Socio-Psychological Criteria of the Formation of Gender Stereotypes of Appearance

Oksana M. Shyian[1,*], Larysa F. Foster[2], Tatiana M. Kuzmenko[2], Larysa V. Yeremenko[3] and Nina P. Liesnichenko[4]

[1]*Department of Social and Political Disciplines, European University, Kyiv, Ukraine*

[2]*Department of Social Structures and Social Relations, Taras Shevchenko National University of Kyiv, Kyiv, Ukraine*

[3]*Department of Social Sciences and Humanities, Dmytro Motornyi Tavria State Agrotechnological University, Melitopol, Ukraine*

[4]*Department of Practical Psychology, H.S. Skovoroda Kharkiv National Pedagogical University, Kharkiv, Ukraine*

Abstract: The article considers the socio-psychological criteria for the formation of gender stereotypes of appearance. The priority of the study is implementing a system of criteria for gender stereotypes of appearance, taking into account the system of socio-psychological factors and gender-oriented forms of prevention of overcoming sexism and discrimination on the grounds of personality attractiveness. It is substantiated that social evaluation through physical criteria creates several psychological problems because the "physical self" is an essential component of the "self-concept" and one of the criteria of self-esteem. It is proved that the properties of gender stereotypes coincide with the social ones. They are the bearer of emotional and evaluative characteristics, taking into account the group of values associated with the ambivalence of ideas about another. A methodical approach to the assessment of gender stereotypes of appearance and personality is proposed, which allows determining the criteria of human well-being, taking into account discrimination factors, intrapersonal parameters of affective-negative perception of one's appearance and self-concept, as well as the aesthetic perception of identity. An assessment of socio-psychological factors of gender stereotypes of appearance, which is based on the methodological provisions of psychoanalysis and humanism, cognitive paradigm, dispositional theory, cross-cultural approach, and some sociological studies, is carried out. As an experiment on empirical verification of the stereotypes of appearance, their gender differences, and socio-psychological factors, a set of methods of psychological diagnosis is used, which allow determining indicators of stereotypes of appearance, self-esteem, and attitude to beauty; socio-psychological criteria for the formation of gender stereotypes of appearance. A methodology for assessing the criteria for improving the attitude of respondents to their own appearance by determining the level of self-esteem, satisfaction with appearance, awareness of gender differences in appearance, and the desire to improve their own appearance in case of discrimination has been developed and implemented.

Keywords: Discrimination, sexism, standards of attractiveness and beauty, interpersonal relationships, aesthetic perception.

INTRODUCTION

The system of socio-psychological criteria of gender stereotypes, which determine a wide range of psychological issues and motivate the individual to seek relevant form and content of care, is manifested in unbalanced mental contradictions at the emotional, cognitive and behavioral levels of self-regulation. The interaction of the main levels of activity of the individual and the psychological dynamics of this process leads to the solution of psychological problems associated with personal development, which lies in the double contradiction of human psychology at the intra- and inter-psychic levels. At the same time, inter-psychic differences are due to the inconsistency of the individual's subjective mental resources to assess his own standards of appearance, and intra-psychic – to the contradiction between the imposed standards and his own vision of external beauty, which is determined by different intentions. This created a situation of a discrepancy between the declarations of standards and personal (individual) ideas about beauty, the inability to realize his own attractiveness and natural beauty, and the desire to meet social norms of appearance at the level of perception and imposed means of the media. This phenomenon often leads to worsening people's mental health state, which is why it is essential to study socio-psychological criteria of the formation of gender stereotypes of appearance.

The problem of gender stereotypes, their content, functions, and features of influence on the development of personality are presented in psychoanalysis, classical psychological concepts, in socio-constructive areas of research E.M. Adamitis [1], G.R. Adams [2], T. Nelson [3], J. Ayto [4], J. Bailey, V. Steeves and J.

*Address correspondence to this author at the Department of Social and Political Disciplines, European University, 03115, 16B Academician Vernadskyi Blvd., Kyiv, Ukraine; Tel: +38 044 334 5304;
E-mail: shyian7745@zuricheth.eu

Burkell [5], D. Bazzini, L. Curtin, S. Joslin, S. Regan and D. Martz [6], S. Bordo [7], P. Bourdieu [8]. The relationship of gender stereotypes with the implementation of male and female gender roles, gender-role conflicts, various forms of gender discrimination are studied K. Bussey and A. Bandura [9], A. Cann [10], F.J. Cavico, S.C. Muffler, and B.G. Mujtab [11], S. Chu, R. Hardaker and J.E. Lycett [12], C. Berryman-Fink, D. Ballard-Reisch and L.H. Newman [13]. Gender stereotyping due to socio-demographic and socio-psychological differences, its impact, and mechanisms of formation of an individual life is quite fully disclosed R.M. Connell [14], S. Coyne, J. Lindner, E. Rasmussen, D. Nelson and V. Birkbeck [15], V. Davis [16]. The relationship between gender stereotypes and other practices of human discrimination is being studied K. Deaux and L.L. Lewis [17], D. Dinnerstain [18], K. Dion, E. Berscheid and E. Walster [19], H. Dittmar, E. Halliwell, and S. Ive [20]. However, a new vector of development of research issues in sociological models of individual behavior in the formation of its attractiveness and perception of one's own body is studied by H. Dohnt and M. Tiggemann [21], S.L. Franzoi, K. Vasquez, K. Frost [22]. Stereotypes of attractiveness and beauty at work and professional activity are studied in works by A. Feingold and R. Mazzella [23], A. Furnham, D. Mistry, and A. McClelland [24].

The emotional reaction of the individual to the network of information resources to improve the appearance through the image of his own aesthetic perception and impression significantly affects human well-being, which is formed under the influence of socio-psychological factors – social norms, values, stereotypes of mass consciousness. The dominance of effective and negative perception of one's own personality, due to the influence of stereotypes of appearance, has a destructive effect on his activities, interpersonal relationships. Existing gender stereotypes about a person's appearance lead to various discrimination practices because a person's gender does not exist separately from other characteristics of an individual, such as age, social status, and so on. A large number of people with disabilities live in all countries of the world, and very often, they are subject to discrimination, including gender discrimination. At each stage of human ontogenetic development, gender stereotypes, their manifestation, and impact on the life of the individual have their own characteristics, as the creation of socio-psychological technologies to overcome the influence of gender stereotypes through

psychological assistance hypothetically determines the affiliation of the object of stereotyping and stereotype agents to a certain socio-demographic group.

Such a group is characterized by individual-typological personality traits and gender personal characteristics of stereotypes (type of psychological sex, features of gender identity, and the nature of gender roles they perform). A significant socio-demographic group is people with physical or intellectual disabilities that very often face stigmatization. In addition, gender norms and standards of appearance, which are broadcast at the social level and presented in the everyday minds of stereotypes, affect the individual's psychological state, which provokes gender-role conflicts and various forms of gender discrimination. Prevention and overcoming of the consequences of gender stereotypes of appearance are possible with the use of gender-oriented technologies of psychological work (in the form of training sessions). They aim to provide psychological conditions for forming and systematizing the practice of leveling discrimination, its assessment in different social groups, highlighting the specifics of their impact on possible resources (personal, interpersonal, social), and reducing the negative effects of gender stereotyping.

The priority of the study is the implementation of a system of criteria for gender stereotypes of appearance, taking into account the system of socio-psychological factors and gender-oriented forms of prevention of overcoming sexism and discrimination on the grounds of personality attractiveness. The authors aimed to study social specifics of gender stereotypes, the impact of gender stereotypes on people with special needs, the relationship between existing stereotypes and disability.

METHODS

The increasing speed of change disturbs the inner balance, changing the way we experience life. External acceleration is transformed into internal. The rapid pace of change is forcing individuals to face not just a rapid flow but an increasing number of situations to which previous personal experience of appearance does not fit [19]. The mass share of social (impersonal, alien) experience in the general array of information increases in geometric progression, which is somehow reflected in the picture of the average person's world, which is integrated into global or local stereotyping of appearance in the information space. Accordingly, the

assessment of socio-psychological factors of gender stereotypes of appearance is based on the methodological provisions of psychoanalysis and humanism, cognitive paradigm, dispositional theory, cross-cultural approach, and individual sociological studies.

Components of gender stereotypes from the standpoint of unity of ideas affect both men and women through the criteria of social norms and gender social control; they have normative, stable, emotional, and evaluative characteristics. People with disabilities are an important social group, which, like other minorities, demands to defend their own civil rights. There are a lot of stigmas, prejudices, and stereotypes associated with disability. In this regard, it is necessary to study gender stereotypes in this social group as well.

The main methodological aspect of assessing the stereotypes of appearance and their criteria are the processes of socialization (the influence of the media on the formation of stereotypes of attractiveness); attractiveness, beauty in the context of perception of one's own body (dissatisfaction with one's own body due to the culture of appearance, sexual objectification of the body and beauty in the media; eating disorders); stereotypes of attractiveness and beauty in the workplace and professional activity: the importance of physical attractiveness in employment; the relationship between physical attractiveness and income; physical attractiveness of employees in evaluating and making decisions; the success of attractive individuals in the labor market; attractiveness of women entrepreneurs and willingness to cooperate with them; sexual harassment in the workplace.

Socio-psychological factors in the formation of stereotypes of appearance are presented in Figure **1**. Appearance is the trigger for a person's attitude to the other, and by "signs-signals" of appearance, people identify racial and national affiliation of a person. So significant "signs-signals" not only actualize the attitude but also trigger behavior. Standards of appearance trigger the interpretation of human behavior that is perceived by society, resulting in the formation of "evaluative stereotypes" [17, 25].

The analysis of specific forms of socio-psychological interpretation of personality by appearance as a process of realization of the connection of cognitive standards and stereotypes allowed identifying three classes of stereotypes of appearance (Figure **2**). When assessing external attractiveness, a degree of compliance with the dominant standards of beauty plays an important role. Own body image, namely, such an important component as appearance, can significantly affect a person's expectations regarding the success or failure of future interaction and his real behavior towards other people [26]. At the same time, the attribution of positive qualities and abilities to attractive individuals goes beyond ethnicity, age, and other social groups [2].

In addition, appearance significantly affects the lives of both women and men. A woman's physical attractiveness largely determines her success in men;
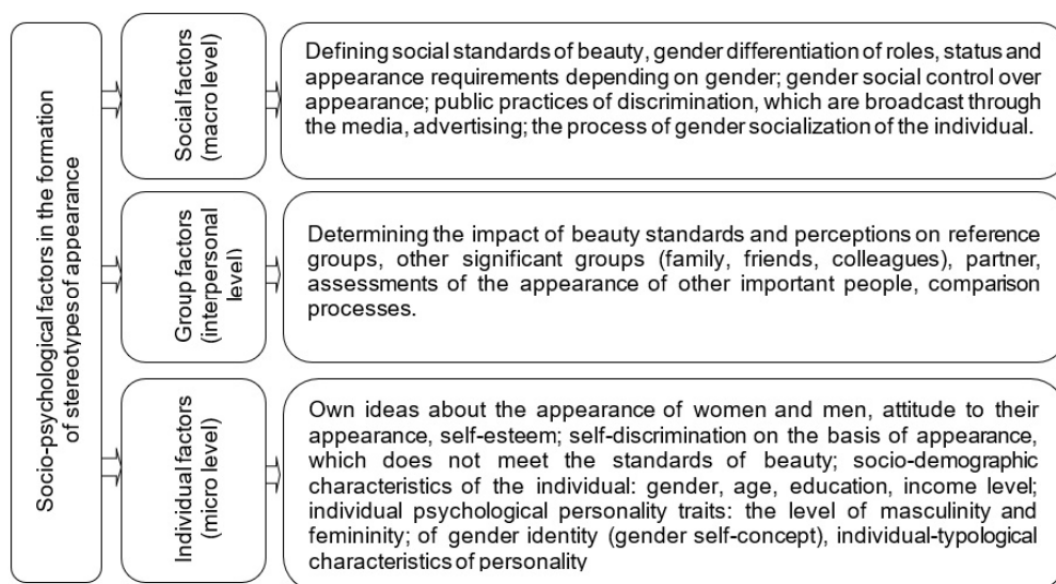

Figure 1: Socio-psychological factors in the formation of stereotypes of appearance.

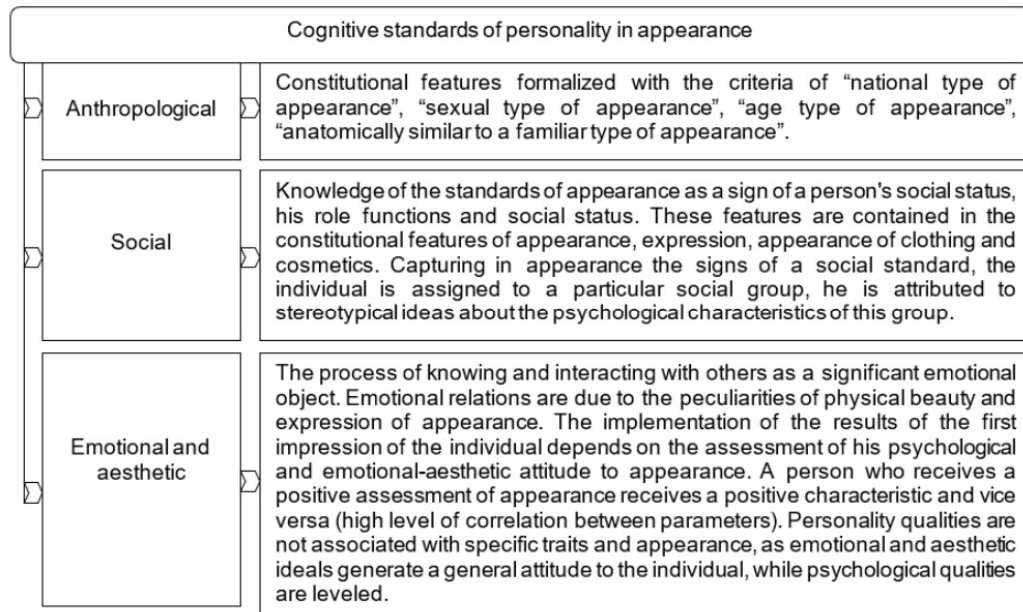| Cognitive standards of personality in appearance	
Anthropological	Constitutional features formalized with the criteria of "national type of appearance", "sexual type of appearance", "age type of appearance", "anatomically similar to a familiar type of appearance".
Social	Knowledge of the standards of appearance as a sign of a person's social status, his role functions and social status. These features are contained in the constitutional features of appearance, expression, appearance of clothing and cosmetics. Capturing in appearance the signs of a social standard, the individual is assigned to a particular social group, he is attributed to stereotypical ideas about the psychological characteristics of this group.
Emotional and aesthetic	The process of knowing and interacting with others as a significant emotional object. Emotional relations are due to the peculiarities of physical beauty and expression of appearance. The implementation of the results of the first impression of the individual depends on the assessment of his psychological and emotional-aesthetic attitude to appearance. A person who receives a positive assessment of appearance receives a positive characteristic and vice versa (high level of correlation between parameters). Personality qualities are not associated with specific traits and appearance, as emotional and aesthetic ideals generate a general attitude to the individual, while psychological qualities are leveled.

Figure 2: Socio-psychological interpretation of personality by appearance as a process of realization of the connection of cognitive standards and stereotypes [27, 28].

the same applies to men's beauty [10]. Reproduction of sexism in the life of the individual includes the following stages: external suppression – sexism is manifested in the external evaluation of human behavior and activities; internal suppression – a manifestation of sexism in the self-esteem of behavior and activities; a person as an object of repression is a manifestation of sexism towards other people [13].

In the context of stereotypes of personal appearance, there is a micro-level of sexism, which is manifested in self-discrimination, which is expressed in accusing oneself of the size of one's body or other inconsistency with "beauty standards". Manifestations of such self-discrimination can be recorded, for example, in specific angles of photos taken to hide "flaws", the use of filters that improve the image, various programs to improve the photo, the desire to take as many photos to choose the one where the individual looks good, in refusing to publish photos on social networks precisely because they are "not good enough" and so on. In general, discrimination is carried out not only open but also in a latent way, including the support and dissemination of opinions, judgments, myths related to the behavior, thinking of representatives of a certain appearance. Appearance stereotypes and related discrimination are a manifestation of a special social problem, primarily due to their latency and widespread nature: discrimination is based on the unreflective practice of assessing the appearance of an individual. The superiority of some

people over others is based on values, attitudes, and stereotypes obtained and learned in the process of socialization. Discrimination is carried out by the support and dissemination of opinions, judgments, myths about the connection between the appearance and the internal content of the individual. Criteria for assessing the stereotypes of appearance (attractiveness and beauty) and the relationship with success in work, professional activities, and demand in the labor market are due to the effects shown in Figure **3**.

As an experiment on empirical verification of the stereotypes of appearance, their gender differences, and socio-psychological factors, a set of methods of psychological diagnosis is used, which allow determining the indicators of stereotypes of appearance, self-esteem, and attitude to beauty; socio-psychological criteria for the formation of gender stereotypes of appearance (Table **1**).

Thus, a set of socio-psychological factors in the formation of stereotypes of appearance, which lead to different practices of discrimination and self-discrimination, proves that it is a complex system that is represented both in society and at the level of interpersonal interaction and intrapersonal beliefs and experiences. Within the framework of psychological research, it is important to study the interpersonal and intra-individual level of formation of stereotypes of appearance, which will complement the idea of this complex and little-studied phenomenon.
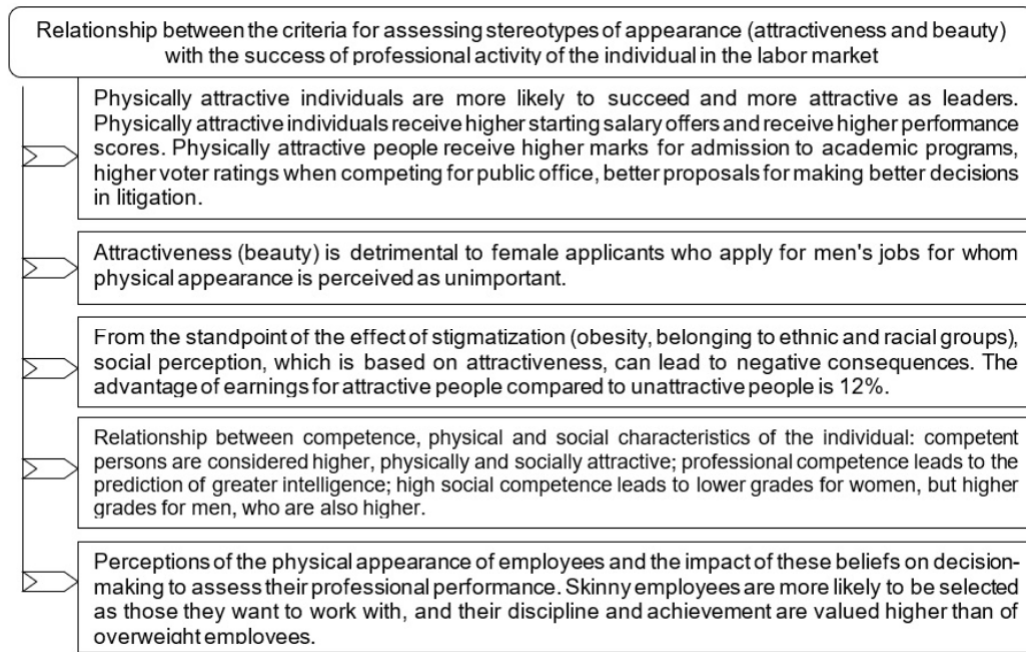
Relationship between the criteria for assessing stereotypes of appearance (attractiveness and beauty) with the success of professional activity of the individual in the labor market

> Physically attractive individuals are more likely to succeed and more attractive as leaders. Physically attractive individuals receive higher starting salary offers and receive higher performance scores. Physically attractive people receive higher marks for admission to academic programs, higher voter ratings when competing for public office, better proposals for making better decisions in litigation.

> Attractiveness (beauty) is detrimental to female applicants who apply for men's jobs for whom physical appearance is perceived as unimportant.

> From the standpoint of the effect of stigmatization (obesity, belonging to ethnic and racial groups), social perception, which is based on attractiveness, can lead to negative consequences. The advantage of earnings for attractive people compared to unattractive people is 12%.

> Relationship between competence, physical and social characteristics of the individual: competent persons are considered higher, physically and socially attractive; professional competence leads to the prediction of greater intelligence; high social competence leads to lower grades for women, but higher grades for men, who are also higher.

> Perceptions of the physical appearance of employees and the impact of these beliefs on decision-making to assess their professional performance. Skinny employees are more likely to be selected as those they want to work with, and their discipline and achievement are valued higher than of overweight employees.

Figure 3: Criteria for assessing the stereotypes of appearance (attractiveness and beauty) and their relationship with the success of professional activity in the labor market [2, 15].

Table 1: A Set of Methods for Empirical Research of Gender Stereotypes of Appearance and Socio-Psychological Factors of their Formation

Research parameters	Method	Materials
The essence and content of stereotypes of appearance, the self-esteem of one's appearance, attitude to beauty		
Stereotypes about beauty and attractiveness (attitude to beautiful people)	interrogation	Beauty Benefits Questionnaire Questionnaire "Physical signs of attractiveness and beauty".
Attitudes towards one's own appearance and discrimination	interrogation	Questionnaire "Attitude to one's own appearance".
Stereotypes about the gender identity of beautiful people	interrogation	Questionnaire "Psychological sex" to determine the level of femininity, masculinity, modification of the psychological sex of beautiful people (men and women)
Socio-psychological factors in the formation of gender stereotypes of appearance		
Personal factors		
Individual-typological features of the individual, the psychological sex of the individual	interrogation	Individual-typological personality questionnaire to determine the levels of extraversion, spontaneity, aggression, rigidity, introversion, sensitivity, anxiety, labiality; Questionnaire "Psychological sex" to determine the level of masculinity, femininity, modification of the psychological sex of the individual
Interpersonal factors		
Perceptions of gender roles, stereotypes, the identity of a woman (man)	projective method	Projective methodology "I am a man (woman)" modified version to clarify the content of gender identity, gender roles, and stereotypes.

RESULTS

Analysis of stereotypes appearance presented according to the parameters of physical signs of attractiveness and beauty. According to a survey of residents of Ukraine on socio-demographic characteristics: women – 66.7%, men – 33.3%; education of respondents: secondary 12%, bachelor's degree – 36.6%, master's degree or specialist – 51.4%; marital status: unmarried (not married) – 42.1%, married – 45.9%, divorced – 10.4%, widowed – 1.6%. Age personalities of respondents are formed in the
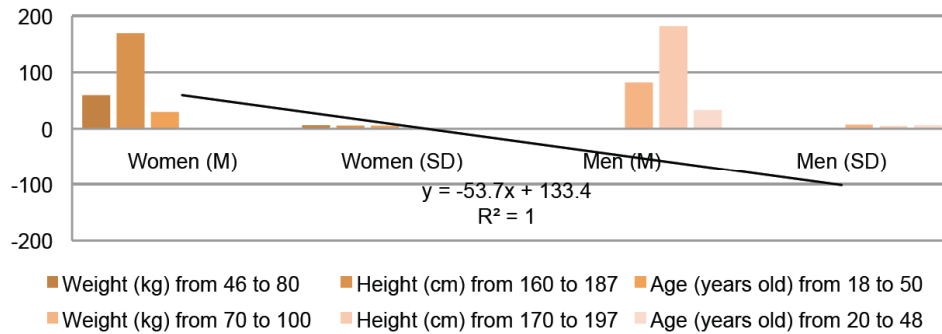
Figure 4: Physical parameters of beauty for men and women of Ukraine (68% of respondents) [25, 27].

*Note: M – mean value; SD – statistical deviation.

range from 16 to 63 years (M = 34.51, where M – mean value; SD = 11.74, where SD – statistical deviation). Most of the sample is from 22 to 47 years. It is determined that a typical respondent is more often a woman of 33-35 years old, who has a higher education and is married. Estimation of physical parameters of beauty for women and men is presented in Figure **4**.

Thus, for Ukrainian respondents, a "beautiful woman" is a person of 30 years old, has on average about 60 кg and height 170 cm; "handsome man" – age 33-34 years old, weighing about 82 kg and height on average 182 cm. These data correspond to the typical notions of attractiveness in European culture [28]. Of course, in this sense, there are gender differences: handsome men are taller, have more weight but do not differ significantly in age. If the weight of a typically handsome man is on average 20 кg greater than a woman's, the same applies to height – the difference here is on average 13 cm, then the age of men is only 2-3 years older than women. Age close to 30 – is the average indicator of human beauty, regardless of gender, according to the results of the study. The weight of beautiful women and men was divided into intervals according to the mean values and standard deviation (Figure **5**).

The data on age are interesting: 32% of respondents answered that age for a beautiful person could be any. In addition, from the results that do not meet the stereotypes, it turned out that beautiful men are two years younger (48) than beautiful women (50), although usually in the mass consciousness, female beauty is youth, and this stereotype forces women to pay more attention to preserving youth; men believe that their age, in the context of beauty, is less relevant. Men usually face stereotypes that they must protect, be physically strong. Accordingly, men with intellectual disabilities are viewed by society as having much less opportunity to protect others. On the other hand, they are much less expected to be physically attractive than women. That is, women with disabilities are assessed more negatively than men. The search for correlations (*r*) between perceptions of physical parameters of attractiveness and characteristics of respondents: their own age, gender, education, and marital status showed the following:

- the gender of the respondents has a weak inverse correlation (*r*) at the level of the trend with the age of a beautiful woman (*r* = -0.20), a beautiful man (*r* = -0.23), the height of a beautiful woman (*r* = -0.2);
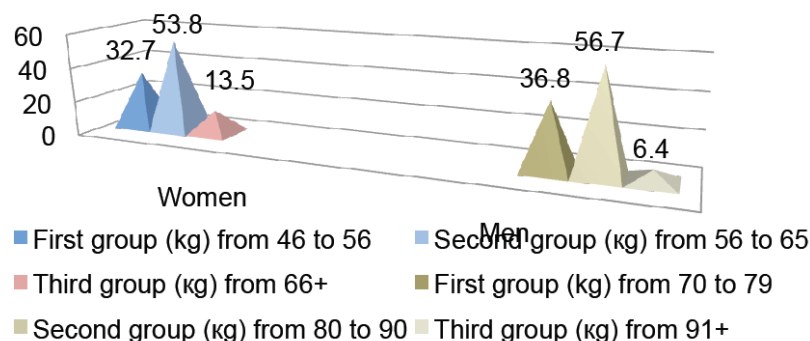

Figure 5: Weight of beautiful women and men of Ukraine (32% of respondents).

- the age of the respondents is strongly related to the age of a beautiful woman (*r* = 0.58) and a beautiful man (*r* = 0.48);

- respondents' education is related to the weight of a handsome man (*r* = 0.26) and the age of a beautiful woman (*r* = 0.25);

- the marital status of the respondents is related at the level of the trend to the weight of a handsome man (*r* = -0.18), the age of a beautiful woman (*r* = 0.22), and the age of a handsome man (*r* = 0.27).

Thus, the physical parameters of attractiveness have almost no gender differences, the exception is that men attribute younger women and men to a younger age than women, and this corresponds to gender differences in perception. For men, beauty is more associated with youth than for women. The age of the respondents is expected to have a strong correlation with the age of a beautiful woman and a man – the older the respondents, the older the age of beauty they indicate, and it approaches their age group. The maximum age of beauty was indicated for women – 50 years old and for men – 48 years old. Age of women who took part in the survey – from 16 to 63 years old (mean value is M = 33.6), age of men – from 21 to 62 years old (mean value is M = 36.2), so on average, the study involved men who were slightly older than women were. Stereotypical ideas about beauty and attractiveness (attitude to beautiful people and their opportunities) were studied using the method

of "Advantages of Beauty" (Figure **6**). Thus, external attractiveness, according to respondents, gives preference to a person, regardless of gender.

Both beautiful women and beautiful men "find it easier to make new acquaintances" and "arrange their personal lives". It is also easier for them to "realize themselves, to succeed", "to make a career, to achieve professional success", and "to start a family". Personal life, but also professional success and self-realization in the perceptions of respondents are easier to get for attractive people. At the same time, for example, "to be forgiven, to be justified ..." does not depend so much on attractiveness and is rated the lowest. In general, it can be stated that appearance and attractiveness do not give too high advantages to a person: none of the positions on average was evaluated more than 5.63 points – this is a score above average, none of the positions was evaluated with high scores (6-7 on average). Regarding gender differences in the preferences of beauty for men and women, according to the respondents, it is definitely easier for beautiful women "to receive forgiveness, to be acquitted if they were wrong or guilty" (t-test for equality of mean is *t* = 4.45).

This is probably due not only to beauty but also to gender norms regarding the requirements for the roles, psychological characteristics, and behavior of women and men. Because men are more heavily influenced by gender control, they have less opportunity to "deviate" from the norm, and one of the norms is to be successful in everything. Such requirements are much

Figure 6: Gender features of beauty benefits in the assessments of respondents in Ukraine (maximum number of points – 7).

less for women because she is stereotypically perceived as weaker. She can be "forgiven". For men, there are not only stricter requirements but also stronger penalties from gender social control [29-31]. It is also easier for beautiful women than for men to realize themselves, succeed (t-test for equality of mean is t = 2.44), feel happy (t-test for equality of mean is t = 3.83), and get approval for their actions (t = 3.85). The gender of the respondents is related to the idea that it is easier for beautiful people (women, men) to find friends: men are more inclined to think so (correlation is r = 0.26). Age differences have the following statements: young respondents believe that beautiful people find it easier to achieve the goal, while handsome men are more concerned (correlation is r = -0.22 and correlation is r = 0.32) [32-34]. Thus, the younger the respondents, the more it seems to them that it is easier for handsome men to make a career, achieve professional success (correlation is r = -0.28), and get forgiveness, be justified if they are wrong or guilty (correlation is r = -0.26). The latter statement is attributed to beautiful women [35-37].

The level of education correlates with the statement that it is easier for beautiful women to make a career

and achieve professional success (correlation is r = -0.21): the lower the level of education, the more this stereotype is inherent [38-40]. The same applies to stereotypes about handsome men: to realize themselves, to succeed (correlation is r = -0.22); make a career, achieve professional success (correlation is r = -0.23); create a family (correlation is r = -0.24); to feel happy (correlation is r = -0.26). Suppose that respondents with a lower level of education generally have more stereotypes than respondents with higher education because knowledge and education allow them to be more critical of perceptions of reality and have fewer patterns [41-43]. The marital status of the respondents is related to the opinion that beautiful people (women (-0.24), men (-0.30)) find it easier to achieve professional success and make a career, as unmarried respondents believe (0.24) [44-47]. With the help of factor analysis, the criteria were divided into five scales (Figure **7**), and their relationship with the socio-demographic characteristics of respondents was determined. The total variance of the criteria is equal to 67.44%.

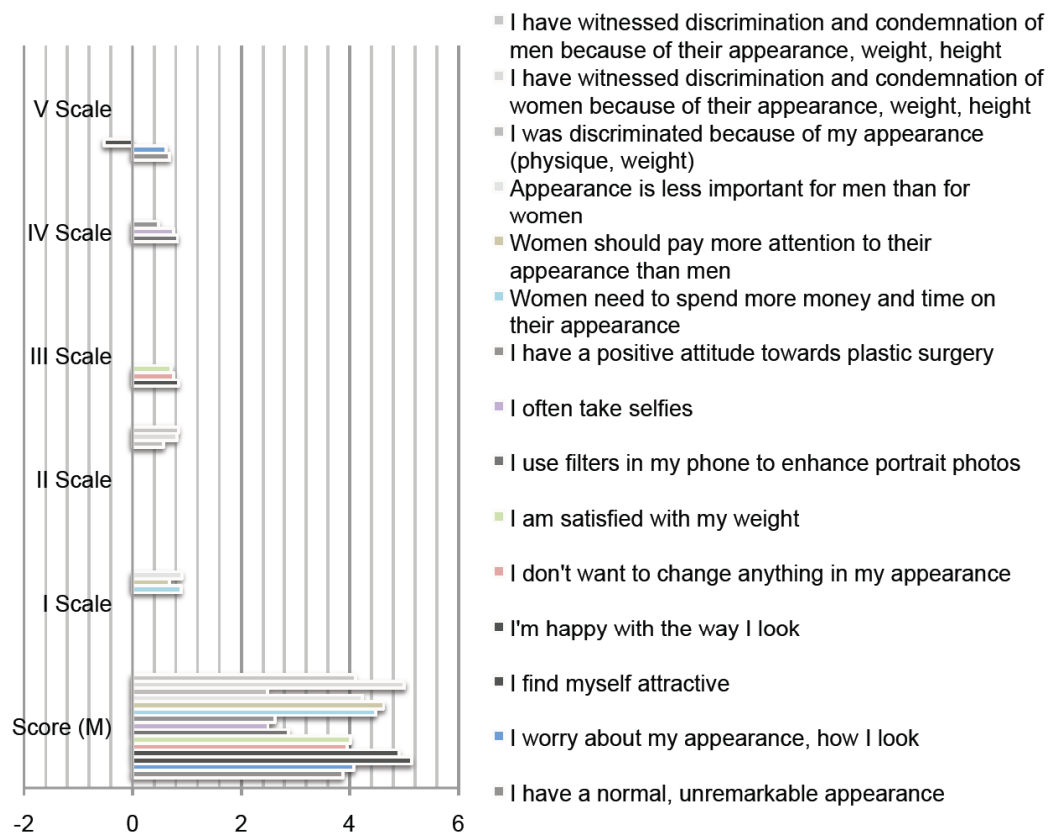The first scale, "Gender Stereotypes of Appearance", explains 20.11% of the total variance

Figure 7: Factor analysis of the criterion "Attitude to one's own appearance" according to the respondents of Ukraine (maximum number of points – 7).

and correlates the following criteria: women should spend more money and time on their own appearance (4.48); women should pay more attention to their appearance than men (4.63); for men, appearance is less important than for women (4.23). The average score on the scale is 4.45 with 7, which is an indicator above the average. This is confirmed by research [48-51]. The second scale, "Discrimination by appearance", explains 15.36% of the total variance and contains the following criteria: I was discriminated against because of my appearance (physique, weight) – 4.48; I witnessed discrimination and condemnation of women because of their appearance, weight, height – 5.01; I have witnessed discrimination and condemnation of men because of their appearance, weight, height – 4.10. The average score on this scale – 4.53, which is above average. It should be noted that discrimination based on appearance is observed quite often, as well as there is evidence that women are discriminated against more often than men. An interesting phenomenon is that, on average, men rate personal discrimination lower than 2.11, women – 2.68, but these differences are not big [52-54].

The third scale, "Satisfaction with one's appearance", explains 12.92% of the total variance and consists of the following criteria: I am satisfied with the way I look – 4.91; I do not want to change anything in my appearance – 3.95; I am satisfied with my weight – 4.01. The average score on this scale is – 4.29, which is above average [55-57]. The fourth scale, "Desire to improve appearance", explains 10% of the total variance and interconnects the criteria: I use filters in the phone to improve portrait photos – 2.88; I often take selfies – 2.50; I have a positive attitude to plastic surgery – 2.63. The average score on this scale is – 2.67, which is below average. However, the number of cosmetic procedures, modern technologies that are offered (primarily to women) is growing every year. The fifth scale, "Assessment of one's appearance", explains 9.05% of the total variance and consists of criteria: I have unremarkable appearance – 3.87; I worry about my appearance and how I look – 4.07; I find myself attractive – 5.14. Thus, respondents consider themselves quite ordinary and attractive but have some concerns about their appearance, which is not enough to interfere with their own appearance [58-60]. The average score on this scale is 4.36, which is higher than the average value of the maximum number. According to the results of the analysis of the study, differences were found in certain criteria:

1.   By gender: weak links at the trend level: discrimination on the basis of appearance

(correlation is $r = 0.17$), desire to improve one's own appearance (correlation is $r = -0.20$). That is, men may be more likely to notice or acknowledge discrimination, while women are more likely than men to want to improve their appearance. The assumption is that women do not see discrimination in the attitude to their appearance (a woman should look good, be attractive, take care of her appearance, and emphasize it – these ideas are common to many women and are successfully promoted in the media and advertising) [61-63].

2.   By age: desire to improve appearance (correlation is $r = -0.40$), assessment of one's own appearance (correlation is $r = -0.31$). That is, the younger the respondents, the more they want to improve, but evaluate their own appearance and find it more attractive. Probably with age, self-esteem increases because, according to research, self-esteem in general increases, and the self-concept of personality is a more established characteristic. Most suffer from low self-esteem in adolescence. This applies to appearance and weight–eating disorders; anorexia most often begins in adolescence. Most of those who have such disorders have not reached 25 years of age 95% of them – women. In older age, on the contrary, there is more interest in aesthetic medicine procedures, but the age of visitors usually does not exceed the limit of 50-55 years (applies to women) [64-66].

3.   By education: satisfaction with one's own appearance (correlation is $r = 0.24$), at the level of tendency discrimination by appearance (correlation is $r = -0.19$), and desire to improve one's appearance (correlation is $r = -0.16$). Thus, the higher the level of education, the greater the satisfaction and vice versa – the lower the level of education, the more information about discrimination, and the greater the desire to improve their appearance. This probability is because individuals with education have fewer stereotypes and prejudices; they have a higher socio-economic status and self-esteem. All this gives them confidence and prevents, in some way, a stereotypical attitude to reality, forming a more critical attitude [67-69].

Comparison of average values by sex showed the following differences: self-attractiveness – women

consider themselves more attractive (5.33), than men (4.75), in accordance t-test for equality of mean is $t = 2.47$, correlation is significant at the $p < 0.01$ level; however, men are more satisfied with how they look (5.26) than women (4.73), in accordance t-test for equality of mean is $t = -2.28$, correlation is significant at the $p < 0.02$ level; women (3.26) more often than men (2.11) use filters in the phone to improve portrait photos – in accordance t-test for equality of mean is $t = 3.46$, correlation is significant at the $p < 0.001$ level; women (3.73) less than men (4.85) witnessed discrimination and condemnation of men because of their appearance, weight, height – in accordance t-test for equality of mean is $t = -3.06$, correlation is significant at the $p < 0.003$ level. The next step in the study is to find the relationship between the above criteria of appearance stereotypes [70, 71]. Physical signs of attractiveness are related to psychological sex, but with the exception of one criterion – all other connections are only with the masculine psychological sex (6.6% of beautiful women and 73.2% of handsome men). That is, it mainly characterizes handsome men. Respondents who attribute more androgynous characteristics (androgynous sex) to handsome men are also more lenient with the age of beauty (older men) – correlation is $r = -0.27$.

Women with disabilities belong to two stigmatized social groups, which often leads to double stigmatization and can mean a higher level of stigma than the one faced by men with disabilities. Accordingly, stereotypes in relation to people with disabilities are combined with gender stereotypes. Thus, women with intellectual disabilities can be perceived positively as those who need care and protection. Negative stereotypes are associated with a general perception of women as those who should take care of and bring up, whereas women with disabilities are unable to fulfill traditional female gender roles. It can be said that women are usually associated with beauty, while disabled women may be associated with ugliness and unpleasantness.

It is the same but even more closely related to the age of beautiful women (correlation is $r = -0.30$). Thus, individuals who "allow" men to be less attached to their gender identity (masculine) give them more opportunities and "allow" women to be beautiful in their older age. The only parameter related to psychological sex is the weight of beautiful women, which may be higher, but respondents attribute androgynous psychological sex to both men (correlation is $r = -0.27$), and women (correlation is $r = -0.30$). Accordingly, androgenic ideas about beauty give more permission to a person to be different (by weight, age, or other physical characteristics) because androgyny is a set of different characteristics, both feminine and masculine, which allows distinguishing flexibility, self-esteem, and self-esteem. The relationship between the attitude to one's appearance and physical signs of attractiveness showed the presence of some statistically significant differences (Figure **8**). The figure does not show the following scales: "discrimination by appearance" and "satisfaction with one's appearance", as they did not give statistically significant differences [72, 73].

Thus, each scale has to do with individual physical characteristics of attractiveness: gender stereotypes directly correlate with the weight of men in equal proportions – the stronger the stereotypes, the greater the weight; men's height has the opposite tendency (more stereotypes, less height) [74-76]. The height of beautiful women is as higher as the better the assessment of their own appearance. Among the signs of attractiveness, the age of women is the most significant, which confirms the authors' assumptions about the different types of discrimination that are related to each other. The age of beautiful women is as higher as the more gender stereotypes respondents have, and vice versa. At the same time, if their own
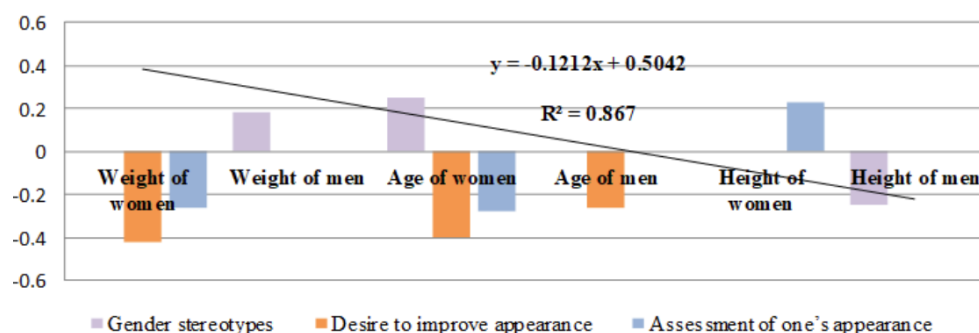

Figure 8: The relationship between the attitude to one's appearance and physical signs of the attractiveness of individuals in Ukraine.

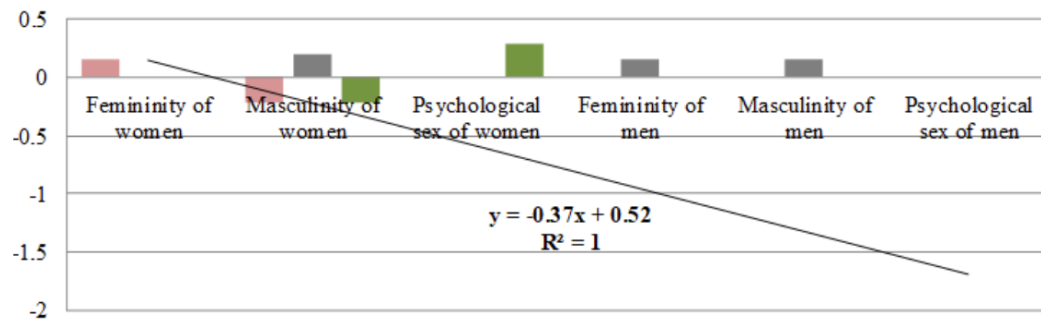$$y = -0.37x + 0.52$$
$$R^2 = 1$$

Figure 9: The relationship between the attitude to their appearance and the psychological sex of beautiful people in Ukraine.

appearance is rated higher, then the age of beautiful women is also considered younger. The age of handsome men is only related to the desire to improve their appearance. This connection is not as pronounced as in the situation of the age of beautiful women, but it is strong. Analysis of the relationship between the attitude to one's appearance and the psychological sex of beautiful people, the level of masculinity and femininity also showed some statistically significant differences. However, the scales "discrimination by appearance" and "desire to improve one's appearance" are not taken into account, as this criterion has no important connections (Figure **9**) [77].

Thus, gender stereotypes are related to the level of femininity of beautiful women: the higher the level of femininity, the more stereotypical attitudes, and vice versa – the level of masculinity of women is inversely correlated with gender stereotypes. Satisfaction with their own appearance, on the contrary, correlates with a higher level of masculinity of beautiful women. That is, if beautiful women are attributed to androgyny (the level of masculinity is high), then the satisfaction with their own appearance is higher. Identical dependence is defined in the level of femininity and masculinity of handsome men: the higher they are (this is a sign of the androgynous sex of the individual), the more satisfied the respondents are with their own appearance. The assessment of one's appearance is inversely correlated with the masculinity of beautiful women: the higher the respondents rate their appearance, the less masculinity they attribute to women. The most significant in this part of the analysis was the relationship between the assessment of their own appearance and the psychological sex of beautiful women: the higher the respondents rate their own appearance, the more they attribute the feminine sex to beautiful women. Thus, the assessment of one's appearance is related to the traditional attitude towards gender stereotypes: the femininity attributed to beautiful women is associated with more pronounced

stereotypes of respondents. In general, there are more connections with the characteristics of beautiful women than with the characteristics of handsome men. It can be assumed that here is the same reason that authors have already analyzed – appearance is more important for women, so the ties are stronger.

DISCUSSION

Appearance stereotypes have become an important socio-psychological factor that can provoke depressive states, as there is a high positive correlation between appearance satisfaction and self-satisfaction. Social evaluation through physical criteria creates a number of psychological problems because the "physical self" is an important component of the "self-concept" and one of the criteria of self-evaluation. Today, the image of the ideal body is often unattainable: 85% of women, due to biological limitations, cannot meet the standards of the physique because the modern "model" of the stereotype of appearance differs from the average woman on 23% [2, 5]. People associate the inferiority of their interpersonal relationships with the inconsistency of the external parameters of their bodies to the requirements of society. Therefore, it is often considered that the improvement of appearance is a factor that contributes to the harmonization of relations. Violation of interpersonal relations is manifested in the family sphere and in the sphere of relations with the opposite sex. At the same time, there is: dissatisfaction with one's own body; violation of self-esteem; inadequate self-perception; increasing the level of requirements; neurotization; inability to adequately experience and verbalize emotions; reduction of frustration tolerance [25, 26]. The properties of gender stereotypes coincide with the social ones because:

- Gender stereotypes are the bearer of emotional and evaluative characteristics. In addition, it should be borne in mind that this assessment reflects primarily the group of values, which is

associated with the ambivalence of ideas about the other;

- gender stereotypes are stable. However, like all social stereotypes, gender stereotypes change as social perceptions and norms change. However, it can be stated that changes in gender stereotypes are much slower than changes in social realities;

- gender stereotypes are characterized by a high degree of unity of ideas through images of masculinity and femininity, if they coincide with the majority of individuals (>70%) within social groups;

- gender stereotypes are normative. Repre-sentations have a social division between what a "real man" should be like, how a woman should behave in a given situation, and even how they should dress. In real life, men and women cannot ignore this [15].

Dissatisfaction with appearance and violations in the field of interpersonal relationships are the main motivating factors for choosing an aesthetic appearance. However, a change in appearance can only give a person additional opportunity to harmonize interpersonal relationships and improve the quality of life but is not responsible for their implementation. One of the ways to correct the impact of gender stereotypes on the life of the individual and effective social interaction is to comply with psychological conditions and factors that contribute to the change of stereotypes, which requires the development of a methodology for this approach as a phenomenon [25, 41]. A methodical approach to assessing gender stereotypes of appearance and personality allows determining the stabilization criteria of human well-being, taking into account discrimination factors, intrapersonal parameters of affective-negative perception of one's appearance and self-concept of the individual, and aesthetic perception of self-identity. The existing discrimination of appearance on the basis of standard data has a complex character of perception of stereotypes of appearance as:

- First, scientific knowledge of "appearance" is rather vague, which complicates the clear formulation of the operationalization of stereo-types. It is impossible to separate discrimination based on appearance "in general" (i.e., on any grounds) from discrimination based on purely aesthetic notions of "good-ugly". Hypothetically,

the evaluation of any characteristics of an individual's appearance can be endowed with both positive and negative connotations, taking into account age, gender, nationality [17, 48, 55];

- secondly, in the methodological sense, the multiplicity of existing criteria and ideas about beauty, the variability of situations in which stereotypes of appearance are manifested do not have a universal scale for objective evaluation of external data [5]. Therefore, the process of identification and comprehension of existing ideas and attitudes of gender stereotyping of appearance is characterized by additional methodological provisions on the multiplicity of existing criteria of "beauty" with the development of objective tools for its evaluation [39]. At the same time, other groups of gender stereotypes are related to the problem of gender discrimination and sexism, which eliminate the notions of attractiveness and beauty as the leading criteria for defining groups of stereotypes.

Social gender stereotypes are generalized, stable, simplified, schematic, emotionally colored formations that are related to social values and depend little on the empirical knowledge of social objects that are assimilated by the individual in the process of social interaction. They are characterized by integrity, the load of the erroneous component, conservatism, high resistance to transformation in the modern information society [22, 78-80]. Implicit perceptions of the individual about appearance are not the sum of perceptions of the group as a whole. In order to develop a more or less stable idea of the real appearance of individuals in the socio-psychological sense, the group must carry out constant communication in real-time (at the time of the phenomenon's emergence). In other cases, there may be problems with an objective and collective perceptions of the individual and attitudes towards him. Social thought from the very beginning of its existence as a collective form of mental activity was not the product of a group discussion of anything. The basis of social thought is the attitude to the already finished element of the picture of appearance and the spread of this stereotype to most community members. It should be noted that the basis of the picture of the world of the individual is the experience he receives from the environment [6, 81]. Experience is what remains for the average person in the process of interacting with the world.

However, since marital status correlates with age (older respondents are usually married (married or divorced)), it is probably still related to age. It is proposed, based on the developed methodology for assessing the criteria for improving the attitude of respondents to their own appearance, to determine the level of their self-esteem, satisfaction with appearance, awareness of gender differences in appearance, and desire to improve their appearance in case of discrimination [47-49]. Representation of people with disabilities is a huge problem. Thus, in the media, women with disabilities are portrayed as victims or as strong exceptional personalities, while they rarely appear in ordinary roles. This leads to the fact that people do not see women with disabilities as ordinary people who participate in everyday life in the same way as people without disabilities. Often, even public service announcements stereotype women with disabilities, portraying them as those in need of help and care [48].

CONCLUSIONS

Not everything a person meets is reflected in his consciousness, so the picture of the world is not the result of what has happened in a person's life but what has remained after interaction with it. In each case, a person decides for himself how events and phenomena that are in the field of perception or in which he is directly involved will enter his picture of the world. Therefore, the formation of modern socio-psychological criteria of gender stereotypes of appearance is an experience in the accumulation of individual knowledge about beauty and self-image.

Thus, prevention and overcoming of gender stereotypes of appearance, discrimination, and sexism is a group gender-oriented technology related to the psychological work of individuals, which through interactive methods of modeling the interaction of individuals allows forming and systematizing ideas about appearance and discrimination practices, related to them, assess the specifics of their formation, identify resources to overcome the negative impact of gender stereotyping. The group form of psychological care makes it possible to determine the effectiveness of gender-oriented technologies using training that simulates a system of social relationships and relationships between individuals, which allows getting an unbiased view of different social groups. As for gender stereotypes in the social group of people with disabilities, they are not always associated with negative characteristics. At the same time, people with disabilities were associated with dependence, with women being considered more dependent and weaker.

The authors developed and implemented a methodology for assessing the criteria for improving the attitude of respondents to their own appearance by determining the level of self-esteem, satisfaction with appearance, awareness of gender differences in appearance, and the desire to improve their own appearance in case of discrimination. It can be concluded that the training form of psychological assistance facilitates the processes of self-disclosure, cognition, and research of oneself and others, which contributes to the formation of a positive, harmonious image of oneself and others. In addition, this technology encourages participants to observe the different reactions of other participants to their behavior, allows them to see more widely their own cognitive attitudes, prejudices, patterns of perception, automatic thoughts, which are often associated with stereotypes, to see common and different. The training provides participants with the opportunity to share experiences and learn from the experiences of other participants – it is an additional opportunity for self-improvement, personal development, deprivation of stereotypes, and forms the ability to resist the pressure of stereotypes on the individual, teaches anti-discrimination skills and resistance to sexism.

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