ABSTRACT

TITLE:	The Effect of Skin Tone on Level of Attractiveness
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ABSTRACT: The majority of the studies conducted on skin tone involve the two dominate racial groups, white and black, rather than other racial minorities. The objective of this study was to investigate how skin tone affects perceptions of attractiveness. Participants (N = 90) rated the attractiveness of computer generated "ethnic" looking females with light skin, medium skin, or dark skin. Based on previous research, we hypothesized that the light skin tone female would be rated as more attractive than the medium or dark skin toned females. However, dark skin tone females were rated as more attractive than either light or medium skinned females. The findings suggest perceptions of attractiveness does not correspond with Western society's beauty standards, thus other factors influence attractiveness.