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SOCIETAL PRESSURE AND MAKEUP USAGE

by

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ABSTRACT

SOCIETAL PRESSURE AND MAKEUP USAGE

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This study explores how pressure to conform to beauty standards can influence women's behavior, attitudes, and motivations. Survey data was collected from 132 female college students at a university in southeast Texas. Analysis of the data found evidence supporting the existence of three relationships. First, a weak relationship exists between the amount of pressure women feel to wear makeup and their use of it. Second, a strong relationship exists between the amount of pressure women feel to wear makeup and their attitudes towards themselves. Finally, a weak relationship exists between the amount of pressure women feel to wear makeup and their reasons for using it.

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CHAPTER I: INTRODUCTION

This study seeks to explore how beauty standards can influence the behavior of women. In particular, this study will focus on one specific aspect of beauty culture: makeup. West and Zimmerman's (1987) "Doing Gender" defines gender as being more than just the identity of presenting as masculine or feminine. It also involves the actions that one takes to present oneself as a specific sex to others (West and Zimmerman 1987). In their words, "a person's gender is not simply an aspect of what one is, but, more fundamentally, it is something that one does, and does recurrently, in interaction with others" (West and Zimmerman 1987:140). Many of the actions that constitute our performance of gender are done during our interactions with others (West and Zimmerman 1987). Modification of our appearance, including wearing makeup, is part of the traditional performance of femininity. By studying the pressure to wear makeup, we can also study the ways that women experience pressure to conform to what society deems as an acceptable expression of femininity. This study will explore the relationship between pressure and makeup in three ways. First, it will explore the relationship between perceived external pressure to wear makeup and how women use makeup. Second, it will explore the relationship between perceived external pressure to wear makeup and women's attitudes towards their appearance. Finally, it will explore the relationship between perceived external pressure to wear makeup and women's motivations to use makeup.

The purpose of this study is to explore how these relationships work, not to prove that pressure to conform exists. Evidence already shows that women continue to feel pressure to conform to beauty standards, even in modern society. For example, a 2017 study by the Pew Research Center found that 71% of Americans believe "women face a

lot of pressure to be physically attractive” (Parker, Horowitz, and Stepler 2017:3). While some studies already exist that suggest women feel pressure to wear makeup, few of them take women’s own feelings on the subject into account. Makeup usage is more complicated than just the presence or absence of pressure. It also is not just a problem that affects women or teenage girls. We know that children are taught what it means to be masculine or feminine at a young age (West and Zimmerman 1987). Social media opens up uncharted territory with the degree of exposure that children can have to these ideas of conformity. With the growing presence of social media, makeup culture and practices have the potential to become increasingly accessible to younger generations of girls than before. That can mean younger girls being exposed to the pressure to conform to traditional beauty standards in ways that we have not had the opportunity to explore yet. Given the lack of literature on makeup usage now, it is important to study how social pressure influences women so that we can better anticipate the potential for harm in future generations.

CHAPTER II: LITERATURE REVIEW

There is little literature on the topic of makeup from a social science perspective. Much of the literature in this area is either psychological or social psychological in nature (see Cash, Dawson, Davis, Bowen, and Galumbeck 1988; Nash, Fieldman, Hussey, Leveque, and Pineau 2006). There is almost no writing that covers cosmetics usage in the field of sociology. One of the few and most comprehensive sociological studies that explores the topic of makeup usage among women is Dellinger and Williams' (1997) "Makeup at Work." This study explored the factors that influenced women's use of makeup in a professional setting (Dellinger and Williams 1997). Unlike much of the literature on makeup usage, "Makeup at Work" actually asked women what influenced their use of makeup rather than just assuming that it was done out of necessity or pure choice (Dellinger and Williams 1997).

In more theoretical approaches to makeup usage, the topic is usually framed in one of two ways. Makeup is painted as either a symptom of male oppression or as an exercise of pure choice on the part of women. As Dellinger and Williams (1997:153) note, women are either treated as "oppressed victims or freewheeling agents." The findings of the few research studies on makeup usage support both sides.

Feminist theorists, such as Sandra Bartky (1988), suggest that women use makeup because those who deviate from traditional feminine norms are often punished in some way by society. Women engage in constant self-regulation of their behavior in an effort to avoid the penalties that result from deviation from the norm (Bartky 1988). Research does suggest that there are consequences for women who choose not to wear makeup. Studies have shown that women are perceived in a more positive light when they are wearing makeup compared to when they are not (Cash et al. 1988; Nash et al. 2006).

Women who wore makeup in pictures were seen as more attractive to men even when pictures of those same women were shown without makeup (Cash et. al 1988). Women wearing makeup in photographs were also viewed as more professional, and “more likely to be assigned a high - or average - status profession than women without makeup” (Nash et al. 2006:499). Women who wore cosmetics were also perceived as healthier, more confident, and more likely to get jobs with higher wages than women without makeup (Nash et al. 2006). Dellinger & William’s 1997 study showed that women who did not wear makeup to work could have their health or competency questioned by employers and coworkers.

In addition, researchers also propose benevolent sexism as a possible motivator for makeup usage. Benevolent sexism rewards women for adhering to traditional gender roles and standards (Franzoi 2001). These rewards act as an incentive to engage in traditionally feminine behavior (Franzoi 2001). Stephen L. Franzoi’s (2001) study on the relationship between benevolent sexism and body esteem found that women with higher levels of benevolent sexism did not typically wear more makeup products than women with lower levels of benevolent sexism; however, women with higher levels of benevolent sexism were more likely to wear more cosmetic products when going on dates (Franzoi 2001). Franzoi (2001:184) suggests that dating is an example of an instance “where conforming to feminine beauty standards is likely to lead to social rewards from men.” This suggests that women, consciously or unconsciously, are aware of the benefits of wearing makeup in certain situations and then adjust their behavior accordingly.

However, studies also suggest that women wear makeup for reasons beyond social pressure. Dellinger and Williams (1997) found that wearing makeup helped women to feel more confident in the workplace. It was also seen as a way for some women to focus on themselves away from the demands of the family (Dellinger and

Williams 1997). Other feminist authors, such as Autumn Whitefield-Madrano (2016), view makeup as a way for women to bond over their shared experiences. She states that makeup can also be used as a way for women to express themselves creatively (Whitefield-Madrano 2016).

Both approaches to makeup usage have at least some level of validity. Women do seem to use makeup, in part, because they are aware of the negative consequences for not doing so; however, they also may use makeup out of a sense of enjoyment. In order to approach this topic in a way that acknowledged the validity of both perspectives, Dellinger and Williams (1997:153) structured their study to “explore how women express themselves and assert autonomy within the structural constraints imposed by social institutions.” This approach to studying makeup usage among women seems the most effective way to explore the topic while acknowledging the complexities of gendered expression and beauty standards. Monique Deveaux (1994) took a similar direction with her approach to studying power in relation to the body. She also emphasized the importance of taking individual experiences into account when exploring topics as complex as these (Deveaux 1994).

Current Study

The works of Dellinger and Williams (1997) and Deveaux (1994) form the framework on which this current study is based. These two works were influential in the construction of the survey questionnaire. The survey instrument in this study attempts to capture both the harmful and empowering aspects of makeup usage. It also has measures that acknowledge the role that women’s own unique experiences can have on the way that they relate to their appearance. For example, the survey instrument allows for women to choose both the reasons that they first started wearing makeup and the reasons that they continue to use it now. Participants can choose as many reasons as possible. They

are also allowed to write in their responses. Possible responses include factors such as cultural expectations, creative expression, and enhancing features. This was done in an effort to explore the multitude of reasons why women engage in cosmetics usage rather than just assuming that the motivations for usage were solely pressure or enjoyment based. This was also done to show how women can have multiple motivations for wearing makeup and how these reasons can interact with each other.

In addition, both the Cash et al. (1988) and Nash et al. (2006) studies have influenced the operationalization of many measurements on the survey instrument. The Cash et al. (1988) study influenced the decision to include questions that asked about the specific makeup products individuals used, as well as the frequency with which they used them. The Cash et al. (1988) study measured the number of products women used with the Cash Cosmetics Use Inventory. Participants were asked to choose from the list of 15 makeup products and then to choose the frequency with which they would wear each product for specific events (Cash et al. 1988). This current study includes a cosmetics inventory, as well as a question on the frequency of makeup usage. However, the 11 products in this cosmetics inventory were chosen because they were more relevant to current makeup usage. The question on makeup usage frequency was also designed to capture makeup usage in general rather than for specific events.

The Cash et al. (1988) study also influenced the decision to include questions on how makeup influenced women's perceptions of themselves. Cash et al. (1988) included questions asking women to rate their feelings of satisfaction with their appearance while wearing and not wearing makeup. This influenced the decision to ask women how wearing makeup affected their feelings of attractiveness. Unlike the Cash et al. (1988) study, this current study was unable to ask participants to do this after they looked at their own reflections. However, the Cash et al. (1988) study did suggest that makeup could

influence the way that women felt about themselves in areas beyond attractiveness. This is part of the reason why the current study incorporates questions on other attitudes women have about themselves, including attractiveness.

The Nash et al. (2006) study included questions asking participants to rate their perceptions of women who were or were not wearing makeup. The presence of makeup did influence the participants' perceptions of the women whose photographs they were shown (Nash et al. 2006). Nash et al. (2006:497) included questions on the perceptions of the "Health, Confidence, Earning Potential, and Professional Class" of the women in the photos. This suggests the possibility that female participants were aware of how makeup could influence other people's perceptions of their own appearance. It also suggests that women themselves might be influenced in similar ways to feel more confident or professional while wearing makeup. This influenced the decision in the current study to include questions on how cosmetics usage influenced individual attitudes.

Finally, Stephen L. Franzoi's (2001) study on the relationship between benevolent sexism and attitudes towards appearance also influenced the way that the current study explored the attitude and motivation variables. Franzoi (2001) explored how women's levels of benevolent sexism might influence the number of makeup products that they use. It also looked at benevolent sexism as a possible motivator for modifying appearance through the use of cosmetics (Franzoi 2001). While the survey instrument in the current study is not measuring levels of benevolent sexism, it is exploring the possible motivations for individual makeup usage among women. Some of the motivations listed in the survey instrument correspond to possible benefits of accepting benevolent sexism. However, the variable of benevolent sexism is not considered in the survey itself.

CHAPTER III: RESEARCH QUESTIONS

Previous research on the topic of cosmetics suggests that external social pressure surrounding makeup usage can influence women's behavior, attitudes, and motivations. In order to further test these relationships, this study will explore three primary research questions.

1. Is there a relationship between perception of external social pressure to wear makeup and women's use of makeup products?

H_{1P0}: There is not relationship between perception of external social pressure to wear makeup and women's use of makeup products.

H_{1P1}: There is a relationship between perception of external social pressure to wear makeup and women's use of makeup products.

2. Is there a relationship between perception of external social pressure to wear makeup and women's attitudes towards their own appearance?

H_{2P0}: There is not a relationship between perception of external social pressure to wear makeup and women's attitudes towards their own appearance.

H_{2P1}: There is a relationship between perception of external social pressure to wear makeup and women's attitudes towards their own appearance.

3. Is there a relationship between perception of external social pressure to wear makeup and women's motivations for wearing makeup products?

H_{3P0}: There is not a relationship between perception of external social pressure to wear makeup and women's motivations for wearing makeup products.

H_{3P1}: There is a relationship between perception of external social pressure to wear makeup and women's motivations for wearing makeup products.

Pressure vs. Use

In order to explore the relationship between the variables of Pressure and Use, I examined these two research questions:

1. Is there a relationship between the amount of pressure an individual feels to wear makeup and the number of makeup products that they use?

H_{4U0}: There is no relationship between the amount of pressure an individual feels to wear makeup and the number of makeup products that they use.

H_{4U1}: There is a relationship between the amount of pressure an individual feels to wear makeup and the number of makeup products that they use.

2. Is there a relationship between the amount of pressure an individual feels to wear makeup and the frequency that they wear makeup?

H_{5U0}: There is no relationship between the amount of pressure an individual feels to wear makeup and the frequency that they wear it.

H_{5U1}: There is a relationship between the amount of pressure an individual feels to wear makeup and the frequency that they wear it.

Pressure vs. Attitudes

In order to explore the relationship between the Pressure and Attitudes variables, I examined the following five questions:

1. Is there a relationship between the amount of pressure an individual feels to wear makeup and how much makeup influences their feelings of attractiveness?

H_{6A0}: There is not a relationship between the amount of pressure an individual feels to wear makeup and how much makeup influences their feelings of attractiveness.

H_{6A1}: There is a relationship between the amount of pressure an individual feels to wear makeup and how much makeup influences their feelings of attractiveness.

2. Is there a relationship between the amount of pressure an individual feels to wear makeup and how much makeup influences their comfort level leaving the home?

H_{7A0}: There is not a relationship between the amount of pressure an individual feels to wear makeup and how much makeup influences their comfort level leaving the home.

H_{7A1}: There is a relationship between the amount of pressure an individual feels to wear makeup and how much makeup influences their comfort level leaving the home.

3. Is there a relationship between the amount of pressure an individual feels to wear makeup and how much makeup influences their feelings of professionalism?

H_{8A0}: There is not a relationship between the amount of pressure an individual feels to wear makeup and how much makeup influences their feelings of professionalism.

H_{8A1}: There is a relationship between the amount of pressure an individual feels to wear makeup and how much makeup influences their feelings of professionalism.

4. Is there a relationship between the amount of pressure an individual feels to wear makeup and how much makeup influences their overall self-esteem?

H_{9A0}: There is not a relationship between the amount of pressure an individual feels to wear makeup and how much makeup influences their overall self-esteem.

H_{9A1}: There is a relationship between the amount of pressure an individual feels to wear makeup and how much makeup influences their overall self-esteem.

5. Is there a relationship between the amount of pressure an individual feels to wear makeup and how much makeup influences their feelings of femininity?

H_{10A0}: There is not a relationship between the amount of pressure an individual feels to wear makeup and how much makeup influences their feelings of femininity.

H_{10A1}: There is a relationship between the amount of pressure an individual feels to wear makeup and how much makeup influences their feelings of femininity.

Pressure vs. Motivations

Finally, I examined the following two questions to explore the relationship between the Pressure and Motivations variables:

1. Is there a relationship between the amount of pressure an individual feels to wear makeup and how much they enjoy wearing makeup?

H₁₁M₀: There is not a relationship between the amount of pressure an individual feels to wear makeup and how much they enjoy wearing makeup.

H₁₁M₁: There is a relationship between the amount of pressure an individual feels to wear makeup and how much they enjoy wearing makeup.

2. Is there a relationship between the amount of pressure an individual feels to wear makeup and their continued use of makeup products?

H₁₂M₀: There is not a relationship between the amount of pressure an individual feels to wear makeup and their continued use of makeup products.

H₁₂M₁: There is a relationship between the amount of pressure an individual feels to wear makeup and their continued use of makeup products.

CHAPTER IV:

METHODS

In order to examine the relationships between the variables in my research questions, a survey was administered to a convenience sample of 132 female students at a university in southeastern Texas. The survey included multiple choice, open response, and Likert Scale questions. The data from these questions were then entered into SPSS statistical software and analyzed primarily using correlational testing.

The first section of the survey collected basic demographic information including age, race, sexual orientation, income, major, current and highest education levels, and whether participants had children. The next section of the survey explored the Use variable. This section included six questions. Two of the questions were later used to explore the relationship between the Pressure (P) and Use (U) variables. These two questions asked participants to list the makeup products that they use on days where they wear makeup and to pick the frequency that they wear makeup. The first question included a list of common products for participants to choose from as well as the option to write in other products. The second question gave participants a list of frequencies ranging from “Everyday” to “Never.” The other Use questions asked participants about the age that they first began using makeup, the frequency that they shop for makeup products, the amount of time that they spend applying makeup, and the amount of money that they spend on makeup monthly.

The next section of the survey included a mix of questions exploring the Pressure (P), Attitude (A), and Motivation (M) variables. Pressure was explored using four questions. Only one was later used in the correlational testing. This question asked participants to state how much pressure they felt to wear makeup products on a scale from 1 to 10. One was used to indicate no pressure and 10 was used to indicate the

highest amount of pressure. The second pressure question asked participants whether they felt pressure to wear makeup. The answer choices were “Yes” or “No.” While this question was not used in any correlational testing, it was used to establish how many women in the study felt pressure to wear makeup. The other two pressure questions asked participants the age at which they first remember feeling pressure to wear makeup and where they felt that pressure came from.

Attitudes (A) was explored using five questions. Each question asked participants to state the influence that makeup had on one of five attitudes: attractiveness, comfort level leaving the home, professionalism, overall self-esteem, and femininity. Answers ranged from a 1, which indicated no influence, to a 10, which indicated the highest amount of influence.

Motivations (M) was explored using three questions. The first asked participants if they watched makeup tutorial videos. This was not used in any of the correlational testing. The next question asked participants to state how much they enjoyed wearing makeup on a scale of 1 to 10. One was used to indicate the lowest level of enjoyment and 10 to indicate the highest level of enjoyment. Participants were then asked if they would continue to use makeup products even if there were not consequences for not doing so. Responses to this question were either “Yes” or “No.”

Analytic Plan

The analysis for this study encompassed three steps. First, I examined descriptive statistics that describe the composition of the sample. Then, I examined descriptive statistics with regard to the variables of interest. Although descriptive statistics cannot establish any kind of causal relationships, they are useful in describing patterns in the data. In particular, I present frequencies of variables of interest, along with a crosstabulation on the existence of pressure. This was done in order to further explore the

patterns in the data but was not used to determine if a relationship between the variables existed.

Next, I examined correlations between my variables of interest. The question exploring the amount of pressure (AM) was chosen as the primary variable for Pressure (P). It was then tested against two Use (U) questions, five Attitude (A) questions, and two Motivations (M) questions. All of these were tested using the Pearson Correlation Coefficient. This method was chosen because although it does not indicate a causal relationship between the variables, it does allow for the strength, direction, and significance of the relationships to be tested. The amount of pressure (AM) was first tested against the number of products (NP) and the frequency of use (FQ) questions to explore the Pressure vs. Use relationship. Then, AM was tested against the attitude questions of Attractiveness (AT), Comfort Level (CL), Professionalism (PR), Self-Esteem (SE), and Femininity (FM). Finally, AM was tested against the level of enjoyment (EJ) and continued use (CU) questions. All of these tests were conducted using a significance level of $p < .05$.

CHAPTER V:

RESULTS

Descriptive Statistics

Demographics

This survey was administered to 132 female students at a university in southeastern Texas. This sample was more diverse, particularly with regard to age, than a sample one might find at more traditional four-year universities. The age of participants ranged from 18 to 64 years old. The average age of participants was 30.75 years. The sample included both undergraduate and graduate students. Approximately 83% of participants were in the process of completing their bachelor's degree, while 14.4% were in the process of completing their Master's. In terms of highest degree completed, 60.6% of participants listed their current highest level of education as an associate's degree.

The two most common racial categories included in the sample were White (51.52%) and Hispanic/Latinx (31.82%). The sample also included students who identified as Black/African-American, Asian, American Indian/Alaskan Native, and Other categories.

Most of the participants identified as Heterosexual (83.3%). Of the remaining participants, 10.6% identified as Bisexual, 1.5% as Gay/Lesbian, 1.5% as Asexual, 0.8% as Other, and 0.8% preferred not to answer. In addition, 40.9% of participants had children. The diversity in all areas of this sample are ideal because they allow for an understanding of makeup usage, attitudes, and pressure across a wide group of women.

Pressure

There were two primary questions in this survey to explore the variable of external social pressure (P). The first question was used to establish whether or not there was a perception of external pressure. Participants were asked if they "felt any pressure to

wear makeup”. Of the 130 women who responded, 51.5% answered “No” and 48.5% answered “Yes.”

The second question explored the amount of pressure that participants felt to wear makeup products. Answers ranged from 1, which indicated no pressure, to 10, which indicated the highest amount of pressure. The average based on the 127 responses was 4.27. However, the mode of the data was 1. This response made up 26.8% of the total responses. Of the 127 respondents, 39.4% rated their pressure between 2 and 5. The remaining 33.9% rated their pressure at a 6 or higher.

The variable of pressure was also explored using two other questions. These questions were not used to establish relationships between pressure and other variables, but they did help to explore the existence of pressure further. Participants who had previously responded “Yes” to the question regarding if they experienced pressure were then asked to state from where they felt this pressure came. They were given a list of six possible categories for pressure locations and the option to choose “Other.” The six possible categories included Media, Family, Work, Peers, Romantic Partners, and Cultural Expectations. Participants were allowed to pick as many categories as they felt applied to them. Seventy-three women in total responded with at least one category. The average number of categories chosen was 2.26. Of the individual categories, Media (61.64% of responses) and Cultural Expectations (53.42% of responses) were the most frequently chosen.

The final question used to explore the pressure variable asked participants to state at what age they “first remember feeling pressure to wear makeup.” Ninety-seven women responded to this question. The average age of the respondents was 15.16 years of age, with a median and mode of 15.00. Sixty-three percent of the responses were concentrated between the ages of 13 and 16 years old.

Use

The variable of use (U) was established using two primary questions as well. The first question asked women to list how many cosmetic products they used on days where they wore makeup. Participants were provided with a list of 11 commonly used cosmetic products to choose from as well as the option to write-in choices that were not in the given list. One hundred twenty-six people responded with at least one product. The average number of products used was 5.23 with a median and mode of 6. The majority (67.5%) of women used 6 or fewer products.

The second question asked women how frequently they wore makeup products. They were given an option of 6 responses: Everyday, A Few Times a Week, A Few Times a Month, On Special Occasions, Rarely, and Never. The most frequent responses were “A Few Times a Week” at 30.8% and “Everyday” at 26.2%. Nineteen percent wore makeup “A Few Times a Month”, 11.5% “On Special Occasions”, 8.5% Rarely, and 4.6% “Never.”

Additional measures were asked to better understand makeup usage. One question asked respondents to state the average amount of time that they spend on makeup application daily. The average application time was 17.34 minutes based on 115 responses. The modal response was 10 minutes and the median response was 15. Responses ranged from 0 minutes (less than one minute for application) to 90 minutes. However, longer application times were more of an outlier compared to the rest of the data.

Another question asked women how frequently they shopped for makeup products. Respondents were given the option to choose “Every Week,” “A Few Times a Month,” “Every Few Months,” “Every Year,” and “Never.” Fifty-five percent of the 130

respondents chose “Every Few Months,” 16.9% “A Few Times a Month,” 16.2% “Every Year,” and 11.5% “Never.”

Respondents were then asked how much money they felt that they spent on makeup products monthly. They were asked to choose between “A Significant Amount of Money,” “A Moderate Amount of Money,” “Very Little Money,” and “No Money.” Three percent of the 130 respondents chose “A Significant Amount of Money,” 30.8% chose “A Moderate Amount of Money,” 50% chose “Very Little Money,” and 16.2% chose “No Money.”

The final question on the U variable asked participants to state the age at which they first began to use makeup products outside of play. One hundred twenty-two (122) participants responded with a range between 10 and 25 years. The average age of the respondents was 15.07 years, the median age was 14.50, and the mode was 15. Sixty-four percent of the respondents stated that they began using makeup between the ages of 12 and 15 years old.

Attitudes

The survey included five questions exploring the Attitudes (A) variables. Each question asked participants to state how much they believed wearing makeup influenced their feelings of Attractiveness, Professionalism, Overall Self-Esteem, Femininity, and Comfort Level Leaving the Home respectively. All answers ranged on a scale from 1 to 10, with 1 indicating the lowest amount of influence and a 10 the highest amount of influence. One hundred thirty participants responded to each question except for Comfort Level Leaving the Home, which only had 128 responses.

The question on Attractiveness had an average of 6.05 and a median of 7. The mode was 10 with 22 responses. However, 8 was only one answer lower (21 responses)

and 1 only two answers lower (20 responses). Thirty-nine percent responded at a 5 or lower while 60.8% responded with a 6 or higher.

The question on Comfort Level Leaving the Home had an average of 3.85 and a median of 3. The modal response was 1 at 52 responses. Seventy-one percent responded that makeup's influence on their comfort level leaving the home was at a 5 or lower, and 57% responded at a 3 or lower. Only 28.9% responded with a 6 or higher.

The question on Professionalism had an average of 6.25 and a median of 7. There were two modes: 5 and 10, both of which had 21 responses. Forty-two percent responded at a 5 or lower, while 58.5% responded at a 6 or higher.

The question on Overall Self-Esteem had an average of 5.32 and a median of 5. There were two modes: 1 and 5, both of which had 23 responses. Fifty-four percent responded at a 5 or lower while 46.2% responded at a 6 or higher.

The question on Femininity had an average of 4.98 and a median of 5. The mode was 1 with 31 responses. Fifty-six percent responded at a 5 or lower, while 43.8% responded with a 6 or higher.

Motivations

The variable of Motivations (M) was primarily explored using two questions. The first question asked participants to state how much they enjoy wearing makeup products on a scale of 1-10. Responses of 1 are used to indicate the lowest level of enjoyment while responses of 10 are used to indicate the highest level of enjoyment. One hundred thirty participants responded to this question. The mean response was 5.87, the median response 6, and modal response 5. Nine percent of participants listed their enjoyment levels at a 1, 40% between 2-5, and 50.8% at a 6 or above.

The second question asked participants if they would continue to wear makeup products even if it had no impact on the way that others thought of them. One hundred

twenty-nine participants responded. Of those, 72.1% answered “Yes” and 27.9% said “No.”

Three other questions were also included to explore the Motivations (M) variables. The first question asked participants to choose which reasons they first started to use makeup. Participants were given a list of six possible motivations to choose from, as well as an option to write in other reasons if necessary. The six listed motivations were “Creative Expression,” “Outside Pressure” (peers, family, romantic partners, etc.), “Enhancing Features,” “Discomfort with Appearance,” “Work or School Expectations,” and “To Appear More Feminine.”

One hundred twenty-six participants responded with at least one reason. Responses ranged from 1 to 5 reasons. The mean number of reasons chosen was 2.14, the median 2, and the mode 1. Thirty-nine percent of participants chose 1 reason, 27.0% chose 2, 17.5% chose 3, 14.3% chose 4, and 2.4% chose 5. The most frequently chosen reason was “Enhancing Features,” which had 70 responses. The second most popular response was “Discomfort with Appearance,” which had 47 responses. Twenty-seven participants chose “Creative Expression,” 35 chose “Outside Pressure,” 33 chose “Work or School Expectations,” 37 chose “To Appear More Feminine,” and 11 chose the “Other” response and wrote in their own answers.

The second question asked participants to choose the reasons why they continue to use makeup now. They were given the same answer choices as the previous question. One hundred twenty-four participants responded with at least one motivation. The mean number of motivations was around two (2.10), the median 2, and the mode 1. Thirty-six percent of participants chose 1 reason, 34.7% chose 2, 16.1% chose 3, 9.7% chose 4, and 2.4% chose 5. The reason with the most responses was still “Enhancing Features,” which had 84 responses. It was still followed by “Discomfort with Appearance,” which had 47

responses. “Work or School Expectations,” which previously had a lower response rate, increased to 46 responses. “Outside Pressure,” which had the third highest response level in the first question, went down to 14 responses. This number was far below many of the other responses, including the write in category. Twenty-one participants chose “Creative Expression,” 31 chose “To Appear More Feminine,” and 17 chose “Other.”

Crosstabs

While the Yes/No pressure question was useful in establishing the presence of pressure, it was not optimal for trying to establish a relationship between variables. This question only provided nominal level data on the existence of pressure, not on the extent of the pressure. Some participants rated the amount of pressure they felt at a 2 or higher despite responding “No” to the pressure question. In order to explore how pressure influenced certain variables, I needed to be able to know the extent of the pressure. I did run the Yes/No pressure question against the Use, Attitude, and Motivation questions in a crosstabulation. However, this was not done with the intent to test the relationship between variables, but rather to further describe and explore some of the patterns in the data.

Use

The data from the Yes/No question was run against the Total Number of Products (NP) question and the Frequency of Makeup Use (FQ) question. Responses to NP ranged from 1 to 11 products. Participants could choose as many products as they wanted from the listed items. They were also allowed to write in their own products if necessary. The number of products chosen was totaled for each participant. The total number of products was recoded for efficiency. Participants who picked between 1 and 3 products were coded as Small, those who picked between 4 and 7 products were recoded as Moderate,

and those who picked between 8 and 12 products were recoded as Large. Responses to FQ ranged from Everyday to Never.

Table 5.1

Y/N Pressure vs. Total Number of Products

ProductTotalGroups * Do you feel any pressure to wear makeup? Crosstabulation					
			Do you feel any pressure to wear makeup?		Total
			Yes	No	
ProductTotalGroups	Small	Count	12	18	30
		% within Do you feel any pressure to wear makeup?	20.0%	27.7%	24.0%
	Moderate	Count	34	32	66
		% within Do you feel any pressure to wear makeup?	56.7%	49.2%	52.8%
	Large	Count	14	15	29
		% within Do you feel any pressure to wear makeup?	23.3%	23.1%	23.2%
Total		Count	60	65	125
		% within Do you feel any pressure to wear makeup?	100.0%	100.0%	100.0%

Table 5.2

Y/N Pressure vs. Frequency of Use

How often do you wear makeup? * Do you feel any pressure to wear makeup?					
Crosstabulation					
			Do you feel any pressure to wear makeup?		Total
			Yes	No	
How often do you wear makeup?	Everyday	Count	21	13	34
		% within Do you feel any pressure to wear makeup?	33.3%	19.4%	26.2%
	A few times a week	Count	22	18	40
		% within Do you feel any pressure to wear makeup?	34.9%	26.9%	30.8%
	A few times a month	Count	7	17	24
		% within Do you feel any pressure to wear makeup?	11.1%	25.4%	18.5%
	On special occasions	Count	5	10	15
		% within Do you feel any pressure to wear makeup?	7.9%	14.9%	11.5%
	Rarely	Count	6	5	11
		% within Do you feel any pressure to wear makeup?	9.5%	7.5%	8.5%
	Never	Count	2	4	6
		% within Do you feel any pressure to wear makeup?	3.2%	6.0%	4.6%
Total		Count	63	67	130
		% within Do you feel any pressure to wear makeup?	100.0%	100.0%	100.0%

Attitudes

The data from the Yes/No pressure question (Y/N) was run against the data from each attitude question in a crosstab. The data from each attitude question was first recoded from 10 to 3 possible responses. A response of None was used to indicate that the original was a 1, a response of Low/Moderate was used to indicate that the original answer fell between a 2 and 5, and a response of High was used to indicate that the original answer fell between a 6 and 10.

Table 5.3

Y/N Pressure vs. Feelings of Attractiveness

How much of an influence does wearing makeup have on your feelings of attractiveness? * Do you feel any pressure to wear makeup? Crosstabulation					
			Do you feel any pressure to wear makeup?		Total
			Yes	No	
Attractiveness	None	Count	3	17	20
		% within Do you feel any pressure to wear makeup?	4.8%	25.4%	15.4%
	Low/Moderate	Count	9	22	31
		% within Do you feel any pressure to wear makeup?	14.3%	32.8%	23.8%
	High	Count	51	28	79
		% within Do you feel any pressure to wear makeup?	81.0%	41.8%	60.8%
Total		Count	63	67	130
		% within Do you feel any pressure to wear makeup?	100.0%	100.0%	100.0%

Table 5.4

Y/N Pressure vs. Comfort Level Leaving the Home

How much of an influence does wearing makeup have on your comfort level leaving the home? * Do you feel any pressure to wear makeup? Crosstabulation					
			Do you feel any pressure to wear makeup?		Total
			Yes	No	
Comfort	None	Count	18	34	52
		% within Do you feel any pressure to wear makeup?	29.0%	51.5%	40.6%
	Low/Moderate	Count	15	24	39
		% within Do you feel any pressure to wear makeup?	24.2%	36.4%	30.5%
	High	Count	29	8	37
		% within Do you feel any pressure to wear makeup?	46.8%	12.1%	28.9%
Total		Count	62	66	128
		% within Do you feel any pressure to wear makeup?	100.0%	100.0%	100.0%

Table 5.5

Y/N Pressure vs. Feelings of Professionalism

How much of an influence does wearing makeup have on your feelings of professionalism? * Do you feel any pressure to wear makeup? Crosstabulation					
			Do you feel any pressure to wear makeup?		Total
			Yes	No	
Professionalism	None	Count	3	11	14
		% within Do you feel any pressure to wear makeup?	4.8%	16.4%	10.8%
	Low/Moderate	Count	11	29	40
		% within Do you feel any pressure to wear makeup?	17.5%	43.3%	30.8%
	High	Count	49	27	76
		% within Do you feel any pressure to wear makeup?	77.8%	40.3%	58.5%
Total		Count	63	67	130
		% within Do you feel any pressure to wear makeup?	100.0%	100.0%	100.0%

Table 5.6

Y/N Pressure vs. Overall Self-Esteem

How much of an influence does wearing makeup have on your overall self-esteem? *					
Do you feel any pressure to wear makeup? Crosstabulation					
			Do you feel any pressure to wear makeup?		Total
			Yes	No	
Self-Esteem	None	Count	5	18	23
		% within Do you feel any pressure to wear makeup?	7.9%	26.9%	17.7%
	Low/Moderate	Count	16	31	47
		% within Do you feel any pressure to wear makeup?	25.4%	46.3%	36.2%
	High	Count	42	18	60
		% within Do you feel any pressure to wear makeup?	66.7%	26.9%	46.2%
Total		Count	63	67	130
		% within Do you feel any pressure to wear makeup?	100.0%	100.0%	100.0%

Table 5.7

Y/N Pressure vs. Feelings of Femininity

How much of an influence does wearing makeup have on how feminine you feel? * Do you feel any pressure to wear makeup? Crosstabulation					
			Do you feel any pressure to wear makeup?		Total
			Yes	No	
Femininity	None	Count	7	24	31
		% within Do you feel any pressure to wear makeup?	11.1%	35.8%	23.8%
	Low/Moderate	Count	16	26	42
		% within Do you feel any pressure to wear makeup?	25.4%	38.8%	32.3%
	High	Count	40	17	57
		% within Do you feel any pressure to wear makeup?	63.5%	25.4%	43.8%
Total		Count	63	67	130
		% within Do you feel any pressure to wear makeup?	100.0%	100.0%	100.0%

Motivations

The Yes/No pressure question (Y/N) was run against the enjoyment (EJ) and continued use (CU) motivation questions in two separate crosstabs. Respondents answered EJ on a scale of 1 to 10. These responses were recoded into two categories for easier understanding of the data. Answers between 1 and 5 were coded as Low/Moderate levels of enjoyment and answers between 6 and 10 were coded as High levels of enjoyment. Answers to CU were either “Yes” or “No.”

Table 5.8

Y/N Pressure vs. Enjoyment

How much do you enjoy wearing makeup? * Do you feel any pressure to wear makeup?					
Crosstabulation					
			Do you feel any pressure to wear makeup?		Total
			Yes	No	
Enjoyment	Low/Moderate	Count	30	34	64
		% within Do you feel any pressure to wear makeup?	47.6%	50.7%	49.2%
	High	Count	33	33	66
		% within Do you feel any pressure to wear makeup?	52.4%	49.3%	50.8%
Total		Count	63	67	130
		% within Do you feel any pressure to wear makeup?	100.0%	100.0%	100.0%

Table 5.9

Y/N Pressure vs. Continued Use

Would you continue to wear makeup if it had no impact on the way that others thought of you? * Do you feel any pressure to wear makeup? Crosstabulation					
			Do you feel any pressure to wear makeup?		Total
			Yes	No	
Would you continue to wear makeup if it had no impact on the way that others thought of you?	Yes	Count	41	52	93
		% within Do you feel any pressure to wear makeup?	65.1%	78.8%	72.1%
	No	Count	22	14	36
		% within Do you feel any pressure to wear makeup?	34.9%	21.2%	27.9%
Total		Count	63	66	129
		% within Do you feel any pressure to wear makeup?	100.0%	100.0%	100.0%

Inferential Statistics

All tests of inferential statistics were conducted using the Pearson Correlation Coefficient.

Use

The Amount of Pressure (AM) question was first run against the Total Number of Products question (NP). Responses to AM ranged from 1 to 10. A response of 1 was used to indicate no pressure and a response of 10 was used to indicate the highest amount of pressure. Responses to NP ranged from 1 to 11 products. AM was also run against the Frequency of Use (FQ) question. Responses to FQ ranged from Everyday to Never.

Table 5.10

Amount of Pressure vs. Use (U)

	Number of Products Used	Frequency of Use
Amount of Pressure to Wear Makeup	.062	-.236**
**Correlation is significant at the 0.01 level		

Attitudes

The Amount of Pressure question (AM) was run against all five attitude questions: Attractiveness (A), Comfort Level (CL), Professionalism (PF), Overall Self-Esteem (SE), and Femininity (FM). All responses to the attitude questions ranged from 1 to 10. One was used to indicate no influence and 10 was used to indicate the highest amount of influence.

Table 5.11

Amount of Pressure vs. Attitudes (A)

	Attractiveness	Comfort Level	Professionalism	Overall Self-Esteem	Femininity
Amount of Pressure to Wear Makeup	.587**	.509**	.504**	.550**	.510**
**Significant at the 0.01 level					

Motivations

Amount of Pressure (AM) was run against the Enjoyment question (EJ). Responses to EJ ranged from 1 to 10. One indicated the lowest level of enjoyment and 10 the highest level of enjoyment. Amount of Pressure (AM) was then run against the Continued Use (CU) question. Responses to CU were Yes or No.

Table 5.12

Amount of Pressure vs. Motivations (M)

	Enjoyment	Continued Use
Amount of Pressure to Wear Makeup	.055	.230**
**Significant at the 0.01 level		

CHAPTER VI:

DISCUSSION

Descriptive Statistics

Much of the data collected in this survey was not used to explore the research hypotheses. However, it did help to show how the women who participated used makeup, felt about makeup, and felt that makeup influenced them.

Only about half of the participants, 48.5%, stated that they felt pressure to wear makeup. However, only 26.8% rated the amount of pressure they felt at a 1. A response of 1 was used to indicate that the respondent felt no pressure to wear makeup. Since 73.3% of respondents answered with a 2 or higher, it suggests that more women felt pressure to wear makeup than were originally willing to admit. The average amount of pressure that respondents felt was about a 4.27, which fell almost in the middle of the scale.

Participants used an average of 5.53 or about 6 products when they did use makeup. Approximately two-thirds of participants (67.5%) used 6 or fewer makeup products. Fifty-seven percent of them used makeup either every day or a few times a week. They usually spent an average of 17.34 minutes on application time when they did wear it.

Sixty-four percent of the participants began to use makeup between the ages of 12 and 15 years old. The average age when they first started to use makeup was about 15.07 years. This coincides with the data collected on when the participants first began to feel pressure to use makeup. Sixty-three percent of participants stated that they first began to feel pressure to use makeup between the ages of 13 and 16 years old. The average age that they first felt pressure was 15.18 years. Although this does not mean that pressure is

the reason for younger girls to use makeup, the similarities between the two questions suggest that pressure may play a role in when and why teenage girls start to use makeup.

Makeup's influence was highest among the Professionalism and Attractiveness attitudes than any other attitude. Professionalism had an average score of 6.25 out of 10, while Attractiveness had an average score of 6.05. The average score for was 5.32 for Overall Self-Esteem, 4.98 for Femininity, and 3.85 for Comfort Level Leaving the Home.

The most popular reasons that women stated they first started to use makeup were Enhancing Features and Discomfort with Appearance. These were also the two most popular reasons that women reported for why they use makeup now. Enjoyment also seems to play a role in why women in this study continue to wear makeup. Women ranked their enjoyment of using makeup at an average of 5.87, or about 6. Seventy-two percent of participants also stated that they would continue to use makeup, even if not wearing makeup would have no influence on the way that people perceived them.

The crosstabs also revealed interesting trends in the data. Although these crosstabs were not used to test the strength of the relationship between variables, I do believe that they further prove the need for more study on this topic. After running the Yes/No Pressure question against the Use questions, I found that although both the "Yes" and "No" groups had the same modal responses, the percentages that responded at each level varied. For example, those who responded "Yes" to feeling pressure were more likely to use a moderate number of products (4-7) than those who responded "No." Over half (56.7%) of the "Yes" group fell in the Moderate category, while only 49.2% of the "No" group did the same. Those who responded "Yes" were also more likely to use makeup "A Few Times A Week" (34.9%) than those who responded "No" (26.9%).

The crosstabs comparing the Yes/No Pressure question against the Attitudes questions showed the most dramatic differences in group responses. While the modal

responses of both groups fell within the High (6-10) range for Attractiveness, those who responded “Yes” were almost twice as likely to respond with a number in the High range. Eighty-one percent of the “Yes” group fell within the High range, while only 41.8% of the “No” group did the same. All other Attitudes questions had higher degrees of difference in their response ranges. The “Yes” group’s modal responses to the questions of Professionalism, Comfort Level, Overall Self-Esteem, and Femininity all fell within the High (6-10) range. All of the “No” group’s modal responses for the same questions fell within the Low/Moderate (2-5) range, except for Comfort Level. This was the only question where the “No” group’s mode response was in the None category of 1.

This trend also continued with the question of Enjoyment. Fifty-two percent of the “Yes” group rated their enjoyment of wearing makeup in the High (6-10) range, while 50.7% of the “No” group had their responses in the Low/Moderate (1-5) range. The response rates for the Continued Use question were close across both groups. Sixty-five percent of those in the “Yes” group also responded “yes” to continuing to wear makeup. Seventy-nine percent of the “No” group did the same.

Inferential Statistics

Pressure vs. Use

I had one overarching research question that I used to explore the relationship between the Pressure (P) and Use (U) variables. I used two dimensions to explore this relationship. The first question explored the relationship between the amount of pressure felt to wear makeup (AM) and the number of makeup products used (NP). I tested this relationship using the Pearson Correlation Coefficient, as my desire was to explore the strength and direction of the relationship between variables. The test revealed that the correlation coefficient between these two variables was .062, and that the relationship had a significance level of .495. For this question I fail to reject the null hypothesis, which

suggests that there is no relationship between the amount of pressure to wear makeup and the number of makeup products used.

The next question explored the relationship between the amount of pressure participants felt to wear makeup (AM) and the frequency that they wore it (FQ). This was also tested using the Pearson Correlation Coefficient. The correlation coefficient for this relationship was $-.236$ with a significance level of $.008$. This indicates that there is a negative relationship between the AM and FQ variables. As perceived pressure to wear makeup increases, the frequency of wear decreases. While the strength of this relationship is weak, it is significant at both the $p < .05$ and $p < .01$ levels. For this question, I reject the null hypothesis.

Whether or not I am able to reject the null hypothesis of the overarching research question depends on how the relationship between the variables is operationalized. If the relationship between Pressure and Use is operationalized by testing pressure against the number of products, then there is no relationship. If the relationship is operationalized by testing pressure against the frequency of use, then there is a relationship. The results of both research questions indicate that some kind of relationship between Pressure and Use exists, but I believe that more research is needed on the relationship between these variables before I can confidently reject the null hypothesis.

Pressure vs. Attitudes

The second overarching hypothesis was that there was a relationship between the Pressure (P) and Attitudes (A) variables. I explored the relationship between the P and A variables by testing the amount of pressure question (AM) against the five attitudes questions: Attractiveness (AT), Comfort Level Leaving the Home (CL), Professionalism (PR), Overall Self-Esteem (SE), and Femininity (FM). All of these tests were conducted using the Pearson Correlation Coefficient. AM vs. AT had a correlation coefficient of

.587 and a significance level of .000. AM vs. CL had a correlation coefficient of .509 and a significance level of .000. AM vs. PR had a correlation coefficient of .504 and a significance level of .000. AM vs. SE had a correlation coefficient of .550 and a significance level of .000. Finally, AM vs. FM had a correlation coefficient of .510 and a significance level of .000.

All of the relationships between AM and the attitude questions are strong, positive, and statistically significant. These results indicate that as perceived pressure to wear makeup increases, so does makeup's influence on women's individual attitudes. I am able to reject the null hypothesis for all five of the sub questions. As a result, I feel comfortable rejecting the null hypothesis for the overarching research question. There is a statistically significant relationship between the Pressure and Attitudes variables.

Pressure vs. Motivations

The final overarching research hypothesis was that there was a relationship between the Pressure (P) and Motivations (M) variables. I tested the relationship between the P and M variables in two ways. First, I tested question AM (amount of pressure) against question EJ (enjoyment of makeup usage). Then, I tested question AM against question CT (continued usage). I tested both questions using the Pearson Correlation Coefficient. AM vs. EJ had a correlation coefficient of .055 and a significance level of .542. For this question, I fail to reject the null hypothesis. AM vs. CT had a correlation coefficient of .230 and a significance level of .010. For this question, I am able to reject the null hypothesis.

These results indicate that there is no relationship between the amount of pressure an individual feels to wear makeup and their enjoyment of wearing makeup. However, pressure can be used in some cases as an indicator for whether a person would discontinue using makeup if there were no consequences for doing so. As with the

relationship between Pressure and Use, the existence of the relationship between Pressure and Motivations depends on how it is operationalized. Only one of the two questions that I used to operationalize the relationship is significant, and the one significant relationship is weak. For this reason, I hesitantly reject the null hypothesis. A relationship between the Pressure and Motivations variables exists, but I believe that there is a need for more study exploring the extent of this relationship.

CHAPTER VII:

CONCLUSION

The purpose of this study is not to cast judgement on women who wear makeup. Nor is its purpose to dismiss the experiences of women who choose to reject beauty culture altogether. This study was intended to explore some of the complexities in the relationship between women and mainstream beauty culture in a way that incorporates aspects of both the empowerment and oppression narratives. The questions in this survey instrument were chosen in an effort to explore this topic in a more integrated way rather than just collecting data to reinforce one narrative or the other. This is why questions were included that captured the myriad of reasons why women first used and continue to use makeup. This is also why the survey included questions that captured both the positive (enjoyment) and negative (pressure) aspects of makeup usage among women.

The results of this study show that pressure and enjoyment are not mutually exclusive categories. Many of the women in this study who did feel pressure to wear makeup enjoyed wearing it regardless and would continue to wear it even if there were no consequences for not doing so. This reinforces my belief that the framework used by Dellinger and Williams (1997) is the most effective framework so far to explore the complexities of makeup usage among women. Any further studies on this topic must acknowledge that many women both experience pressure to wear makeup and enjoy the practice of wearing it. Any kind of framework that does not acknowledge the diversity of women's experiences will not be able to adequately explore this issue.

This study has several limitations. For one, the sample was limited to female college students and is not necessarily representative of the general female population. However, the non-traditional status of the university allows for more diversity than what one might find at a more traditional college campus. I feel that the lack of diversity in this

sample limited how applicable the data is to non-white and non-heterosexual women. The data I managed to collect indicated that there might be different trends among minority racial/ethnic groups as well as non-heterosexual women. There was not enough data collected from these groups for me to explore these trends with any kind of depth. Secondly, I was limited in the means that I could explore the variables in this study. This study would have benefited from greater exploration of each of the variables. While I was able to explore the extent of pressure and its locations, I was not able to explore how women felt that it influenced them individually. I would have also like to have been able to expand on the attitude variable further. While the study established that there was a relationship between pressure and attitudes, I believe that there is a need to explore how and why makeup influenced each of these women's attitudes individually. Finally, I believe that there is additional need to explore the social aspect of makeup usage among women and the effect that this might have on enjoyment.

Women's experiences with makeup, or with beauty in general, are not universal. Women do enjoy wearing makeup, and many do not feel as if they experience pressure to do so. More than half of the participants in this study, 51.5%, did not feel any kind of pressure to wear makeup. However, almost half of the participants in this study, 48.5%, did feel some kind of pressure to wear makeup. The empowerment narrative ignores the experiences of these participants and the other women who feel pressure to conform to traditional feminine standards of beauty. The oppression narrative ignores the experiences of women who feel no pressure to conform to beauty standards.

When asked why she first began to use makeup, one participant in this study stated, "My mother made me. She said I looked very ugly without it." No other participant listed this as a reason for why they first started to use makeup, but 37% of 126 women listed discomfort with their appearance as a reason for first starting to use

makeup. Twenty-eight percent of the 126 respondents listed outside pressure as one of the reasons that they first started using makeup. Neither of these numbers account for the majority of women in this study, but they are alarming considering the early ages that many of the participants first began using makeup. Sixty-four percent of the 122 women that use makeup in this study began doing so between the ages of 12 and 15 years old. Ninety-seven of the 132 women in this study also listed the ages that they first felt pressure to wear makeup. Coincidentally, the majority of the 97 (63%), began feeling this pressure between the ages of 13 and 16 years old.

With the increasing presence of social media in the lives of young girls, the ages that girls first feel pressure to wear makeup and first begin using it are likely to change. If nearly half of the women in this study feel pressure to use makeup now, there is no telling how many girls will grow up feeling this pressure as they are bombarded by videos, pictures, and advertisements encouraging them to conform to traditional beauty standards.

The results of this study indicate that pressure does not play a significant role in how many women use makeup or why they do so. In fact, the majority of women in this study (50.8%) enjoyed wearing makeup more than a moderate amount. Nevertheless, enjoying an activity does not necessarily negate its potential for harm. This study also shows that makeup does play a significant role in the way that women feel about themselves. The pressure to wear makeup influences women's feelings of attractiveness, comfort, professionalism, self-esteem, and femininity. In the age of the internet and social media, there is no hiding from the presence of beauty culture. As it gains an increasing presence in the lives of women, it has the potential to gain an increasing influence on the way that women view themselves. Social scientists should continue to explore the roles that makeup, pressure, and beauty standards play in the lives of women.

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APPENDIX A:
SURVEY

How old are you? _____

What is your race? (Check all that apply)

- ☐ White
- ☐ Black/African-American
- ☐ Asian
- ☐ Hispanic/Latinx
- ☐ American Indian or Alaskan Native
- ☐ Other

What is your major? _____

What degree are you currently working on?

- ☐ Associate's
- ☐ Bachelor's
- ☐ Master's
- ☐ PhD

What is the highest level of education that you have completed?

- ☐ High School
- ☐ Some College

- Associate's Degree
- Bachelor's Degree
- Master's Degree
- PhD

What is your sexual orientation?

- Heterosexual
- Gay/Lesbian
- Bisexual
- Asexual
- Other
- Prefer not to answer

Do you have any children?

- Yes
- No

What is your income level?

- Less than \$20,000
- \$21,000 to \$40,000
- \$41,000 to \$60,000
- \$61,000 to \$80,000
- \$81,000 to \$100,000
- Above \$100,000

Around what age did you first start using cosmetic products outside of play?

What kind of makeup products do you usually use on days where you wear cosmetics? (check all that apply)

- | | |
|--|--------------------------------------|
| <input type="radio"/> Foundation | <input type="radio"/> Concealer |
| <input type="radio"/> Eyeliner | <input type="radio"/> Eyeshadow |
| <input type="radio"/> Blush | <input type="radio"/> Bronzer |
| <input type="radio"/> Lipstick | <input type="radio"/> Lip gloss |
| <input type="radio"/> Mascara | <input type="radio"/> Eyebrow Pencil |
| <input type="radio"/> Others (please list) | |
-

How often do you wear makeup?

- ☐ Everyday
- ☐ A few times a week
- ☐ A few times a month
- ☐ On special occasions
- ☐ Rarely
- ☐ Never

What is the average amount of time that you spend on makeup application daily?

How often do you shop for makeup products?

- ☐ Every week
- ☐ A few times a month
- ☐ Every few months
- ☐ Every year
- ☐ Never

How much money do you feel that you spend on makeup monthly?

- ☐ A significant amount of money
- ☐ A moderate amount of money
- ☐ Very little money
- ☐ No money

Why did you first start using makeup? (check all that apply)

- ☐ Creative expression
- ☐ Outside pressure (peers, family, romantic partners, etc.)
- ☐ Enhancing features
- ☐ Discomfort with appearance
- ☐ Work or school expectations
- ☐ Other _____

What reasons do you use makeup now? (check all that apply)

- ☐ Creative expression
- ☐ Outside pressure (peers, family, romantic partners, etc.)
- ☐ Enhancing features
- ☐ Discomfort with appearance
- ☐ Work or school expectations
- ☐ Other _____

Do you feel any pressure to wear makeup?

- ☐ Yes
- ☐ No

If so, from where do you feel this pressure comes from?

- ☐ Media
- ☐ Family
- ☐ Work
- ☐ Peers
- ☐ Romantic Partners
- ☐ Cultural expectations
- ☐ Other _____

How much pressure do you feel to wear makeup? (10 being the highest amount of pressure and 1 being no pressure) _____

At what age do you first remember feeling pressure to wear makeup?

How much of an influence does wearing makeup have on your feelings of attractiveness? (10 being the highest amount of influence and 1 being no influence)

How much of an influence does wearing makeup have on your comfort level leaving the home? (10 being the highest amount of influence and 1 being no influence)

How much of an influence does wearing makeup have on your feelings of professionalism? (10 being the highest amount of influence and 1 being no influence)

How much of an influence does wearing makeup have on your overall self-esteem? (10 being the highest amount of influence and 1 being no influence)

Would you continue to wear makeup if it had no impact on the way that others perceived you?

- ☐ Yes
- ☐ No