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"Self-Consciousness and Makeup: For Appearance’s Sake: Public Use"

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Public Self-Consciousness and Makeup Use: For Appearance's Sake

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METHOD

Participants were all undergraduate women who were presented on the subject of concern with appearance, with a pretest of their makeup use and preferences. Participants were divided into two conditions: a makeup-use condition and a control condition. In the makeup-use condition, participants were instructed to apply makeup to enhance their appearance. In the control condition, participants were instructed to apply makeup for personal use. After the completion of the study, participants were debriefed and thanked for their participation.

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PUBLIC SELF-CONSCIOUSNESS AND MAKEUP USE: FOR APPEARANCE'S SAKE

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In this study, we examined the role of public self-consciousness in the relationship between makeup use and appearance concern. Participants were divided into two conditions: a public self-consciousness condition and a control condition. In the public self-consciousness condition, participants were instructed to apply makeup for public approval. In the control condition, participants were instructed to apply makeup for personal use. After the completion of the study, participants were debriefed and thanked for their participation.
REFERENCES

Lynn Carol Miller, Assistant Professor of Psychology, University of Texas at Austin.

The present findings refer to the public-self-consciousness scale in two studies of social and professional relations.

Note

1. Age 18-19.


The results indicate that the public-self-conscious woman tends to wear more makeup and dyes her hair to enhance her appearance.

RESULTS AND DISCUSSION

Personality and Social Psychology Bulletin

Miller, W.A. Makeup Use.