

8-2012

The Effects of Body Modifications and Dress on Perceived Professionalism and Competency of a Female Model

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THE EFFECTS OF BODY MODIFICATIONS AND DRESS ON PERCEIVED
PROFESSIONALISM AND COMPETENCY OF A FEMALE MODEL

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PROFESSIONALISM AND COMPETENCY OF A FEMALE MODEL

A thesis proposal submitted in partial fulfillment
of the requirements for the degree of
Master of Science in Human Environmental Sciences

By

Ashley Donell
University of Arkansas
Bachelor of Sciences in Human Environmental Sciences, 2007

August 2012
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ABSTRACT

Through the norms of a society, people must meet certain expectations in order to survive and provide for their family. For example, job expectations driven by human judgment on appearance creates a norm that society must follow. The question is how much appearance attributes such as dress and hair color effect others' interpretation of who a person may be? The purpose of this study was to evaluate the relationship between specific appearance and body modifications (dress and hair color) of a young female professional and perceived competency level as determined by a convenience sample of students in selected senior level courses at the University of Arkansas. The appearance and body attributes were applied to a female model, approximately 25 years of age, who was dressed as a professional. Two hundred and seventy-five questionnaires were completed. Results indicated that hair color and dress did have a significant effect on the female model's perceived professionalism. The photo illustrating conservative dress with natural hair color was considered significantly more professional than all other photos. Also, results showed that there was a significant difference between genders in response to the photos illustrating conservative dress with pink highlighted hair and extreme dress with natural hair color. With both photos, the male responses showed significantly higher scores than the females in responding to the female model illustrated. The responses from these questions may give insight into current social norms and stereotypes associated with appearance and body modifications and female professionals.

This thesis is approved for recommendation
to the Graduate Council.

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ACKNOWLEDGMENTS

Special thanks to Dr. Robertson for countless hours of reading over this study and guiding me through this long process. Your knowledge and patience made this study possible.

Thank you to my thesis committee Dr. Wardlow and Dr. Southward for all your help and always being available for my many questions.

For all their support during the challenge of writing this thesis, special thanks are due to my family. Specifically my fiancé Thomas, thank you for encouraging me through this journey.

DEDICATION

This thesis is dedicated to my first teacher, my mother, who is no longer with me. Her compassion and dedication in raising me formed the person I am today. For the years I was blessed with having her in my life, I will always be grateful. Also to my fiancé, Thomas, who has been such a great support and strength through this difficult challenge.

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Chapter 1

Introduction

People, by nature, judge others by what they see before they look deeper into the person's actual character or abilities. There are several theories that have been built around the study of personal dress and its interpretation by society. Appearance can be an equal part in one's success or failure due to identity denial and stereotypes. Therefore, understanding socialization and appearance norms can be pivotal in successfully communicating one's abilities.

Every group has labels which are considered characteristics or attributes that would be found in their members. An example of this may be found within the group of a football team. Members might be expected to be athletic, tall, big, and passionate about the game of football. While many of the team members might fit these stereotypes, some do not. In the self-categorization theory the extent to which a person matches the group's characteristics is called prototypical (Turner, Hogg, Oakes, Reicher, & Wetherell, 1987). For those who are not closely prototypical of the group, they may be treated as an outsider because of their difference whether it be how they act or how they look. When this occurs, it is called identity denial (Branscombe, Ellemers, Spears, & Doosje, 1999). People who encounter this issue experience an inconsistency with how they view themselves as a central member of a group and how others view them as a minor or non-member of the group. An example of this effect would be male nurses. Due to the cultural norm of nurses being female and males being doctors, male nurses may be mistaken as a doctor. The norm can have a reverse effect with females when it is assumed that females are nurses and not doctors. Therefore, neither individual is accepted into their appropriate group based upon abilities, but rather on stereotypical gender roles.

While identity denial is based upon the threat of not being acknowledged as a member of a group due to a contrast in appearance or skills, stereotypes encounter the issue when a person is predetermined into an attribute, whether positive or negative, due to group membership (Steele, 1997). Stereotypes can also be stated as “a set of beliefs about the personal attributes of a group of people” (Ashmore & Del Boca, 1981, p. 16). Possibly the most classic stereotype is found between genders. While male stereotypes focus around characteristics such as rationality, competence, and assertion, female stereotypes are associated with emotions such as warmth and expressiveness (Rosenkrantz, Vogel, Bee, Broverman, & Broverman, 1968). This relates back to dress in that people can be labeled into a group depending upon their appearance. Articles of dress such as glasses and gym shorts or even brands such as *The North Face* and *Banana Republic* can create stereotypes. An individual may wear certain brands in order to associate themselves with a specific lifestyle. An example of this may be, *The North Face* brand which is associated as a high end outdoor apparel provider. A consumer of this brand may never go camping, but wants to project themselves as an outdoor lover. Understanding these stereotypes within a society may help explain the established norms which can also correlate with morals, ethics, and history of the society.

Problem Statement

While cultures change and people progress or regress, there is always a consistent expectation that is accepted by a society or culture. These expectations create behavioral and appearance norms known as normative order. Norms can be affected by many sources including geographic location, age, religion, media, and authority (Blake & Davis, 1964). Even though it is known that norms exist, as cultures evolve norms change. Without testing and evaluating the current cultural expectations of acceptable dress, one cannot understand the social norms. While

there are an infinite number of appearance characteristics to test, this study focused on modesty of dress and hair color. Many people claim that individuals should have control of their own body. This may seem true, the question can be asked if it truly is true. Through the norms of a society, people must meet certain expectations in order to survive and provide for their family. For example, job expectations driven by human judgment on appearance creates a norm that society must follow. However, the problem is that there is no clear answer as to how much appearance attributes such as modesty and hair color affect others interpretation of who a person may be.

Purpose of the Study

The purpose of this study was to evaluate the relationship between specific body modifications of a young female professional and assumed competency level as perceived by students in selected senior level courses at the University of Arkansas. Appearance attributes were applied to a female model around the age of 25 who was dressed as a professional. The same model was used for all photos to prevent outside variables, such as attraction level, to affect the results. Changes between photos were only the tested variables. This allowed for application questions to be used in constructing the survey in order to provide a clearer response. Responses from these questions provided insight into current social norms and stereotypes associated with the body modifications. Below were the hypotheses for this study.

Hypothesis 1: With the hair held constant, the model wearing conservative dress had a significantly different perceived professional competency level than the model wearing extreme dress.

Hypothesis 2: With the dress held constant, the model with conservative hair (natural) had a significantly different perceived professional competency level than the model with extreme hair (pink highlights).

Hypothesis 3: All four photos had a significantly different perceived professional level being affected by the controlled variables modesty in dress and hair color.

Hypothesis 4: The model wearing conservative dress with the conservative hair color was perceived to be more professionally competent than all other combinations of dress and appearance.

- a) Conservative dress and extreme hair color (pink highlights)
- b) Extreme dress and conservative hair color (natural)
- c) Extreme dress and extreme hair color (pink highlights)

Hypothesis 5: Participant's responses to the female's professionalism and competency with or without body modifications was significantly different depending upon descriptive characteristics such as culture, college, work experience, age and gender.

Key Terms

Body Piercing: jewelry added into opening made on the body. Such as ear lobes, eyebrows, lips and nose (Freeburg & Workman, 2008).

Conservative: As defined by the researcher for this study, refers to each variable being tested at the most traditional or unmodified version in the study i.e. high neckline with a longer skirt, natural hair color and no obvious piercings.

Culture: “Is the knowledge, language, values, customs, and material objects that are passed from person to person and from one generation to the next in a human group or society” (Kendall, 2007, p. 74).

Dress: “an assemblage of body modifications and/or supplements displayed by a person in communicating with other human beings” (Eicher & Roach-Higgins, 1992, p. 15).

Extreme: As defined by the researcher for this study, refers to each variable being tested at the most untraditional or modified version in the study i.e. neckline with cleavage, mid-thigh skirt, hair with pink highlights and piercings in both the ears and nose.

Moderate: As defined by the researcher for this study, refers to each variable being tested at the transitional level between traditional and untraditional with slight modifications i.e. scoop neckline with a mid-knee skirt, blonde hair highlights and ear piercings.

Norms: Understood ideals or rules that state how human beings should or should not appear and agreed standards on what they consider acceptable to think, say, or do under certain situations (Black & Davis, 1964).

Permanent Body Modification: modifications to the body which are permanent, for example, plastic surgery, Chinese feet binding and tattoos (Eicher, Evenson, Lutz, 2000).

Semi-Permanent Body Modification: body modifications which may last a long time, but are still not permanent (Eicher, Evenson, Lutz, 2000).

Society: Group of people linked together by geographical location, institutions, traditions, nationality and significant cultural exemptions (Freeburg, B., & Workman, J., 2008).

Temporary Modification: “are alterations that change over time and the life span” (Freeburg & Workman, 2008, p. 298).

Chapter 2

Review of Literature

While modesty in dress and hair color can all carry stereotypes, they are not the only factor in understanding social norms. Beyond the effects of dress these stereotypes have been molded or evolved due to issues such as culture, social status, gender and personal experiences. In order to fully understand a social norm one must take into account all contributing factors.

Social Status

Throughout history dress has been used to portray social status and authority. The simplest form of this custom can be seen in uniforms such as police officers, firefighters, nurses, judges, and priests. A person's status can be stated without saying a word or wearing a sign, but the process of associating dress with a person's status is also found in "non-uniform" positions. For example, suits are not considered uniforms and are worn by various types of people such as lawyers, teachers, sales associates, and CEOs. But, this style of dress still carries a type of social status label which each of these positions may pose such are professional, educated, and hardworking. A person's dress can speak toward their social or authority status without one saying a word (Eicher, Evenson & Lutz, 2000).

While the effects of dress on social status are common, they also can cause issues within a society. In the journal *Symbolic Bodies, Mobile Signs: The Story of the Rural Main in Urban China* by Wanning Sun (2009), the struggle between classes in China was discussed. With the strict rules separating the rural and the urban citizen, there is a struggle to transcend from rural to urban. These two groupings are a symbol of class and stature. While there are several issues involved in this discussion, Sun discussed about appearance. Due to some maids dressing up in

more fashionable clothing and make-up, the line between classes was hard to distinguish. Sun discussed how many urban citizens did not like this and the Domestic Service Association of Shan'xi Province created a rule limiting maids from wearing clothing that showed their figure and heavy make-up or nail polish. This rule created a divide. Many people believed they had every right to establish this rule while others believed it was disrespectful of their rights (Sun, 2009). While there are no true answers, this journal is an example of how dress can create the division among classes.

Theoretical Framework

In the study of dress, there were four main theories which had been developed to explain the conduct of members of a social group concerning dress. They included: normative socialization theory, social learning theory, symbolic interactionist theory, and social control theory.

The Normative Socialization Theory presumes that individuals learn from others the society's norms through positive or negative reinforcement (Skinner, 1953). It was based on socialization being a form of social control, specifically in regards to dress. Evidence of this can be seen in teens and name brand clothing. Through their friends and celebrities reinforcing the "popular" brands, teens feel like they must have certain brands in order to fit in or to create the image they desire.

In Social Learning Theory, it was presumed that one way individuals adapt to appropriate behaviors is through observation of others' behaviors. In this, theory imitation is the key learning vehicle. It was assumed that while growing up people see what their role models do or say and learn about acceptable behavior through imitating these actions (Bandura, 1969). Examples of this are a fan imitating a celebrity's appearance or a daughter learning how to wear make-up

through her mother. Both examples include an individual learning about a social norm through observation of a role model.

The Symbolic Interactionist Theory, which was developed by Blumer (1969), used the symbols in a society to understand the interactions among individuals. This theory focused on examining the society by studying their symbols and what they represent to the society. This can be seen in the Roman Empire during the time of the Republic. Senators and the Emperor would wear a clavi which was a broad purple band that extended from hem to hem vertically crossing over the shoulders to represent their status (Eubank & Tortora, 2005). An example in today's American society would be the colors blue and pink which represent a gender as being either male or female. The same is true for the color white, a common color for wedding dresses today, which represents purity.

Social Control Theory combined the other three theories in developing a better understanding of dress behavior (Freeburg & Workman, 2008). It draws the idea of individuals learning norms through positive and negative reinforcement of others which was based on the Normative Socialization Theory. However, it also draws from the Social Learning Theory the premises of imitation focusing on authority which causes conformity. The Social Control Theory then draws from the Symbolic Interactionist Theory the understanding that through interactions with others in specific situations individuals learn what is considered acceptable behavior. For example, a teen may wear a certain brand due to its positive reinforcement as being popular among celebrities, but they may also choose certain articles within that brand to imitate a certain celebrity or role model. To understand even further why a teen may choose a certain style of clothing the Symbolic Interactionist Theory recognized the teen's choice being formed by the

symbolism within that society. A girl may choose a pink floral dress to symbolize femininity rather than a black tux which may be symbolized as masculine.

This study used the Social Control Theory as its basis due to its more complex explanation for individuals' interpretation and behavior toward dress and body modifications. Among the various forms of dress and body modifications the two variables chosen for this study are modesty in dress and hair color. Before one can understand current social norms or stereotypes one must have a basic understanding of the history of dress. Just like traditions, technology and politics are better understood when one knows how they have evolved and where they came from, dress norms are better understood through its history.

Body Modification: Modesty in Dress

While there are many common themes throughout the history of dress, one must first understand there has not been a consistent definition of modesty between societies. One vital variable in understanding why cultures differ in defining what is acceptable to reveal with one's clothing are the limitations on the designs. Such limitations include technology, available material and practicality to its wearer (Horn, 1968). In today's society, there are more resources due to technological advances and globalization but throughout history dress was greatly limited. Also, while there may be forms of styles of garments there are three general forms of construction which are draped, tailored and composite style clothing. It is important to note that the construction depends upon the material being used and the desired end result.

Before the technology for spinning yarn and weaving fabric the most common material used for clothing was probably animal skin (Horn, 1968). Due to this material's stiffness the garment shape had many restrictions and the tailored construction could have been used. Using tools such as a needle and thread, the skins could be cut and sewn to better shape to the body.

The first eyed needle is believed to be invented between 14,000 and 8,000 B.C. by the Magdalenian people. Other construction tools such as buttons and toggles made from bone have also been found (Horn, 1968).

Draping became possible with the technological advancement of weaving cloth. The fabric woven on a loom would have a finish similar to a selvage that would keep the fabric from raveling. Thus, they would not want to cut into a woven fabric allowing it fray. Instead they created ways to drape the fabric to form clothing. With cloth made from the technology of weaving the Romans were able to drape togas, Egyptians were able to create schenti and the Greeks designed the chiton (Horn, 1968). Even with the advancement of weaving clothing, the availability of material was still a limiting factor. Since manufactured fibers were not developed until the 20th century, natural fibers such as cotton, wool, and silk were used to make fabric. Geographical location also caused limitations in that natural fibers grow in specific locations. For example in Africa they used material called raffia which is made from an African palm tree and silk did not enter the European region until the Romans imported it from India and China (Eubank & Tortora, 2005).

The next major advancement was after the 18th century with mechanical advancement in manufacturing. The sewing machine was invented and ready-to-wear clothing was introduced in America. This development of mass production changed clothing forever. With shorter lead times fashion began to change more rapidly and has continued to speed up with each passing year (Eubank & Tortora, 2005).

The idea of modesty is affected by one's ability to access materials or technology to produce cloth, but clothing is also dependent upon the society's expectation and what is

considered sensible for that culture. Moralism or religion would claim we are all born with a sense of modesty to cover our bodies with clothing. This refers to the biblical story of Adam and Eve and would suggest that humans naturally feel shame in revealing certain body parts. However, historical societies such as the Cretans and current cultures such as the Suyá Indians of Brazil contrast this theory (Horn, 1968). Popular among Cretan women was a dress with an elaborate skirt containing tiers and flounces with a short-sleeve bodice which laced tight at the waist to emphasize the breast which were left uncovered (Horn, 1968). Among the Suyá Indians both male and female would not be ashamed of their naked bodies, but would feel ashamed if seen without their lip disk (Horn, 1968). Other simple examples of humans being unashamed of the naked body can be seen in young children. While children may not be old enough to understand the society's expectation of modesty, they will feel comfortable walking around naked for all to see. Thus Marylyn Horn (1968) summarized that clothing is not a result of modesty, but yet modesty is a result of clothing. This may give understanding as to why different cultures have varying definitions of the idea of modesty.

The importance of modest clothing to society exists but is not the only expectation society has concerning dress. As stated by Mark Twain "The finest clothing made is a person's skin, but, of course, society demands something more than this" (Mark Twain, 1906, p.1). The weight of this statement is in highlighting the importance of clothing with the words "society demands". Each culture contains unique societies that have formed requirements or norms to be considered acceptable or unacceptable. These norms or rules cannot be ignored in order for a person to live a comfortable life within his or her society.

Professional Dress and Modesty

Beyond the norms found in fashion trends an issue for many people is the norms found in the required clothing for a professional position. The 2011 Current Population Survey Annual Social Economic Supplement showed that 15.1% of U.S. households were below the poverty level in 2010 (Income, Poverty and Health Insurance Coverage in the United States. 2010, 2011). The poverty threshold for a four family household was \$22,314. With this low income, the traditional expectation of business professional attire consisting of suits and dress shoes is not a possibility. Beyond the original cost of the clothing is upkeep such as dry cleaning and ironing. For some lower wage positions where uniforms are required, the cleaning and upkeep may cause financial stress for an employee. These expectations can thus cause a barrier for lower income employees to be able to succeed into a higher paid and more professional position. In a case study conducted by Diana M. Turner-Bowker (2001), the issues of cost for work appropriate clothing and the limitations for poor women were addressed. While the Bowker study focused on 10 women who were involved in a local clothing program called Clothing Collaborative, the results provide a glance at the importance clothing has on these women in pursuit of a job. Six of the 10 women stated they would not have been able to start working without the clothing donations. This supports the largest recurring theme, that each woman recognized the need for a specific look required for job searching. One woman even admitted to avoiding job interviews because in the past she did not have the appropriate clothing and feared being made fun of by other staff (Turner-Bowker, 2001). This fear is not uncommon and can affect the likelihood of a person presenting themselves in a positive manner during job interviews. Through a study conducted by Schneider (1974), it was found that people present themselves more positively

when they are well dressed. He found that when well-dressed people showed themselves as more powerful, confident, and assertive than when poorly dressed.

Even though clothing can cause a barrier for lower income families, the question to be asked is if clothing can still serve as a gauge for a person's character? Studies have shown that the way a person chooses to present themselves through dress does affect others impression of his or her personality (Rosenfeld & Plax, 1977). Dress can infer a person's power/status (Sybers & Roach, 1962), credibility (Basset, 1979; Beebe & Beebe, 1997; O'Neal & Lapitsky, 1991), and charitable manners (Levine, Bluni, & Hochman, 1998). In a study conducted by Freeburg and Workman (2008), a correlation was found to exist between at-risk youth job appearance and job performance criteria. Their study was based upon the belief that confidence about appearance choices as a part of building career-related self-efficacy is an important aspect for youth job preparation and should be a part of job training. Thirty employers evaluated 178 (61.1% of the teens that started) at-risk high school teens who completed a summer employment experience at not-for-profit organizations funded by federal and state sources. All teens attended high school in a Midwestern metropolitan county with a population of 691,895. This sample was taken from a specific region and consisted of the following make-up: 14-15 years old; 59% male, 41% female; 60.7% Black, 12.8% Hispanic, and 16.2% White. The 30 not-for-profit organizations employed the teens for six to nine weeks. During this time they completed both mid- and end- of employment evaluations. These organizations did require a clean appearance and the evaluations included criteria such as oral communication, written communication, appearance, initiative, and quality and quantity of work. Mid-employment evaluation showed that the teens met expectations in all areas except written communication and initiative. It also showed a significant correlation between appearance and the oral communication, written communication, initiative,

and quality and quantity of work criteria. End-employment evaluations showed that all five areas of criteria met expectations. In this round of evaluations appearance had a strong correlation with written communication and initiative. Overall, these evaluations showed large improvements in the teen's performance especially in the appearance category. It should be noted that this study was not completed by 38.9% of its participants due to moving or personal issues. Also some of the employers did not complete their evaluations. However, this study did show interdependence between appearance and job performance among these in the study (Freeburg & Workman, 2008). Based upon this study it could be argued that the amount of care, social awareness, and respect shown in one's appearance is an example of one's attitude/personality.

Body Modification: Hair Color

Hair coloring has been used for over 3000 years. Using natural dyes such as henna and indigo people could dye their hair to appear more attractive, younger or fit in with the social norms of their time (Corbett & Molaro, 2001). Around 1500 B.C., the Chinese and Japanese culture used henna dyes to stain the hair ("History of Cosmetics and Personal Care Products", n.d.). Men of the Roman Empire between 500 B.C. and 400 A.D. would sometimes color their hair to cover up grays and to appear more youthful. During the reign of Queen Elizabeth I, the English women would imitate her by dying their hair shades of red or blonde (Eubank & Tortora, 2005). Over the last century, hair coloring has become more popular, which may be due to advancements in dye. In the latter half of the 19th century, synthetic organic chemistry was developed. Monnet received the first patent for human hair dye in 1883 (Corbett & Molaro, 2001). However, the hair dye products were not produced for home use until the 1950s due to safety (Corbett & Molaro, 2001). With the development of chemical hair dyes and easy access to dyes, coloring ones hair has become easier and thus more common.

While advancements in technology have dramatically changed in the past 100 years, with these new capabilities the United States Government has established laws to help protect the consumer (“History of Cosmetics and Personal Care Products”, n.d., “About Us”, n.d.). Therefore these laws have also affected the social trends and norms of hair coloring. The Color Additive Amendment, which was passed by Congress, required manufacturers to establish the safety of color additives in cosmetics. Furthering this step in consumer safety, John F. Kennedy announced the Consumer Bill of Rights to Congress in 1962. This bill focused on the right to be informed, the right to safety, the right to choose and the right to be heard. Continuing to protect consumer health, the Cosmetic, Toiletry and Fragrance Association (CTFA) established the Cosmetic Ingredient Review (CIR) Expert Panel with the support of the Food and Drug Administration (FDA). This panel was made up of seven scientists and physicians from different fields such as dermatology, pharmacology, chemistry and toxicology. These scientists were responsible of reviewing and assessing the safety of cosmetic ingredients in an unbiased and expert method. As of today, the Cosmetic Ingredient Review Expert Panel is now called the Personal Care Products Council and they have evaluated 2,650 ingredients (“History of Cosmetics and Personal Care Products”, n.d., “About Us”, n.d.).

While there are few studies on unnatural hair color which could be found, through general observation it is evident that stereotypes do exist within modern America. This is supported by both company policies for employees in regard to hair color and the associated style with unnatural hair colors. The most consistent evidence toward current stereotypes toward unnatural hair color is found within company regulations. In an article written in The Salt Lake City Tribune (2010), a Philadelphia police officer was sent home due to her unnatural hair color. The police officer stated the color was crimson, but the captain sent her home stating it was

purple. The police department regulations state that no unnatural hair color can be worn by an officer (Salt Lake Tribune, 2010). This type of regulation on hair color is common for many positions. There are also stereotypes associated with hair color which can be seen in a marketing slogan developed in 1965 which read “Blondes Have More Fun” (Corbett & Molaro, 2001). But while assumptions have been made and dress code for hair color has been established, very few studies exist that evaluate how hair color affects a person whether in a professional setting or day-to-day life. While this study focuses on modesty of dress and hair color, many other forms of dress modifications exist and may effect other’s interpretation on an individual.

Body Modifications: Piercing/Tattoos

There are several reasons why a person may choose to pierce their body. One common theme found in research is that people who permanently modify their body with body piercings or tattoos report having internal-motives of self-expression or personal identity rather than motives of deviance or rebellion (Armstrong, Roberts, Owen & Koch, 2004; Ceniceros, 1998; Frederick & Bradley, 2000; Stirn. 2003). Even though an individual may have positive intentions when piercing their body, society’s interpretation of these body piercings may not be positive. A study completed by Colman and Colman (2004) showed nontraditional (more than the ear lobes) body piercings as being a reliable forecaster of risky and reckless behaviors. Similar findings were found in a study performed at Golisano Children’s Hospital at Strong (Roberts, Auinger, & Ryan, 2004). Thousand adolescents ranging in age from 13-18 years old participated in a study designed to test the correlation between body piercing and high-risk behavior. The study showed that nontraditional body piercings were closely correlated to higher levels of sexual activity, smoking, truancy, suicide attempts, marijuana use, running away from home and affiliation with a peer group who engaged in substance use.

In 2002 a study was conducted at the Naval Medical Center in San Diego with youth who went into the Adolescent Clinic (Carroll, Riffenburgh, Roberts & Myhre, 2002). The instrument was constructed with 1997 Centers for Disease Control and Prevention Youth Risk Behavior Survey that focused on drug abuse, violence, eating behavior, sexual behavior and suicide. The researchers added questions about tattoos and body piercings for the purpose of this study. Of those who participated, risk-taking behaviors and level of involvement were higher among participants with tattoos and/or body piercings. The risk-taking behaviors included eating disorders, hard drug use, gateway drug use, suicide and sexual activity. While all of the risk-taking behaviors were found to be correlated with tattoos and body piercings, specific themes were found between gender and age. For instance, males with tattoos and females with body piercings were found to be at a greater association with violence. Suicide was stronger among females who had tattoos while hard drug use was associated in both male and females with varying body piercing locations. Overall, the study also found that tattoos and body piercings were more common on females than males (Carroll, Riffenburgh, Roberts & Myhre, 2002).

The adornment of body piercing is common, but has varying meanings depending upon gender, piercing location and culture. For instance Workman and Johnson (1994) surveyed teachers and found that all male students with earrings were viewed as being less attractive, having a lower social class, being less reliable, and more popular than traditional students. However, peers viewed the student with the earring as more reliable, more popular, more attractive, but lower social class. The purpose of the Workman and Johnson study was to see the correlation between a teacher's opinion of a student and the student's appearances. The study also looked at how these results vary from the opinions of peers. The participants were shown pictures of male students wearing earrings and asked what type of attributes they would associate

with the person. While the results showed a variance between the results of teachers viewed versus the students, they both categorized the males in the photos as being in a lower social class (Workman & Johnson, 1994). This study displayed how a stereotype was found in relation to piercings among males and social status. Current studies could not be found that specifically show a correlation between male and females with body piercings stereotypes. However, permanent body modification such as body piercings and tattoos have many similar social stereotypes.

Tattoos

Another physical adornment that often causes stereotypes is tattoos. In a study done by Lucas in 2009, tattooed individuals were studied in the areas of decision, intention, experience, and meaning of their tattoo. The overall traditional themes recognized during the interview were: toughness, non-conformist, criminals, artsy, and promiscuous. In general, the participants recognized that there were different stereotypes for tattoos between men and women. The stereotypes for women were more negative than they were for men. For men, tattoos can reflect strength, toughness, non-conformist, or criminal. Women with tattoos are seen as noncompliant with conventional gender roles. When a woman has a tattoo on her lower back society often times interoperates this as trashy. However the participants recognized that getting a tattoo had become more mainstream. They believe that this is due to the increased visibility through commercialization and the normalization of tattoos. One participant stated “Hollywood has promoted a lot of the body modifications...tattoos and all this other stuff” (p.62). The participants believed that tattoos are becoming a normal part of everyday life and it is becoming more popular among professionals. Another important note is that all of the participants referred to their tattoo(s) as art throughout both interviews (Lucas, 2009).

The motives behind getting a tattoo may also show some insight into social trends. For Lucas' (2009) study, participants highlighted the most common motivations for getting a tattoo. The participants' motivation included first loves, symbolism, the journeys of life, or family. Other reasoning's behind tattoos that were noted were: childhood fascination, pride, memorials, reminders, just because, ambition, professional allegiance, aesthetic and appeal (Lucas, 2009).

Although it can be seen that those wearing tattoos can be identified with specific stereotypes, the next question is their validity. A study conducted by Moll (2009) consisted of a 48 item survey which covered motives, the ego strength of fidelity from the Psychosocial Inventory of Ego Strengths, and the identity statuses using the Extended Objective Measure of Ego Identity Status (Markstrom, Sabino, Turner & Burman, 1997; Bennion & Adams, 1986). The eight motives from the pilot study used in the survey were: friend, be unique, like how they look, symbolize person/event, special/meaningful, cool/trendy, parents, and symbolize beliefs. These motives were then categorized into either extrinsic (motivated by others) or intrinsic (motivated by oneself). Moll's (2009) results supported the hypothesis which predicted that there would be a positive correlation between high fidelity and intrinsic motivation. It also stated that there would be a negative correlation between low fidelity and extrinsic motivation. The study showed a significant positive correlation between fidelity and intrinsic motives and a significant negative correlation between low fidelity and extrinsic motives (Moll, 2009). The results, however, did not support the second hypothesis which stated that achieved individuals will report intrinsic motives for getting tattoos while non-achieved adolescents (foreclosure, moratorium or diffusion) will report extrinsic motives for obtaining tattoos. There was no significant correlation (Moll, 2009).

Moll's study further reported that most participants rated intrinsic motives for getting a tattoo (1: weak-5: strong). These motives include special/meaningful (4.34), like how they look (3.97), symbolize person/event (3.73), and symbolize beliefs (2.92). In America's history, tattoos have not had a positive reputation. This position on tattoos does seem to be changing over time and this research might shed some light as to why. With the motives for tattoos being more intrinsic based with strong meanings, a more respectful and positive attitude may be associated with that tattoos. Rather than it being a symbol of rebellion or trashy, it may be on the path of crossing over the line of "social norms" and into a more respectful and meaningful association (Moll, 2009).

Tattoos are becoming more popular with main stream society in America, but there are still consequences and stereotypes. Through each of the studies cited the participants recognized a change in attitudes toward tattoos, but the researchers concluded a continued ideology associated with tattoos. This change in attitude could be due to society changes over time. However no matter what attitudes might change, nothing can change the permanence of tattoos. From the studies cited, this appears to be the largest consequence or factor considered during the process of deciding to get a tattoo. Since tattoos are permanent (even if removed the skin is still scared), the studies' findings that the majority of tattoos are based upon one's personal beliefs or wants is logical. This practice of expressing oneself has been traced back to Egyptian mummies dating back to 2000 B.C. (Braverman, 2006). While stereotypes may change, this practice is as permanent as the tattoo itself.

Body Modifications: Cultural Effect

Just as norms and expectations change throughout time, they also change depending upon geographic location and cultures. Factors such as history, religion, and geographical elements may cause norms to vary. For example, currently in the United States a slender body is considered beautiful; however, in some African societies a more full figured body is desired. In history, some cultures considered a plump body figure attractive because it represented wealth and prosperity. An example of this is from the 17th century when European women would sometimes wear plumpers. These were small balls of wax that would be worn in the cheeks to create the rounded shaped face that was popular (Eubank & Tortora, 2005).

The same variation can be found in the interpretation of the word modesty. While in most western cultures a woman wearing pants would be considered modest and acceptable, in an Islamic or conservative Jewish culture this would be considered immodest. For example, Islamic women are expected to wear some sort of head covering. One of these head coverings is called a burqa which can cover the whole face and body leaving netting only over the eyes (Rozario, 2006). In the extreme contrast, many European countries, such as France, have topless beaches.

So while cultural norms can vary in both body and clothing expectations, they also may integrate other cultures norms. In the journal “Wearing Out Racial Discourse: Tokyo Street Fashion and Race as Style” by Daniel Black (2009), the historical process of the Japanese people through western influence and their fashion was evaluated. Through the “success” of the western civilization to have power and colonize, the Japanese interpreted the English as a higher race. Therefore, in trying to become more successful themselves they emulated them in many ways. The key example in the journal is the popularity of the pale skin. There are also examples of the

popularity of pale skin through Japanese advertising and anime shows. Their markets interpret the white models as romantic, glamorous, and independent (female) and are often times used in advertisement to achieve this “message”. Recently there has been an emerging style in the Japanese culture called kogoyaru which is in contrast of the historical fashion of emulating a white culture. This style includes the popularity of dark (black) skin with pale lips and eye shadow to highlight the dark skin. While in Japan skin bleaching products have always been lucrative, these are currently in battle with tanning salons. This is connected with the evolving acceptance of the African American culture among the Japanese youth (Black, 2009). Even though cultures have distinctive norms which have different catalysts, throughout history it has been shown that globalization is one of the reasons norms change because foreign cultures are integrated into the local community (Eubank & Tortora, 2005). Thus, the distinction between cultures by geographic location is becoming less defined.

Depending upon the culture acceptable body modifications may differ. While some modifications are done for a cosmetic purpose, other motives include status, group membership, religion and cultural rituals. As previously stated, this study will analyze body modifications using the social control theory (Workman and Freeburg, 2008). In order to understand why a person may choose a certain body modification, this theory merges these cultural influences: individuals learning norms through positive and negative reinforcement, the premises of imitation focusing on authority which causes conformity and through interactions with others in specific situations individuals learn what is considered acceptable behavior. Keeping this theory in mind, the following examples represent how societies or cultures have affected the acceptance/denial or importance of body modifications.

Among the African culture, hair styles may reflect one's status, gender, leadership role, ethnic origin, personal taste or place in the cycle of life (Sieber and Herreman, 2000). The young Fanta woman would for a short period during the last phase of initiation have styled their hair into a royal coiffure. According to the social control theory discussed by Workman and Freeburg (2008) this may be due to learning through imitation focusing on authority. Young ladies in this culture associated this hair style with becoming an adult by emulating what others before them had done in the process of entering adulthood. This same theory is an explanation for why it became popular for women during the time of Queen Elizabeth I to dye their hair red (Workman and Freeburg, 2008). Emulating people of authority or fame has and will continue to have an effect on social trends and norms.

Another example of social influence can be seen in the late nineteenth and early twentieth century. During this time, tattoos were popular among sailors. These tattoos were used in order to display patriotism, naval accomplishments and symbols of their heterosexuality (Atkinson, 2003; Demello, 2000). With the popularity of tattoos among sailors, the navy established their tolerability of this new trend by no longer accepting individuals who had indecent or obscene tattoos (DeMello, 2000). This is an example of how individuals may wish to display their own style through body modifications, but in order to function within a society one must adapt to cultural expectations. Within the social control theory, this relates to how through interactions with others in specific situations individuals learn what is considered acceptable behavior (Workman and Freeburg, 2008).

When analyzing how religion may influence body modifications using the social control theory, both positive/negative reinforcement and a situation teaching individuals what is considered acceptable behavior is used to establish morals among its people. An example of this

can be seen in the diverse meaning of the word modesty (Workman and Freeburg, 2008). For an Orthodox Jewish female, modesty may include wearing a long skirt, long sleeved shirt and avoiding lower tops such as V-necked tops. This is a social norm for this culture which may be learned by situations teaching what is considered acceptable. However, other religions have gone beyond the coverage of the clothing to the brand. At Bob Jones University, clothing from Abercrombie & Fitch and Hollister are prohibited. Since, according to them, these retailers have displayed a degree of antagonism towards the name of Christ and through their advertising illustrated wickedness (Bob Jones University, 2007). This method of teaching modesty uses the social control theory revolving around positive and negative reinforcement. If the students do not follow the dress code laid out by the university, dismissal from the school may occur.

One cultural norm based upon religion which has recently become debated as not acceptable is the wearing of a *hijab* by Muslim women. Traditionally a *hijab*, which is a scarf that covers the neck and hair only leaving the face uncovered, is worn by Muslim women. While in the United States freedom of religion protects and individual's right to peacefully display and act upon one's religion, in other countries Muslim women faced discrimination due to their religious dress (Monsen, 2006). Governmental policies have been formed in some countries in Europe restricting the wear of religious clothing to schools, offices and other public places. The reasoning behind these policies is to encourage Muslim women to blend in with the rest of society (Workman and Freeburg, 2008). This is an example of two social norms or expectations colliding and often times will result in the smaller society merging or adapting to the larger society's expectations.

While one's culture has a large impact in shaping opinions through social norms, hometown size is a part of that culture and can effect an individual's perceptions. Currently there

is not much research in the field of apparel norms and hometown size; however, other hometown size studies can reveal society trends and differences. The distant and anonymous environment found in larger cities due to high population reduces the effectiveness of enforcing some sanctions through gossip or ridicule except among friendship and family groups (Tischler, 2004). When an individual lives in a small town, it is hard to keep secrets from the entire population. Unofficial sanctions are more effective in increasing compliance in smaller groups which the individual finds important such as rural communities and families (Freeburg & Workman, 2008). Thus an individual from a smaller hometown size may have a more restrictive perspective on appearance norms, while individuals from a larger hometown size may have broader perspective or less restrictive appearance norms.

Body Modifications: College Major/Work Experience

Most jobs require a specific dress code which can explain why most companies have a clearly stated dress code in the company policies. Nickson, Warhurst and Dutton (2005) found 93 percent of the retail and hospitality companies that participated in their survey believed employee dress to be critically important to the success of the business. This can change due to the type of industry which may require physical movement, but also can be related to employees representing the company to the public (Freeburg & Workman, 2008). Attending an interview displaying an inappropriate appearance can lead to not being hired. An example of this was found in Freeburg and Workman's book *Dress and Society*. A female interviewed at a law firm and was not selected for the position due to her modest turquoise suit. The person interviewing the female professional perceived she was not serious enough and questioned her ability to make rational decisions because of the color of her suit (Marshall, 2006). Modesty in clothing can also effect others' perceptions of a female professional. Another woman wore a short skirt and a low-

cut top to interview for a position. She received the position, but in order to be taken seriously she had to work hard to overcome her first impression. As Freeburg and Workman write, “inappropriate dress can indicate arrogance, a lack of sensitivity to office culture, or a lack of experience” (p. 283, 2008)

While there are many books on suggesting what would be considered “appropriate office attire”, few studies can be found. Differences may be found depending which industry is being evaluated. The more experience one has in a field the better one may understand the social norms, but these norms do change over time. In a study done by Kanzler and Gorsulowsky (2002), doctors’ dress was analyzed and found that non-verbal cues such as dress influence patient comfort level. Since doctors work directly with their patients in treating or preventing sickness, they must be aware of how their personal appearance can affect their patients’ trust. Earlier studies support the traditional doctor attire of a white coat and name tag. Kanzler and Gorsulowsky considered that the social expectations of doctor dress may have changed with popular television shows and media. Questionnaires were distributed asking questions related to preference about dress and grooming of doctors along with basic demographic information. The findings supported previous studies of which participants expressed preferring physicians to wear white coats, name tags and dress shoes (Freeburg & Workman, 2008).

Occupational dress codes may be specified in a company dress code, but sometimes are also assumed. In Dellinger (2002) study, professionals from two different occupations, accountants and editors, from two different magazines participated. He found that norms depended upon the occupational culture (accountant or editor) and organizational culture (type of magazine). While both companies did not have a dress code for the accounting position, it was understood that business attire such as a suit for men was expected. This strict business dress

symbolized the type of work this position held; professional, competent and completed devoid of personal symbolism. It represented a completed formal and professional representation which was expected in the accounting sector. However, a more casual and free expression dress code for editors represented the create style the position required. As Dillinger stated, “creative people feel stifled in suits” (2002, p. 2). Even with this freedom of expression through dress, certain norms were still in place such as no shorts or ragged clothes were allowed. While both companies and positions had different expectations, a consistent trend of individuals being influenced by companies or organizations in defining appropriate and inappropriate expressions of gender and sexuality in the workplace.

Body Modifications: Gender

While society’s dress norms may differ between the various cultures, they may also be different between genders within one society. For women there is a greater emphasis on being physically attractive than there is for men in establishing their identity. Thus women will be judged by their appearance (Locher, Unger, Sociedade, & Wahl, 1993; Timko, Striegel-Moore, Silberstein, & Rodin, 1987) rather than their personal achievements or capabilities (Drogosz & Levy, 1996).

Because of the emphases placed on women’s “beauty” and high expectations, there is frequently a more negative body image found in women than in men (Cash, Winstead, & Janda, 1986; Fallon, & Rozin 1985; Franzoi, Kessenich, & Sugrue, 1989). These higher expectations can be seen through facts such as women are more socialized to suit others by their physical beauty than men (Jackson, 1992), more diets and beauty products are focused towards women (Wiseman, Gray, Mosimann, & Ahrens, 1992; Wooley & Garner 1991) and women are judged

more by their appearances than men (Spencer & Taylor, 1988). So, while some stereotypes or norms are not affected by gender, many social expectations are directly affected.

Body Modifications: Age

When working in our culture today, age can play a large part in others perceptions on a female professional. Over the last 100 years women's rights have changed dramatically which transferred into different job opportunities. In Jonna Perrillo dissertation *Reforming Teachers: The Politics of Professionalism in the New York City High Schools 1919-1969* (2005), female teacher's appearance was one of the variables discussed as being dramatically changed. It is discussed how many articles in education journals discussed how female teachers should wear should dress "smart" rather than "pretty". Some of the journals listed are the *New York State Education* and the *National Education Journal*. It was recognized that while the female teachers may not mirror the models in the magazines, they had created a new sector of women's fashion. This sector of "smart wear" focused on ease of wear and durability which enhanced the wearer's efficiency. Modesty was one of the considerations of this "smart" fashion. But while the social norms may have stayed conservative compared to current society, this time period represents a large shift in women's fashion. Not only was high society ladies concerned with fashion, but also the independent, working women (Perrillo, 2005).

With changes in the traditional female role, apparel trends emerged to adapt to the new female professional role. The idea of the "power suit" has been shown through studies connecting wearing suits and projecting power (Guy, Green & Banim, 2001). While this may have started as a male concept, the power suit emerged into the female fashion with a touch of feminine details. One of the first designers to emerge with this fashion trend was Gabrielle

Chanel. She found a need for the functional ease and comfort of a suit but did not want to lose the attraction of feminine apparel thus she designed her knitted jersey suit. (Hollander, 1994) Through the years female fashion has fluctuated from extremely conservative to more casual styles. While women wearing pants was taboo in, now it is an accepted trend. This dramatic shift in female apparel social norms translates into how people of a different age may perceive a female professional differently based upon their appearance.

In the study *Nurses' Uniforms and Perceptions of Nurse Professionalism* conducted by Bednarski and Rosenberg (2008), results of the study found the participants' age effected their perceptions toward nurse uniforms. This study was conducted at Harp University Hospital and consisted of 240 patients/visitors participants. While with all ages a white fitted pant-set had a higher median mean nurse image scale (MNIS), participants under the age of 45 did not base nurse professionalism on uniform color or style. With participants' age ranging 45-69, the white fitted pant suit did have a significantly higher ($p \leq .01$) MNIS scores than three of the five other uniform styles/colors. Significance was also found from the participants 70 years of age and older. The white fitted pant-set had a higher MNIS score than three of the five uniforms ($p \leq .02$). This study found that age can have an effect on perceived professionalism through appearance and younger participants placed less importance on traditional uniforms.

Summary

History and studies have shown that social norms and stereotypes are inevitable. Clothing has been shown to be a non-verbal communication of a person's gender, social status, authority, and even personality. It "is a systematic means of transmission of information about the wearer" (Damhorst, 1990, p. 1). Just like during the Roman Empire male Roman citizens could be

distinguished by their white togas (Eubank & Tortora, 2005), today people are associated into groups by their dress. Even an individual's weight has been shown to create stereotypes and judgments by others (Harrism Waschull, & Walters, 1990). Understanding a society's expectations is pivotal in successfully living within a culture. While one may wish to think they may live by their own morals and ethics, reality is "Almost everything we believe or know or do we learn from observing other people, from listening to other people, or from reading and thinking about what other people have written" (Hunt & Colander, 2005, p. 78).

Chapter 3

Purpose of the Study

The purpose of this study was to evaluate the relationship between specific body modifications of a young female professional and assumed competency level as perceived by students in selected senior level courses at the University of Arkansas. Appearance modifications were applied to the same female who was labeled as being in a general “professional” position and data were collected to study the students’ perception of each body modification. The two body modifications beings studied were modesty in dress and hair color. Each variable had two levels of testing which include conservative and extreme. This allowed for application questions to be used in constructing the survey in order to provide a clearer response. Responses from these questions may give insight into current social norms and stereotypes associated with the body modifications. The hypotheses tested were:

Hypothesis₁₋₀: With the hair held constant, the model wearing conservative dress did not have a significantly different perceived professionally competency level than the model wearing extreme dress.

Hypothesis₁: With the hair held constant, the model wearing conservative dress had a significantly different perceived professionally competency level than the model wearing extreme dress.

Hypothesis₂₋₀: With the dress held constant, the model with conservative hair (natural) did not have a significantly different perceived professionally competency level than the model with extreme hair (pink highlights).

Hypothesis₂: With the dress held constant, the model with conservative hair (natural) had a significantly different perceived professionally competency level than the model with extreme hair (pink highlights).

Hypothesis₃₋₀: All four photos did not have a significantly different perceived professional level being affected by the controlled variables modesty in dress and hair color.

Hypothesis₃: All four photos had a significantly different perceived professional level being affected by the controlled variables modesty in dress and hair color.

Hypothesis₄₋₀: The model wearing conservative dress with the conservative hair color was not perceived to be more professionally competent than all other combinations of dress and appearance.

Hypothesis₄: The model wearing conservative dress with the conservative hair color was perceived to be more professionally competent than all other combinations of dress and appearance.

- d) Conservative dress and extreme hair color (pink highlights)
- e) Extreme dress and conservative hair color (natural)
- f) Extreme dress and extreme hair color (pink highlights)

Hypothesis₅₋₀: Participant's responses to the female's professionalism and competency with or without body modifications did not significantly differ depending upon descriptive characteristics such as culture, college, work experience, age and gender.

Hypothesis₅: Participant's responses to the female's professionalism and competency with or without body modifications was significantly different depending upon descriptive characteristics such as culture, college, work experience, age and gender.

1. Each body modification was tested separately and together. For example, one photo had all variables at the conservative level and another had conservative hair with an extreme dress.
2. Survey questions focused on everyday professional requirements such as trust, intelligence and responsibility.
3. Extraneous variables such as age, gender, race and college major were incorporated into the study to test for effect on results.

Design of the study

This study was designed to test if temporary body modifications effect the public's interpretation of a female's professionalism and competency with these modifications. A survey was used in collecting quantitative data using the Likert scale (answers ranging from 1-Strongly Disagree to 5-Strongly Agree) on students' interpretation of body modifications in regards to professional characteristics. These results may give insight on the current social norms and stereotypes in appearances as it relates to a female's professionalism. This study was a 2x2 factorial design with two independent variables each with two sub-categories. The dependent variables were 10 response questions from the survey which were based upon the independent variable shown. The most appropriate design to test significance of the relationships between 2 or more variables was a difference study (Gall, Gall, & Borg, 2003; Gay Mills, & Airasian, 2006). For this study different testing methods were required depending upon the hypothesis,

however, some of the methods that were used included ANOVA, two-way ANOVA, MANOVA and Tukey post hoc analyses.

With different levels in dress and body modifications, this study examined modesty in dress and hair color in two categories including conservative and extreme. Close up headshots were included in the survey along with a full body photo to better represent the entire look and to ensure that the participants see all dress modifications.

Two variables broken down into two sub-categories created two different variables to be studied within each variable. Each possible combination of these variables was used to create four different photos. Each participant was shown one photo which was assigned at random in order to obtain an accurate response from each participant that is comparable with every survey taken. Extraneous variables such as age, gender, college major and culture of the participants were incorporated into the study to test for effect on results. However, these were not the main focuses of the study.

Sample

For this study, a convenience sample of male and female students attending the University of Arkansas during the Spring of 2012 was used. The sample consisted of students enrolled in selected senior level courses of which 275 participants were surveyed. Courses surveyed were selected from the Dale Bumpers College of Agricultural, Food and Life Sciences and the Sam M. Walton College of Business. The courses which participated in the study include HESC 4023, HESC 4901, HESC 4071, HESC 4273, HESC 4243, AGEC 4323, MGMT 4103, ACCT 4673 and MKTG 4633.

Survey

Development

Two independent variables were tested during this study, dress and hair color. These independent variables were broken down into two sub-categories (extreme and conservative or natural and highlighted) creating a 2x2 factorial design. With two variables being broken down into two subcategories, four photos were required to illustrate all possible combinations.

The conservative dress sub-category included a black pencil skirt mid-knee length with a red scoop neckline top and a long sleeve black suit coat. Changes for the extreme dress sub-category included a skirt length of approximately 2 inches above the knee were worn with a deep scoop neckline which shows a hint of cleavage. The same long sleeve black suit coat was worn for all four photos. Other variables such as color, shoe style, female attraction level and make-up were addressed to prevent affecting the results. The same female was used for all four photos wearing the same make-up and hair style along wearing the same shoes. All skirts and suit coats were black and all tops/blouses were red.

Hair color was also broken down into the two sub-categories of conservative and extreme. For the conservative category, the hair was unmodified (brunette). For the extreme level of hair color, pink highlights were used in the models hair to represent the use of an unnatural color. Close-up headshots were included in the survey along with a full body photo so that the respondents may better view the modifications of hair color.

For this study a model was chosen based upon the need for a natural appearance without any physical extremes. The body type was needed to be healthy and balanced with an average height. The model could not have any visible tattoos or unnatural hair color in order to have a

base for the conservative level of the study. For this research, a model was chosen with natural brown hair coloring, brown eyes, tan skin and no visible tattoos. The models height was 5'6" and she was at an average/healthy weight with balanced body proportions. All the photos had the same model in which she was wearing the same hairstyle, suit jacket, black pumps and make-up. While the skirt style remained the same, the length was altered. Each photo had the same red blouse, but the shirt neckline was altered to accommodate for both the conservative and extreme sub-categories.

The dependent variables were the 10-item questions from the questionnaire which focused on professional characteristics. These questions were an adaptation of the 10-item instrument used by Lukavsky, Butler, and Harden (1995) which studied college students' perception of instructors based upon dress (Appendix A). Items were reworded to adapt for a general female professional characteristics rather than educational instructors characteristics. Responses were ranked on a 5-point Likert scale ranging from "1=Strongly Disagree" to "5=Strongly Agree". Each questionnaire contained one of the four photos which were assigned at random. The participant responded to basic demographic information, viewed the photo, responded to the 10-item questionnaire in reference to the photo they viewed and then answered five general questions about dress and female professionals. The researcher arranged the surveys to ensure equal amounts of each survey format would be taken. With 275 surveys being collected each format collected around 68 photos. Since this study required human participants, approval from the Institutional Review Board (IRB) was applied for before distributing questionnaires. Approval was received on October 7, 2011 and was established for a one year length of term for up to 600 participants (Appendix B).

Instrument Validity

Through the literature review trends were found in survey developments that were used in the construction of this study. Answers were commonly given on a ranked scale and then labeled (ex. Strongly Disagree to Strongly Agree) for clarity to the participants. In studying physical attributes and stereotypes, photos were commonly used rather than word descriptions to improve clarity and the reliability of the results. Based upon the research, this study was an adaptation of an existing instrument used by Lukavsky, Butler, and Harden (1995) containing face value and meets industry standards. Content validity was also established by a thesis advisory committee and other professors in the Human Environmental Sciences field.

Instrument Reliability

A pilot study of the questionnaires was administered to 34 participants was administered to test the reliability of the survey and ensure participants understand each question and that the questionnaire was accurately measuring the data. Cronbach's Alpha was used to test the instrument as it is the best method for testing instrument consistency (Reynaldo & Santos, 1999). The pilot study resulted in a .812 Cronbach's alpha which is above the acceptable value of .8 (Field, 2005). This confirms the questionnaire's internal consistency. Since this study was a slice in time study, instrument stability was not a consideration. Other matters of administering the survey were tested during the pilot test such as time required by participants to complete the surveys and the introductory script needed before administering the survey. A script was read before each survey to ensure the research did not alter the data by giving different information before each survey session (Appendix C). Time required to take the survey was less than 10 minutes and the script used gave enough information for the participants to take the survey

without confusion. Appearance of the research could also have affected the results thus each time the researcher present the survey she wore khakis or casual slacks with a neutral colored blouse.

Data Collection Procedures

The questionnaires were handed out during a predetermined class period by the researcher. While this did eliminate the possibility of non-response error, it also allowed for the possibility of self-selection of the participants. A convenience sample of participants from 9 different classes in the Dale Bumpers College of Agricultural, Food and Life Sciences, and the Sam M. Walton College of Business during the Spring 2012 semester were selected to participate in this study. The instructors were contacted and approval to administrate the questionnaire to their class was granted. Once instructors agreed to administration of the questionnaire, it was distributed by the researcher and completed by the participants in class at that time to help prevent non response error and to control outside variables. Before handing out the surveys the researcher read the introduction transcript (Appendix C). Participants received no incentive or repercussion for completing/refusing to the complete the questionnaire. Once the participants completed the surveys, the researcher compiled the completed questionnaires. The 9 classes participating include Advanced Apparel Merchandising (HESC 4023), Apparel Studies Pre-Study Tour (HESC 4901), Apparel Studies Pre-Internship (HESC 4071), Agriculture Business Entrepreneurship (AGEC 4323), Medical Nutrition Therapy II (HESC 4273), Community Nutrition (HESC 4243), Managing Special Topics (MGMT 4103), Global Marketing (MKTG 4633) and Project, Product and Service Costing (ACCT 4673).

Analysis Plans

Once all the data were collected, the researcher entered the responses into an EXCEL spread sheet and then transferred them into Statistical Package for the Social Sciences (SPSS) for data analysis. According to Huck and Cormier (1996), a true experimental design is characterized by random assignment, the researcher's interest in a possible relationship between the independent and dependent variables and a reduced set of potential threats to internal validity. By this definition, this study was a true experimental study. Hypothesis one and two tested hair color and modesty of dress separately (1x2) thus only one independent variable was being tested. With one independent variable being tested for difference the statistical method that should be used was analysis of variance (ANOVA) (Huck and Cormier, 1996). However to better understand how participants responded to each questions, individual questions were also tested creating 10 dependent variables. According to Huck and Cormier (1996), with two or more dependent variables a multivariate analysis of variance (MANOVA) should be used. For hypothesis three and four a 2x2 factorial design was used. With multiple independent variables (hair color and modesty of dress together), a two-way ANOVA should be used to test for difference (Huck and Cormier, 1996). Although for further understanding of the data this study used the statistical method of MANOVA to better understand how the participants responded to each question. The final hypothesis tested how demographics may have had an effect on the individuals' responses to the photos. With two independent variables and multiple dependent variables a MANOVA was used to analyze the data. To further understand the results from this study a Tukey post hoc analysis was done on all significant findings. This allowed the research to analyze not only if there was a significant difference, but also what difference was found between each of the photos.

Assumptions and Limitations

1. The classes selected represent University of Arkansas students. While basic observation may support this theory, there is a possibility that these groups do not fully represent the population since a completely random sample will not be possible.
2. The participants have a basic understanding of a female professional and possible characteristic expectation.
3. The sample used was a convenience sample of senior level courses at the University of Arkansas. Thus diversity of demographics was limiting and may have affected the results.

Summary

The study was a quantitative difference study that evaluates the possible effect body modifications may have on a female perceived professionalism and competency. A questionnaire was used as the instrument for data collected (answers ranging from 1-5) on students' interpretation of the body modifications, hair color and modesty, in dress in regards to professional personality characteristics. The study was a 2x2 factorial design with hair color and dress being tested at two different levels (conservative and extreme). Four photos were required to illustrate each possible combination of the body modifications. The same model and clothing was used for all four photos to control ancillary variables such as attractiveness and clothing style. Each participant was shown one photo which was assigned at random and then given questions to study their interpretation of the person captured in the photo. The two independent variables were hair color and dress and the dependent variables were the 10 questions from the

survey which participants answered in response to the photo illustrated. Nine senior level courses were selected from the Sam Walton College of Business and Dale Bumpers College of Agriculture, Food and Life Sciences to represent the overall population of the University. The data was then compiled into an EXCEL spreadsheet where the statistical methods ANOVA, two-way ANOVA, MANOVA and Tukey post hoc were used to analyze the data.

Chapter 4

The purpose of this study was to evaluate the relationship between specific body modifications of a young female professional and competency level as perceived by students in selected senior level courses at the University of Arkansas. Hair color and modesty in dress were manipulated to test students' perception of a female professional based upon which photo was viewed. To control for outside variables, appearance attributes were applied to the same female model who was dressed as a professional for all photos. This controlled for the outside variable of attraction level. The only changes between photos were the tested variables. This allowed for application questions to be used in constructing the survey in order to provide a clearer response. The response from these questions gave insight into current social norms and stereotypes associated with the body modifications.

Demographics of Participants

Students enrolled in randomly selected senior level courses from the Dale Bumpers College of Agricultural, Food and Life Sciences (Bumpers College) and the Sam M. Walton College of Business (Walton College) participated in this study. A total of 275 completed questionnaires were collected. Of the 275 respondents 114 (41.45%) were male and 161 (58.55%) were female. One hundred and ninety-seven (71.64%) of the participants were 19-22 years old; 196 (76.86%) identified themselves as a college senior. The majority of the participants (83.64%) indicated they were Caucasian, and only 4.76% indicated that they were Hispanic. Between the colleges 134 were enrolled in the Bumpers College, 128 were enrolled in the Walton College and 13 of the participants were enrolled as a major in a different college on campus. Respondents also indicated their major. The most frequently identified majors included

Food, Human Nutrition and Hospitality (21.1%), Marketing (14.18%), Apparel Studies (13.45%), Accounting (12.34%), Management (10.9%) and Agriculture Business (7.64%).

Beyond the basic demographic information of age, gender, race, employment and hometown size were also gathered to test for the possible effect these demographic variables may have on the participants' responses to the photos. Of the 275 respondents, 52.73% had part time jobs, 38.91% were not employed and 5.52% had full time jobs (2.55% did not respond to this question). Information regarding participation in an internship was collected in order to test the effect of internships on perceptions of the female model's professionalism. Seventy-one point six four percent reported not completing an internship while 28.36% of the participants had completed an internship. These two questions relating to employment history were used to test the possible effects work experience/internships may have had on perception of the female model's professionalism. Ethnicity and hometown size may also contribute to one's culture and perception of professionalism. Thus the participants were asked to categorize their hometown as either rural, small urban, large urban, small metropolitan or metropolitan. Population ranges were given to clarify the size of each category. Twenty-two point five four percent of the participants indicated large urban as their hometown size, 21.09% Metropolitan, 20.73% urban, 10.54% small urban, 9.45% selected rural, and 8.36% small metropolitan. Table 1 provides a summary of the demographics of the observed data.

Table 1 –

Questionnaire Demographic Summary

Characteristics	Number	Percentage
Gender		
Male	114	41.5
Female	161	58.5
Age		
19-21	123	44.73
22-24	114	41.45
25-27	15	5.45
28-30	2	.73
30+	15	5.45
Blank	6	2.2
Employment		
Full Time	16	5.8
Part Time	145	52.7
Not Employed	107	38.9
Blank	7	2.5
Completed Internship		
Yes	78	28.4
No	197	71.6
Hometown Size		
Rural	27	9.8
Small Urban	30	10.9
Urban	61	22.2
Large Urban	70	25.5
Small Metropolitan	24	8.7
Metropolitan	62	22.5
Blank	1	.4
Ethnicity		
American Indian/Alaskan	8	2.9
Asian	11	4.0
African American or Black	11	4.0
Hispanic	13	4.7
Caucasian or White	230	83.6
Blank	2	.7
College		
Dale Bumper's College of Agricultural, Food and Life Sciences	134	48.7
Sam Walton College of Business	128	46.6
Other	13	4.7

Table 1 – (Continued)

Characteristics	Number	Percentage
Major	40	
Apparel Studies		14.5
Agriculture Business	22	8.0
Food, Human Nutrition and Hospitality	65	23.6
General Human Environmental Sciences	1	.4
Human Development	1	.4
Animal Science	2	.7
Accounting	35	12.7
Economics	2	.7
Finance	12	4.4
General Business	3	1.1
Management	32	11.6
Transportation & Logistics	2	.7
Marketing	40	14.5
Other	17	6.2
Blank	1	.4

Analysis and Results

The tests utilized to analyze the data included one-way and two-way analysis of variance (ANOVA), multivariate analysis of variance (MANOVA) and Tukey post hoc. A one-way ANOVA should be used when there is one independent and one dependent variable being tested. For hypothesis 1 (dress) and hypothesis 2 (hair color) there was one independent variable presented at two levels (extreme and conservative). The results from viewing these photos were used to perform a one-way ANOVA to determine the existence of significant differences. A MANOVA must be used when there are two or more dependent variables. To analyze each question in the survey, to better understand how the participants responded to the photos, a MANOVA was performed. Hypothesis 3 and 4 used a two-way ANOVA to test for levels of significance because both independent variables (hair color and dress) were tested together. When two or more independent variables are being analyzed, a two-way ANOVA must be used. For hypothesis 5, which had two independent variables and multiple dependent variables, a

MANOVA was used. A MANOVA was used to further analyze the results from each question in the survey. Once the MANOVAs and ANOVAs were completed, a Tukey post hoc test was performed on all significant findings to show the direction of the participants' perceptions of the photos. All photos used for this study can be found in figures 1-4.

Figure 1 – Conservative Dress with Natural Hair Color



Figure 2 – Conservative Dress with Pink Highlighted Hair Color



Figure 3 – Extreme Dress with Natural Hair Color



Figure 1 – Extreme Dress with Pink Highlighted Hair Color



H₁₋₀: With the hair held constant, the model wearing conservative dress did not have a significantly different perceived professional competency level than the model wearing extreme dress.

H₁: With the hair held constant, the model wearing conservative dress had a significantly different perceived professional competency level than the model wearing extreme dress.

The first hypothesis tested dress at the two levels, conservative and extreme dress, with the hair held constant. In order to control for the effect of hair color, the photos with the same hair color were tested together. Thus the first data set consisted of the photo with the extreme hair and extreme dress (see figure 4), was compared to the photo with the extreme hair and conservative dress (see figure 2). In the same manner, data set two consisted of the photo with conservative hair and conservative dress (see figure 1) and was tested against the photo of the conservative hair and extreme dress (see figure 3).

An Analysis of Variance (ANOVA) was the statistical tool used in the analysis of the data. The independent variables were the two levels of modesty of dress (conservative and extreme). The participants' responses to the 10 question portion of the survey which referred to the photo were the dependent variable. Each of these dependent variables had five levels: strongly disagree, disagree, neutral, agree and strongly agree. A multivariate analysis of variance (MANOVA) was used to analyze if a significant difference may be found among each dependent variable.

Results from the ANOVA indicated both data sets had a significance difference at the .001 level (data set one $F=4.550$ and data set two $F=3.906$). This means the ANOVA results

found that the participants' perception of a female professional was significantly different depending upon which level of dress was illustrated.

In data set one, to hold the hair constant, both photos illustrated a female professional with pink highlighted hair while dress was manipulated at two levels: conservative and extreme. The extreme dress photo illustrated the female professional wearing a skirt two inches above the knee and scoop neck shirt showing some cleavage (see figure 4). The conservative dress photo illustrated the same female professional wearing a mid-knee length skirt and high scoop neck showing no cleavage (see figure 3). Results from the multivariate analysis of variance (MANOVA) revealed a significant difference with all ten questions for data set one. For five questions the MANOVA indicated a significant difference at .001. These questions were "If I had a question about a project, I would feel comfortable asking a professional dressed as this one" ($F=11.420$, $\bar{x}=3.67$, $SD=1.089$), "I could respect this professional's opinion, even if I did not necessarily agree with them" ($F=18.681$, $\bar{x}=3.47$, $SD=1.048$), "This professional knows her subject well" ($F=11.514$, $\bar{x}=3.04$, $SD=.805$), "If I had a personal problem that I needed to discuss with someone, I believe I could discuss it freely with this professional" ($F=17.134$, $\bar{x}=3.31$, $SD=1.052$) and "This photograph best illustrates my idea of a professional" ($F=18.075$, $\bar{x}=2.28$, $SD=1.093$). These five questions test the participants perceived respect, trust, knowledge and overall professionalism and competency. Results from this study showed that a female's modesty in dress has a significant effect on how others perceive her level of professionalism. The lowest significance found was $p \leq .044$ for question "This professional expects too much from her co-workers" ($F=4.151$, $\bar{x}=2.40$, $SD=.769$). It is interesting to note that this question does not test a positive professional trait such as trust, respect, integrity or leadership. Table 2 shows the results of the MANOVA for all questions analyzed.

Holding the hair constant, data set two illustrated the model with natural brown hair color, but in one photo the model was wearing the extreme level of dress and in the other conservative. A MANOVA was run to test for significant differences in data set two. Results indicated that there were seven of the ten questions showed a significant difference. Four of questions showed a significance at $p \leq .001$ these were “I could respect this professional’s opinion, even if I did not necessarily agree with them” ($F=14.162$, $\bar{x}=3.90$, $SD=.834$), “If I had a question about a project, I would feel comfortable asking a professional dressed as this one” ($F=21.821$, $\bar{x}=4.12$, $SD=.902$), “This photograph best illustrates my idea of a professional” ($F=19.551$, $\bar{x}=3.36$, $SD=1.166$), and “This professional would NOT listen to a point on which I disagree” ($F=12.353$, $\bar{x}=2.45$, $SD=.889$). Just as with data set one, the four questions with the highest level of significance were testing the participants’ perceived respect, trust and overall observation of the female professional in the photo. The results from this data set were consistent with data set one showing that a female’s modesty in dress has a significant effect on how others perceive her level of professionalism. However one of the main differences between the two data sets is in response to the question “If I had a personal problem that I needed to discuss with someone, I believe I could discuss it freely with this professional”. This question showed a significant difference between the conservative and extreme dress with data set one ($p \leq .000$, $F=16.962$, $\bar{x}=3.31$, $SD=1.052$), but with data set two this question does not show to be significant ($p \leq .121$, $F=2.195$, $\bar{x}=3.48$, $SD=.956$). These findings lead to rejecting the null hypothesis and accepting the alternate hypothesis. A summary of the MANOVA test results are in Table 2 below:

Table 2 –

MANOVA Results Testing Dress While the Hair is Held Constant

Question	Extreme Hair Testing Dress				Conservative Hair Testing Dress			
	Sig	F	\bar{x}	SD	Sig	F	\bar{x}	SD
If I had a question about a project, I would feel comfortable asking a professional dressed as this one.	.001	11.420*	3.67	1.089	.001	21.821*	4.12	.902
I could respect this professional's opinion, even if I did not necessarily agree with them.	.001	18.681*	3.47	1.048	.001	14.162*	3.90	.834
This professional knows her subject well.	.001	11.514*	3.04	.805	.016	5.924*	3.44	.809
If I had a personal problem that I needed to discuss with someone, I believe I could discuss it freely with this professional	.001	17.134*	3.31	1.052	.121	2.430	3.48	.956
This photograph best illustrates my idea of a professional	.001	18.075*	2.28	1.093	.001	19.551*	3.36	1.17
This professional would NOT listen to a point on which I disagree	.003	9.132*	2.60	.876	.001	12.353*	2.45	.889
If I had a choice, I would prefer to have this professional as a co-worker	.002	10.279*	3.09	1.010	.067	3.407	3.70	.841
This professional expects too much from her co-workers	.044	4.151*	2.40	.769	.078	3.154	2.54	.70
I would like to have this professional as my boss	.002	10.384*	2.59	1.169	.003	9.452*	3.05	1.006

Table 2 – (Continued)

Question	Extreme Hair Testing Dress				Conservative Hair Testing Dress			
	Sig	F	\bar{x}	SD	Sig	F	\bar{x}	SD
I am sure this professional knows her field well	.008	7.334*	3.02	.867	.009	7.023*	3.37	.828

Note: * $p \leq .05$, ** Question is worded in a negative format thus a lower number is desired.

H_{2.0}: With the dress held constant, the model with conservative hair (natural) did not have a significantly different perceived professionally competency level than the model with extreme hair (pink highlights).

H₂: With the dress held constant, the model with conservative hair (natural) had a significantly different perceived professionally competency level than the model with extreme hair (pink highlights).

Hair color was tested at two different levels, which were natural light brown hair and light brown hair with pink highlights. In order to hold dress constant, the photos with the same modesty level were tested together creating two different data sets. These two data sets were conservative dress held constant (data set one, see figure 1 and 2) and extreme dress held constant (data set two, see figure 3 and 4). It was hypothesized that the natural brown hair color would have a significantly ($p \leq .05$) different perceived professional competency level than pink highlighted hair.

An Analysis of Variance (ANOVA) was the statistical tool used in the analysis of the data. The independent variables were the two levels of hair color (natural brown and pink

highlighted). The participants' responses to the ten question portion of the survey which referred to the photo were the dependent variable. Each of these dependent variables had five levels: strongly disagree, disagree, neutral, agree and strongly agree. A multivariate analysis of variance (MANOVA) was used to analyze if any significant difference that were found among each dependent variable.

Results from the ANOVA revealed a significant difference on the dependent variable (participants' responses) in both of the data sets ($p \leq .001$, data set one $F=4.387$ and data set two $F=4.856$). This means the ANOVA results found that the participants' perception of a female professional was significantly different depending upon which level of hair color was illustrated.

The dress was held constant at the conservative dress for data set one in order to test the effects of hair color at two different levels natural brown hair color and pink highlighted hair color. MANOVA results indicated significant differences in the participants responses ($p \leq .001$, $F=40.264$, $\bar{x}=3.20$, $SD=1.177$) to the question "This photograph best illustrates my idea of a professional" depending upon which photo they were shown. Thus when asked directly, this study found that hair color had a significant effect on others' perceptions of a female professional. Hair color was also found to have a significant effect on a female professional's perceived competency and respect. The questions "I am sure this professional knows her subject well" ($p \leq .021$, $F=5.480$, $\bar{x}=3.38$, $SD=.844$), "This professional knows her

subject well” ($p \leq .014$, $F=4.114$, $\bar{x}=3.43$, $SD=.832$) and “If I had a question about a project, I would feel comfortable asking a professional dressed as this one” ($p \leq .001$, $F=11.042$, $\bar{x}=4.21$, $SD=.869$) tests the effect of hair on competency. While questions such as “I could respect this professional’s opinion, even if I did not necessarily agree with them” ($p \leq .025$, $F=5.157$, $\bar{x}=3.99$, $SD=.831$) and “If I had a choice, I would prefer to have this professional as a co-worker” ($p \leq .001$, $F=11.666$, $\bar{x}=3.59$, $SD=.847$), tested if hair had an effect on the participants respect toward the female professional. While seven of the ten questions were found to be significantly affected by the hair color of the professional, it is important to note which were not. In this study, the question “If I had a personal problem that I needed to discuss with someone, I believe I could discuss it freely with this professional” was not shown to be effected by hair color ($p \leq .735$, $F=.114$, $\bar{x}=3.63$, $SD=.992$).

While testing the effect of hair color, data set two held dress constant at the extreme dress level (see figures 3 and 4). Hair color was manipulated into two levels natural hair color and pink highlighted hair color. In this analysis, MANOVA results indicated that participants responded significantly different to nine of the ten questions. The only question that did not result in a significant difference between the pink highlights and the natural brown hair was “This professional would NOT listen to a point on which I disagree” ($p \leq .487$, $F=.486$, $\bar{x}=2.77$, $SD=.861$). Thus respondents’ observation toward the female professional’s openness did not

appear to be effected by hair color. However, all other questions which tested trust, respect, leadership and overall professionalism did result in significant findings. When the respondents were asked directly “If I had a choice, I would prefer to have this professional as a co-worker” (F=18.005, \bar{x} =3.18, SD=1.062), “This professional knows her subject well” (F=12.252, \bar{x} =3.03, SD=.781) and “This photograph best illustrates my idea of a professional” (F=29.442, \bar{x} =2.39, SD=1.196), the results showed $p \leq .001$ It appears that the individuals participating in this study were greatly affected by the two different hair colors. Other questions such as “I could respect this professional’s opinion, even if I did not necessarily agree with them” ($p \leq .003$, F=9.476, \bar{x} =3.36, SD=1.005) and “This professional knows her subject well” ($p \leq .001$, F=12.252, \bar{x} =3.03, SD=.781) showed a higher significance level in data set two. The results from these findings lead to rejecting the null hypothesis and accepting the alternate hypothesis. Table 3 below summarizes the findings for hypothesis 2.

Table 3 –

MANOVA Results Testing Hair Color While Dress was Held Constant

Question	Extreme Dress Testing Hair				Conservative Dress Testing Hair			
	Sig	F	\bar{x}	SD	Sig	F	\bar{x}	SD
If I had a question about a project, I would feel comfortable asking a professional dressed as this one.	.032	4.672*	3.56	1.072	.001	11.042*	4.21	.869
I could respect this professional's opinion, even if I did not necessarily agree with them.	.003	9.476*	3.36	1.005	.025	5.157*	3.99	.831
This professional knows her subject well.	.001	12.252*	3.03	.781	.014	6.160*	3.43	.832
If I had a personal problem that I needed to discuss with someone, I believe I could discuss it freely with this professional	.021	5.497*	3.14	.966	.735	.115	3.63	.992
This photograph best illustrates my idea of a professional	.001	29.442*	2.39	1.196	.001	40.264*	3.20	1.18
This professional would NOT listen to a point on which I disagree**	.487	.486	2.77	.861	.194	1.704	2.29	.844
If I had a choice, I would prefer to have this professional as a co-worker	.001	18.055*	3.18	1.062	.001	11.666*	3.59	.847
This professional expects too much from her co-workers**	.004	8.460*	2.45	.795	.460	.548	2.49	.684
I would like to have this professional as my boss	.010	6.892*	2.52	1.122	.022	5.404*	3.10	1.03

Note: * $p \leq .05$, ** Question is worded in a negative format thus a lower number is desired.

H₃₋₀: All four photos had no significantly different perceived professional level being affected by the controlled variables modesty in dress and hair color.

H₃: All four photos had a significantly different perceived professional level being affected by the controlled variables modesty in dress and hair color.

The third hypothesis is a factorial design with both hair color and modesty in dress variables being tested together at the different levels. A two-way ANOVA statistical method was used to test the possible affects these variables had on the participants' responses to the questionnaire. Again the hair color was shown with natural brown hair color for one level and brown hair with pink highlights was shown for another level. Dress was manipulated into two groups. For the conservative level the model was shown wearing a mid-knee length black skirt, scoop neck red blouse (no cleavage) and black suit coat. The same clothing was used for the extreme level, but the skirt was shortened to the length of two inches above the knee and the blouse was lowered to show a bit of cleavage.

A Two-Way Analysis of Variance (ANOVA) was the statistical tool used in the analysis of the data. The independent variables were the two levels of hair color and two levels of modesty in dress (conservative and extreme). The participants' responses to the ten question portion of the survey, which referred to the photo, were the dependent variables. Each of these dependent variables had five levels: strongly disagree, disagree, neutral, agree and strongly

agree. A multivariate analysis of variance (MANOVA) was used to analyze if a significant difference may be found among each dependent variable.

Results from the two-way ANOVA indicated a significant difference on the dependent variables for each independent variable ($p \leq .001$, $F=4.896$). The ANOVA results found that the participants' perception of a female professional was significantly different depending upon which level of hair color and modesty in dress was illustrated.

MANOVA results showed all ten questions were found to have significant differences. In fact, all but one question had a p value of $\leq .001$. The question "This professional expects too much from her co-workers" was found to be significant, but had a p value of .019 ($F=3.374$, $\bar{x}=2.47$, $SD=.738$). These findings lead to rejecting the null hypothesis and accepting the alternate hypothesis. Table 4 below summarizes the results from hypothesis 3.

Table 4 –

MANOVA Results for Testing Hair Color and Modesty

Question	All Photo Analysis			
	Significance	F	\bar{x}	SD
If I had a question about a project, I would feel comfortable asking a professional dressed as this one.	.001	15.251*	3.89	1.024
I could respect this professional's opinion, even if I did not necessarily agree with them.	.001	16.302*	3.68	.970
This professional knows her subject well.	.001	11.775*	3.24	.831
If I had a personal problem that I needed to discuss with someone, I believe I could discuss it freely with this professional	.001	7.401*	3.39	1.007
This photograph best illustrates my idea of a professional	.001	36.176*	2.81	1.251
This professional would NOT listen to a point on which I disagree**	.001	7.902*	2.53	.884
If I had a choice, I would prefer to have this professional as a co-worker	.001	15.018*	3.39	.977
This professional expects too much from her co-workers**	.019	3.374	2.47	.738
I would like to have this professional as my boss	.001	10.896*	2.82	1.114
I am sure this professional knows her field well	.001	8.688*	3.19	.863

Note: * $p \leq .05$, ** Question is worded in a negative format thus a lower number is desired.

H_{4.0}: The model wearing conservative dress with the conservative hair color was not perceived as more professionally competent than all other combinations of dress and appearance.

H₄: The model wearing conservative dress with the conservative hair color was perceived as more professionally competent than all other combinations of dress and appearance.

- a) Conservative dress and extreme hair color (pink highlights)
- b) Extreme dress and conservative hair color (natural)
- c) Extreme dress and extreme hair color (pink highlights)

While this study found that modesty and hair color had an effect on perceived female professionalism, it was also important to understand in which photos the model was considered to be more professional. Hypothesis four examined this study's earlier findings to discover how the participants reacted to the difference levels of modesty in dress and hair color. To analyze the data for hypothesis 4 a Tukey post hoc was used to show the mean difference between the photos. By looking at the mean differences of the photo results with a significant difference, the effect the body modifications had on a female's overall professionalism was better understood. For the first question in the survey "If I had a question about a project, I would feel comfortable asking a professional dressed as this one", the photo illustrating both natural hair color and conservative dress (see figure 1) was ranked significantly higher than all other photos. The photo illustrating pink highlighted hair color and conservative dress (see figure 2) also ranked significantly higher than the photo illustrating both extreme dress and pink highlighted hair color (see figure 4). The most consistent pattern found from this data analysis was the photo in which the model was depicted wearing conservative dress with natural brown hair color. The results of the Tukey post hoc indicated that the respondents consistently ranked this look higher than when

the model was shown with pink highlighted hair color and extreme dress. The only exception to this is “This Professional expects too much from her co-workers”. However the question “This professional would NOT listen to a point on which I disagree” ranked significantly lower, but with the wording of this question a lower rank is desired. The results from this study leads to rejecting the null hypothesis for H_{4-0C} and accepting the alternate hypothesis.

For the photo with the model illustrating natural hair color and extreme dress (see figure 3), several questions resulted in significantly lower ratings than the photo illustrating the model with natural hair color and conservative dress. Five of the ten questions resulted in significant differences. The only question in which the photo of the model illustrating natural hair color with extreme dress ranked significantly higher than the model illustrating natural hair color with conservative dress a lower ranking was desired. Because no questions resulted in the conservative dress and natural hair color being considered less professional when compared to the model demonstrating natural hair color and extreme dress, the null hypothesis $_{4-0B}$ was rejected and the alternative hypothesis was accepted.

The photo in which the model demonstrated conservative dress but pink highlighted hair color (see figure 2) resulted in some questions receiving significantly lower ratings compared to the photo in which the model displayed natural hair color and conservative dress (see figure 1). In this comparison three of the ten questions resulted in significant differences. These questions included “If I had a question about a project, I would feel comfortable asking a professional dressed as this one”, “This Photograph best illustrates my idea of a professional” and “If I had a choice, I would prefer to have this professional as a co-worker”. Even though only three questions resulted in the photo illustrating natural hair color and conservative dress as being more professional, none of the results from this study showed the photo which demonstrates

conservative dress and pink highlighted hair color as being more professional. With these results, the null hypothesis_{4-0A} is rejected and alternative hypothesis is accepted. Table 5 gives the complete findings for all the Tukey post hoc results.

Table 5 –

Tukey Post Hoc Results

Female Competency and Professionalism	Photo (I)*	Photo (J)*	F	Photo (I) Mean	Mean Difference (I-J)	p
If I had a question about a project, I would feel comfortable asking a professional dressed as this one	Photo 1	Photo 2	15.366*	4.44	.471	.018
	Photo 1	Photo 3		4.44	.667	.001
	Photo 1	Photo 4		4.44	1.075	.001
	Photo 2	Photo 3		3.97	.21	.595
	Photo 2	Photo 4		3.97	.604	.001
	Photo 3	Photo 4		3.77	.40	.079
I could respect this professional's opinion, even if I did not necessarily agree with them	Photo 1	Photo 2	16.431*	4.14	.31	.165
	Photo 1	Photo 3		4.14	.516	.005
	Photo 1	Photo 4		4.14	1.040	.001
	Photo 2	Photo 3		3.83	.20	.556
	Photo 2	Photo 4		3.83	.726	.001
This professional knows her subject well	Photo 3	Photo 4	11.725*	3.62	.524	.004
	Photo 1	Photo 2		3.60	.34	.050
	Photo 1	Photo 3		3.60	.33	.068
	Photo 1	Photo 4		3.60	.791	.001
	Photo 2	Photo 3		3.26	-.01	1.000
If I had a personal problem that I needed to discuss with someone, I believe I could discuss it freely with this professional	Photo 2	Photo 4	7.431*	3.26	.448	.005
	Photo 3	Photo 4		3.27	.460	.004
	Photo 1	Photo 2		3.60	-.06	.986
	Photo 1	Photo 3		3.60	.26	.426
	Photo 1	Photo 4		3.60	.664	.001
This Photograph best illustrates my idea of a professional	Photo 2	Photo 3	36.397*	3.66	.31	.247
	Photo 2	Photo 4		3.66	.701	.001
	Photo 3	Photo 4		3.34	.39	.103
	Photo 1	Photo 2		3.76	1.114	.001
	Photo 1	Photo 3		3.76	.818	.001
	Photo 1	Photo 4		3.76	1.860	.001
	Photo 2	Photo 4		2.64	.746	.001
	Photo 2	Photo 3		2.64	-.28	.427
	Photo 3	Photo 4		2.92	1.042	.001

Table 5 – (Continued)

Female Competency and Professionalism	Photo (I)*	Photo (J)*	F	Photo (I) Mean	Mean Difference (I-J)	p
This professional would NOT listen to a point on which I disagree	Photo 1	Photo 2	8.103*	2.20	-.19	.571
	Photo 1	Photo 3		2.20	-.531	.002
	Photo 1	Photo 4		2.20	-.624	.001
	Photo 2	Photo 3		2.39	-.33	.110
	Photo 2	Photo 4		2.39	-.44	.015
If I had a choice, I would prefer to have this professional as a co-worker	Photo 3	Photo 4	15.250*	2.72	-.10	.895
	Photo 1	Photo 2		3.83	.47	.013
	Photo 1	Photo 3		3.83	.27	.330
	Photo 1	Photo 4		3.83	1.01	.001
	Photo 2	Photo 3		3.36	-.21	.560.
This Professional expects too much from her co-workers	Photo 2	Photo 4	3.373*	3.36	.53	004
	Photo 3	Photo 4		3.56	.74	.001
	Photo 1	Photo 2		2.44	-.09	.889
	Photo 1	Photo 2		2.44	-.21	.329
	Photo 1	Photo 4		2.44	.18	.478
I would like to have this professional as my boss	Photo 2	Photo 3	10.862*	2.53	-.13	.742
	Photo 2	Photo 4		2.53	.26	1.47
	Photo 3	Photo 4		2.66	.39	.012
	Photo 1	Photo 2		3.30	.40	.116
	Photo 1	Photo 3		3.30	.52	.025
I am sure this professional knows her field well	Photo 1	Photo 4	8.589*	3.30	1.02	.001
	Photo 2	Photo 3		2.90	.12	.916
	Photo 2	Photo 4		2.90	.62	.004
	Photo 3	Photo 4		2.78	.50	.034
	Photo 1	Photo 2		3.54	.33	.091
	Photo 1	Photo 3		3.54	.37	.050
	Photo 1	Photo 4		3.54	.72	.001
	Photo 2	Photo 3		3.21	.04	.991
	Photo 2	Photo 4		3.21	.39	.030
	Photo 3	Photo 4		3.17	.35	.077

Note: *p<.05, ** Question is worded in a negative format thus a lower number is desired.

Photo 1 illustrates conservative hair and dress, Photo 2 illustrates extreme hair and conservative dress, Photo 3 illustrates conservative hair and extreme dress and Photo 4 illustrates extreme hair and dress

H₅₋₀: Participant's responses to the model's professionalism and competency with or without body modifications were not significantly different depending upon descriptive characteristics such as culture, hometown, college, work experience, age and gender.

H₅: Participant's responses to the model's professionalism and competency with or without body modifications were significantly different depending upon descriptive characteristics such as culture, hometown, college, work experience, age and gender.

A multiple analysis of variance (MANOVA) was used to examine the effect of demographic characteristics on the respondents' interpretation of the photos. The results of the MANOVA indicated that the only demographic characteristic which showed a significant difference to the overall questionnaire was gender ($p \leq .001$, $F=3.037$). Thus the null hypothesis is accepted for demographic characteristics such as age, major, culture and job experience. However with the individual questions both age and major resulted in one question having a significant difference. The questions "If I had a question about a project, I would feel comfortable asking a professional dressed as this one" resulted with a p value of .026 ($F=1.809$) in relation to age. Demographic results from the students' college major resulted in the question "I would like to have this professional as my boss" being significant ($p=.002$, $F=2.611$). Even though age (Wilks' Lambda $p=.225$) and college major (Wilks' Lambda $p=.424$) demographics did not show an overall significant affect it is important to note the two questions which did result in significant findings.

When paired with the demographic characteristic gender, three of the ten questions showed a significant difference at an alpha level of .05. These questions included "If I had a question about a project, I would feel comfortable asking a professional dressed as this one"

($p \leq .001$, $F=13.790$, $\bar{x}=3.89$, $SD=1.024$), “This photograph best illustrates my idea of a professional” ($p \leq .001$, $F=13.112$, $\bar{x}=1.90$, $SD=.979$) and “If I had a choice, I would prefer to have this professional as a co-worker” ($p \leq .001$, $F=9.026$, $\bar{x}=3.39$, $SD=.977$). The table below (table 6) summarizes the study’s findings.

Table 6 –

MANOVA Result for Demographic Characteristic: Gender

Questions	Testing Dress Testing Hair			
	Sig.	F	\bar{x}	SD
If I had a question about a project, I would feel comfortable asking a professional dressed as this one.	.001	5.458*	3.89	1.024
I could respect this professional’s opinion, even if I did not necessarily agree with them.	.559	.690	3.68	.970
This professional knows her subject well.	.202	.202	3.24	.831
If I had a personal problem that I needed to discuss with someone, I believe I could discuss it freely with this professional	.481	.825	3.39	1.007
This photograph best illustrates my idea of a professional	.001	8.899*	2.81	1.251
This professional would NOT listen to a point on which I disagree**	.203	1.545	2.53	.884
If I had a choice, I would prefer to have this professional as a co-worker	.001	5.951*	3.39	.977
This professional expects too much from her co-workers**	.261	1.344	2.47	.738
I would like to have this professional as my boss	.104	2.071	2.82	1.114
I am sure this professional knows her field well	.067	2.419	3.19	.863

Note: * $p \leq .05$, ** Question is worded in a negative format thus a lower number is desired.

The overall gender demographic did result in a significant finding ($p \leq .001$, $F=3.037$) and nearly half of the questions showed a significance. However, this did not explain how female participants differed from the male participants. The results from the MANOVA were then blocked by photo to better study how males and females differed in responding to the photos.

For photo 1, which illustrated the model wearing conservative dress and natural hair color (see figure 1), this study collected 32 male responses and 38 female responses. The results indicated no significant differences between genders in response to the female model. Thus the null hypothesis is accepted for photo 1 and gender characteristic. See Table 7 for results.

Table 7 –

MANOVA Result for Gender Difference for Photo 1

Questions	Conservative Dress Natural Hair			
	Sig.	F	\bar{x}	SD
If I had a question about a project, I would feel comfortable asking a professional dressed as this one.	.763	.092	M 4.47	.621
			F 4.42	.683
I could respect this professional's opinion, even if I did not necessarily agree with them.	.621	.246	M 4.19	.592
			F 4.11	.764
This professional knows her subject well.	.375	.798	M 3.50	.916
			F 3.68	.809
If I had a personal problem that I needed to discuss with someone, I believe I could discuss it freely with this professional	.616	.254	M 3.53	1.077
			F 3.66	1.021
This photograph best illustrates my idea of a professional	.104	2.710	M 3.97	.861
			F 2.58	1.081
This professional would NOT listen to a point on which I disagree**	.194	1.719	M 2.06	.669
			F 2.32	.904
If I had a choice, I would prefer to have this professional as a co-worker	.137	2.264	M 3.97	.695
			F 3.71	.732

Table 7 – (Continued)

Questions	Conservative Dress Natural Hair			
	Sig.	F	\bar{x}	SD
This professional expects too much from her co-workers**	.291	1.135	M 2.34 F 2.53	.653 .762
I would like to have this professional as my boss	.675	.177	M 3.25 F 3.34	1.016 .815
I am sure this professional knows her field well	.857	.033	M 3.56 F 3.53	.878 .797

Note: * $p \leq .05$, ** Question is worded in a negative format thus a lower number is desired.

For photo 2, which illustrated the model wearing conservative dress and natural hair with pink highlights (see figure 2), this study collected 29 male responses and 41 female responses. The results indicated no significant differences with a p value of .498 ($F = .947$) between genders in response to the female model. Thus the null hypothesis is accepted for photo 4 with gender characteristic. See Table 10 for individual question results.

Table 8 –

MANOVA Result for Gender Difference for Photo 2

Questions	Conservative Dress Pink Highlighted Hair			
	Sig.	F	\bar{x}	SD
If I had a question about a project, I would feel comfortable asking a professional dressed as this one.	.353	.863	M 4.10 F 3.88	.860 1.077
I could respect this professional's opinion, even if I did not necessarily agree with them.	.198	1.455	M 4.00 F 3.71	.802 1.006

Table 8 – (Continued)

Questions	Conservative Dress Pink Highlighted Hair			
	Sig.	F	\bar{x}	SD
This professional knows her subject well.	.632	.140	M 3.31 F 3.22	.712 .822
If I had a personal problem that I needed to discuss with someone, I believe I could discuss it freely with this professional	.988	.000	M 3.66 F 3.66	.897 .990
This photograph best illustrates my idea of a professional	.299	1.269	M 2.48 F 2.76	.911 1.179
This professional would NOT listen to a point on which I disagree**	.151	1.583	M 2.21 F 2.51	.620 1.003
If I had a choice, I would prefer to have this professional as a co-worker	.924	.008	M 3.34 F 3.37	.814 .968
This professional expects too much from her co-workers**	.539	.164	M 2.59 F 2.49	.568 .711
I would like to have this professional as my boss	.813	.071	M 2.86 F 2.93	1.093 1.149
I am sure this professional knows her field well	.951	.003	M 3.21 F 3.22	.675 .936

Note: * $p \leq .05$, ** Question is worded in a negative format thus a lower number is desired.

For photo 3, which illustrated the model wearing extreme dress and natural hair color (see figure 3), this study collected 26 male responses and 38 female responses. The results indicated a significant differences of .001 ($F=7.555$) between genders in response to the female model. Three of the ten questions indicated a significant difference between male and female responses. Males ranked the female professional significantly higher ($p \leq .001$, $F=15.760$, $\bar{x}=3.77$, SD 1.004) in response to the question “If I had a question about a project, I would feel comfortable asking a professional dressed as this one”. In response to the question “This

photograph best illustrates my idea of a professional”, males ranked the female illustrated in the photo significantly higher ($p \leq .001$, $F=25.763$, $\bar{x}=2.92$, $SD 1.186$) than the female participants. MANOVA results found that males ranked the female professional with extreme dress with natural hair color significantly higher ($p \leq .001$, $F=33.498$, $\bar{x}=3.56$, $SD .941$) than females in response to the question “If I had a choice, I would prefer to have this professional as a co-worker”. Thus the null hypothesis is rejected and the alternative hypothesis is accepted for gender characteristic affecting female professional perception when illustrating extreme dress with natural hair color. See Table 8 for individual question results.

Table 9 –

MANOVA Result for Gender Difference for Photo 3

Questions	Extreme Dress Natural Hair			
	Sig.	F	\bar{x}	SD
If I had a question about a project, I would feel comfortable asking a professional dressed as this one.	.001	15.760*	M 4.31 F 3.39	.618 1.054
I could respect this professional’s opinion, even if I did not necessarily agree with them.	.056	3.808	M 3.88 F 3.45	.766 .950
This professional knows her subject well.	.148	2.144	M 3.42 F 3.16	.758 .679
If I had a personal problem that I needed to discuss with someone, I believe I could discuss it freely with this professional	.750	.102	M 3.38 F 3.32	.898 .809
This photograph best illustrates my idea of a professional	.001	25.736*	M 3.69 F 2.39	1.011 1.001
This professional would NOT listen to a point on which I disagree**	.225	1.502	M 2.88 F 2.61	.816 .946
If I had a choice, I would prefer to have this professional as a co-worker	.001	33.498*	M 4.23 F 3.11	.652 .831

Table 9 – (Continued)

Questions	Extreme Dress Natural Hair			
	Sig.	F	\bar{x}	SD
This professional expects too much from her co-workers**	.691	.160	M 2.62 F 2.68	.637 .702
I would like to have this professional as my boss	.104	2.720	M 3.04 F 2.78	1.183 .916
I am sure this professional knows her field well	.865	.033	M 3.19 F 3.16	.895 .718

Note: * $p \leq .05$, ** Question is worded in a negative format thus a lower number is desired.

For photo 4, which illustrated the model wearing extreme dress and natural hair with pink highlights (see figure 4), this study collected 24 male responses and 44 female responses. The results indicated a significant differences of .002 ($F=3.284$) between genders in response to the female model. Five of the ten questions indicated a significant difference between male and female responses. MANOVA results indicated that males ranked the female professional illustrated significantly higher ($p \leq .001$, $F=19.963$, $\bar{x}=3.37$, $SD 1.105$) in response to the question “If I had a question about a project, I would feel comfortable asking a professional dressed as this one”. For the question “This photograph best illustrates my idea of a professional” males ranked the model illustrated significantly higher ($p \leq .001$, $F=29.069$, $\bar{x}=1.90$, $SD .979$) than females. Results for the question “If I had a choice, I would prefer to have this professional as a co-worker” showed males ranking the model significantly higher ($p \leq .002$, $F=9.904$, $\bar{x}=2.82$, $SD 1.050$) than females. In response to the question “I would like to have this professional as my boss” males ranked the model illustrating less modest dress with unnatural hair color significantly higher ($p \leq .021$, $F=5.569$, $\bar{x}=2.28$, $SD 1.144$) than female participants. MANOVA

results indicated that males ranked the female professional illustrated significantly higher ($p \leq .002$, $F=10.322$, $\bar{x}=2.82$, $SD .863$) than females in answering to the question “I am sure this professional knows her field well”. Thus the null hypothesis is rejected and the alternative hypothesis is accepted for the photo illustrating a female professional wearing less modest clothing with unnatural highlights (see figure 4). See Table 9 for individual question results.

Table 10 –

MANOVA Result for Gender Difference for Photo 4

Questions	Extreme Dress Natural Hair			
	Sig,	F	\bar{x}	SD
If I had a question about a project, I would feel comfortable asking a professional dressed as this one.	.001	19.963*	M 4.08 F 2.98	.830 1.045
I could respect this professional’s opinion, even if I did not necessarily agree with them.	.065	3.511	M 3.42 F 2.93	1.018 1.021
This professional knows her subject well.	.068	3.447	M 3.04 F 2.68	.859 .708
If I had a personal problem that I needed to discuss with someone, I believe I could discuss it freely with this professional	.142	2.213	M 3.21 F 2.82	.884 1.105
This photograph best illustrates my idea of a professional	.001	29.069*	M 2.63 F 1.50	1.096 .629
This professional would NOT listen to a point on which I disagree**	.562	.290	M 2.75 F 2.86	.794 .852
If I had a choice, I would prefer to have this professional as a co-worker	.002	9.904*	M 3.33 F 2.55	.963 .999
This professional expects too much from her co-workers**	.171	1.918	M 2.46 F 2.16	.884 .834
I would like to have this professional as my boss	.021	5.569*	M 2.71 F 2.05	1.197 1.056

Table 10 – (Continued)

Questions	Extreme Dress Natural Hair			
	Sig,	F	\bar{x}	SD
I am sure this professional knows her field well	.002	10.322*	M 3.25 F 2.59	.897 .757

Note: * $p \leq .05$, ** Question is worded in a negative format thus a lower number is desired.

Chapter 5

Summary and Discussion

The purpose of this study was to discover if University of Arkansas students associate certain personality traits to specific body modifications among young female professionals. To test this, appearance modifications were applied to the same female model who was labeled as a general professional. Data were collected to study the students' perception of each body modification and tested to determine if a difference would be found. The two body modifications being studied were dress and hair color. Each variable was tested at two different levels which include conservative and extreme. Testing dress for the conservative look illustrated a female professional wearing a black pencil skirt mid-knee, a slightly scooped neck red blouse and a black blazer. For the extreme levels of dress, the same clothes were used, but the skirt was shortened to approximately 2 inches above the knee and the blouse was lowered to show a bit of cleavage. Two hair colors were used to test for the effects of hair. These were natural brown and natural brown with pink highlights added. This allowed for application questions to be used in constructing the survey in order to provide a clearer response. Responses from these questions may give insight into current social norms and stereotypes associated with the body modifications. Through this study it was shown that the manipulation of selected appearance and body modifications had a significant effect on perceptions of a woman's professionalism/competency.

While people may wish to only be judged by their actions, one should not ignore society's norms. According to the Social Control Theory individuals form their dressing behavior through three different types of methods: positive and negative reinforcement, imitation

of authority or role models and interaction with others learning cultural symbolism (Freeburg & Workman, 2008). Previous research has shown that appearance restrictions may be made to establish social status and profession (Sun, 2009). An example of this can be seen in the results from this study. The photo illustrating the female wearing conservative dress and natural hair color was ranked significantly higher than all other photos. This may be due to participants' interaction with established female professionals. Participants may be responding to the photos based upon the imitation of authority as explained by the Social Control Theory. Cultural symbolism may also explain the results from this study. The model illustrating extreme dress and pink highlights received the lowest professional score than all other photos. Symbolism of unnatural highlights and more revealing clothing may not represent or symbolize a respectable professional. Thus students did not perceive the model illustrating these dress and hair modifications as professionally appropriate. The idea of dress affecting other's perspective of an individual is consistent with the findings from this study. Whether interviewing for a job or meeting a client, these findings support the suggestion that personal presentation through dress is important.

Dress

The results from testing for hypothesis 1 indicated that modesty in dress did significantly affect the participants' perception of a female professional. Data set one held hair consistent with pink highlighted hair and data set two held hair consistent with natural brown hair color so the two levels of dress, conservative and extreme, could be tested. Data set one showed significant findings for all ten questions while the results from data set two indicated significance in seven of the ten questions. The three questions which did not prove to be significant contained focuses of personal trust, expecting too much from co-workers and choosing the professional in the

photo as a co-worker. This study found that in both data sets dress significantly affects perceived attributes such as respect, competency, leadership and openness.

Further analysis showed that the for questions such as “If I had a question about a project, I would feel comfortable asking a professional dressed as this one”, “I could respect this professional’s opinion, even if I did not necessarily agree with them”, “This photograph best illustrates my idea of a professional” and “I would like to have this professional as my boss” the model wearing the more conservative clothing whether with extreme or conservative hair had significantly higher scores. While the question “This professional would NOT listen to a point on which I disagree” the model wearing more conservative clothing showed significantly lower scores. These results indicated that conservative dress increases perceived respect, leadership ability, openness, competency and trust. This being established, less modest clothing, for this study included mid-thigh length skirt and revealing a little cleavage, was found to decrease perceived professionalism.

These findings may be better understood with the Social Control Theory (Freeburg & Workman, 2008). The perceptions of the female model differed significantly depending upon which level of dress was shown revealing a social a trend within the population. These findings may be due to imitation, symbolism or positive and negative reinforcement (Freeburg & Workman, 2008). While further studies may be needed to understand why participants responded differently to the two modesty levels illustrated, it is evident that the participants’ views of dress expectations have been affected by society. Horn’s (1968) examination of different cultures expectation of modesty which suggest modesty is defined by the cultural perceptions of clothing. So while some may believe clothing is a result of modesty, Horn suggested that modesty is a result of clothing. This may be why there is not a consistent definition of modesty. Horn defined

modesty as being subjective; findings from this study further define the expectation of modesty in the work place for the population which participated in this study. Future studies may find different results as our society changes.

While this study's tested modesty focused on skirt length and lowness of neckline, future studies may study modesty differently. Other modesty variables which could be tested include fit of garment, neatness, skirt versus pants and sleeveless versus sleeves. Testing combinations of these variables may also result in unique findings.

Hair Color

In testing hair color, the study found that hair color does have a significant effect on a female's perceived professionalism. In order to test hair color, dress was held constant creating two data sets. For data set one the conservative dress was held constant while different levels hair color was manipulated to test for significant differences. Data set two held dress constant at the extreme level while hair color was manipulated. For data set two nine of the ten questions showed significant findings between the natural and unnatural hair color. The only question that did not prove to be significant was "This professional would NOT listen to a point on which I disagree". Thus the hair color did not have an affect on the participants' perception of the professional's openness. Other perceived characteristics such as trust, respect, leadership and overall professionalism did prove to be affected by the female professional's hair color.

Results did change slightly for data set one. Questions which did not indicate a significant finding were "If I had a personal problem that I needed to discuss with someone, I believe I could discuss it freely with this professional", "This professional would NOT listen to a point on which I disagree" and "This professional expects too much from her co-workers". It is

interesting that those responses to questions relating to trust, openness and expecting too much of her co-workers were not found to be significantly different when evaluated with natural hair color versus pink highlighted hair color. With both data sets, participants did not respond significantly different to the question relating to openness. It is interesting to note that in this study hair color did not significantly affect participants' view of the professional willingness to listen. But, even though it did not affect the model's perceived openness, questions testing respect, leadership, competency and overall professionalism were significantly affected by the hair color illustrated on the female professional.

Further analysis showed that participants ranked natural hair color higher than pink highlighted hair color. With results from data set one, questions like "If I had a question about a project, I would feel comfortable asking a professional dressed as this one", "This photograph best illustrates my idea of a professional" and "If I had a choice, I would prefer to have this professional as a co-worker" the model illustrating natural hair color received significantly higher scores than the model illustrating pink highlights. In contrast, the photo illustrating pink highlights was never ranked higher than the photo illustrating natural hair color. Results showed that participants preferred natural hair color in a professional setting. Approachability, preference and overall professionalism were found to be higher for the model illustrating natural hair color.

For data set two the questions which resulted in significant difference changed, but the overall preference for natural hair color stayed the same. Questions which natural hair color received significantly higher scores were "I could respect this professional's opinion, even if I did not necessarily agree with them", "This professional knows her subject well", "This photograph best illustrates my idea of a professional", "If I had a choice, I would prefer to have this professional as a co-worker", "this professional expects too much from her co-workers", "I

would like to have this professional as my boss” and “I am sure this professional know her field well”. These results showed an even stronger preference for natural hair color in a professional setting than the results from data set one. It is interesting that the photo illustrated with natural hair color was perceived as expecting more or too much from her co-workers, but was also preferred as a co-worker and boss.

It is clear that hair color did affect the way the participants viewed the model which is consistent with the research found. While few studies on unnatural hair color could be found, through general observation it is evident that stereotypes do exist within modern America. This study supported the article found in The Salt Lake City Tribune (2010) which discussed how a female police officer was sent home due to her unnatural hair color. Company policies for employees in regard to hair color support the findings from this study which resulted in unnatural hair color significantly effecting people’s perception of female professionalism. This example of negative reinforcement illustrates how individuals form dress norms according to the Social Construct Theory (Freeburg & Workman, 2008). Results from this study are consistent with current social trends which restrict unnatural hair color in many workforce environments. This negative reinforcement in our society today may be the cause of the results found from this study. There are also stereotypes associated with hair color which can be seen in a marketing slogan developed in 1965 which read “Blondes Have More Fun” (Corbett & Molaro, 2001). This is an example of social symbolism which may affect individuals who interact within this society (Freeburg & Workman, 2008). But while assumptions have been made and dress code for hair color has been established, very few studies exist that evaluate how hair color affects a person whether in a professional setting or day-to-day life.

This study focused on female professionals and tested natural versus pink highlighted hair, but future studies can be done to test different types of hair color modifications such as blonde highlights, grey hair and all over hair dyes. Hair accessories may also affect a female perceived professionalism. There have been trends of adding feathers, metallic strips and ribbon braids to hair. These trends along with more traditional headbands and hair bows may also be studied for affects on female perceived professionalism.

Hair Color and Dress

This study also examined if dress and hair color together may have an effect on perceived female professionalism. Hypothesis 4 continued this study by using a Tukey post hoc test to examine how the participants rated each of the four illustrations used in this study. Results from the Tukey post hoc test showed natural brown hair color ranking significantly higher than pink highlighted hair color with many of the questions. With the extreme dress significant differences found between hair color increased. While pink highlighted hair color ranked significantly lower than natural brown hair color in three of the ten questions when dress was held constant at the conservative dress level, six of the ten questions resulted in significantly lower scores when dress was held constant at the extreme dress level.

Similar results were found in studying the different levels of dress. The conservative dress model resulted in significantly higher scores than the extreme dress model. However, when hair was held constant with pink highlights, more questions resulted in significant differences between dress levels. The conservative dress ranked significantly higher in five of the ten questions when the model was shown with natural hair color. When unnatural hair color was illustrated the conservative dress ranked significantly higher in nine of the ten questions. Thus

participants perceived the model wearing the conservative dress as being more professional than the model wearing the extreme dress. These results also indicate dress as having a larger affect on perceived female professionalism than hair color. For this study, a shorter skirt and a hint of cleavage lowered the perceived professionalism more than pink highlights.

Results which include both variables, dress and hair color, supported the alternative hypothesis 4 which stated that the female professional illustrating both variables at the conservative/natural level would be considered significantly more professional than all other variable combinations. This study found that with the model illustrating both variables at the conservative/natural level ranked significantly more professional in nine of the ten questions than the model illustrating the extreme dress and pink highlighted hair color. Similarly, the model illustrating the conservative dress and natural brown hair color ranked significantly higher than the model illustrating the extreme dress with natural hair color in five of the ten questions. The model illustrating conservative dress with conservative hair color also ranked significantly higher in three of the ten questions when compared with the model illustrating the conservative dress with pink highlighted hair color. This study found that the photo illustrating both variables at the conservative/natural level was never ranked less professional than any other variable combination.

The findings from this study suggest that conservative dress and natural hair color improves a woman's perceived professionalism and competency. It is interesting to note that with hair held constant with natural hair color, conservative dress ranked significantly higher than extreme dress in five of the ten questions. However, with dress held constant at the conservative level, natural hair color ranked significantly higher than pink highlighted hair in only three of the ten questions. Thus hair color did not have as strong of an affect as dress. The results indicated

that wearing a shorter skirt and displaying cleavage had a slightly more negative effect toward trust, respect, approachability, openness and overall professionalism than having an unnaturally highlighted hair color. This may be due to the participants' inexperience in the workforce. With only 5.8 percent of the participants reported having a full time job and 28.4 percent reported completing an internship, their perception of unnatural hair color may not be a representation of the current social norms for business.

With these findings, future research of company dress codes may find a disconnect of soon to be college graduates perceived professional appearance norms and company's expectations. This study found shorter skirts and showing a hint of cleavage has a greater effect on female's perceived professionalism than pink highlights. Yet company dress policies may not reflect this in their regulations. With positions in sales, marketing, public service or other positions which involve representing a company to a client or the general public, one can understand why dress codes restricting are important. The results may not seem fair, but are consistent with the Social Construct Theory which explains individual's dress conduct as being learned through society (Freeburg & Workman, 2008).

Demographics

The results from this study did show gender to have a significant effect on the results. Both male and female participants ranked the photo illustrating a female professional wearing conservative dress with natural brown hair color similarly with no significant findings (see figure 1). The same results were found in response to the photo illustrating a female professional wearing conservative dress with pink highlighted hair color (see figure 2). However, male and female participants did responded significantly different to questions relating to the model

illustrating a female professional wearing extreme dress with natural hair color (see figure 3) and the model wearing extreme dress with pink highlighted hair color (see figure 4).

Male and female participants showed significantly different responses toward the model wearing a black skirt approximately 2 inches above the knee, a deep scoop neck red blouse showing a bit of cleavage with a black suit coat and natural hair color. Results showed males responded significantly higher than females to the female professional illustrated. Males ranked this professional similarly as they ranked the model illustrating conservative dress and natural brown hair color. Extreme dress received slightly lower scores from the males for some questions, but was ranked slightly higher than the conservative dress model with natural hair color in response to the question testing co-worker preference. Results indicated that females' perception toward the extreme dress was less professional than males. This may be due to females' sensitivity to being objectified and not taken seriously. Men may not be as aware of this issue. This may correlate to how females are raised to be more aware of modesty. Perrillo discusses in *Reforming Teachers: The Politics of Professionalism in the New York City High School 1919-1969* (2005) how "smart wear" became popular for teachers. This new market of smart wear was meant for working women who wanted to dress fashionably, but also functionally. "Smart wear" had many focuses, but modesty was one of them. Women were expected to dress in a respectable and modest fashion. Even though the definition of modest may vary between cultures, the idea of modesty exists for women. This social norm possibly taught through positive and negative reinforcement may be why the female participants ranked the less modest model lower than the males participants (Freeburg & Workman, 2008).

In response to the model wearing extreme dress and unnatural hair color, males ranked the model significantly higher than females. The questions which showed significant differences

pertained to professional characteristics such as approachability, overall professionalism and preference as a co-worker. Females responded more negatively toward the model illustrating extreme dress and unnatural hair color. While the females' response to dress also resulted in lower scores than males for figure 3, unnatural hair color created a more negative response. This could be due to society's expectation of female beauty. Because of the emphases placed on women's "beauty" and high expectations, there is frequently a more negative body image found in women than in men (Cash, Winstead, & Janda, 1986; Fallon, & Rozin 1985; Franzoi, Kessenich, & Sugrue, 1989). These higher expectations can be seen through other research when it was shown that women are more socialized to suit others through their physical beauty than men (Jackson, 1992), more diets and beauty products are focused towards women (Wiseman, Gray, Mosimann, & Ahrens, 1992; Wooley & Garner 1991) and women are judged more upon their appearances than men (Spencer & Taylor, 1988). With understanding society's expectations on females, the results from this study are better understood incorporating the Social Construct Theory (Freeburg & Workman, 2008). Through the high standards of women's beauty set by negative and positive reinforcement, imitation and cultural symbolism women have formed their strict conduct of dress. This may explain why the female participants' results were more dramatic than the male responses. So, while some stereotypes or norms may not be affected by gender, this study's findings were significantly affected by gender

Results of this study indicated that the gender of the respondents had a significant effect on the results, but no other demographic variable resulted in significant findings. This may be due to the homogeneity of the population. Since the sample for this study was taken from senior level courses at the University of Arkansas, the participants had similar backgrounds and experience levels. For example 86.18 percent of the sample was between the ages of 19 and 24.

This may be why the participants' age did not result in having a significant effect on perceptions of female professionalism based upon dress and hair color. Previous research has also shown that age may have an effect on professional clothing expectations. The results from this study contradicted the findings from Bednarski and Rosenberg (2008).

Other demographics such as culture, hometown size and work experience did not have an effect on the results from this study. This is not consistent with the cultural difference such as modesty expectations. Many Islamic cultures expect women to wear head covering called burqu which cover the entire face and body leaving netting over the eyes (Rozario, 2006). In contrast, many cities in Europe have topless beaches. Culture may not have had an effect on the results because the sample was not diverse. Demographic results showed that 83.6 percent of the participants indicated Caucasian or white as their ethnicity. This limiting factor may be why results did not indicate culture to have significant findings. Another possible reason for this study's findings may be explained by globalization. Through globalization many cultural norms are merging together (Black, 2009). Individuals may interact with societies around the world incorporating their symbolism and imitating role models or authority figures from other countries (Freeburg & Workman, 2008). While in the past culture or society may be a neighborhood, city, region our country, with advancements with technology the world has become more interlaced.

Hometown size did not result in significant findings. With the 47.7 percent of the participants indicating urban or large urban as their hometown size, the results may be due to the homogeneity of the population. The same is true for work experience. Participants who indicated working full time jobs were only 5.8 percent of the sample and 71.6 percent had not completed an internship. With the lack of work experience, findings on how work experience may have affected the results were limited.

Among all of the findings, the most interesting to the research was gender differences. While the results from the study may support observed trends, the significant differences found between gender responses is intriguing. Based upon day-to-day observed female dress, the researcher was surprised to discover negative responses to the extreme dress illustration. Current television shows and advertisements show female professionals wearing more revealing clothing almost as a statement of feminine pride. With the sample consisting of a younger generation, the researcher did not expect as negative response from the female participants towards the extreme dress model. Also, due to sexual harassment possibilities, the researcher expected the male participants to have a more conservative response. The results from this study may be due to females not wanting to be objectified and males not being as aware of “inappropriate” clothing.

Fashion magazines and the media female professionals often times illustrate the female being dressed with an attire closer to the extreme dress illustration rather than the conservative. Thus the researcher thought the results from this study would not have been as conservative. However, while fashion and media may illustrate a specific style, females may be more aware of being objectified thus dress for society rather than one’s personal style. This awareness of society’s norms may be why females responded more negatively than males toward extreme dress. In fact, males may not be as aware of female objectification and be more affected by current media. It would be interesting to see how dress results may differ if a male professional was illustrated rather than a female. This could lead to interesting results for future studies.

Future Research Possibilities

There are numerous possibilities for future research which may help increase the understanding of our current society’s norms or expectations for business professionals. While it would be more politically correct and humane if appearances did not affect society’s view of

others, but as this study showed appearances do affect others' perceptions of an individual. Therefore, knowing that this may be true, it is important to understand what and how body modifications affect others' perceptions. This study focused on female professional's dress and hair color. However, other body modifications that could be studied include body piercings, tattoos, unkempt or ill fitting clothing and make-up. Future research on dress and hair color using changed levels of difference may also result in new findings. One such as study may be to test hair color with blonde highlights or testing dress with a pant suit versus a skirted suit.

With social dress expectations for professional positions, lower class citizens may struggle to achieve higher positions due to the expense of dress. The 2011 Current Population Survey Annual Social Economic Supplement showed that 15.1% of U.S. households were below the poverty level in 2010 (Income, Poverty and Health Insurance Coverage in the United States, 2010, 2011). The poverty threshold for a four family household was \$22,314. With this low of income the traditional expectation of business professional consisting of suits and dress shoes are not a possibility. Beyond the original cost of the clothing is upkeep such as dry cleaning and ironing. For some lower wage positions where uniforms are required, the cleaning and upkeep may cause financial stress for an employee. These expectations can thus cause a barrier for lower income employees to be able to succeed into a higher paid and more professional position. Future studies may give insight into how this problem may be overcome and how social norms affect class separation.

This study's results were also limited by its population. A convenience sample of senior level courses at the University of Arkansas limited demographic variables such as age and work experience. Future research is needed with a larger population involving not just college student, but also current business professionals. This will allow for a comparison between the soon to be

graduates interviewing for jobs and the current business professionals who may be interviewing them for these jobs. This comparison may indicate a difference between what students think will be expected of them and actual expectations. As previous research shows age affecting dress expectations, future research with a larger population may find different results than this study (Bednarski & Rosenberg, 2008). With a more age diverse study, one may find a trend change between younger and older generations.

Based upon the findings of this study future research in company dress codes may also give insight into current trends. In studying dress codes, comparisons may be done between the companies to test for consistent trends or interesting differences. Similarly dress codes may be tested with social surveys such as this study to research into possible differences and similarities. These findings may be used to help improve individuals self presentation in interviews or at work. As experience, work ethics and personality can help a person get a job, this study suggests females' dress and hair color are important factors in communicating professionalism.

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Appendix A

Professional Dress Questionnaire

Spring 2012

University of Arkansas, Fayetteville

Thank you for your interest and time in completing this survey. Your answers will be kept confidential and will be destroyed after the study is complete. The information being collected will allow us to determine professional dress norms. Your VOLUNTARY participation in this survey is greatly appreciated.

Please answer the following questions by choosing only ONE answer for each question. Demographic Information: The following questions are concerning demographics. Please select the most appropriate answer that best describes you.

1. Gender: Male Female
2. Age: _____
3. Classification Freshman Sophomore Junior Senior
4. Employment Full-Time Part-Time Not Employed
5. Have you completed an internship? Yes No
6. What is the size of your hometown? Rural (less than 2,500) Small Urban (2,500-10,000) Urban (10,001-50,000) Large Urban (50,001-100,000) Small Metropolitan (100,001-250,000) Metropolitan (250,000+)
7. What is your ethnicity? American Indian or Alaska Native Asian Black or African American Hispanic Native Hawaiian or Other Pacific Islander White or Caucasian

8. Major:

Dale Bumpers

Apparel Studies Poultry Science Agricultural Business

Food, Human Nutrition and Hospitality General Human Environmental Sciences Human Development, Family Sciences and Rural Sociology Animal Science

Horticulture, Landscape and Turf Sciences Crop Management

Biological Engineering Environmental, Soil and Water Science

Food Science Agricultural Education, Communication and Technology

Walton College of Business

Accounting Economics Finance General Business

Information Systems Management Transportation & Logistics

Marketing Other, please identify _____

Photo #1:

Please answer the following questions with respect to the photograph of the female professional from the previous page. Circle the number which best represents your interpretation of the photo.

1=Strongly Disagree 2=Disagree 3=No Opinion 4=Agree 5=Strongly Agree

- | | | | | | | |
|-----|--|---|---|---|---|---|
| 9. | If I had a question about a project, I would feel comfortable asking a professional dressed as this one | 1 | 2 | 3 | 4 | 5 |
| 10. | I could respect this professional's opinion, even if I did not necessarily agree with them. | 1 | 2 | 3 | 4 | 5 |
| 11. | This professional knows her subject well | 1 | 2 | 3 | 4 | 5 |
| 12. | If I had a personal problem that I needed to discuss with someone, I believe I could discuss it freely with this professional. | 1 | 2 | 3 | 4 | 5 |
| 13. | This photograph best illustrates my idea of a professional | 1 | 2 | 3 | 4 | 5 |
| 14. | This professional would NOT listen to a point on which I disagree | 1 | 2 | 3 | 4 | 5 |
| 15. | If I had a choice, I would prefer to have this professional as a co-worker | 1 | 2 | 3 | 4 | 5 |
| 16. | This professional expects too much from her co-workers | 1 | 2 | 3 | 4 | 5 |
| 17. | I would like to have this professional as my boss | 1 | 2 | 3 | 4 | 5 |
| 18. | I am sure this professional knows her field well | 1 | 2 | 3 | 4 | 5 |

General

Please answer the following questions by circle the number which best represents your perspective.

1=Strongly Disagree 2=Disagree 3=No Opinion 4=Agree 5=Strongly Agree

- | | | | | | | |
|-----|--|---|---|---|---|---|
| 19. | Female professionals should be conservatively dressed in a business setting. | 1 | 2 | 3 | 4 | 5 |
| 20. | I learn more from a professionally dressed Person. | 1 | 2 | 3 | 4 | 5 |
| 21. | A professionally dressed individual is better prepared for work. | 1 | 2 | 3 | 4 | 5 |
| 22. | Individuals who dress more professionally are typically better at their job. | 1 | 2 | 3 | 4 | 5 |
| 23. | Individuals who dress more professionally typically gain more respect. | 1 | 2 | 3 | 4 | 5 |
| 24. | Individuals, who dress professionally, are not as friendly as those who dress more casually. | 1 | 2 | 3 | 4 | 5 |

Thank you for your participation in completing this questionnaire.

For more information please contact Ashley Donell at adonell@uark.edu

Appendix B

October 7, 2011

MEMORANDUM

TO: Ashley Donell
Lona Robertson

FROM: Ro Windwalker
IRB Coordinator

RE: New Protocol Approval

IRB Protocol #: 11-09-141

Protocol Title: *The Affects of Appearance and Dress Have on Perceived Professionalism and Competency of a Female Employee*

Review Type: EXEMPT EXPEDITED FULL IRB

Approved Project Period: Start Date: 10/07/2011 Expiration Date: 10/06/2012

Your protocol has been approved by the IRB. Protocols are approved for a maximum period of one year. If you wish to continue the project past the approved project period (see above), you must submit a request, using the form *Continuing Review for IRB Approved Projects*, prior to the expiration date. This form is available from the IRB Coordinator or on the Research Compliance website (<http://vpred.uark.edu/210.php>). As a courtesy, you will be sent a reminder two months in advance of that date. However, failure to receive a reminder does not negate your obligation to make the request in sufficient time for review and approval. Federal regulations prohibit retroactive approval of continuation. Failure to receive approval to continue the project prior to the expiration date will result in Termination of the protocol approval. The IRB Coordinator can give you guidance on submission times.

This protocol has been approved for 600 participants. If you wish to make *any* modifications in the approved protocol, including enrolling more than this number, you must seek approval *prior to* implementing those changes. All modifications should be requested in writing (email is acceptable) and must provide sufficient detail to assess the impact of the change.

If you have questions or need any assistance from the IRB, please contact me at 210 Administration Building, 5-2208, or irb@uark.edu.

Appendix C

Script

Hello, my name is Ashley Donell and I am a master student in the Dale Bumpers College. First, I would like to thank you all for your time today and I appreciate you helping me with my study which I am completing as part of my Master's degree requirements. The survey you may take today is completely voluntary and anonymous so please do not write your name or any personal ID numbers on the survey. Do not skip ahead. Please answer each question in the order it appears on the survey. It should only take between 10-15 minutes to complete and once you have completed the survey please return it to me. Thank you again for your time and once I have given you your survey you may begin.