would like to meet, I go to that person instead of waiting for him or her to come to me.” Higher scores on each portion of the scale are indicative of higher general or social self-efficacy.

*Social anxiety.* Social anxiety was measured using the Leary (1994) Interaction Anxiousness Scale. The scale contains 15 items such as “I usually feel quite relaxed around other people, even people who are quite different from myself” and “Parties often make me feel anxious and uncomfortable.” Higher scores are indicative of higher levels of social anxiety.

### *Procedure*

Participants completed the scales in groups of 2 to 20. After distributing questionnaires and answer sheets to the participants, a female researcher explained that the study dealt with college women’s attitudes toward appearance management. After

completing their questionnaires, the participants took a disclosure sheet (a copy of the disclosure sheet is contained in Appendix B) as they left the testing area.

## Results

### *Preliminary Analyses*

Correlations among the predictor variables are shown in Table 1. Because social self-efficacy and social self-esteem had high correlations with social anxiety, they were dropped from the analyses to prevent multicollinearity from contaminating the regression analyses. Correlations among the dependent variables are shown in Table 2. Because the dependent variables were reasonably independent of each other, results will be presented separately for each variable. Correlations between the selected predictor variables and dependent variables are shown in Table 3. Because social anxiety did not have a statistical significance with any of the dependent variables, it was not used as a predictor in the regression analyses.

### *Regression Analyses*

Standardized regression coefficients for the regression analyses are shown in Table 4. The only predictor variable consistently related to the dependent variables was public self-consciousness. Public self-consciousness had statistically significant relationships with cosmetic use, tanning, money spent, and time spent. In addition, global self-esteem had a statistically significant relationship with money spend, and global self-efficacy had a statistically significant relationship with hair products. Neither piercings nor tattoos had a statistically significant relationship with any of the predictor variables.

## Discussion

The purpose of the present study was to examine the relationship between enhanced physical attractiveness and personality characteristics in women. Past studies have investigated potential links between physical attractiveness and some personality factors, but the research on the impact of appearance management techniques is sparse. The present study examined the relationship among personality traits associated with self-esteem and self-perception with some common techniques designed to improve one's physical attractiveness. The hypothesis was that women who scored higher on measures of self-monitoring, public self-consciousness, and social anxiety would use more appearance management techniques than the women who scored low. No predictions were made about the direction of potential relationships between self-esteem, self-efficacy, and appearance management efforts.

In a previous study, Kwon (1997) found that physical attractiveness correlated positively with self-esteem and self-confidence in women. However, another study found that self-esteem decreased as the frequency and variability of cosmetic use increased (Brdar et. al., 1996). In the present study, no correlation was found between self-esteem and any other the appearance management techniques. A positive relationship would have implied that women with higher self-esteem try to enhance their attractiveness in order to increase maintain their high self-esteem. A negative relationship would have implied that women with high self-esteem choose not to use appearance management techniques because they believe they are already at their optimal level of physical attractiveness. The present study uncovered no relationship either positive or negative between self-esteem and appearance management techniques. It is possible that both

explanations are valid for different women, but the individual differences within the population negate any general trend and leave no statistically significant relationship.

Global self-efficacy was included as a predictor variable because people who feel more in control of their lives may choose to use appearance management techniques to control their physical appearance as well. Physically attractive people have a more internal locus of control than less attractive people (Cash & Begley, 1976), and efforts to increase attractiveness could signal higher self-efficacy. However, global self-efficacy was only weakly related to one dependent variable, the use of hair products. One possible explanation for the lack of a strong relationship with appearance management could be that the trait of global self-efficacy is too general to have a statistically significant association with the dependent variables. The one observed correlation between global self-efficacy and hair products was relatively small and could be a statistical anomaly. In any case, such a weak relationship shows that global self-efficacy has little impact on appearance management.

Public self-consciousness has been found to correlate negatively with self-esteem and self-rated physical attractiveness (Thornton & Maurice, 1999). However, the perceived deficit in physical attractiveness could lead women with high public self-consciousness to put more effort into appearance management strategies. In the present study, public self-consciousness was the personality trait most consistently related to the dependent variables of specific appearance management techniques. It correlated at varying degrees of statistical significance with all dependent variables except tattoos. The result that women with higher scores of public self-consciousness try harder to appear physically attractive follows the predictions of Thornton and Maurice (1999). Women

with higher public self-consciousness place more emphasis on having a more socially desirable self because they are more aware of other people's attention.

It was hypothesized that women with more social anxiety would use more appearance management techniques as a way of creating confidence in their appearance and in their social interactions. However, this hypothesis was not supported by the data.. One possible reason for the lack of associations could be that social anxiety may be too broad a trait to have an observable impact on appearance management. The absence of relationships between the variables shows that appearance management does not contribute to social anxiety.

Changing one's appearance through using appearance management techniques would be one expression of self-monitoring, the willful change in one's expressive behavior based on the situation (Snyder, 1974). It was hypothesized that self-monitoring would be positively associated with appearance management. However, self-monitoring had no relationship with any of the dependent variables. Appearance management could be seen as a way of changing others' perception of oneself, but the lack of relationship with dependent variables belies this interpretation. A better way of linking appearance management to self-monitoring would be to compare the change in appearance management techniques across situations instead of averaging the appearance management behaviors for each technique. Therefore it is understandable that no relationship was found between self-monitoring and appearance management in the present study.

More research on the topic of enhanced physical attractiveness is necessary to draw further conclusions. Some potential areas of research include testing other

personality factors more extensively. Other more drastic techniques of appearance management such as cosmetic surgery could be explored as well. Research could also be conducted to investigate the variables within other populations of women. For example, appearance management techniques in elderly women might be a sign of higher self-esteem or higher self-efficacy.

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Table 1  
Correlations Among Original Predictor Variables

|               | Tanning | Hair Products | Piercings | Tattoos | Money Spent | Time Spent |
|---------------|---------|---------------|-----------|---------|-------------|------------|
| Cosmetic Use  | .21**   | .22**         | .12       | -.06    | .15*        | .28**      |
| Tanning       |         | .33***        | .23**     | .07     | .21**       | .07        |
| Hair Products |         |               | .28***    | .14     | .17*        | .16*       |
| Piercings     |         |               |           | .45***  | .26***      | .09        |
| Tattoos       |         |               |           |         | -.01        | .13        |
| Money Spent   |         |               |           |         |             | .43***     |

\*  $p < .05$ , \*\*  $p < .01$ , \*\*\*  $p < .001$

Table 2  
Correlations Among Dependent Variables

|                           | Self-Monitoring | Global Self-Efficacy | Public Self-Consciousness | Global Self-Esteem | Social Self-Efficacy | Social Self-Esteem |
|---------------------------|-----------------|----------------------|---------------------------|--------------------|----------------------|--------------------|
| Social Anxiety            | .02             | -.46***              | .32***                    | -.12               | -.67***              | -.83***            |
| Self-Monitoring           |                 | -.28***              | .20**                     | .00                | .00                  | -.08               |
| Global Self-Efficacy      |                 |                      | -.26***                   | .01                | .36***               | .54***             |
| Public Self-Consciousness |                 |                      |                           | .05                | -.16*                | -.28**             |
| Global Self-Esteem        |                 |                      |                           |                    | .08                  | .17*               |
| Social Self-Efficacy      |                 |                      |                           |                    |                      | .68***             |

\*  $p < .05$ , \*\*  $p < .01$ , \*\*\*  $p < .001$

Table 3  
Correlations of Final Predictor Variable With Dependent Variables

|                           | Cosmetic Use | Tanning | Hair Products | Piercings | Tattoos | Money Spent | Time Spent |
|---------------------------|--------------|---------|---------------|-----------|---------|-------------|------------|
| Social Anxiety            | .00          | -.07    | -.06          | .02       | -.11    | -.04        | -.09       |
| Self-Monitoring           | .22**        | -.03    | .03           | -.05      | .03     | .08         | .07        |
| Global Self-Efficacy      | -.02         | -.05    | -.20**        | .14       | .03     | -.07        | -.05       |
| Public Self-Consciousness | .38***       | .33***  | .17*          | .15*      | -.07    | .26**       | .18**      |
| Global Self-Esteem        | -.19**       | -.05    | .08           | .05       | .02     | .20**       | .14        |

\*  $p < .05$ , \*\*  $p < .01$ , \*\*\*  $p < .001$

Table 4  
Standardized Regression Coefficients

|                           | Cosmetic Use | Tanning | Hair Products | Piercings | Tattoos | Money | Time |
|---------------------------|--------------|---------|---------------|-----------|---------|-------|------|
| Self Monitoring           | .14          | -.10    | -.04          | -.12      | .05     | .03   | .03  |
| Global Self-Efficacy      | -.06         | .01     | -.18*         | -.14      | .03     | .00   | .01  |
| Public Self-Consciousness | .34***       | .36***  | .13           | .13       | -.07    | .24** | .17* |
| Global Self-Esteem        | -.04         | -.06    | .08           | .04       | .02     | .18** | .13  |

\*  $p < .05$ , \*\*  $p < .01$ , \*\*\*  $p < .001$

# Appendix A

## Questionnaire

## **Personality and Appearance Management in College Women**

The purpose of this study is to examine how women's appearance management efforts like cosmetic use relate to their attitudes about themselves and others. The questionnaire booklet that you have consists of two sections, each of which has its own instructions. Be sure to read the instructions carefully before answering the questions in a section. You may skip any question that you do not feel comfortable answering, but we would like you to answer all the questions that you can. If you do not understand some aspect of a question, bring your questionnaire to me and I will try to clarify it for you. Also, you may withdraw from the study at any time without prejudice from the investigator and it will not affect your grade in Psych 100.

Do not put your name or other identifying information on the answer sheet or the questionnaire booklet. Please do not mark the questionnaire booklet. Use the answer sheet to record your answers.

When using the scales on the questionnaire, please make sure to include the plus or minus sign when you write your answer on the answer sheet.

1. Please write your age in the answer blank on side one of the answer sheet.
2. Please write the code that most accurately reflects your ethnicity.
  1. American Indian
  2. African-American
  3. Asian/Indian
  4. Caucasian
  5. Hispanic/Latino
  6. Biracial
  7. Other
  8. Prefer not to say



## Part One: Appearance Management

### SECTION 1

On the answer sheet, please write the number that most accurately reflects the likelihood of your using a particular type of cosmetic in a particular situation using the following scale:

| Not at all likely |    |    |   |    | Extremely likely |    |
|-------------------|----|----|---|----|------------------|----|
| -3                | -2 | -1 | 0 | +1 | +2               | +3 |

#### *Situation 1: Attending a regular class*

3. Lipstick
4. Eye makeup
5. Blush
6. Powder
7. Liquid foundation

#### *Situation 2: Attending a final exam*

8. Lipstick
9. Eye makeup
10. Blush
11. Powder
12. Liquid foundation

#### *Situation 3: Going to a party*

13. Lipstick
14. Eye makeup
15. Blush
16. Powder
17. Liquid foundation

#### *Situation 4: Visiting family*

18. Lipstick
19. Eye makeup
20. Blush
21. Powder
22. Liquid foundation

#### *Situation 5: Shopping with friends*

23. Lipstick
24. Eye makeup
25. Blush
26. Powder
27. Liquid foundation

## SECTION 2

The following questions ask about the likelihood of other behaviors intended to change your appearance. Please use the following scale to answer the items on the answer sheet.

|                          |    |    |   |    |    |                         |
|--------------------------|----|----|---|----|----|-------------------------|
| <b>Not at all likely</b> |    |    |   |    |    | <b>Extremely likely</b> |
| -3                       | -2 | -1 | 0 | +1 | +2 | +3                      |

### *Use of artificial tanning beds*

28. How likely are you to use an artificial tanning bed in the next 7 days?
29. How likely are you to use an artificial tanning bed in the next 30 days?
30. How likely are you to use an artificial tanning bed in the next 12 months?

### *Chemical treatment of one's hair: dying, perming, or straightening the hair*

31. How likely are you to chemically treat your hair in the next 6 weeks?
32. How likely are you to chemically treat your hair in the next 3 months?
33. How likely are you to chemically treat your hair in the next 12 months?

## SECTION 3

The next set of questions ask if you have certain body piercings.

**Please enter "yes" or "no" on the answer sheet.**

34. Are your ears pierced?
35. Is your eyebrow pierced?
36. Is your nose pierced?
37. Is your navel pierced?
38. Do you have any piercings other than those already mentioned?

## SECTION 4

39. Please enter the number of tattoos that you have. (Enter 0 if you have no tattoos.)

## SECTION 5

The next set of questions ask how much time and money you spend shopping for items for your own personal use to change or enhance your appearance. Some examples of items are clothing, jewelry, and cosmetics.

40. How much money do you spend on items intended to change or enhance your appearance in a typical month?
41. How many hours do you spend shopping for items intended to change or enhance your appearance in a typical month?

**Disagree completely**

-3

-2

-1

0

+1

**Agree completely**

+2

+3

## **Part Two: Psychological Scales**

Please enter the number on the scale above that most accurately reflects your agreement or disagreement with each item. Remember to include the plus or minus sign.

1. I feel that I am a person of worth, at least on an equal basis with others.
2. I often feel nervous even in casual get-togethers.
3. When I make plans, I am certain I can make them work.
4. I can make impromptu speeches even on topics about which I have almost no information.
5. I am not likely to speak to people until they speak to me.
6. I'm concerned about my style of doing things.
7. I can only argue for ideas which I already believe.
8. I'm concerned about the way I present myself.
9. I feel that I have a number of good qualities.
10. One of my problems is that I cannot get down to work when I should.
11. At parties and social gatherings, I do not attempt to do or say things that others will like.
12. I usually feel uncomfortable when I am in a group of people I don't know.
  
13. If I can't do a job the first time, I keep trying until I can.
14. I would describe myself as self-confident.
15. I am usually at ease when speaking to a member of the opposite sex.
16. I find it hard to imitate the behavior of other people.
17. All in all, I am inclined to feel that I am a failure.
18. When I set important goals for myself, I rarely achieve them.
19. I'm self-conscious about the way I look.
20. I feel confident of my appearance.
21. My behavior is usually an expression of my true inner feelings, attitudes, and beliefs.
22. I guess I put on a show to impress or entertain people.
23. I am able to do things as well as most other people.
24. I get nervous when I must talk to a teacher or boss.

**Disagree completely**

**-3**

**-2**

**-1**

**0**

**+1**

**Agree completely**

**+2**

**+3**

25. When I am uncertain how to act in a social situation, I look to the behavior of others for cues.
26. I have no doubts about my social competence.
27. I give up on things before completing them.
28. I would probably make a good actor.
29. I would describe myself as indecisive.
30. Parties often make me feel anxious and uncomfortable.
31. I feel a bit awkward in company and do not show up quite so well as I should.
32. I avoid facing difficulties.
33. I avoid trying to learn new things when they look too difficult for me.
34. I feel that I do not have much to be proud of.
35. I can look anyone in the eye and tell a lie with a straight face (if for the right end).
36. If something looks too complicated, I will not even bother to try it.
  
37. I am probably less shy in social interactions than most people.
38. I may deceive people by being friendly when I really dislike them.
39. I am a good mixer.
40. When I have something unpleasant to do, I stick to it until I finish it.
41. When I decide to do something, I go right to work on it.
42. When in a group of people, I have trouble thinking of the right things to say.
43. When I'm trying to become friends with someone who seems uninterested at first, I don't give up easily.
44. When in a group of people, I usually do what the others want rather than make suggestions.
45. When trying to learn something new, I soon give up if I am not initially successful.
46. I have trouble changing my behavior to suit different people and different situations.
47. At a party I let others keep the jokes and stories going.
48. I take a positive attitude toward myself.

**Disagree completely**

**-3**

**-2**

**-1**

**0**

**+1**

**Agree completely**

**+2**

**+3**

49. Failure just makes me try harder.
50. I do not handle myself well in social gatherings.
51. I sometimes feel tense when talking to people of my own sex if I don't know them very well.
52. When unexpected problems occur, I don't handle them well.
53. In order to get along and be liked, I tend to be what people expect me to be rather than anything else.
54. I feel insecure about my ability to do things.
55. I am a self-reliant person.
56. I would be nervous if I was being interviewed for a job.
57. I have acquired my friends through my personal abilities at making friends.
58. Other people look up to me.
59. I would not change my opinions (or the way I do things) in order to please someone else or win their favor.
60. I usually worry about making a good impression.
  
61. When I am in disagreement with other people, my opinion usually prevails.
62. I have considered being an entertainer.
63. I wish I had more confidence in social situations.
64. I have never been good at games like charades or improvisational acting.
65. I seldom feel anxious in social situations.
66. I would describe myself as one who attempts to master situations.
67. If I meet someone interesting who is hard to make friends with, I'll soon stop trying to make friends with that person.
68. One of the last things I do before leaving my house is look in the mirror.
69. On the whole, I am satisfied with myself.
70. In general, I am a shy person.
71. I rarely need the advice of my friends to choose movies, books, or music.
72. I would rather not have very much responsibility for other people.

**Disagree completely**

**-3**

**-2**

**-1**

**0**

**+1**

**Agree completely**

**+2**

**+3**

73. I sometimes appear to others to be experiencing deeper emotions than I actually am.
74. I often feel nervous when talking to an attractive member of the opposite sex.
75. I wish I could have more respect for myself.
76. I feel comfortable being approached by someone in a position of authority.
77. I laugh more when I watch a comedy with others than when alone.
78. I'm concerned about what other people think of me.
79. I often feel nervous when calling someone I don't know very well on the telephone.
80. In a group of people I am rarely the center of attention.
81. I cannot seem to get others to notice me.
82. In different situation and with different people, I often act like very different persons.
83. If I see someone I would like to meet, I go to that person instead of waiting for him or her to come to me.
84. I give up easily.
  
85. I'm usually aware of my appearance.
86. I am not particularly good at making other people like me.
87. I usually feel quite relaxed around other people, even people who are quite different from myself.
88. I certainly feel useless at times.
89. I do not seem capable of dealing with most problems that come up in life.
90. Even if I am not enjoying myself, I often pretend to be having a good time.
91. I enjoy social gatherings just to be with people.
92. At times I think I am no good at all.
93. It is difficult for me to make new friends.
94. I'm not always the person I appear to be.
95. I get nervous when I speak to someone in a position of authority.
96. I make a point of looking other people in the eye.

**Appendix B**  
**Disclosure Sheet**

# Personality and Appearance Management Study

## Information for Participants

Thank you for participating in this study. As noted at the beginning of the questionnaire, this study deals with women's appearance management efforts and their attitudes about themselves and others. The first part of the questionnaire asked about techniques used to change one's appearance like cosmetic use, and the second part dealt with personality dimensions like self-esteem. We are interested in the similarities and differences between women who use a lot of appearance management techniques and women who use few. We suspect that women who use a lot of techniques may be more self-conscious and engage in more self-monitoring than women who use few techniques. We hope that the results of this research will provide a better understanding of the relationship between appearance management and personality.

If you want more information on this topic, you could read:

Brdar, I., Tkalcic, M., & Bezinovic, P. (1996). Women's cosmetics use and self-concept. Studia Psychologica, 38, 44-54.

Hatfield, E., & Sprecher, S. (1986). *Mirror, mirror....: The importance of looks in everyday life*. Albany: State University of New York Press.

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