

Abstract

The present study aimed to inquire the relationship between self-objectification, colorism and social appearance anxiety in youth. It also intended to find out the predictors for social appearance anxiety and to explore the gender differences. The number of participants in these study were (N = 243) with age range from 15-25 years. The sample consisted of 122 female participants and 121 male participants. Research design used in this study was correlational research design. Purposive and snowball sampling strategy was used for sample recruitment. The tools used in this study to collect the data were Social Appearance Anxiety Scale (Hart et al., 2008), Self-Objectification Questionnaire (Noll & Fredrickson, 1998) and the In-Group Colorism Scale (Harvey, Tennial, & Banks, 2017). The statistical analysis used in this study were Pearson Product Moment Correlation, Linear Regression, Independent Sample T-Test and ANOVA. The findings of Pearson correlation showed that there is a significant positive correlation between colorism and social appearance anxiety and also between self-objectification and social appearance anxiety. The regression analysis showed that colorism and self-objectification positively predict social appearance anxiety. The T-test analysis revealed that rate of self-objectification, colorism and social appearance anxiety were higher in female than male; and in unmarried than married youth. Results of ANOVA revealed significant mean differences in socioeconomic status and residence area on social appearance anxiety. This study adds to the literature of self-objectification, colorism and social appearance anxiety, and it is the first research that is conducted to investigate the impact of self-objectification and colorism on social appearance anxiety among Pakistani youth. These issues triggers psychological problems so this study will assess the effect of these variables on the mental health of individuals and help researchers to formulate an intervention or counseling plan regarding these issues.

Keywords: social appearance anxiety, colorism, self-objectification