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THE UNIVERSITY OF ALBERTA

THE USE OF COSMETICS RELATED
TO SPECIFIC ASPECTS OF THE SELF

by

Lorraine Theberge



A THESIS

SUBMITTED TO THE FACULTY OF GRADUATE STUDIES AND RESEARCH
IN PARTIAL FULFILMENT OF THE REQUIREMENTS FOR THE DEGREE
OF MASTER OF SCIENCE

in

CLOTHING AND TEXTILES
FACULTY OF HOME ECONOMICS

EDMONTON, ALBERTA

FALL, 1976

THE UNIVERSITY OF ALBERTA
FACULTY OF GRADUATE STUDIES AND RESEARCH

The undersigned certify that they have read,
and recommend to the Faculty of Graduate Studies and
Research, a thesis entitled The Use of Cosmetics
Related to Specific Aspects of the Self submitted by
Lorraine Diane Theberge in partial fulfillment of
the requirements for the degree of Master of Science.

Clare Fenwick

Werna Lefebvre

Betty Crow

Alpena

Date

6/11/76

ABSTRACT

The Use of Cosmetics Related
to Specific Aspects of the Self

by

Lorraine D. Theberge, Master of Science

University of Alberta, 1976

Professor: Dr. Anne P. Kernaleguen

Faculty of Home Economics

Division: Clothing and Textiles

The purpose of this study was to investigate the relationships between specific aspects of the self and the use of cosmetics. The importance and use of cosmetics were explored as a possible mean of predicting personality variables. By understanding the reasons why women wear cosmetics, we could improve the accuracy of first impressions. Fisher and Cleveland's work provided the theoretical framework for this research. It was assumed that the attitude of individuals toward their body mirror different aspects of their personality.

A non random sample of 101 women was selected from the non academic staff at the University of Alberta in Edmonton. The instruments used to measure the use of cosmetics and the selected personality variables were: the Cosmetic Importance Scale, the Index of Adjustment and Values, the Body and Face Cathexis Scales and the Holtzman Inkblot Technique measuring Barrier.

Pearson Product Moment Correlation was used to analyse the data. Statistical analysis indicated significant correlations resulting between the Cosmetic Importance Scale and Self and Ideal Self Concept, and Face and Body Cathexis; and between Body Cathexis and Self Acceptance. Significant inverse correlations were found between Body Barrier and Ideal Self Concept, and between Face Cathexis and Self Acceptance.

The findings did not support the theoretical framework which attributed a compensatory function to cosmetics. From the results of this research it would seem that cosmetics have an expressive or demonstrative function. It appears that the importance ascribed to cosmetics reflects a healthy self concept. There was also no support for Fisher's contention that Body Barrier is an index of adjustment; it did not correlate with Self Concept, Self Acceptance or Body Cathexis.

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CHAPTER 1

INTRODUCTION

Statement of the Problem

Researchers have studied both the historical and cultural differences of bodily adornment. Seldom, if ever, have researchers concentrated efforts at delineating functions of cosmetics.

The purpose of this research is to study the relationships between specific aspects of the self and the use of cosmetics. Cosmetic industries advertise different 'looks' and lure women by various appeals. These industries have built a multi billion dollar business on the widely accepted fact that women want to change their appearance.

McLaughlin (1972, p.1) in The Gilded Lily nicely sums up the problem:

To discover the reason why most women in the Western world, without any conscious wish or attempt to attract men, and with no very disfiguring deformities to cover up, will still feel worried if they find themselves out in the world without their make-up.

Justification

"We choose our own clothing and grooming and therefore we would expect this to reflect more accurately our personality traits than our physical features over which we have little control" (Ryan, 1966, p.30). First impressions play

an important role in social interactions. When meeting someone in daily activities it is common to form a personality impression. In evaluating that person's appearance, many clues are received regarding his character and position in life. According to Ryan (1966), grooming and clothing are important in the perception of these characteristics. Impressions formulated about people are relatively accurate concerning occupation, socio-economic level, and age, but the judgment accuracy of personality characteristics is no better than chance.

In 1970 Hamid had subjects rate, on a set of concepts, pictures of people under four different dress conditions and found that the ratings were greatly influenced by the dress condition. In 1972 Hamid repeated the experiment adding two stimuli: glasses and make-up, which largely affected the trait ratings. Very few subjects, however, recognized that their impressions had been influenced by these two variables.

Understanding the reasons, conscious or unconscious, which motivate one to use cosmetics, could greatly extend our understanding of visual communication and improve the accuracy of first impressions. Increased knowledge as to why people wear cosmetics could improve this aspect of interpersonal communication.

Objectives and Hypotheses

Objectives

1. To develop and pretest a questionnaire which measures the

importance of cosmetics to women.

2. To assess specific dimensions of the self: self concept (real and ideal), body cathexis, face cathexis and body barrier.
3. To analyse the data for interrelationships among all variables.

Hypotheses

1. H_0 : There will be no significant relationships between the Cosmetic Importance Scale total and its subscores:

- a) time/day spent applying cosmetics
- b) amount of cosmetic products used
- c) importance of cosmetics to the individual
- d) number of cleansing products used
- e) skin care products used

H_A : There will be a significant relationship between the Cosmetic Importance Scale total and its subscores:

- a) time/day spent applying cosmetics
- b) amount of cosmetic products used
- c) importance of cosmetics to the individual
- d) number of cleansing products used
- e) skin care products used

2. H_0 : There will be no significant relationships among the components of the Index of Adjustment and Values.

H_A : There will be significant relationships among the components of the Index of Adjustment and Values.

3. H_0 : There will be no significant relationship between Self Concept and:

- a) time/day spent applying cosmetics
- b) amount of cosmetic products used
- c) importance of cosmetics to the individual
- d) number of cleansing products used
- e) skin care products used
- f) Cosmetic Importance Scale total

H_A: There will be a significant relationship between Self Concept and:

- a) time/day spent applying cosmetics
- b) amount of cosmetic products used
- c) importance of cosmetics to the individual
- d) number of cleansing products used
- e) skin care products used
- f) Cosmetic Importance Scale total

4. H_O: There will be no significant relationship between Ideal Self Concept and:

- a) time spent applying cosmetics
- b) amount of cosmetic products used
- c) importance of cosmetics to the individual
- d) number of cleansing products used
- e) skin care products used
- f) Cosmetic Importance Scale total

H_A: There will be a significant relationship between Ideal Self Concept and:

- a) time/day spent applying cosmetics
- b) amount of cosmetic products used
- c) importance of cosmetics to the individual

- d) number of cleansing products used
- e) skin care products used
- f) Cosmetic Importance Scale total

5. H_0 : There will be no significant relationship between Self Acceptance and:

- a) time/day spent applying cosmetics
- b) amount of cosmetic products used
- c) importance of cosmetics to the individual
- d) number of cleansing products used
- e) skin care products used
- f) Cosmetic Importance Scale total

H_A : There will be a significant relationship between Self Acceptance and:

- a) time/day spent applying cosmetics
- b) amount of cosmetic products used
- c) importance of cosmetics to the individual
- d) number of cleansing products used
- e) skin care products used
- f) Cosmetic Importance Scale total

6. H_0 : There will be no significant relationship between Body Barrier and:

- a) time/day spent applying cosmetics
- b) amount of cosmetic products used
- c) importance of cosmetics to the individual
- d) number of cleansing products used
- e) skin care products used

f) Cosmetic Importance Scale total

H_A : There will be a significant relationship between Body
Barrier and:

- a) time/day spent applying cosmetics
- b) amount of cosmetics products used
- c) importance of cosmetics to the individual
- d) number of cleansing products used
- e) skin care products used
- f) Cosmetic Importance Scale total

7. H_0 : There will be no significant relationship between Body
Cathexis and:

- a) time/day spent applying cosmetics
- b) amount of cosmetic products used
- c) importance of cosmetics to the individual
- d) number of cleansing products used
- e) skin care products used
- f) Cosmetic Importance Scale total

H_A : There will be a significant relationship between Body
Cathexis and:

- a) time/day spent applying cosmetics
- b) amount of cosmetic products used
- c) importance of cosmetics to the individual
- d) number of cleansing products used
- e) skin care products used
- f) Cosmetic Importance Scale total

8. H_0 : There will be no significant relationship between Face

Cathexis and:

- a) time/day spent applying cosmetics
- b) amount of cosmetic products used
- c) importance of cosmetics to the individual
- d) number of cleansing products used
- e) skin care products used
- f) Cosmetic Importance Scale total

H_A : There will be a significant relationship between Face

Cathexis and:

- a) time/day spent applying cosmetics
- b) amount of cosmetic products used
- c) importance of cosmetics to the individual
- d) number of cleansing products used
- e) skin care products used
- f) Cosmetic Importance Scale total

9. H_0 : There will be no significant relationship between Body Barrier and:

- a) Self Concept
- b) Ideal Self Concept
- c) Self Acceptance

H_A : There will be a significant relationship between Body Barrier and:

- a) Self Concept
- b) Ideal Self Concept
- c) Self Acceptance

10. H_0 : There will be no significant relationship between Body Barrier and Body Cathexis.

H_A : There will be a significant relationship between Body Barrier and Body Cathexis.

11. H_0 : There will be no significant relationship between Body Cathexis and:

- a) Self Concept
- b) Ideal Self Concept
- c) Self Acceptance

H_A : There will be a significant relationship between Body Cathexis and:

- a) Self Concept
- b) Ideal Self Concept
- c) Self Acceptance

12. H_0 : There will be no significant relationship between Body Cathexis and Face Cathexis.

H_A : There will be a significant relationship between Body Cathexis and Face Cathexis.

Theoretical Framework

The theoretical framework for this research is based on the work of Fisher and Cleveland who state that an individual's attitudes toward his body mirror many different aspects of his personality. The mental concept of body image serves as a screen upon which one projects feelings, values and anxieties. How a person feels about his body is a reflection of his self

concept and thus affects his way of reacting to other people. Therefore if specific aspects of the self concept, such as body cathexis, facial cathexis and body barrier, are found to be deficient in strength, it follows that cosmetics may be used as a reinforcement thus fulfilling a very vital psychological need.

Definition of Terms

Cosmetics: Materials used for cleansing, improving or altering the complexion, skin, hair or teeth and includes deodorants and perfumes (Food and Drug Act, 1970).

Importance of Cosmetics: The value placed on cosmetics and the role these play in a person's life including the amount of cosmetic products used and the time spent daily applying them. The importance of cosmetics is operationally defined as the total score on the Cosmetic Importance Scale. Scores may vary from 0 to 218; the higher the score, the greater the importance of cosmetics to the individual.

Self Concept: The self one thinks oneself to be (Edmiston, 1960). The self concept is operationally defined as the total score of the self concept section of the IAV (Bills, Vance and McLean, 1951). Scores may vary from 49 to 245; a high score indicates a high self concept.

Ideal Self Concept: The self one thinks he would like to be (Edmiston, 1960). The ideal self concept is operationally defined as the total score of the ideal self concept section

of the IAV (Bills, et al., 1951). Scores may vary from 49 to 245; a high score indicates a high ideal self concept.

Self Acceptance: The extent of the difference between the self and the ideal self ratings on an individual item of the measure or the measure as a whole (Edmiston, 1960). It is operationally defined as the score measuring the difference between the real and ideal self ratings, as measured by the IAV Scale (Bills et al., 1951). Scores may vary from 0 to 196 and a high score indicates a large discrepancy between the real and ideal self concept.

Body Cathexis: The degree of feelings of satisfaction or dissatisfaction with the various parts or processes of the body (Jourard and Secord, 1953). It is operationally defined as the total score of the Body Cathexis Scale. Scores may vary from 46 to 230; a high score indicates high satisfaction with the body.

Facial Cathexis: The degree of satisfaction or dissatisfaction with the different components of the face. It is operationally defined as the total score of the Facial Cathexis Scale. Scores may vary from 14 to 70; a high score indicates high satisfaction with the face.

Body Boundary: A personality dimension denoting how an individual experiences his body boundaries (Fisher and Cleveland, 1968).

Barrier: An index to which an individual regards his body exterior as a defensive boundary. It is operationally

defined as the number of times a Barrier response is given to the first 25 cards of the Holtzman Inkblot Technique, Form A. Scores may vary from 0 to 25; a high score indicates high Barrier (Fisher and Cleveland, 1968).

CHAPTER 11
REVIEW OF LITERATURE

Five sections are included in this chapter. The first three deal with different aspects of cosmetics, the self concept and body cathexis. The fourth section deals with projective techniques: what they are and how they began. This leads to the fifth section which discusses body image boundary.

Cosmetics

The word cosmetic comes from the Greek work "kosmetikos" meaning "skilled in decorating" (Funk and Wagnalls, 1968). The use of decorative paints for the body has always won the attention of primitive people. Ancient barbarians made every effort to bring their personal charms up to tribal standards of beauty.

It is said that cosmetics were first used among civilized people to avoid offending the gods with body odor. As society became more sophisticated, cosmetics were used to make individuals more attractive to one another. The desire to attract and to differentiate oneself from others stimulated an interest in body painting (Shalleck, 1973).

From a review of the literature, it seems evident that "people of all times and places have been determined to manipulate facial appearance; in every society the aim is to achieve the ideal appearance according to societal standards" (Morris, 1968, p.4). The face is a rather special part of the

body and because of its position, it has always been recognized in language and custom. We speak of "face value" and "losing face" because a face is usually revealing (Morris, 1968). "If we really had modesty, it is our faces that we should conceal. By comparison our legs are anonymous, our bellies uneventful" (Brophy, 1946, p.2). Facial expressions give us information on moods, attitudes, and something of personality. Today facial features are considered to be less important than facial expressions in revealing the self. "People everywhere are deeply dependent on these signs [facial expressions] in most relations with their fellow-men" (Valentine, 1961, p.3).

According to Shalleck (1973), cosmetics advertise what the individual wants to be. People have always tried to show their faces to best advantage, often with pain and imagination, but not always intelligently (Brophy, 1946). A bill was introduced in England 1770, with this provision:

All women of whatsoever rank or degree...that shall seduce or betray into matrimony any of his Majesty's subjects, by the scents, paints, cosmetic washes, artificial teeth, false hair, Spanish wool, iron stays, hoops, high-heeled shoes, bolstered hip, shall incur the penalty of the law in force against witchcraft and the marriage upon conviction shall stand null and void (Williams, 1957, p.74).

Male complaints about female use of cosmetics also have a long history. Juvenal (Roman Satirical poet, 60-140 A.D.) complained:

You have your hair curled, Galla, at the hairdresser on Suburba Street, and your eyebrows are brought to you every morning. At night you remove your teeth as you do your dress. Your charms are enclosed in a hundred different pots, and your face does not go to bed with you (Lester, 1940, p.140).

Social criticism of beauty techniques have been summarized by Murry Wax (1957, p.589).

First, that women should be interested in more spiritual matters than the vanity of beautifying their physical appearance; second, that cosmetics make women more attractive to men and thus lead both parties from the path of virtue, third, that cosmetics are deceitful, inasmuch as they give women a better appearance than they natively have; and fourth, a modern criticism, that cosmetics are an instrument of the ubiquitous modern drive for conformity.

Wax disagreed with the above statement because he felt that cosmetics helped in identifying the females who viewed themselves as socially and sexually mature. With the Women's Liberation movement, many women feel that men have exploited them by broadcasting the widely held belief that men prefer

women with a sexy appearance. These women are insulted by the notion that they need artificial means to make them attractive (Braxton, 1974).

Veblen (1925) explained the use of cosmetics as another example of conspicuous consumption. According to his theory women wear cosmetics for two reasons: the wearer has plenty of leisure time and money; and elaborate cosmetics imply that the wearer does not do any manual labor. Veblen's theory, however, does not explain why this form of conspicuous consumption was adopted.

It has been suggested that cosmetic fashions come in three stages. Prostitutes are first to adopt a fashion, then actresses, then the fashion passes on to society in general.

None of this, however, suggests why people wear cosmetics. How can it be explained that a girl, who can wear a bikini without embarrassment, feels vulnerable without her make-up (McLaughlin, 1972)? The made up face is less individual, less personal, simpler and bolder than the unadorned face. A made up woman becomes less of an individual and more of a type. She is adopting a mask (McLaughlin, 1972). Few of us recognize masks as a familiar social accouterment but nearly everyone wears them whether consciously or not. A mask is:

Some alteration of the face - a change of appearance for purpose of protection, make-believe, social acceptance, disguise, amusement, or religious devotion.

A mask is the spirit realized - inner urges given

shape and form and displayed upon the face. A mask is also a medium through which the gods can be invoked. It is an invitation to the gods to inhabit an appropriate and available form, the mask itself, in order to communicate with the human tribe. A mask can attract or repel, reassure or frighten. Masks can be utilitarian or decorative or both (Shalleck, 1973, p.9-10).

Decorative masks are optional and are worn in response to social demands and fashion. The individual chooses to wear a mask because of the way she wants to relate to society. Masks alter the relationship of the individual to the group.

Receptionists, air-hostesses, salesgirls, and other people who have to deal with the public at close quarters tend to make up fairly heavily. This gives them confidence, especially when they have to deal with unpleasant customers, as they retire behind their sophisticated persona and not feel just their inadequate selves (McLaughlin, 1972, p.4).

From this aspect women may feel naked without their cosmetic mask. They may doubt their capability to deal with the world; they may feel inadequate in some way and prefer to face the world as a character which they choose rather than the one which they inherently possess.

The passion to keep up appearances drives some

people to very strange shifts and practices. The mask has to cover the face all the time, because the owner of the face is too terrified of the world to challenge it in her own character, and the sphere of cosmetics begins to impinge on the world of neurosis. The woman who cannot bear to answer the door unless she has her lipstick and false eyelashes on is only at one remove from the agrophobe (McLaughlin, 1972, p.6).

McLaughlin believed that a great many women need the cosmetic mask to give themselves confidence. They hide their inadequacies behind the fashionable stereotype.

The Self and Ideal Self Concept

"There is no value-judgment more important to man - no factor more decisive in his psychological development and motivation - than the estimate he passes on himself" (Branden, 1969, p.103). The estimate which man experiences as a feeling is involved in his every emotional response.

Strang (1957) felt that the individual's self concept was influenced by his personal appearance, his physical self and his grooming, his values, beliefs and aspirations. She felt that the self concept was at the core of an individual's behavior.

The elements of the self concept have been variously defined. Wylie's work on the self concept noted that:

The most commonly studied aspects of the self includes such attitudes as self-satisfaction, self-acceptance, self-esteem, self-favorability, congruence between the real and the ideal self, and discrepancies between the real and the ideal self which was defined as the 'self-regard' (Wylie, 1961, p.40).

Wylie found that each person has a mental picture of himself and even if this picture is vague or ill-defined, all actions and feelings are consistent with the self image. An individual acts like the sort of person he thinks himself to be.

Ryan (1966, p.83) stated that "the concept a person has of himself possessing certain characteristics is an important determiner of his behavior or of the roles which he assumes". The nature of man's self-evaluation is at the root of his thinking processes, values, emotions, desires and goals. "It is the single most significant key to his behavior" (Branden, 1969, p.103).

Man's need for self esteem is basic to his nature.

So intensely does a man feel the need of a positive view of himself, that he may evade, repress, distort his judgement, disintegrate his mind - in order to avoid coming face to face with facts that would affect his self-appraisal adversely. A man who has chosen or accepted irrational standards by

which to judge himself, can be driven all his life to pursue flagrantly self destructive goals - in order to assure himself that he possesses a self-esteem which in fact he does not have (Branden, 1969, p.104).

To achieve self esteem, a person must have: a sense of personal efficacy and a sense of personal worth. Self esteem is the sum of self respect and self confidence which can be isolated conceptually, but they are inseparable in man's psychological make-up (Branden, 1969).

The development of a concept of self appears to evolve through a sequence of experiences similar in nature to those in the development of attitudes-emotional interaction of the learner with an adult or peer model.... It is generally accepted today that the learner confronts a situation, identifies goals, makes a provisional try, and finds his expectations confirmed or denied. In his choice of beliefs (whether about himself or others) he is guided to certain provisional tries and beliefs, by the example of other people - i.e. the learner imitates certain models. He "tries on" roles successively and adopts those with which he feels "comfortable" - roles which meet his needs and already developed attitudes (Ostrovsky, 1974, p.199). Shibutani (1961) pointed out that the body is easier to

perceive than the other components of the self. The treatment received by the individual therefore depends in part on how his body looks, thus "one's physical attributes provide an important foundation for the formation of self-conception" (Shibutani, 1961, p.223). In spite of this however, the individual still views his body through selective perception. It is both the individual's idea of his body and other's reactions to his body which affect his self concept.

In self appraisal the responses of others must be taken into account. In anticipating what your act is going to look like to those others who will in turn respond to it, you see your future act as in a kind of complicated mirror... Whether an act is ritualistic or problematic, such anticipations of others' responses enter in its organization (Strauss, 1959, p.34).

James (1890) specified the importance of social origins of the self concept by implying that we see ourselves to a certain extent the way we think others see us (McDavid and Harari, 1968). James' analysis recognized the importance of body and clothes to one's self concept as the sum total of all that he can call his.

Among the first to suggest that the self concept arises partly out of our social interaction were Cooley (1902) and Mead (1934). Cooley expresses his idea of the self in the 'looking-glass self' concept.

As we see our face, figure, and dress in the glass, and are interested in them because they are ours, and pleased or otherwise with them according as they do or do not answer to what we should like them to be; as in imagination we perceive in another's mind some thought of our appearance, manners, aims, deeds, character, friends, and so on, and are variously affected by it (Cooley, 1922, p.184).

According to Cooley, the development of the self concept involves three components:

1. The individual's concept of his appearance to others.
2. How he thinks others evaluate his appearance.
3. Some sort of self appraisal.

Mead (1934) traced the development of the self concept from childhood. At first, there is no self, the child reacts to others as objects. He then sees himself, as an object, through others' eyes and begins to have feelings about himself. Mead "described this process... as assuming the role of the significant other" (McDavid and Harari, 1968, p.220). He later suggested that an individual develops a more complex notion of himself through his interactions with many people over a period of time. Mead called this collective conception the "generalised other" (McDavid and Harari, 1968, p.223).

Mead also suggested that an individual's feelings about his attractiveness may be derived in much the same way as the self concept. One will approve or disapprove of those characteristics of himself which he finds others approving or

disapproving.

From this our self consists of the total of imagined judgments we receive from others. We choose the communications toward which we want to pay attention; however most of us are more or less influenced by everyone with whom we are in contact (Kuhn and McParland, 1954).

Sherif and Cantril (1947) explained that the self conceptualizations are first learned through interaction with people which satisfy the basic physical needs. They have proposed that the self concept can change since the self strives to enhance itself or to become secure in social relationships.

Social psychologists hold many views on the stability of the self concept. Mead (1934) proposed many self concepts which agree with the individual's perception of responses from others. A rather stable self concept was attributed to recurrent social relationships (Brownfain, 1952, and Shibutani, 1961).

The fluctuation of the self concept over time is also important: "It is assumed that those more sure of themselves would change less than those less sure of themselves who would have greater fluctuation in their self concepts from day to day" (McGehee, 1956, p.3).

Most of the research relating to self concept has concentrated on the fact that people seem to have a view of the self as it is as well as a view of what they would prefer it to be (real and ideal). Bills (1954) defined self concept as being the traits and values which the individual accepts as defini-

tions of himself. Bills, et al., (1951) developed the Index of Adjustment and Values (IAV) designed to test Self acceptance attitudes which they defined as being the discrepancy between the real and ideal self concept.

As suggested by Schellenberg (1970, pp. 78-79):
The concept of 'self' refers to an individual's organization of ideas having primary reference to his behavior. This organization of ideas tends to be enduring and seems to provide a continuity between different kinds of social situations. The role indicated for a certain situation and the self are two frameworks into which behavior becomes organized.

Body Cathexis

"The image of the human body means the picture of our own body which we form in our mind, that is to say the way in which the body appears to ourselves" (Schilder, 1935, p.11). This image is formed from mental pictures and representations, self appearance, past impressions and anatomical structure (Frost, 1968).

The importance of body image is obvious in terms of the great amount of time and energy spent in altering the body's appearance. People everywhere, through the use of clothes, cosmetics, tatooing, bleaches and plastic surgery, seek to change their appearance. On the basis of their research Jourard and Secord (1955) concluded that there are cultural

norms concerning the ideal size of individual body parts. An individual views his body according to the amount of deviation from the ideal norm.

In our society, a body image among men and women is a work of art, an embellishment or camouflage of endowment and diet. When one's body is disliked because of deviation from norms for function or appearance, replicated evidence shows that anxiety, insecurity and low self esteem are regular correlates (Jourard, 1964, p.91).

Berscheid, Walster and Bohrnstedt (1973) found that people who had suffered a lot of teasing during their childhood grew up to be less satisfied with their bodies. The decision to view feelings for the body as evolving from the same social experiences which shape other attitudes and values has an important implication. It leads to the idea that the individual's body concept, in paralleling other personal characteristics, may provide an indirect means for evaluating these characteristics.

Body image plays an important role in the self concept throughout an individual's life. Secord and Jourard (1953) have shown that the feelings of satisfaction or dissatisfaction with one's body are related to feelings about the self. This was later substantiated by Johnson (1956), Weinberg (1960) and Gunderson and Johnson (1965).

Secord and Jourard (1953) found that men express less satisfaction with their bodies than women. In another study

They found that large size of relevant body parts was associated with feelings of satisfaction. "Large size is apparently a desired quality among males, and its presence or absence leads to contrasting feelings toward related aspects of the male body" (Jourard and Secord, 1953, p.184). In contrast to Jourard and Secord, Berschied et al. (1973) noted that women were less satisfied with their bodies than were men. They also found that only a very small percentage of men and women were dissatisfied with the appearance and size of sexual organs.

When asked to write compositions entitled 'What I like about myself' and 'What I dislike about myself' Jersild (1964) found that girls at all grade levels, disliked more of their physical characteristics than they liked. Size, weight, and head and face features were most often mentioned.

In their 1954 study, Secord and Jourard searched to discover why a women should have any feelings toward her body and why she should be satisfied or disturbed if her body has certain size dimensions.

The tentative answer to the above questions may be that a women's status and security are in some cases highly conditioned by her perceived and demonstrated attractiveness to males -- irrespective of her skills, interests, and values, etc. ; hence, if she does not feel or appear beautiful, she feels a loss of self esteem, i.e. insecure (Jourard and Secord, 1954, p.243). Feelings about the worth of the body could be significant

in the way in which a person cares for his body in regard to grooming and personal appearance. Feelings of dissatisfaction may be lessened by the use of cosmetics.

Projective Techniques

The term projection came into existence in the psychological literature as one of the central constructs in psychoanalytic theory. Projection is also one of the defense mechanisms which was identified and defined early in Freud's writings.

The most striking characteristic of symptom-formation in paranoia is the process which deserves the name of projection. An internal perception is suppressed and, instead, its content, after undergoing a certain degree of distortion, enters consciousness in the form of an external perception....it makes its appearance not only in paranoia but in fact it has a regular share assigned to it in our attitude toward the external world. For when we refer the causes of certain sensations to the external world, instead of looking for them (as we do in the case of the others) inside ourselves, the normal proceeding, too, deserves to be called projection (Freud, 1911, p.66).

Projective techniques are tools of the clinician. They are used, usually with a therapeutic or diagnostic intent, by a person assessing individual personalities.

Projective techniques, however can now be regarded as almost indispensable to the fineness of interpretation at the personological level. Especially for those fairly well adjusted in their society, the communal and role components of the personality tend to constitute disguises. Just as the outer body screens the viscera from view and clothing the genitals, so the 'public' facets of personality shield the private personality from the curious and conformity-demanding world of other persons.... often only projective techniques will bring out what the individual does not want to tell about himself and what he himself does not know (Kluckhohn, 1949, pp.81-82).

The beginning of projective techniques is seen in Freud's The Interpretation of Dreams (1900). This work includes the statement of a general theory from which emerged many other projective techniques. Early in this century, Jung (1906, 1907, 1910, 1918) discovered that word association techniques, which had been used by Gelton (1879) and Cattell (1887) in the study of normal cognitive structure, could be used to identify important areas of unconscious conflict.

The use of inkblots was the next major development. These were used in the study of normal mental functions (Tulchin, 1940). It remained for Hermann Rorschach (1942) to develop the possibility of using ink blots for personality diagnosis.

Another projective technique is the sentence completion test which seems to be the first which is not linked with psychoanalysis. The first to use this test was Tendler (1930) who wished to assess trends, desires, attitudes and satisfactions of different people. A further major development was a technique in which the individual was asked to create, rather than complete or associate. This was the Thematic Apperception Test in which the subject made up a story concerning a specific picture (Lindzey, 1964).

Frank's influential paper (1939) undoubtedly led to the popularization of the term 'projective technique'. In the paper he emphasized the "importance of measuring personality in such a manner as to give adequate representation to man's individuality, his personal or phenomenal world, and the field in which he exists" (Lindzey, 1964, p.36). He suggested that projective techniques are attempts to answer "the problem of how we can reveal the way an individual personality organizes experience, in order to disclose or at least gain insight into the individual's private world of meanings, significances, patterns, and feelings" (Frank, 1939, p.402). He also suggested their utility in assessing the covert aspects of personality to "obtain from the subject, 'what he cannot or will not say' frequently because he does not know himself and is not aware of what he is revealing about himself through his projections" (Frank, 1939, p.404).

Some of the most distinctive features of projective

techniques are:

1. Their sensitivity to unconscious or latent aspects of personality.
2. The multiplicity of responses permitted the subject.
3. The multidimensionality of these tests, i.e. most are presented without specifying a particular set of dimensions that they are appropriate to assess.
4. The lack of subject awareness of the purpose of the test.
5. The profusion and richness of the response data they elicit (Lindzey, 1961, pp.42-43).

Body Image Boundary

It should be noted that in the literature concerning body image, there has been an increasing number of references to the concept of body image boundary. There are many references to the basic idea that the individual must learn to separate his body from his surroundings and that the clearness of this demarcation could have significant behavioral implications.

The individual's concept of his body as being separate from the environment begins early in life. The child notices his moving hands and fingers and through sight and touch his different body parts become known to him. Schilder (1935) suggested that motor control and sensations such as pain are important in the development of the body image which is in a state of continuous development.

Very early in his life, the child experiences his body

in a more or less continuous body-field matrix. Boundaries are formed later between the body and the outside world. "There is an impression of the body as having definite limits or boundaries and of the parts within as being discrete yet interrelated and joined in a definite structure" (Witkin, 1965, p.28). Fisher and Cleveland (1968) suggested that an individual's body boundaries play an important role in many aspects of behavior. They also permit one to make accurate predictions about a person's behavior.

In studies by Fisher and Fisher (1964) done among male and female college students, a relationship was found to exist between the barrier scores and the patterns of sensations from the interior and exterior body regions. The higher the barrier score, the more sensations were perceived from the exterior regions of the body. With increasing barrier scores, subjects manifested greater ability to maintain ego integration and were better able to adjust to body disablement.

A way of measuring body boundaries was devised by classifying responses to a series of inkblots. Fisher and Cleveland (1958) proposed that the inkblot scores measuring body image boundary suggested the way in which an individual may organize his experiences with his body. Some persons see their boundaries as firm and definite while others perceive their boundaries as weak or indefinite. The degree of body boundary or barrier is scored according to the number of responses to the inkblots test which refer to the enclosing or protective function of the periphery of the percept.

The Barrier score does not reflect either the individual's usual consciously verbalized self concept of the actual structural characteristics of his body. Rather, data have been presented which link the Barrier score with various measures that presumably tap basic concepts and feelings about one's body (Fisher and Cleveland, 1958, p.113).

An interesting question is why body feelings should find representation in inkblots. One possibility is that:

When an individual is asked to react to highly unstructured stimulus materials, the background of sensations represented by his own body in the total perceptual field may intrude with sufficient force to impose some patterning on his reactions. Therefore if his body persistently appears to him as an object whose periphery is emphasized and highlighted, he may be stimulated to see similar patterns with highlighted peripheries in perceptual targets that lack form or structure of their own (Fisher and Cleveland, 1965, pp.57-58).

This possibility was first suggested by Hermann Rorschach (1942) who speculated that human movement responses elicited by inkblots represented projections of an individual's kinesthetic sensations.

The high barrier person is one who has definite boundaries about his body which serve as defenses against outside threats. Fisher and Cleveland (1968) constructed an idealized model of

a high Barrier person:

High Barrier score was related to a high level of goal-setting, high need for task completion, low suggestibility, ability to express anger outwardly when frustrated, ability to tolerate stress and the degree of orientation toward self-expressiveness and self-gratification (Fisher and Cleveland, 1968, p.35).

Research shows that people use a great deal of energy erecting defensive boundaries (Fisher, 1973). Compton (1964) and Kernaleguen (1968) found that the more uncertain a person is about his body border, the more he will seek ways of strengthening that border.

They erect buildings, forts, and shelters, and when nothing else is available burrow into the ground or seek refuge in a cave. They also cover their bodies with protective and concealing clothing, and - more symbolically - adorn themselves with tatoos, cosmetics, paint, decorations, and an unending variety of embellishing appliances (Fisher, 1973, p.22).

Since the body image isn't stable, it can shrink, expand, take in or give out parts to the outside world (Schilder, 1964). Cosmetics could conceivably become part of the body image. Anything that touches the outer surface of the body can become an extension of the self, hence part of the broader concept of body image.

Whenever, in fact, we bring a foreign body in to relationship with the surface of our body... the consciousness of our personal existence is prolonged into the extremities and surfaces of this foreign body, and the consequence is feelings now of an expansion of our proper self, now of the acquisition of a kind and amount of motion foreign to our natural organs, now of an unusual degree of vigour, power of resistance, or steadiness in our bearing (Lotze, 1886, p.592).

CHAPTER 111.

METHODS AND PROCEDURE

This chapter includes the selection of sample, description of the instruments, directional rating of variables and statistical methods used for the analysis of data.

Selection of Sample

The non-random sample consisted of 101 women selected from the non-academic staff at the University of Alberta in Edmonton. Most of the faculties on campus were contacted by telephone and asked if they would participate in a research project by sending volunteers to the Home Economics faculty for approximately one hour of testing. The subjects were given some information about the research and were told that the testing would be done in groups and the results would remain confidential and anonymous (Appendix A). To accommodate the volunteers, a choice of four days was given and five testing periods were scheduled each day.

Description of the Instruments

Background Information

Demographic information was obtained regarding age, educational background, marital status, number of children, occupation, and whether or not the subjects worked with the public. The format appears in Appendix B.

Cosmetic Importance Scale (CIS)

This instrument, devised specifically for this study, consists of 17 questions designed to measure the importance of cosmetics to the subject, the time spent applying cosmetics and the number of cosmetics products used daily by women (Appendix C). A scoring system based on these factors was developed. A reliability of 0.95 was established when this instrument was administered in a test-retest situation to a group of 45 students. High scores indicate a high importance of cosmetics while a low score indicates a low importance. To facilitate statistical analysis, the final score was broken down into five subscores as follows:

1. Time/day spent in applying cosmetics, measured by question 2: referred to as time.
2. The amount of cosmetic products worn daily, measured by questions 3,4,12,13 and 14: referred to as amount.
3. The importance of cosmetics to the individual, measured by questions 16 and 17: referred to as importance.
4. The different kinds of cleansing products used, measured by questions 5,6,7,8 and 9: referred to as cleansing.
5. The frequency of use of skin care products, measured by questions 10 and 11: referred to as skin care.

The reasons for use and non use of each specific product were solicited. This datum was analysed descriptively.

Index of Adjustment and Values (IAV)

It seemed necessary for this study to choose a psycholo-

gical instrument designed to measure the self concept and the ideal self concept. Bills et al. (1951) designed such a measure which gives a Self Acceptance score or a discrepancy score between the real and ideal self concept. This instrument consisted of 124 trait names chosen from Allport and Odbert's list of 17,953 terms describing personality traits. In it's final form, 49 items were chosen for their test-retest reliability and stability.

This research used a modified form of the IAV developed by Edmiston (1960). The discrepancy scores were obtained by subtracting the ideal from the real self concept response for each item. Separate answer sheets were included for the self rating and the ideal rating to prevent the subjects from visually comparing their two answers (Appendix D).

After the administration of the IAV, the ratings for the negative items must be reversed to give them meanings which are comparable to the positive items' ratings. The negative items for which the ratings were reversed are: annoying, cruel, faultfinding, fearful, meddlesome, nervous, reckless, sarcastic and stubborn. The final scores were obtained by adding all the answers.

Body Cathexis Scale

In 1953 Secord, using a homonym word-association test, counted the number of body related responses and determined the depth of concern for the body. Subjects scoring high on this test were thought to be more anxious about their bodies

than those scoring low.

A more direct method of evaluating body concern, the Body Cathexis Scale, was developed in 1953 by Secord and Jourard (Appendix E). This test was designed to measure feelings of satisfaction or dissatisfaction with different parts and processes of the body. Forty-six parts and functions of the body are listed and subjects are asked to rate, on a five point scale, the strength and direction for their feelings concerning each item. The final score was obtained by adding all the answers.

Facial Cathexis Scale

This instrument was also developed for this research. Twelve face related items were taken from the Body Cathexis Scale. These are: hair, facial complexion, nose, ears, chin, neck, shape of head, eyes, lips, teeth, forehead and face. Two other items were added: eyebrows and eyelashes (Appendix F). The subjects were asked to rate each item on a five point scale. The final score was obtained by adding all the answers.

Body Boundary Index

The Body Boundary Index, devised by Fisher and Cleveland (1951) was obtained from the Holtzman Inkblot Technique using the first 25 cards of form A. The original test was devised using the Rorschach Inkblots and later the Holtzman Technique was developed to overcome the major limitations of the Rorschach. With the Holtzman Technique there is a richer variety of stimulus, thus avoiding the Rorschach weakness where all responses

are lumped together. Fisher and Cleveland (1958) developed a method of scoring for Barrier by counting all the responses to the inkblots which emphasize the containing or protective covering which might be related to the perception of body image boundaries.

The test was administered according to the standard procedure outlined by Holtzman et al. (1961, pp.29-33). Responses dealing with articles of clothing, animals with unusual skins, enclosed openings or protective surfaces, objects that are armored, covered, concealed or surrounded, some masks and buildings received a Barrier score of 1. The total number of Barrier responses is the Barrier score.

Directional Rating of Variables

Table 1 gives the directional rating of the variables and the possible range of scores.




Table 1
Directional Rating of Variables

Variable	Possible Range	High Score	Low Score
Time	5-60minutes	Much time spent	Little time spent
Amount	0-98	Many products used	Few products used
Importance	0-10	High Importance	Low Importance
Cleansing	0-38	Many products used	Few products used
Skin Care	0-8	Products used often	Products used seldom
Cosmetic Importance Scale, Total	0-218	High use and importance of cosmetics	Low use and importance of cosmetics
Body Boundary Index	0-25	High Barrier	Low Barrier
Body Cathexis	46-230	Satisfaction with the body	Dissatisfaction with the body
Facial Cathexis	14-70	Satisfaction with the face	Dissatisfaction with the face
Self Concept	49-245	High self-esteem	Low self-esteem
Ideal Self Concept	49-245	High standards	Low standards
Self Acceptance	0-196	Low self acceptance	High self acceptance

Analysis of Data

The data were analysed using statistical and descriptive techniques. Background information for all the subjects was tabulated according to frequency distributions and percentages.

Correlations among all the variables were computed using a Pearson Product Moment Correlation. .05 was chosen as level of significance.

CHAPTER IV

FINDINGS

Descriptive and statistical analysis of the data will be presented in this chapter. Pearson Product Moment Correlation was used to test all hypotheses. The order of presentation of the findings is as follows: description of the sample, reasons for use and non use of cosmetics, measures of central tendency for all variables with comparison of means and standard deviations with findings of other studies, Pearson Product Moment Correlation Coefficients and acceptance-rejection of hypotheses.

Description of the Sample

The non-random sample for this research was selected from the female non-academic staff at the University of Alberta in Edmonton during the second week of April 1976. Fifty one departments on campus were contacted by telephone. Fourteen departments could not supply any volunteers, four departments could not be reached and three departments refused to participate. Thirty departments agreed to co-operate. At the time of testing however, seven departments withdrew leaving only 23 departments participating. Of the 129 volunteers scheduled, 103 participated in the study while 26 did not show. Two subjects were eliminated due to missing data leaving a sample of 101. The total time required to complete all instruments varied from 35 minutes to one hour and a half; the average

amount of time per person required to complete the tests was one hour.

Table 2 gives the frequencies and percentage distribution of the background data on the sample. Subjects were categorized according to age groups. They ranged in age from group 1 (15-19 years) to group 9 (55-59 years). The mean age for the sample was in group 3 (25-29 years).

Table 2
 Frequency and Percentage Distribution of 102
 Women on Background Data

Characteristic	Frequency	Percent
<hr/>		
Age Group	n=101	
15-19	8	7.92
20-24	37	36.63
25-29	29	28.71
30-34	5	4.95
35-39	5	4.95
40-44	4	3.96
45-49	6	5.94
50-54	4	3.96
55-59	<u>3</u>	<u>2.97</u>
Total	101	100.00
<hr/>		
Education	n=100	
university degree	17	17
3 years university	2	2
2 years university	5	5
1 year university	3	3
secretarial school	13	13
college	19	19
1 year college	2	2
high school	<u>39</u>	<u>39</u>
Total	100	100
<hr/>		
Marital Status	n=99	
married	61	61.62
single	<u>38</u>	<u>38.38</u>
Total	99	100.00

Table 2. Continued

Characteristic	Frequency	Percent
Number of Children n=101		
0	73	72.27
1	6	5.94
2	9	8.91
3	6	5.94
4	3	2.97
5	3	2.97
14	1	1.00
Total	101	100.00
Occupation n=100		
secretary	22	22
clerk typist	14	14
technician	12	12
clerk steno	11	11
clerk	10	10
administration	6	6
receptionist	5	5
cashier	4	4
technologist	2	2
programmer	2	2
buyer	2	2
cartographer	2	2
bookkeeper	1	1
research assistant	1	1
graphic artist	1	1
mag card DA	1	1
library assistant	1	1
accounting	1	1
MT ST operator	1	1
expeditor	1	1
Total	100	100

Table 2. Continued

Characteristic	Frequency	Percent
Work with the Public	n=101	
yes	80	79.21
no	<u>21</u>	<u>20.79</u>
Total	101	100.00

Reasons For Use and Non Use of Cosmetics

Tables 3 and 4 report the overall reasons, in order of importance, for the use and non use of cosmetics respectively. Tables 5 to 30 report the reasons for use, non use and in certain cases the frequency of use for each specific cosmetic product. Since respondents could give several reasons for use or non use of each specific product, the total n varies considerably.

Table 3
Overall Reasons For the Use of Cosmetics

Reason	Frequency n=1462	Percent
Biological insufficiency (dry skin and hair)	234	16.00
Compensation color	182	12.45
Efficient cleanser	119	8.14
Compensation texture (softness and smoothness)	90	6.15
Visibility (emphasis, accent)	73	4.99
Attraction, fragrance	59	4.03
Manageability of hair (remove tangles)	52	3.56
Avoid body odor	52	3.56
Acceptance (fresh breath)	47	3.21
Clean healthy teeth	46	3.15
Keep hair in good condition	45	3.08
To improve looks, for beauty	45	3.08
Clean fresh feeling	36	2.46
I like it	30	2.05
Inhibition of natural processes	27	1.85
Improves confidence	26	1.78
Enjoy the feeling	24	1.64
Compensation length	22	1.50
Compensation thickness	22	1.50
To prevent cavities	18	1.23
To deep clean skin	17	1.16
To feel pretty, more feminine	17	1.16
To strengthen nails	17	1.16
Feel incomplete without make-up	15	1.02
To cover blemishes	14	.96
Compensation enlargement	13	.89
Remove static electricity from hair	13	.89

Table 3. Continued

Reason	Frequency	Percent
It looks nice	13	.89
Habit	9	.61
Not attractive without make-up	9	.61
To hide dark circles under eyes	8	.55
Try to look nice	6	.41
To take shine off face	6	.41
I love it	5	.34
Psychological pick-up	5	.34
It was recommended	5	.34
Don't need it	4	.27
For hygiene purposes	4	.27
Aliveness, vibrant feeling	4	.27
To prevent wrinkles	3	.20
Prevent dirt from entering pores	3	.20
Feel uncomfortable without make-up	3	.20
To keep up with current looks	3	.20
It's in style	2	.14
Compensation size	2	.14
Compensation capitalization	1	.07
For muscle toning	1	.07
It's relaxing	1	.07
It doesn't clog up pores	1	.07
Total	1462	100.00

Table 4

Overall Reasons for the Non Use of Cosmetics

Reason	Frequency n=271	Percent
I don't need it	35	12.91
It takes too much time	29	10.70
Allergies	21	7.75
I can't be bothered	19	7.01
I never tried them	14	5.17
Too much trouble	14	5.17
Makes hair/skin too oily	12	4.43
I don't like it	11	4.06
I bite my nails	9	3.32
Causes damage to nails	7	2.58
I'm not aware of benefits	7	2.58
Too expensive	7	2.58
Uninformed	6	2.21
Irritant and harsh to skin	5	1.84
Oily skin	4	1.48
Dry skin	3	1.11
Find it overpowering	3	1.11
Because of work (chemicals, food)	3	1.11
May be harmful	2	.74
Makes hair too fine	2	.74
Ugly short nails	2	.74
like my complexion, natural beauty	1	.37
No value, believe in naturalism	1	.37
Causes hair damage	1	.37
Never got into the habit	1	.37
Don't deserve it	1	.37
Makes me feel uncomfortable	1	.37
Total	271	100.00

Table 5
Reasons for Use of Mascara

Reason	Frequency n=88	Percent
Compensation color	23	26.14
Compensation length	20	22.73
Visibility (emphasis, accent)	18	20.45
Compensation thickness	17	19.32
Compensation enlargement	3	3.41
I like it	2	2.27
It looks nice	2	2.27
Habit	2	2.27
Compensation texture	1	1.14
Total	88	100.00

Table 6
Reasons for Use of Eyeliner

Reason	Frequency n=15	Percent
Visibility	6	40.00
Compensation enlargement	4	26.67
Compensation thickness	2	13.33
Compensation size	2	13.33
Habit	1	6.67
Total	15	100.00

Table 7
Reasons for Use of Eyeshadow

Reason	Frequency n=51	Percent
Visibility	33	64.70
Compensation color	8	15.69
Compensation enlargement	5	9.80
Habit	3	5.88
To look better	1	1.96
I like it	1	1.96
Total	51	100.00

Table 8
Reason for Use of False Eyelashes

Reason	Frequency n=1	Percent
Compensation thickness	1	100.00
Total	1	100.00

Table 9
Reason for Use of Eyebrow Pencil

Reason	Frequency n=21	Percent
Compensation color	11	52.38
Visibility	5	23.81
Compensation thickness	2	9.52
Compensation length	2	9.52
Compensation capitalization	<u>1</u>	<u>4.76</u>
Total	21	100.00

Table 10
Reason for Use of Face Cream

Reason	Frequency n=86	Percent
Biological insufficiency (dry skin)	66	76.74
Compensation texture (softness, smoothness)	11	12.79
To stop wrinkles	3	3.49
To prevent dirt from entering pores	3	3.49
Attraction (fragrance)	2	2.32
Aliveness, vibrant feeling	<u>1</u>	<u>1.16</u>
Total	86	100.00

Table 11

Reasons for Use of Foundation

Reasons	Frequency n=50	Percent
Compensation	24	48.00
Compensation texture	18	36.00
To cover blemishes	5	10.00
To look better	2	4.00
Biological insufficiency (dry skin)	1	2
Total	50	100.00

Table 12

Reasons for Use of Powder

Reason	Frequency n=11	Percent
To remove shine	6	54.54
Compensation color	2	18.18
Compensation texture	1	9.09
Style	1	9.09
Doesn't clog up pores like foundation	1	9.09
Total	11	100.00

Table 13
Reasons for Use of Concealing Cream

Reason	Frequency n=14	Percent
To hide dark circles under eyes	8	57.14
To hide blemishes	6	42.86
Total	14	100.00

Table 14
Reasons for Use of Blusher

Reason	Frequency n=71	Percent
Compensation color	63	88.73
Visibility	5	7.04
Aliveness, vibrant feeling	1	1.41
Feel incomplete without	1	1.41
I like it	1	1.41
Total	71	100.00

Table 15
Reasons for Use of Lipstick

Reason	Frequency n=73	Percent
Compensation color	42	57.53
Biological insufficiency (dry skin)	20	27.40
Visibility	5	6.85
Feel incomplete without	4	5.48
Compensation texture	1	1.37
It looks nice	<u>1</u>	<u>1.37</u>
Total	73	100.00

Table 16

Reasons for Use and Non Use of Perfume

Reason	Frequency	Percent
ALWAYS wear it	n=46	
Attraction (fragrance)	23	50.00
I like it	7	15.22
Freshness		6.52
Try to look nice		6.52
Feel prettier, more feminine		6.52
For a clean fresh feeling		4.35
I love it		4.35
Improves confidence	1	2.17
Psychological pick-up	1	2.17
Enjoy the feeling	1	2.17
Total	46	100.00
SOMETIMES wear it	n=45	
Attraction (fragrance)	20	44.44
Improves confidence	6	13.33
Feel prettier, more feminine	6	13.33
I like it	6	13.33
Enjoy the feeling	4	8.88
For freshness	1	2.22
I love it	1	2.22
Psychological pick-up	1	2.22
Total	45	100.00
NEVER wear it	n=5	
Find it overpowering	3	60.00
Sensitive to it	1	20.00
Don't like it	1	20.00
Total	5	100.00

Table 17

Reasons for Use and Non Use of Cleansing Cream

Reason	Frequency	Percent
ALWAYS use it	n=57	
Efficient cleanser	33	57.89
Biological insufficiency (dry skin)	12	21.05
Compensation texture (softness)	4	7.02
To deep clean skin	2	3.50
Enjoy the feeling	2	3.50
Was recommended	2	3.50
Clean fresh feeling	2	3.50
Total	57	100.00
NEVER use it	n=5	
Allergy	4	80.00
Makes skin feel oily	1	20.00
Total	5	100.00

Table 18
Reasons for Use and Non Use of Astrigent

Reason	Frequency	Percent
ALWAYS use it.	n=28	
Clean fresh feeling	10	35.71
Efficient cleanser	5	17.86
Removes excess oil, deep cleans	5	17.86
Compensation texture	3	10.71
It was recommended	2	7.14
I enjoy the feeling	2	7.14
It helps clear blemishes	1	3.57
Total	28	100.00
NEVER use it.	n=3	
Allergy	3	100.00
Total	3	100.00

Table 19
Reasons for Use and Non Use of Soap

Reason	Frequency	Percent
ALWAYS use it	n=89	
Efficient cleanser	72	80.90
For a clean, fresh feeling	10	11.23
Enjoy the feeling	5	5.62
For hygiene purposes	1	1.12
To clear up blemishes	<u>1</u>	<u>1.12</u>
Total	89	100.00
NEVER use it	n=9	
Allergy	6	66.67
Biological insufficiency (dry skin)	<u>3</u>	<u>33.33</u>
Total	9	100.00

Table 20
Reasons for Use and Non Use of Masks

Reason	Frequency	Percent
Use them REGULARLY n=26		
Removes excess oil, deep cleans	10	38.46
Compensation texture (softness, smoothness)	9	34.61
Psychological pick-up	2	7.69
Efficient cleanser	2	7.69
For muscle toning	1	3.85
For a clean fresh feeling	1	3.85
Enjoy the feeling	1	3.85
Total	26	100.00
NEVER use them n=51		
Never tried them	10	19.61
Too much trouble	6	11.76
Not aware of benefits	5	9.80
Can't be bothered	5	9.80
Allergy	4	7.84
Irritant and Harsh to skin	4	7.84
Uninformed	4	7.84
Takes too much time	4	7.84
Too expensive	4	7.84
Don't need them	3	5.88
No value, believe in naturalism	1	1.96
Like my complexion, natural beauty	1	1.96
Total	51	100.00

Table 21

Reasons for Use and Non Use of Cream Rinses

Reason	Frequency	Percent
ALWAYS use them	n=68	
To remove tangles, make hair more manageable	41	60.29
To remove static electricity from hair	9	13.23
Biological insufficiency (dry hair)	8	11.76
Compensation texture (softness)	8	11.76
To keep hair in good shape	2	2.94
Total	41	100.00
SOMETIMES use them	n=18	
To remove tangles, make hair more manageable.	7	38.89
Compensation texture (softness)	4	22.22
Biological insufficiency (dry hair)	3	16.67
To remove static electricity from hair	3	16.67
To keep hair in good shape	1	5.55
Total	18	100.00
NEVER use them	n=18	
Don't need them	6	33.33
Makes hair too oily	6	33.33
Makes hair too fine	2	11.11
Don't like them	2	11.11
Too much trouble	1	5.55
Not aware of benefits	1	5.55
Total	18	100.00

Table 22

Reasons for Use and Non Use of Conditioners

Reason	Frequency	Percent
AFTER EVERY SHAMPOO n=7		
Biological insufficiency (dry hair)	4	57.14
To make hair more manageable	2	28.57
To keep hair in good shape	1	14.28
Total	7	100.00
ONCE A WEEK n=4		
Keep hair in good shape	2	50.00
Biological insufficiency (dry hair)	1	25.00
Compensation texture (softness)	1	25.00
Total	4	100.00
TWICE A MONTH n=5		
Biological insufficiency (dry hair)	3	60.00
Compensation texture (softness)	1	20.00
Keep hair in good shape	1	20.00
Total	5	100.00
ONCE A MONTH n=29		
Keep hair in good shape	11	37.93
Compensation texture (softness)	9	31.03
Biological insufficiency (dry hair)	6	20.69
To make hair more manageable	2	6.90
To remove static electricity from hair	1	3.45
Total	29	100.00

Table 22. Continued.

Reason	Frequency	Percent
ONCE EVERY TWO MONTHS	n=7	
To keep hair in good shape	4	57.14
Biological insufficiency (dry hair)	2	28.57
Compensation texture (softness)	1	14.28
Total	7	100.00
NEVER USE THEM	n=42	
Don't need them	19	45.42
Takes too much time	10	23.81
Can't be bothered	4	9.52
Never tried them	3	7.14
Causes damage to hair	1	2.38
Makes hair oily	1	2.38
Uninformed	1	2.38
Too much trouble	1	2.38
Not aware of benefits	1	2.38
Too expensive	1	2.38
Total	42	100.00

Table 23

Reasons for Use and Non Use of Bath Additives

Reason	Frequency	Percent
ALWAYS use them	n=38	
Biological insufficiency (dry skin)	21	55.26
Compensation texture (softness)	7	18.42
Attraction (fragrance)	5	13.16
I like it	3	7.89
Clean fresh feeling	1	2.63
Enjoy the feeling	1	2.63
Total	38	100.00
SOME TIMES use them	n=48	
Biological insufficiency (dry skin)	20	41.67
Attraction (fragrance)	8	16.67
Enjoy the feeling	8	16.67
Compensation texture (softness)	7	14.58
I like it	2	4.17
Feel prettier, more feminine	1	2.08
Love it	1	2.08
Find them relaxing	1	2.08
Total	48	100.00
NEVER use them	n=11	
Leave skin oily	4	33.36
Don't like them	3	27.27
Have oily skin	2	18.18
Allergy	1	9.09
May be harmful	1	9.09
Total	11	100.00

Table 24

Reasons for Use and Non Use of Body Lotions

Reason	Frequency	Percent
ALWAYS use them	n=32	
Biological insufficiency (dry skin)	25	78.12
Compensation texture (softness)	5	15.62
Attraction (fragrance)	1	3.12
Psychological pick-up	1	3.12
Total	32	100.00
SOMETIMES use them	n=51	
Biological insufficiency (dry skin)	34	66.66
Compensation texture (softness)	12	23.53
Attraction (fragrance)	4	7.84
I like it	1	1.96
Total	51	100.00
NEVER use them	n=7	
Have oily skin	2	28.57
Don't need them	2	28.57
Don't like them	1	14.28
Never tried them	1	14.28
Uninformed	1	14.28
Total	7	100.00

Table 25

Reasons for Use and Non Use of Deodorants

Reason	Frequency	Percent
ALWAYS use them	n=91	
To avoid body odor	49	53.85
Inhibition of natural processes	23	25.27
For a fresh feeling	6	6.59
Attraction (fragrance)	5	5.49
To improve confidence	2	2.20
Social acceptance	2	2.20
For hygiene purposes	2	2.20
Habit	1	1.10
To feel prettier, more feminine	1	1.10
Total	91	100.00
SOMETIMES wear them	n=11	
Inhibition of natural processes	4	36.36
Don't always need	4	36.36
To avoid body odor	3	27.27
Total	11	100.00
NEVER use them	n=5	
Don't need them	3	60.00
Allergy	1	20.00
Irritant and harsh to skin	1	20.00
Total	5	100.00

Table 26

Reasons for Use and Non Use of Toothpaste

Reason	Frequency	Percent
FOUR times/day	n=1	
For clean healthy teeth	<u>1</u>	<u>100.00</u>
Total	1	100.00
THREE times/day	n=40	
Acceptance (fresh breath)	16	40.00
For clean healthy teeth	13	32.50
To prevent cavities	9	22.50
For hygiene purposes	1	2.50
Habit	<u>1</u>	<u>2.50</u>
Total	40	100.00
TWICE a day	n=66	
For clean healthy teeth	28	42.42
Acceptance (fresh breath)	27	40.91
To prevent cavities	9	13.64
It was recommended	1	1.51
Habit	<u>1</u>	<u>1.51</u>
Total	66	100.00
ONCE a day	n=7	
For clean healthy teeth	4	57.14
Acceptance (fresh mouth)	<u>3</u>	<u>42.86</u>
Total	7	100.00
NEVER use it	n=1	
Never got into the habit	<u>1</u>	<u>100.00</u>
Total	1	100.00

Table 27

Reasons for Use and Non Use of Nail Polish

Reason	Frequency	Percent
Wear it REGULARLY	n=54	
It looks nice	18	33.33
To strengthen nails	17	31.48
I like it	7	12.96
Compensation color	6	11.11
Compensation texture (to cover faults in nails)	1	1.85
Style	1	1.85
Improves confidence, feel better	1	1.85
Feel prettier, more feminine	1	1.85
I love it	1	1.85
Feel incomplete without	1	1.85
Total	54	100.00
NEVER wear it	n=47	
It takes too much time	10	21.28
Have no nails	9	19.15
Causes nail damage	7	14.89
Too much trouble	5	10.64
I don't like it	4	8.51
Because of work (chemicals, food)	3	6.38
Can't be bothered	2	4.25
Have ugly short nails	2	4.25
Allergy	1	2.13
May be harmful (dyes)	1	2.13
Don't need it	1	2.13
Nails don't deserve it	1	2.13
Makes me feel uncomfortable	1	2.13
Total	47	100.00

Table 28

Reasons For and Against Following Beauty Tips

Reason	Frequency	Percent
FOR	n=56	
To improve looks	17	30.36
They are helpful	11	19.64
To experiment with looks	9	16.07
Interest	7	12.50
Out of curiosity	7	12.50
To keep up with current looks	3	5.36
To have nice skin	1	1.78
It's my only reference	1	1.78
Total	56	100.00
AGAINST	n=31	
Don't read fashion magazines	11	35.48
Can't be bothered	8	25.81
Takes too much time	5	16.13
Don't need them	1	3.22
Too much trouble	1	3.22
Like my complexion, natural beauty	1	3.22
Like to be accepted for what I am	1	3.22
Total	31	100.00

Table 29

"Reactions For and Against Cosmetics

If someone was at your door and you didn't have your make-up on, you would....."

Reason	Frequency	Percent
<hr/>		
ANSWER, BUT FEEL EMBARRASSED	n=14	
Not attractive without my make-up	5	35.71
Feel incomplete without my make-up	5	35.71
I look better with make-up	4	28.57
Total	14	100.00
<hr/>		
ANSWER, WHO CARES	n=81	
Don't usually wear make-up or don't wear much	25	30.86
Don't look that different without make-up	21	25.92
Like to be accepted for what I am	13	16.05
Not that important, just as comfortable	8	9.88
It doesn't bother me	7	8.64
Emergency (would appear without)	2	2.47
Like my complexion, natural beauty	2	2.47
No value, believe in naturalism	1	1.23
Make-up not part of life style	1	1.23
Glad to have a break of wearing make-up	1	1.23
Total	81	100.00

Table 30

Reactions For and Against Cosmetics

If you had to go on a sudden errand
and your make-up wasn't on, would
you...."

Reason	Frequency	Percent
GO BUT FEEL SELF CONSCIOUS	n=7	
Not attractive without make-up	2	28.57
Feel incomplete without make-up	2	28.57
Don't feel acceptable without Make-up	1	14.28
Make-up improves my confidence	1	14.28
I look better with make-up	1	14.28
Total	7	100.00
TAKE THE TIME TO APPLY SOME MAKE-UP	n=50	
To improve my confidence	15	30.00
To look better	12	24.00
To feel prettier, more feminine	5	10.00
I try to look nice	4	8.00
Feel incomplete without make-up	3	6.00
Habit	3	6.00
To feel more alive	2	4.00
Not attractive without make-up	2	4.00
Feel uncomfortable without make-up	2	4.00
To be more attractive	1	2.00
Visibility (emphasis, accent)	1	2.00
Total	50	100.00

Table 30. Continued

Reason	Frequency	Percent
GO ANYWAY, WHO CARES	n=42	
Not that important, just as confident	12	28.57
Don't wear much make-up	10	23.81
Don't look that different without make-up	7	16.66
It doesn't bother me	6	14.28
Like my complexion, natural beauty	3	7.14
Don't need it	2	4.76
No value, believe in naturalism	1	2.38
Glad to have a break from make-up	1	2.38
Total	42	100.00

Ranges, Means and Standard Deviations.

Table 31 records the ranges, means and standard deviations for the Holtzman Inkblot Technique; the Index of Adjustment and Values; Body Cathexis and Face Cathexis scales and the Cosmetic Importance Scale.

Table 31

Ranges, means and standard deviations on all variables for 102 women

Variable	Possible Range	Actual Range	Mean	Standard Deviation
Cosmetic Importance Scale	0-218	15-145	62.03	24.82
. Time	5-60	5-45	15.00	9.90
. Amount	0-98	4-90	25.92	14.89
. Importance	0-10	0-6	2.29	2.28
. Cleansing	0-38	0-35	11.20	6.20
. Skin Care	0-8	0-8	4.41	2.07
Self Concept	49-245	133-235	192.89	18.81
Ideal Self Concept	49-245	177-245	224.95	14.23
Self Acceptance	0-196	2-71	32.22	16.54
Body Barrier	0-25	0-13	6.77	2.71
Body Cathexis	46-230	107-197	149.53	17.73
. Face Cathexis	14-70	33-63	46.78	6.62

Comparison with other Findings

Direct comparison of Barrier means with those of Holtzman et al. (1961) is impossible since the norms are based on 45 inkblot plates. The mean and standard deviation for Barrier for 95 working women are reported in Table 32, and these are compared to reported findings by Kernaleguen (1968), Torreta (1968), Kernaleguen (1973), Dowdeswell (1972) and Avery (1976).

Table 32

Comparison of means and standard deviations for Barrier scored on the Holtzman Inkblot Technique.

Group	Test Items	Mean	Standard Deviation
Theberge (1976) working women, n=95 slide presentation	25	6.77	2.71
Holtzman (1961) average adults, n=252	45	5.92	3.50
Kernaleguen (1968) college women, n=68	25	7.61	3.40
Torreta (1968) college women, n=27	25	6.85	3.18
Kernaleguen (1973) college women, n=40	25	6.53	3.23
Dowdeswell (1972) pregnant women, n=56	25	4.68	2.42
Avery (1976) average women, n=80 slide presentation		4.76	

All protocols scored by Risher except those in sample of Holtzman.

The sample in this study appears more similar to Kernaleguen's (1968) and Torreta's (1968) than to Dowdeswell's (1972) and Avery's (1976).

Table 33 reports the means and standard deviations for the Body Cathexis Scale for 102 working women. These are compared to findings by Torreta (1968).

Table
Comparison of means and standard
deviations on the Body Cathexis
Scale

Group	Mean	Standard Deviation
Theberge (1976) working women, n=102	149.53	17.73
Torreta (1968) college women, n=27	152.72	19.32

Pearson Product Moment Correlation

The degree of association among the variables was analysed using the Pearson Product Moment correlation coefficient (r). This measure imposes limits of +1.0 and -1.0; the sign of the coefficient indicates the direction of the association.

Table 34 gives the intercorrelation matrix for the components of the Cosmetic Importance Scale. This table reports that the five components are positively related to the

Table 34

Intercorrelation matrix and significance levels for the CIS variables.

n=102

Variable	Time	Amount	Importance	Cleansing	Skin Care
Amount	0.3498* s=0.001				
Importance	0.2109* s=0.017	0.2811* s=0.002			
Cleansing	0.1888* s=0.029	0.3365* s=0.001	0.2194* s=0.013		
Skin Care	0.0627 s=0.266	0.1510 s=0.065	0.1418 s=0.077	0.1769* s=0.038	
Total	0.6802* s=0.001	0.8699* s=0.001	0.4127* s=0.001	0.5498* s=0.001	0.2689* s=0.003

* Significant at the .05 level

total of the CIS, therefore each component contributes toward the final score. Time spent applying cosmetics correlated positively with amount used at the .001 level; with importance ascribed to cosmetics at the .017 level and with amount of cleansing products used at the .029 level. There was also a positive correlation between the amount used and importance of it at the .002 level and cleansing at the .001 level. Importance correlated positively with cleansing at the .013 level which in turn correlated with skin care at the .038 level. Skin care showed no significant correlation with time, amount and importance.

Table 35 gives the intercorrelation matrix for the components of the CIS and the personality variables. Amount used correlated positively with Body Cathexis at the .031 level, with Face Cathexis at the .039 level, with Self Concept at the .04 level but did not correlate with Body Barrier, Ideal Self Concept and Self Acceptance. There was a positive correlation between importance ascribed to cosmetics and Body Cathexis at the .002 level, with Self Concept at the .001 level and with Ideal Self Concept at the .001 level. Importance did not correlate with Body Cathexis, Face Cathexis and Self Acceptance. There was a positive correlation between cosmetics used for cleansing and Self Concept at the .006 level, and with Ideal Self Concept at the .003 level. Cleansing did not correlate with Body Barrier, Body Cathexis, Face Cathexis and Self Acceptance. Skin care correlated significantly with Self

Table 95

Intercorrelation matrix and significance levels for the GIS variables and the personality variables.

n=102

Variable	Time	Amount	Importance	Cleansing	Skin Care	Total
Barrier	-0.0524 s=0.507	-0.0886 s=0.254	-0.0280 s=0.394	-0.0866 s=0.202	-0.0796 s=0.222	-0.0941 s=0.182
Body Cathexis	0.0812 s=0.208	0.1849* s=0.013	0.2788* s=0.001	0.1340 s=0.090	0.0678 s=0.249	0.2182* s=0.014
Face Cathexis	0.1587 s=0.056	0.1752* s=0.039	0.0976 s=0.165	0.0163 s=0.436	0.0469 s=0.320	0.1924* s=0.026
Self Concept	-0.0178 s=0.430	0.1747* s=0.040	0.2931* s=0.001	0.2483* s=0.006	0.2260* s=0.001	0.2027* s=0.021
Ideal Self Concept	-0.0437 s=0.333	0.1177 s=0.122	0.2979* s=0.001	0.2727* s=0.003	0.2347* s=0.009	0.1697* s=0.046
Self Acceptance	-0.0194 s=0.424	0.0921 s=0.181	-0.0719 s=0.239	-0.0442 s=0.331	-0.0668 s=0.254	-0.0813 s=0.211

* Significant at the .05 level.

Concept at the .011 level, with Ideal Self Concept at the .009 level but did not correlate with Body Barrier, Body Cathexis, Face Cathexis and Self Acceptance. The CIS total correlated positively with Body Cathexis at the .014 level, Face Cathexis at the .026 level, Self Concept at the .021 level and Ideal Self Concept at the .046 level and did not correlate with Body Barrier and Self Acceptance. Time did not correlate with any of the personality variables.

Table 36 shows an intercorrelation matrix for all personality variables. Body Barrier correlated positively with Face Cathexis at the .03 level, negatively with Ideal Self Concept at the .017 level but did not correlate with Body Cathexis, Self Concept and Self Acceptance. Body Cathexis correlated positively with Face Cathexis at the .001 level, with Self Concept at the .001 level, negatively with Self Acceptance at the .001 level but did not correlate with Ideal Self Concept. Face Cathexis correlated negatively with Self Acceptance at the .032 level but did not correlate with Self Concept and Ideal Self Concept. Self Concept correlated positively with Ideal Self Concept and negatively with Self Acceptance, both at the .001 level. Ideal Self Concept correlated positively with Self Acceptance at the .006 level.

Acceptance-Rejection of Hypotheses

Hypothesis 1

H_0 : There will be no significant relationship between the

Table 36

Intercorrelation matrix and significance levels
for the personality variables.

n=102

Variable	Barrier	Body Cathexis	Real Self Concept	Ideal Self Concept
Body Cathexis	0.1083 s=0.148			
Face Cathexis	0.1933* s=0.030	0.6084* s=0.001		
Self Concept	-0.1372 s=0.092	0.3519* s=0.001	0.11093 s=0.137	
Ideal Self Concept	-0.2192* s=0.017	0.0396 s=0.348	-0.0798 s=0.215	0.5296* s=0.001
Self Acceptance	-0.0419 s=0.345	-0.3771* s=0.001	-0.0858* s=0.032	0.2500* s=0.006

* Significant at the .05 level

Cosmetic Importance Scale total and its subscores:

- a) time/day spent applying cosmetics
- b) amount of cosmetic products used
- c) importance of cosmetics to the individual
- d) number of cleansing products used
- e) skin care products used

H_A : There will be a significant relationship between the Cosmetic Importance Scale and its subscores:

- a) time/day spent applying cosmetics
- b) amount of cosmetic products used
- c) importance of cosmetics to the individual
- d) number of cleansing products used
- e) skin care products used

There was a significant correlation between the CIS total and each of its subscores. The null hypothesis was therefore rejected and the alternate was accepted.

Hypothesis 2

H_0 : There will be no significant relationships among the components of the Index of Adjustment and Values.

H_A : There will be significant relationships among the components of the Index of Adjustment and Values.

Self Concept correlated positively with Ideal Self Concept and negatively with Self Acceptance. There was a significant correlation between Ideal Self Concept and Self Acceptance. The null hypothesis was therefore rejected and the alternate was accepted.

Hypothesis 3

H_0 : There will be no significant relationship between Self Concept and:

- a) time/day spent applying cosmetics
- b) amount of cosmetic products used
- c) importance of cosmetics to the individual
- d) number of cleansing products used
- e) skin care products used
- f) Cosmetic Importance Scale total

H_A : There will be a significant relationship between Self Concept and:

- a) time/day spent applying cosmetics
- b) amount of cosmetic products used
- c) importance of cosmetics to the individual
- d) number of cleansing products used
- e) skin care products used
- f) Cosmetic Importance Scale total

Self Concept correlated significantly with amount, importance, cleansing, skin care and the CIS total. There was no significant correlation between Self Concept and time. The null hypothesis was rejected in b) c) d) e) and f) and accepted in a). The alternate was accepted in b) c) d) e) and f).

Hypothesis 4

H_0 : There will be no significant relationship between Ideal Self Concept and:

- a) time/day spent applying cosmetics

- b) amount of cosmetic products used
- c) importance of cosmetics to the individual
- d) number of cleansing products used
- e) skin care products used
- f) Cosmetic Importance Scale total

H_A: There will be a significant relationship between Ideal Self Concept and:

- a) time/day spent applying cosmetics
- b) amount of cosmetic products used
- c) importance of cosmetics to the individual
- d) number of cleansing products used
- e) skin care products used
- f) Cosmetic Importance Scale total

There was a significant correlation between Ideal Self Concept and importance, cleansing, skin care and the CIS total. No significant correlation resulted when Ideal Self Concept was correlated with time and amount. The null hypothesis was therefore rejected in c) d) e) and f) and accepted in a) and b). The alternate was accepted in c) d) e) and f).

Hypothesis 5

H₀: There will be no significant relationship between Self Acceptance and:

- a) time/day spent applying cosmetics
- b) amount of cosmetic products used
- c) importance of cosmetics to the individual
- d) number of cleansing products used

c) skin care products used

f) Cosmetic Importance Scale total

H_A: There will be a significant relationship between Self Acceptance and:

a) time/day spent applying cosmetics

b) amount of cosmetic products used

c) importance of cosmetics to the individual

d) number of cleansing products used

e) skin care products used

f) Cosmetic Importance Scale total

No significant correlations resulted between Self Acceptance and the subscores and total of the CIS. The null hypothesis was therefore accepted.

Hypothesis 6

H₀: There will be no significant relationship between Body Barrier and:

a) time/day spent applying cosmetics

b) amount of cosmetic products used

c) importance of cosmetics to the individual

d) number of cleansing products used

e) skin care products used

f) Cosmetic Importance Scale total

H_A: There will be a significant relationship between Body Barrier and:

a) time/day spent applying cosmetics

b) amount of cosmetic products used

- c) importance of cosmetics to the individual
- d) number of cleansing products used
- e) skin care products used
- f) Cosmetic Importance Scale total

No significant correlation resulted between Body Barrier and the subscores and total of the CIS. The null hypothesis was therefore accepted.

Hypothesis 7

H_0 : There will be no significant relationship between Body Cathexis and:

- a) time/day spent applying cosmetics
- b) amount of cosmetic products used
- c) importance of cosmetics to the individual
- d) number of cleansing products used
- e) skin care products used
- f) Cosmetic Importance Scale total

H_A : There will be a significant relationship between Body Cathexis and:

- a) time/day spent applying cosmetics
- b) amount of cosmetic products used
- c) importance of cosmetics to the individual
- d) number of cleansing products used
- e) skin care products used
- f) Cosmetic Importance Scale total

Significant correlations resulted between Body Cathexis and amount, importance and the CIS total. Body Cathexis did

not correlate with time, cleansing and skin care. The null hypothesis was therefore rejected in b) c) and f) and accepted in a) d) and e). The alternate was accepted in b) c) and f).

Hypothesis 8

H_0 : There will be no significant relationship between Face Cathexis and:

- a) time/day spent applying cosmetics
- b) amount of cosmetic products used
- c) importance of cosmetics to the individual
- d) number of cleansing products used
- e) skin care products used
- f) Cosmetic Importance Scale total

H_A : There will be a significant relationship between Face Cathexis and:

- a) time/day spent applying cosmetics
- b) amount of cosmetic products used
- c) importance of cosmetics to the individual
- d) number of cleansing products used
- e) skin care products used
- f) Cosmetic Importance Scale total

Face Cathexis correlated significantly with amount and the CIS total, and did not correlate with time, importance, cleansing and skin care. The null hypothesis was therefore accepted in a) c) d) e) and rejected in b) and f). The alternate was accepted in b) and f).

Hypothesis 9

H_0 : There will be no significant relationship between
Body Barrier and:

- a) Self Concept
- b) Ideal Self Concept
- c) Self Acceptance

H_A : There will be a significant relationship between
Body Barrier and:

- a) Self Concept
- b) Ideal Self Concept
- c) Self Acceptance

There was a significant inverse correlation between Body Barrier and the Ideal Self Concept. Body Barrier did not correlate with Self Concept and Self Acceptance. The null hypothesis was therefore accepted in a) and c) and rejected in b). The alternate was accepted in b).

Hypothesis 10

H_0 : There will be no significant relationship between
Body Barrier and Body Cathexis.

H_A : There will be a significant relationship between
Body Barrier and Body Cathexis.

No significant correlation resulted between Body Barrier and Body Cathexis. The null hypothesis was therefore accepted.

Hypothesis 11

H_0 : There will be no significant relationship between
Body Cathexis and:

- a) Self Concept
- b) Ideal Self Concept

c) Self Acceptance

H_A : There will be a significant relationship between Body Cathexis and:

a) Self Concept

b) Ideal Self Concept

c) Self Acceptance }

Body Cathexis correlated positively with Self Concept and negatively with Self Acceptance. There was no significant correlation between Body Cathexis and Ideal Self Concept. The null hypothesis was therefore accepted in b) and rejected in a) and c). The alternate was accepted in a) and c).

Hypothesis 12

H_0 : There will be no significant relationship between Body Cathexis and Face Cathexis.

H_A : There will be a significant relationship between Body Cathexis and Face Cathexis.

A significant correlation resulted between Body Cathexis and Face Cathexis, consequently the null hypothesis was rejected and the alternate was accepted.

CHAPTER V

INTERPRETATION.

The interpretation of the results is discussed in light of the theoretical framework and objectives delineated for this study. The theoretical framework, based on Fisher and Cleveland's work, stated that a person's attitudes toward his body mirror many different aspects of his personality. How a person feels about his body is a reflection of his self concept. A knowledge of the use of cosmetics may therefore be predictive of certain personality traits. Thirteen variables were included in an attempt to explore the relationships between the use of cosmetics, Body Barrier, Body Cathexis, Face Cathexis and the Self Concept.

The first objective was to develop, pretest and administer a test which would measure the importance of cosmetics to the individual. Significant correlations resulted between the final score of the CIS and each of the subscores. This shows that all components of the scale contribute toward the final score. As one subscore increases in value, so does the total. Skin care did not correlate with time spent applying cosmetics and approached significance with amount used and importance. This situation could be due to the fact that skin care products take little time to apply and are not apparent. There were significant relationships between the other categories of the CIS. The more time spent applying daily cosmetics, the more cosmetic and cleansing products were used and the more important

these were to the person. Respondents were asked to give reasons why they utilized different cosmetic products. The reasons why certain products were not used were also solicited.

An examination of the five main reasons for use and the items which evoked these reasons, may give insight into the function of cosmetics in our society.

1. Biological insufficiency (dry skin and hair): face cream, lipstick, cleansing cream, cream rinses, conditioners, bath oil and body lotion.

This was the most popularly stated reason. The overriding concern for skin moisture could be due to the dry climate in this region of the country.

2. Colour compensation: mascara, eyeshadow, eyebrow pencil, foundation, face powder, blusher, lipstick and nail polish.

Standards of beauty differ as much from culture to culture as they do within a culture during different time periods. The oriental beauty is characterized by her whitened face and in our own country, during the 20's and 30's, women kept their faces away from the sun in order to retain their paleness - a symbol of the non working class. Today the well tanned face is evidence of leisure time. Moreover facial color seems to be associated with health and even though a lack of color does not necessarily mean a lack of health, this association has become a beauty standard of our times.

3. Efficient cleanser: cleansing cream, astringent, soap and

masks.

The American culture values cleanliness to a fanatical degree, a value which is not shared to the same extent by Eastern and European cultures. Because of this cultural standard, people use a variety of products for the simple purpose of thoroughly cleansing the skin.

4. Compensation texture: face cream, make-up, facial masks, bath oil and lotion.
5. Visibility (emphasis, accent): mascara, eyeliner, eyeshadow, pencil, blusher and lipstick.

Through publicity, these two concepts, namely compensation and visibility, are often promoted in fashion advertisements. New products promising smooth, soft skin are emerging everywhere while other products offer to change personality by emphasizing certain features.

The main reasons for the non use of cosmetics and the products which evoked them are as follows:

1. Don't need it: cream rinses, conditioners and lotion.
2. Takes too much time: masks, conditioners and nail polish.
3. Allergies: perfume, cleansing cream, astringent, soap, masks, bath oil and nail polish.
4. Can't be bothered: masks, cream rinses, conditioners and nail polish.
5. Never tried them: masks, conditioners and lotion.

It should be noted that only approximately five percent of the sample did not wear make-up daily. Even though this

is a very small percentage, it could be an important consideration from the advertising point of view. The main reasons for non use seem to be that some women have never tried certain products, can't be bothered to do so, feel they don't need them or that it takes too much time. From these reasons for wearing or not wearing cosmetics, it becomes apparent that these products are worn in response to social demands and fashion. In early times people wore cosmetics to achieve tribal standards of beauty. This also seems to be the case today. The reasons for wearing many products such as mascara, eyeliner, eyeshadow, eyebrow pencil, make-up and blusher were very few, namely color compensation and visibility. The addition of color to the face and visibility of the features seem to be of utmost importance. Color seems to be associated with health, a concept apparently valued highly, and most people are in search of it in our society.

Many women stated that they felt incomplete and uncomfortable without their make-up. This appears to substantiate McLaughlin's theory (1972) that women feel vulnerable without their cosmetic mask. This mask may help women hide their inadequacies and may give them the confidence they need to face the world. Could it also be that through force of habit, one feels incomplete without make-up?

According to Fisher's theory, vulnerability is hypothesized as a trait of the low Barrier person who would reinforce the Barrier by the use of cosmetics. The results of this

research however, did not lend any support to this hypothesis.

The second objective was to assess specific aspects of the self. Four instruments were administered to achieve this: Holtzman Inkblot Technique, Body Cathexis, Face Cathexis and the Index of Adjustment and Values. A comparison of the measures of central tendency in this study with those of other studies (Torreta, 1968 and Kernaleguen, 1968) indicates that the ranges, means and standard deviations for those variables are very similar and consistent in all studies.

The third objective was to analyse the data for inter-relationships among the variables. There were no significant relationships between Barrier, the CIS and its subscores. Although none of the correlations approached significance they were all negative meaning that as the Barrier score decreases, the use of cosmetics increases. This would support Compton's (1964) and Kernaleguen's (1968) findings that a person will seek ways of reinforcing her body boundary when she feels uncertain of it.

A significant correlation resulted between Face Cathexis and Body Cathexis. This seems reasonable since the face is part of the body and if a person is satisfied with one, it was found that they are also satisfied with the other. Body Cathexis correlated with importance of cosmetics and both Cathexis scales correlated with amount of cosmetics used and the CIS total. This could be interpreted that the more a woman is satisfied with her body and face, the more she will

emphasize it by applying cosmetic products. This finding is in opposition to the theoretical framework which stated that feelings of dissatisfaction could be lessened by using cosmetics.

A significant relationship was found between Self Concept, CIS total and four of its subscores. This can be explained by the concept that society has taught the female to use her body expressively in her interactions with others. It is important for her to know how her body is viewed by others and the attention she devotes to it reflects her self concept. This could be an important consideration from the point of view of therapy programs for mentally ill patients. Their use of cosmetics could be a sign that they are on the road to recovery. As their self concept improves, their use of cosmetics may also increase.

Time spent applying cosmetics did not correlate with any of the personality variables. From the wide range of time reported (5-45 minutes) it may be that through repetition and habit, many people are unaware of the exact amount of time they spend applying their daily make-up.

Ideal Self Concept correlated significantly with importance, cleansing, skin care and the CIS total. This supports Shalleck's (1973) hypothesis that cosmetics advertise what the individual wants to be. The way that a woman uses cosmetic products could be a reflection of the goals she has set for herself.

Self Acceptance did not correlate with any of the cosmetic variables. Although none of these correlations approached significance, they were all negative, indicating a possible relationship between a high self acceptance and a high use of cosmetics.

There was a significant inverse relationship between Body Barrier and Ideal Self Concept. This finding is in opposition to Fisher and Cleveland's (1968) idealized model of a high Barrier person. They related a high Barrier score to a high level of goal setting. This negative relationship could suggest that the high Barrier person is more self accepting and therefore does not have an unrealistic ideal self concept.

Hypothesis 10 which stated that no relationship existed between Body Barrier and Body Cathexis cannot be rejected according to the results of the statistical analysis. The correlation between these two variables was not much higher than zero. These findings are in agreement with Torreta (1968) who found that Body Barrier and Body Cathexis seem to function independently of each other as personality variables. Body Cathexis functions at the conscious while Body Barrier functions at the subconscious level.

The significant correlation between Body Cathexis and Self Concept supports Jourard's (1964) statement that when one's body is disliked, low self esteem is a regular correlate. There are cultural norms regarding the ideal size of individual

body parts. A woman will view her body according to the degree of deviation from these norms.

Self Concept correlated positively with Ideal Self Concept, and negatively with Self Acceptance. There was a positive correlation between Ideal Self Concept and Self Acceptance. If a person has a high self concept, she will be more accepting and will set higher goals for herself. On the other hand, if a person has very high goals, her self acceptance will be lower.

The findings did not support the theoretical framework which attributed a compensatory function to cosmetics. From the results of this research it would seem that cosmetics have an expressive or demonstrative function. As satisfaction with the body and the self increases, so does the use and importance of cosmetic products. There is also no support for Fisher's contention that Body Barrier is an index of adjustment; it did not correlate with Self Concept, Self Acceptance or Body Cathexis.

CHAPTER VI

SUMMARY AND RECOMMENDATIONS

The purpose of this research was to study the relationships between specific aspects of the self and the use of cosmetics. The importance and use of cosmetics were explored as a possible mean of predicting personality variables. Since grooming is controlled by the individual, it was expected that it would accurately reflect personality traits. By understanding the reasons why women wear cosmetics, we could improve the accuracy of first impressions.

One hundred and three women voluntarily participated in this research project. The Holtzman Inkblot Technique (slide version), Body Cathexis Scale, Index of Adjustment and Values, Face Cathexis Scale and the Cosmetic Importance Scale developed for this study were administered to each subject. Pearson Product Moment correlations were computed among these variables. A background information questionnaire was used to obtain the age, marital status and occupation of the subject, education, number of children and whether or not the subject worked with the public. This provided descriptive information for the sample.

Fisher and Cleveland's work provided the theoretical framework for this research. Thus it was assumed that the attitude of individuals toward their body mirror different aspects of their personality.

The first objective for this research was to develop a

questionnaire which would assess the importance of cosmetics to women. Hypothesis 1 was formulated to fulfill this objective. This questionnaire was broken down into five subscores and each one of these correlated significantly with the total score. Each subdivision therefore contributed toward the final score. Reasons for use and non use of each cosmetic product were solicited and analysed descriptively.

The second objective was to assess specific dimensions of the self. To achieve this, four instruments were administered to the sample: Holtzman Inkblot Technique, Index of Adjustment and Values, Body Cathexis and Face Cathexis scales.

The third objective was to analyse the data for interrelationships among all variables. Hypotheses 2-12 were formulated to fulfill this objective. The number of cosmetic products used correlated positively with Self Concept, Body Cathexis and Face Cathexis but did not correlate with Ideal Self Concept, Self Acceptance and Body Barrier. The number of cleansing and skin care products used correlated positively with Self Concept and Ideal Self Concept but did not correlate with Self Acceptance, Body Barrier, Body Cathexis and Face Cathexis. The importance of cosmetics to the woman and the total score of the Cosmetic Importance Scale correlated significantly with Self Concept, Ideal Self Concept and Body Cathexis and did not correlate with Self Acceptance and Body Barrier. In addition the Cosmetic Importance Scale total correlated with Face Cathexis which did not correlate with im-

portance of cosmetics. Time/day spent applying cosmetics did not correlate with any of the personality variables.

Self Concept correlated positively with Ideal Self Concept and negatively with Self Acceptance while Ideal Self Concept correlated positively with Self Acceptance. It should be noted that due to inverse scoring a high score on the Self Acceptance measure is indicative of low Self Acceptance. There was a negative correlation between Body Barrier and Ideal Self Concept. Body Barrier did not correlate with Self Concept, Self Acceptance and Body Cathexis. Body Cathexis correlated positively with Self Concept and Face Cathexis, negatively with Self Acceptance and did not correlate with Ideal Self Concept.

The findings did not support the theoretical framework which attributed a compensatory function to cosmetics. The results of the study provide a basis for the concept of cosmetics being used as an expression of satisfaction with one's self. It appears that the importance attributed to cosmetics reflects a healthy self concept rather than a defense mechanism whereby cosmetics are used in a compensatory fashion to fill a void in one's concept of self.

Recommendations

On the basis of this study, the following recommendations are made for further research:

1. The non-random sample for this study included only volunteers. It may prove interesting to repeat this investi-

gation with a random sample.

2. Now that cosmetic use is gaining popularity with men, additional studies could include the importance of cosmetic products to the male. A reliable instrument should be developed for this purpose.

3. A new theoretical framework might be developed which would attribute to cosmetics and expressive function rather than a compensatory one.

4. More work needs to be undertaken to test Fisher's theory regarding Body Barrier in relation to clothing and cosmetics.

5. It might prove interesting to study the relationship between importance of cosmetics and importance of clothing. Does more "primping" entail greater interest in clothing and cosmetics? How much "primping" is indicative of a healthy self concept?

6. Cosmetic advertisements continually stress youth, yet no one mentioned this reason for any product. Could the search for youth be an unconscious reason for the use of cosmetics?

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APPENDICES

APPENDIX A

Appendix A

Information given to the sample about this research.

The purpose of this research is to study the relationships between the use of cosmetics and specific aspects of the personality. It would be greatly appreciated if you would answer all of the questionnaires. The results will be kept anonymous and confidential. I do not wish to force you into participating in this research program; if at any time you wish to withdraw, feel free to do so.

Toward the end of the summer, the results will be sent to N.A.S.A. for anyone who wishes to review them. Thank you for consenting to be part of this research project.

APPENDIX B

APPENDIX C

APPENDIX C

Cosmetic Importance Scale

Directions: Please answer all questions as truthfully as possible. Also, answer 'why' for only those items you have checked.

Definition of cosmetics: Materials used for cleansing, improving or altering the complexion, skin, hair or teeth and includes deodorants and perfumes.

1. Do you use cosmetic products every day?

yes

no

2. How much time do you spend applying your daily make-up?

(include time spent on touch-ups)

5 minutes or less

40 min.

10 min.

45 min.

15 min.

50 min.

20 min.

55 min.

25 min.

60 min.

30 min.

other _____

35 min.

3. As part of your daily make-up, do you use... (check those used)

mascara. Why? _____

eyeliner. Why? _____

eyeshadow. More than one color? If yes, how many? _____

Why? _____

3. contn'd

- ___ false eyelashes. Why? _____
- ___ eyebrow pencil. Why? _____
- ___ Face cream (moisturizer) Why? _____
- ___ make-up (foundation). Why? _____
- ___ face powder. Why? _____
- ___ Concealing cream/lotion. Why? _____
- ___ Blusher (rouge). Why? _____
- ___ lipstick. Why? _____

4. Do you wear perfume?

- ___ always. Why? _____
- ___ sometimes. Why? _____
- ___ never. Why? _____

5. When removing make-up for the night, which products do you use?

- ___ Cleansing cream. Why? _____
- ___ Astringent. Why? _____
- ___ Soap. Why? _____
- ___ Water only. Why? _____
- ___ Other. _____ Why? _____

6. When cleansing your face which products do you use?

- ___ Cleansing cream. Why? _____
- ___ Astringent. Why? _____
- ___ Soap. Why? _____
- ___ Water. Why? _____
- ___ Other _____ Why? _____

7. Do you use facial masks?

___ yes. Why? _____

___ no. Why? _____

If yes, how many times per month? _____

8. Do you use cream rinses after shampooing?

___ always. Why? _____

___ sometimes. Why? _____

___ never. Why? _____

9. Do you condition your hair? (conditioner left on 20-30 min.)

___ yes. Why? _____

___ no. Why? _____

If yes, how often?

___/ after every shampooing

___ once a week

___ once a month

___ other _____

10. When taking a bath or shower, do you add anything to the water?

i.e. oil, bubble bath, bath beads.

___ sometimes. Why? _____

___ always. Why? _____

___ never. Why? _____

11. Do you use body lotion after taking a bath or shower?

___ sometimes. Why? _____

___ never. Why? _____

___ always. Why? _____

12. Do you use deodorants?

___ every day. Why? _____

___ once in a while. Why? _____

___ never. Why? _____

13. How many times a day do you brush your teeth?

___ 4 times. Why? _____

___ 3 times. Why? _____

___ twice. Why? _____

___ once. Why? _____

___ other _____ Why? _____

14. Do you wear nail polish?

___ yes. Why? _____

___ no. Why? _____

If yes, how often do you polish your nails per month? _____

15. Do you sometimes follow beauty tips found in fashion magazines?

___ yes. Why? _____

___ no. Why? _____

16. If someone was at your door and you hadn't had the time to apply your make-up, would you...

___ pretend no one is home. Why? _____

___ Answer, but feel embarrassed. Why? _____

___ answer, it doesn't bother you to be without your make-up.

Why? _____

17. If you had to go on a sudden errand (to the neighborhood supermarket) and your make-up wasn't on yet, would you...

___ go anyway, who cares. Why? _____

17. contn'd

___ go, but feel rather self-conscious. Why? _____

___ take the time to apply at least some make-up. Why? _____

___ decide the errand can wait and apply all your make-up,
or if someone else is available, send them. Why? _____

APPENDIX D

APPENDIX D

Index for Adjustment and Values (IAV)

There is a need for each of us to know more about ourselves, but seldom do we have an opportunity to look at ourselves as we are or as we would like to be. On the following page is a list of terms that to a certain degree describe people. Take each term separately and apply it to yourself by completing the following sentence:

I AM A (AN) _____ PERSON

The first word in the list is academic, so you would substitute this term in the above sentence. It would read---I am an academic person.

Then decide HOW MUCH OF THE TIME this statement is like you, i.e. is typical or characteristic of you as an individual, and rate yourself on a scale from one to five according to the following key:

1. Seldom, is this like me.
2. Occasionally, this is like me.
3. About half of the time, this is like me.
4. A good deal of the time, this is like me.
5. Most of the time, this is like me.

Select the number beside the phrase that tells how much of the time the statement is like you and encircle the appropriate number on the answer sheet.

EXAMPLE: For the term ACADEMIC, number two might be encircled to indicate that-- occasionally, I am an academic person.

a. Academic 1 2 3 4 5

First, start with the word ACCEPTABLE, then select the number beside the phrase that tells how much of the time the statement is like you, and encircle the number on the answer sheet corresponding to that phrase number. Do the same for each word.

There is no time limit. Be honest with yourself so that your description will be a true measure of how you look at yourself.

Appendix D: IAV, cont.

Key for HOW MUCH OF THE TIME the statement is like you.

1. Seldom, is this like me.
2. Occasionally, this is like me.
3. About half of the time, this is like me.
4. A good deal of the time, this is like me.
5. Most of the time, this is like me.

a. academic		25. muddled	1 2 3 4 5
1. acceptable	1 2 3 4 5	26. merry	1 2 3 4 5
2. accurate	1 2 3 4 5	27. mature	1 2 3 4 5
3. alert	1 2 3 4 5	28. nervous	1 2 3 4 5
4. ambitious	1 2 3 4 5	29. normal	1 2 3 4 5
5. annoying	1 2 3 4 5	30. optimistic	1 2 3 4 5
6. busy	1 2 3 4 5	31. poised	1 2 3 4 5
7. calm	1 2 3 4 5	32. purposeful	1 2 3 4 5
8. charming	1 2 3 4 5	33. reasonable	1 2 3 4 5
9. clever	1 2 3 4 5	34. reckless	1 2 3 4 5
10. competent	1 2 3 4 5	35. responsible	1 2 3 4 5
11. confident	1 2 3 4 5	36. sarcastic	1 2 3 4 5
12. considerate	1 2 3 4 5	37. sincere	1 2 3 4 5
13. cruel	1 2 3 4 5	38. stable	1 2 3 4 5
14. democratic	1 2 3 4 5	39. studious	1 2 3 4 5
15. dependable	1 2 3 4 5	40. successful	1 2 3 4 5
16. economical	1 2 3 4 5	41. stubborn	1 2 3 4 5
17. efficient	1 2 3 4 5	42. tactful	1 2 3 4 5
18. fearful	1 2 3 4 5	43. teachable	1 2 3 4 5
19. friendly	1 2 3 4 5	44. useful	1 2 3 4 5
20. fashionable	1 2 3 4 5	45. worthy	1 2 3 4 5
21. helpful	1 2 3 4 5	46. broadminded	1 2 3 4 5
22. intellectual	1 2 3 4 5	47. businesslike	1 2 3 4 5
23. kind	1 2 3 4 5	48. competitive	1 2 3 4 5
24. logical	1 2 3 4 5	49. fault-finding	1 2 3 4 5

Appendix D: IAV, cont.

Now using the same terms as before, complete the following sentence:

I WOULD LIKE TO BE A (AN) _____ PERSON.

Then decide HOW MUCH OF THE TIME you would like this trait to be characteristic of you and rate yourself on the following five point scale.

1. Seldom, would I like this to be me.
2. Occasionally, I would like this to be me.
3. About half of the time, I would like this to be me.
4. A good deal of the time, I would like this to be me.
5. Most of the time, I would like this to be me.

You will select the number beside the phrase that tells how much of the time you would like to be this kind of person and encircle the appropriate number on the answer sheet.

EXAMPLE: For the term ACADEMIC, number five might be encircled to indicate that -- most of the time, I would like to be an academic person

✓ a. Academic 1 2 3 4 5

First, start with the word ACCEPTABLE, then select the number beside the phrase that tells how much of the time you would like to be this kind of person and encircle the number, on the answer sheet corresponding to that phrase number. Do the same for each word.

There is no time limit. Be honest with yourself so that your description will be a true measure of how you look at yourself.

Appendix D: IAV, cont.

Key for HOW MUCH OF THE TIME you would like the statement to be like you.

1. Seldom, would I like this to be me.
2. Occasionally, I would like this to be me.
3. About half of the time, I would like this to be me.
4. A good deal of the time, I would like this to be me.
5. Most of the time, I would like this to be me.

a. academic	1 2 3 4 5	25. meddlesome	1 2 3 4 5
1. acceptable	1 2 3 4 5	26. merry	1 2 3 4 5
2. accurate	1 2 3 4 5	27. mature	1 2 3 4 5
3. alert	1 2 3 4 5	28. nervous	1 2 3 4 5
4. ambitious	1 2 3 4 5	29. normal	1 2 3 4 5
5. annoying	1 2 3 4 5	30. optimistic	1 2 3 4 5
6. busy	1 2 3 4 5	31. poised	1 2 3 4 5
7. calm	1 2 3 4 5	32. purposeful	1 2 3 4 5
8. charming	1 2 3 4 5	33. reasonable	1 2 3 4 5
9. clever	1 2 3 4 5	34. reckless	1 2 3 4 5
10. competent	1 2 3 4 5	35. responsible	1 2 3 4 5
11. confident	1 2 3 4 5	36. sarcastic	1 2 3 4 5
12. considerate	1 2 3 4 5	37. sincere	1 2 3 4 5
13. cruel	1 2 3 4 5	38. stable	1 2 3 4 5
14. democratic	1 2 3 4 5	39. studious	1 2 3 4 5
15. dependable	1 2 3 4 5	40. succesful	1 2 3 4 5
16. economical	1 2 3 4 5	41. stubborn	1 2 3 4 5
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18. fearful	1 2 3 4 5	43. teachable	1 2 3 4 5
19. friendly	1 2 3 4 5	44. useful	1 2 3 4 5
20. fashionable	1 2 3 4 5	45. worthy	1 2 3 4 5
21. helpful	1 2 3 4 5	46. broadminded	1 2 3 4 5
22. intellectual	1 2 3 4 5	47. businesslike	1 2 3 4 5
23. kind	1 2 3 4 5	48. competitive	1 2 3 4 5
24. logical	1 2 3 4 5	49. fault-finding	1 2 3 4 5

APPENDIX E

APPENDIX E

Body Cathexis and Face Cathexis Scales

On the following page are listed a number of things characteristic of yourself or related to you. You are asked to indicate which things you worry about and would like to change if it were possible and which things you have no feelings about one way or the other.

Consider each item listed and encircle the number which best represents your feeling about yourself now according to the following scale:

1. Strongly dislike and wish to change somehow.
2. Don't like but can put with.
3. Have no particular feelings one way or the other.
4. Definitely like, am pleased with.
5. Consider myself particularly and unusually fortunate.

So that you will be able to judge each item carefully in terms of the above five statements, the scale will be at the top of the page. You may refer back to the scale as often as necessary to make your judgment of how you feel. Judge each carefully. Do not use the same number for each item.

Appendix E: continued

1. Strongly dislike and wish change could somehow be made.
2. Don't like but can put up with.
3. Have no particular feelings one way or the other.
4. Definetely like, am pleased with.
5. Consider myself particularly and unusually fortunate.

1 2 3 4 5	Hair	1 2 3 4 5	Width of shoulder
1 2 3 4 5	Facial complexion	1 2 3 4 5	Arms
1 2 3 4 5	Appetite	1 2 3 4 5	Chest
1 2 3 4 5	Hands	1 2 3 4 5	Eyes
1 2 3 4 5	Distribution of hair over body	1 2 3 4 5	Digestion
1 2 3 4 5	Nose	1 2 3 4 5	Hips
1 2 3 4 5	Fingers	1 2 3 4 5	Skin texture
1 2 3 4 5	Elimination	1 2 3 4 5	Lips
1 2 3 4 5	Wrists	1 2 3 4 5	Legs
1 2 3 4 5	Breathing	1 2 3 4 5	Teeth
1 2 3 4 5	Waist	1 2 3 4 5	Forehead
1 2 3 4 5	Energy level	1 2 3 4 5	Feet
1 2 3 4 5	Back	1 2 3 4 5	Sleep
1 2 3 4 5	Ears	1 2 3 4 5	Voice
1 2 3 4 5	Chin	1 2 3 4 5	Health
1 2 3 4 5	Exercise	1 2 3 4 5	Sex activities
1 2 3 4 5	Ankles	1 2 3 4 5	Knees
1 2 3 4 5	Neck	1 2 3 4 5	Posture
1 2 3 4 5	Shape of head	1 2 3 4 5	Face
1 2 3 4 5	Body build	1 2 3 4 5	Weight
1 2 3 4 5	Profile	1 2 3 4 5	Sex (male or female)
1 2 3 4 5	Height	1 2 3 4 5	Back view of head
1 2 3 4 5	Age	1 2 3 4 5	Trunk
1 2 3 4 5	Eyebrows	1 2 3 4 5	Eyelashes

VITA

Lorraine D. Theberge

Candidate for the Degree of

Master of Science

Thesis: The Use of Cosmetics Related to Specific Aspects of
the Self.

Major Field: Behavioral Science Aspects of Clothing and
Textiles.

Biographical Information:

Personal Data: Born in Temiscaming, Quebec, April 27,
1952; daughter of Aline and Gilbert Theberge.

Education: Attended elementary school in Temiscaming
Quebec; graduated from grade XI at De La Salle
High School in June 1968; graduated from grade
XII at Paul VI High School in Rouyn Quebec in
June 1969; received Bachelor of Science degree
in Home Economics, specializing in Clothing
and Textiles at the University of Ottawa,
May 1974; completed requirements for Master
of Science degree at the University of Alberta
in 1976.

Professional Experience:

1974 Construction of theatre costumes

University of Ottawa

1974-76 Graduate research assistant

University of Alberta