

The Effects of Makeup on Perceived Professionalism

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Method Section: The experiment was conducted with 88 Longwood University students in various age ranges between 18 and 28. The participants were split into three groups to test the three levels of the independent variable. The independent variable levels are three pictures of the same women with no makeup, moderate makeup and heavy makeup. Each of the groups were shown a different makeup condition on a powerpoint presentation in a classroom. When the participants were in the classroom they were given a ten questions on a questionnaire under guidance of the researchers. These questions help measure the dependent variable because it is measuring the women's professionalism based on opinions of her makeup. The first three questions were about the pictures and revolved around ranking her professionalism, qualification and abilities in the workplace. The next six questions were distractor questions and the tenth question was verbally given by the proctors. This question was about ranking how much makeup the women was wearing. At the end of this experiment the questionnaires were collected and the dependent variable was recorded.

Discussion Section: In the experiment there were three different groups that were split up to view the independent variable in one of the three levels. These groups would then fill out a questionnaire about the model's appearance and rank her professionalism. The experiments hypothesis was "that a heavy amount of makeup was associated with lower ratings of professionalism in comparison to that of none and

moderate". After the conclusion of the experiment it was found that the hypothesis was supported. The conductors of the experiment found that their experiment matched the findings of other studies regarding how makeup is perceived in professionalism. Some limitations mentioned by the researchers of this study was that they did not have the software to digitally put makeup on the model. Due to that limitation they had to make sure the model was in the same position for each photo with a similar facial expression. As a result of this experiment, it was found that wearing heavy makeup makes a person seem less professional than a woman who wears less.