

## ORIGINAL ARTICLE

# Behind Body Shaming and Colorism: Unveiling the Psychosocial Variations through Body Shapes and Skin Tones

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## Abstract

**Background:** The pursuit of physical attractiveness is universal across cultures and driven by the desire to avoid the detrimental psychosocial consequences of body shaming and colorism. Previous research on body dissatisfaction has focused primarily on anxiety. The aim of the present study was to explore the impact of body shape and skin tone on sociality, emotionality, morality, religiosity, spirituality, personality, psychosocial wellness, and psychosocial illness.

**Methods:** The study was a large-scale nationwide investigation. It involved 14 phases in which a total of 10,127 participants, comprising both men and women, were recruited from Pakistan and Bahrain. Body shape was classified into three categories: muscular/curved, fat/chubby, and slim/thin. Skin tones were categorized as fairly white, pale white, light brown, and dark brown. The data were collected using demographic questionnaires and 21 psychological scales.

**Results:** Muscular men and curvy women exhibited elevated self-esteem, positive emotions, and virtuous traits, albeit with reduced forgiveness levels. Curvy women demonstrated heightened engagement in beautification practices. Fat/chubby individuals showcased heightened religious intelligence but also endorsed traits like infidelity, neuroticism, and anxiety. They displayed deficits in social intelligence and hope. Slim/thin counterparts displayed creativity but also higher levels of charismaphobia. Fairly white individuals showcased self-esteem, creativity, and love capacity, yet reported sexual frustration. Pale white individuals displayed traits like heterosexuality, neuroticism, and charismaphobia, with low courage and teamwork. Light brown individuals exhibited justice, social intelligence, and humor, alongside charismaphobia. Dark brown individuals demonstrated prudence but attitudes toward infidelity, with low transcendence and openness.

**Conclusion:** The study offers new insights into the complex connections of body shapes and skin tones with various psychosocial factors, marking a significant contribution to scientific knowledge. The findings of this study would enable psychologists, psychiatrists, cosmetic-dermatologists, and other relevant practitioners to adequately associate different aspects of psychology with different body shapes and skin tones.

**Keywords:** Attractiveness, beauty, body shaming, body shape, colorism, skin tone.

□ NOTE: Please verify and correct in-text citation formatting (e.g., use [1], [22–24]).

## 1. INTRODUCTION

The concept of beauty is a timeless aspect of human culture, that is observed across diverse societies worldwide [1]. Beauty is a quality within an object that evokes a pleasurable experience in the observer, indicating that anything can be beautiful if it pleases the senses [2]. Within the framework of psychology, beauty has been viewed differently. The evolutionary viewpoint emphasizes the role of certain physical attributes that result in social recognition, aligning with the principle 'survival of the fittest' [3]. These attributes, particularly those related to human reproduction, create physical attraction, and can lead to reproductive and sexual activities [4]. Social psychologists broaden the context, asserting that beauty, especially for women, holds significant importance in social recognition, linking to positive traits such as intelligence, social competence, friendliness, likeability, and leadership skills [5]. Beauty is also perceived in terms of inner qualities and essence, suggesting an intricate connection between facial and inner beauty [6–8].

□ SUGGESTION: Consider splitting the following sentence to improve clarity and flow.

Culturally defined standards of beauty and attractiveness exhibit considerable variation, evolving over time. Historical trends reveal shifting ideals, from the preference for fuller figures in the fifteenth to eighteenth centuries to the demand for athletic bodies in the early twentieth century [9,10]. Contemporary expectations differ for men and women. Almost all men are expected to be physically and socioeconomically strong in attracting women [11–18]. Specific beauty standards for women

vary globally and are influenced by cultural norms and ecological conditions [12,13,16,19–21]. Preferences related to facial features, body shape, skin color, and adiposity further underscore the complexity of beauty ideals [1,22–24]. The media also plays a crucial role in shaping these ideals [25–27].

Body shaming and colorism are pervasive issues that have significant psychological consequences for individuals. Social appreciation is an integral part of overall psychosocial health [28,29]. Body shaming refers to the act of negatively judging and criticizing someone's body, often based on appearance, size, weight, or shape. On the other hand, colorism is a form of discrimination that favors lighter skin tones over darker ones, often within the same racial or ethnic group. Both phenomena can lead to profound psychological impacts, affecting self-esteem, body image, and overall mental well-being. Individuals subjected to such criticism often experience heightened levels of stress and anxiety. Constant negative remarks about one's body can lead to body dissatisfaction, which in turn can contribute to the development of eating disorders, depression, and low self-esteem [30]. Research has shown that body shaming can also lead to social withdrawal, as individuals may avoid social situations to evade judgment and criticism, further exacerbating feelings of isolation and loneliness [31,32]. Additionally, colorism can have detrimental effects on mental health. People experiencing colorism may internalize societal biases, leading to feelings of inadequacy and self-hate [33]. Lighter-skinned individuals might develop a superiority complex, while darker-skinned individuals often face social exclusion and discrimination, leading to lower self-esteem and a diminished sense of self-worth [34]. Colorism can also perpetuate stereotypes and prejudice,

contributing to a hostile social environment and hindering interpersonal relationships. Physical attractiveness, therefore, serves as a fundamental human characteristic that influences various psychosocial attributes [4]. Attractive individuals enjoy societal acceptance and are perceived as more positive, intelligent, helpful, friendly, and less likely to engage in criminal activities [35,36]. These perceptions extend to employment opportunities, wages, and even dating preferences, illustrating the pervasive impact of physical attractiveness on social interactions [37–45]. Women often conform to societal beauty standards, associating their attractiveness with social recognition [12,46].

Research on the psychological aspects of beauty and attraction has been limited to investigating the adverse effects of body shaming on mental health [30,47,48] such as body dissatisfaction [31,49] and charismaphobia [50,51]. The objective of the present study was to explore body shapes and skin tones with aspects other than anxiety or mental disorders. The study involved 14 consecutive phases in which the associations of body-shape and skin-tone were explored with sociality (social intelligence, & social engagement), emotionality (emotional intelligence, positive emotional effects, & negative emotional effects), sexuality (sexual intelligence, sexual frustration, infidelity, romantic readiness, body-esteem, & sexual orientation i.e. heterosexuality, homosexuality, bisexuality), morality (moral intelligence, virtues and character strengths i.e. wisdom and knowledge, courage, humanity, justice, temperance, transcendence, creativity, curiosity, judgment and open mindedness, love of learning, perspective, bravery, perseverance, honesty, zest, capacity to love and be loved, kindness, social intelligence, teamwork, fairness, leadership, forgiveness and mercy,

modesty and humility, prudence, self-regulation, appreciation of beauty & excellence, gratitude, hope, humor, religiousness and spirituality), religiosity (religious intelligence), spirituality (spiritual intelligence), personality (big-five personality traits, veiling, & beautification i.e. tattooing, body piercing, jewelry, makeup, perfume), psychosocial wellness (psychosocial health, life satisfaction, & self-esteem), and psychosocial illness (depression, anxiety, stress, generalized anxiety disorder, obsessive-compulsive disorder, narcissistic personality disorder, & charismaphobia).

## 2. METHODS

The present study was exploratory in nature. It was carried out in 14 phases to explore the variables discussed earlier.

### 2.1 Participants

The series of 14 phases involved 10,127 conveniently selected participants from Pakistan and Bahrain. The participants included men (3524), women (5420), married (4049), unmarried (6078), muscular/curvy (3627), fat/chubby (2705), slim/thin (3795), fairly white (2190), pale white (3884), light brown (2580), and dark brown (1473). The age of the participants ranged between 16 and 85 years with a mean age of 28 years. Further details on the participants for each of the 14 studies can be found in tables 1 and 2.

### 2.2 The Instruments

The instruments used in the studies included emotional intelligence scale [52], social intelligence scale [53], sexual intelligence scale [54], religious, moral and spiritual intelligence scale [55], the multidimensional scale of sexuality [56], big-5 inventory [57], character strengths rating form [58], positive & negative affect schedule [59], charismaphobia scale [51], depression, anxiety, and stress scale [60], the GAD-7 [61], the obsessive-compulsive

inventory [62], narcissistic personality inventory [63], sexual frustration scale [64], satisfaction with life scale [65], self-esteem scale [66], body-esteem scale [67], attitudes towards infidelity scale [68], extramarital sexual permissiveness scale [69], extramarital behavioral intentions scale [70], and romantic

readiness scale [71]. All the scales used in the study were declared reliable and valid by their developers. The studies also used demographic information questionnaires to obtain information on age, marital status, body-shape, skin-tone, veiling, tattooing, body piercing, wearing jewelry, makeup, and perfume.

**Table 1: Psychosocial factors with a summary of the significantly higher scores based on body-shape and skin-tone**

| Psychosocial Factors               | Significantly Higher Scores |                     | Significantly Lower Scores |              |
|------------------------------------|-----------------------------|---------------------|----------------------------|--------------|
|                                    | Body-Shape                  | Skin-Tone           | Body-Shape                 | Skin-Tone    |
| SOCIALITY                          |                             |                     |                            |              |
| Social Intelligence                |                             |                     | Fat/Chubby                 |              |
| Social Engagement                  |                             |                     |                            |              |
| EMOTIONALITY                       |                             |                     |                            |              |
| Emotional Intelligence             |                             |                     |                            |              |
| Positive Emotional Effects         | Muscular/Curvy              |                     |                            |              |
| Negative Emotional Effects         |                             | Dark Brown          |                            |              |
| SEXUALITY                          |                             |                     |                            |              |
| Sexual Intelligence                |                             |                     |                            |              |
| Body-Esteem                        | Muscular/Curvy              | Fairly White        |                            |              |
| Sexual Frustration                 |                             | Fairly White        |                            |              |
| Heterosexuality                    |                             | Pale White          |                            |              |
| Homosexuality                      |                             | Dark Brown          |                            |              |
| Bisexuality                        |                             | Dark Brown          |                            |              |
| Attitudes toward Infidelity        | Fat/Chubby                  | Dark Brown          |                            |              |
| Extramarital Behavioral Intentions | Fat/Chubby                  | Light & Dark Brown  |                            |              |
| Extramarital Sexual Permissiveness | Fat/Chubby                  | Dark Brown          |                            |              |
| Romantic Readiness                 |                             |                     |                            |              |
| MORALITY                           |                             |                     |                            |              |
| Moral Intelligence                 |                             |                     |                            |              |
| Wisdom and Knowledge               |                             |                     |                            |              |
| Courage                            |                             |                     |                            | Pale White   |
| Humanity                           |                             |                     |                            |              |
| Justice                            | Muscular/Curvy              | Light Brown         |                            |              |
| Temperance                         | Muscular/Curvy              |                     |                            |              |
| Transcendence                      | Slim/Thin                   |                     |                            | Dark Brown   |
| Creativity                         | Slim/Thin                   | Fairly White        |                            |              |
| Curiosity                          |                             |                     |                            |              |
| Judgment and Open mindedness       |                             |                     |                            |              |
| Love of learning                   | Slim/Thin                   |                     |                            |              |
| Perspective                        |                             | Light Brown         | Fat/Chubby                 |              |
| Bravery                            |                             | Light & Dark Brown  | Fat/Chubby                 |              |
| Perseverance                       |                             |                     |                            |              |
| Honesty                            |                             |                     | Fat/Chubby                 |              |
| Zest                               |                             |                     |                            |              |
| Capacity to love and be loved      | Slim/Thin                   | Fairly & Pale White |                            |              |
| Kindness                           |                             |                     |                            |              |
| Social Intelligence                | Muscular/Curvy              | Light Brown         |                            |              |
| Teamwork                           |                             |                     | Fat/Chubby                 | Pale White   |
| Fairness                           |                             |                     | Fat/Chubby                 |              |
| Leadership                         |                             |                     | Fat/Chubby                 | Fairly White |

| Psychosocial Factors                | Significantly Higher Scores |                            | Significantly Lower Scores |            |
|-------------------------------------|-----------------------------|----------------------------|----------------------------|------------|
|                                     | Body-Shape                  | Skin-Tone                  | Body-Shape                 | Skin-Tone  |
| Forgiveness and Mercy               |                             | Fairly & Pale White        | Muscular/Curvy             |            |
| Modesty and Humility                |                             |                            |                            |            |
| Prudence                            | Muscular/Curvy              | Dark Brown                 |                            |            |
| Self-regulation                     |                             |                            |                            |            |
| Appreciation of beauty & excellence |                             | Fairly White               |                            |            |
| Gratitude                           |                             |                            |                            |            |
| Hope                                |                             |                            | Fat/Chubby                 |            |
| Humor                               |                             | Light Brown                |                            |            |
| Religiousness and spirituality      |                             | Light Brown                |                            |            |
|                                     |                             |                            |                            |            |
| RELIGIOSITY                         |                             |                            |                            |            |
| Religious Intelligence              | Fat/Chubby                  |                            |                            |            |
|                                     |                             |                            |                            |            |
| SPIRITUALITY                        |                             |                            |                            |            |
| Spiritual Intelligence              |                             |                            |                            |            |
|                                     |                             |                            |                            |            |
| PERSONALITY                         |                             |                            |                            |            |
| Extraversion                        |                             | Fairly White               |                            |            |
| Agreeableness                       |                             | Light & Dark Brown         |                            |            |
| Conscientiousness                   | Slim/Thin                   | Dark Brown                 |                            |            |
| Neuroticism                         | Fat/Chubby                  | Pale White & Light Brown   |                            |            |
| Openness                            |                             |                            |                            | Dark Brown |
| Tattooing                           |                             |                            |                            |            |
| Body piercing (women only)          | Curvy                       |                            |                            |            |
| Jewelry (women only)                | Curvy                       | Fairly White & Light Brown |                            |            |
| Makeup (women only)                 |                             |                            |                            |            |
| Perfume (women only)                | Curvy                       |                            |                            |            |
| Veiling (women only)                |                             |                            |                            |            |
|                                     |                             |                            |                            |            |
| PSYCHOSOCIAL WELLNESS               |                             |                            |                            |            |
| Psychosocial Health                 |                             |                            |                            |            |
| Life Satisfaction                   |                             |                            |                            |            |
| Self-Esteem                         | Muscular/Curvy              | Fairly White               |                            |            |
|                                     |                             |                            |                            |            |
| PSYCHOSOCIAL ILLNESS                |                             |                            |                            |            |
| Depression                          |                             |                            |                            |            |
| Anxiety                             |                             |                            |                            |            |
| Stress                              |                             | Pale White                 |                            |            |
| Charismaphobia                      | Slim/Thin                   | Light Brown                |                            |            |
| Generalized Anxiety Disorder        | Fat/Chubby                  |                            |                            |            |
| Obsessive-Compulsive Disorder       |                             |                            |                            |            |
| Narcissistic Personality Disorder   |                             |                            |                            |            |

Notes: The body-shapes and skin-tones mentioned against each variable represent the significantly higher scores as compared to their counterparts. Empty spaces mean no significant variations found.

**Table 2: Variations based on body-shape**

| Variable                                                                                                                                    | $\alpha$ | Muscular / Curvy |        |              | Fat / Chubby |        |              | Slim / Thin |        |       | $f$   | $p$          | $\eta^2$ |
|---------------------------------------------------------------------------------------------------------------------------------------------|----------|------------------|--------|--------------|--------------|--------|--------------|-------------|--------|-------|-------|--------------|----------|
|                                                                                                                                             |          | M                | SD     | %            | M            | SD     | %            | M           | SD     | %     |       |              |          |
| STUDY 1 (N=953; Men=364; Women=589; Married=55; Unmarried=898; Age=16-80, $\bar{x}$ =21; Muscular/Curvy=318; Fat/Chubby=108; Slim/Thin=527) |          |                  |        |              |              |        |              |             |        |       |       |              |          |
| Social Intelligence                                                                                                                         | .748     | 38.230           | 8.060  | 68.27        | 36.620       | 8.519  | <b>65.39</b> | 38.805      | 7.545  | 69.29 | 3.555 | <b>0.029</b> | 0.003    |
| Emotional Intelligence                                                                                                                      | .748     | 67.774           | 13.158 | 64.55        | 66.102       | 13.648 | 62.95        | 68.123      | 11.426 | 64.88 | 1.213 | 0.298        | -        |
| Positive Emotional Effects                                                                                                                  | .716     | 31.484           | 9.194  | <b>62.97</b> | 29.528       | 10.042 | 59.06        | 29.461      | 9.184  | 58.92 | 4.973 | <b>0.007</b> | 0.010    |
| Negative Emotional Effects                                                                                                                  | .788     | 25.626           | 10.312 | 51.25        | 27.676       | 11.204 | 55.35        | 26.192      | 9.885  | 52.38 | 1.636 | 0.195        | -        |
| STUDY 2 (N=140; Men=85; Women=55; Married=83; Unmarried=57; Age=16-80, $\bar{x}$ =39; Muscular/Curvy=49; Fat/Chubby=39; Slim/Thin=52)       |          |                  |        |              |              |        |              |             |        |       |       |              |          |
| Religious Intelligence                                                                                                                      | .822     | 62.592           | 4.444  | 89.42        | 65.308       | 4.187  | <b>93.30</b> | 62.808      | 5.084  | 89.73 | 4.487 | <b>0.013</b> | 0.061    |
| Spiritual Intelligence                                                                                                                      | .734     | 34.082           | 3.780  | 81.15        | 35.897       | 3.424  | 85.47        | 34.385      | 3.861  | 81.87 | 2.891 | 0.059        | -        |
| Moral Intelligence                                                                                                                          | .780     | 24.204           | 1.871  | 86.44        | 24.154       | 2.466  | 86.26        | 24.039      | 2.497  | 85.85 | 0.069 | 0.933        | -        |

| Variable                                                                                                                                           | $\alpha$ | Muscular / Curvy |        |       | Fat / Chubby |        |       | Slim / Thin |        |       | $f$    | $p$   | $\eta^2$ |
|----------------------------------------------------------------------------------------------------------------------------------------------------|----------|------------------|--------|-------|--------------|--------|-------|-------------|--------|-------|--------|-------|----------|
|                                                                                                                                                    |          | M                | SD     | %     | M            | SD     | %     | M           | SD     | %     |        |       |          |
| STUDY 3 (N=168; Men=76; Women=92; Married=73; Unmarried=95; Age=16-80, $\bar{x}$ =33; Muscular/Curvy=64; Fat/Chubby=37; Slim/Thin=67)              |          |                  |        |       |              |        |       |             |        |       |        |       |          |
| Life Satisfaction                                                                                                                                  | .856     | 22.750           | 6.053  | 65.00 | 20.784       | 6.705  | 59.38 | 22.574      | 6.919  | 64.50 | 1.194  | 0.305 | -        |
| STUDY 4 (N=385; Men=0; Women=385; Married=87; Unmarried=298; Age=17-49, $\bar{x}$ =25; Muscular/Curvy=158; Fat/Chubby=101; Slim/Thin=126)          |          |                  |        |       |              |        |       |             |        |       |        |       |          |
| Sexual Intelligence                                                                                                                                | .859     | 38.949           | 8.541  | 69.55 | 35.574       | 9.308  | 63.53 | 35.976      | 9.343  | 64.24 | 1.194  | 0.305 | -        |
| Sexual Frustration                                                                                                                                 | .940     | 16.671           | 8.188  | 41.68 | 13.911       | 7.151  | 34.78 | 13.897      | 6.251  | 34.74 | 1.194  | 0.305 | -        |
| Heterosexuality                                                                                                                                    | .845     | 2.456            | 1.917  | 49.12 | 3.257        | 1.747  | 65.14 | 2.722       | 1.991  | 54.44 | 2.891  | 0.059 | -        |
| Homosexuality                                                                                                                                      | .874     | 0.570            | 1.361  | 11.40 | 0.297        | 0.922  | 5.94  | 0.405       | 1.037  | 8.10  | 0.069  | 0.933 | -        |
| Bisexuality                                                                                                                                        | .882     | 0.715            | 1.437  | 14.30 | 0.624        | 1.392  | 12.48 | 0.460       | 1.184  | 9.20  | 0.518  | 0.597 | -        |
| Tattooing                                                                                                                                          | -        | 2.089            | 0.726  | 52.23 | 2.000        | 0.663  | 50.00 | 2.111       | 0.596  | 52.78 | 0.848  | 0.429 | -        |
| Body piercing                                                                                                                                      | -        | 2.070            | 1.041  | 51.75 | 1.554        | 0.985  | 38.85 | 1.913       | 1.081  | 47.83 | 7.634  | 0.001 | 0.038    |
| Jewelry                                                                                                                                            | -        | 2.722            | 0.851  | 68.05 | 2.327        | 0.763  | 58.18 | 2.579       | 0.852  | 64.48 | 6.991  | 0.001 | 0.035    |
| Makeup                                                                                                                                             | -        | 2.620            | 0.826  | 65.50 | 2.406        | 0.815  | 60.15 | 2.468       | 0.756  | 61.70 | 2.516  | 0.082 | -        |
| Perfume                                                                                                                                            | -        | 3.462            | 0.771  | 86.55 | 3.277        | 0.814  | 81.93 | 3.159       | 0.843  | 78.98 | 5.104  | 0.006 | 0.026    |
| STUDY 5 (N=324; Men=31; Women=293; Married=60; Unmarried=264; Age=16-62, $\bar{x}$ =24; Muscular/Curvy=102; Fat/Chubby=80; Slim/Thin=142)          |          |                  |        |       |              |        |       |             |        |       |        |       |          |
| Psychosocial Health                                                                                                                                | .742     | 86.128           | 6.986  | 71.77 | 84.813       | 7.368  | 70.68 | 86.085      | 6.877  | 71.74 | 1.014  | 0.364 | -        |
| Depression                                                                                                                                         | .940     | 31.657           | 11.225 | 56.53 | 33.088       | 12.378 | 59.09 | 30.711      | 11.654 | 54.84 | 1.057  | 0.349 | -        |
| Anxiety                                                                                                                                            | .929     | 26.255           | 9.564  | 46.88 | 28.288       | 11.807 | 50.51 | 25.359      | 10.274 | 45.28 | 2.013  | 0.135 | -        |
| Stress                                                                                                                                             | .952     | 33.637           | 11.262 | 60.07 | 35.125       | 13.079 | 62.72 | 32.099      | 12.594 | 57.32 | 1.591  | 0.205 | -        |
| STUDY 6 (N=2920; Men=1080; Women=657; Married=1094; Unmarried=1826; Age=16-75, $\bar{x}$ =28; Muscular/Curvy=1021; Fat/Chubby=1007; Slim/Thin=892) |          |                  |        |       |              |        |       |             |        |       |        |       |          |
| Charismaphobia                                                                                                                                     | .937     | 64.449           | 19.258 | 67.84 | 57.600       | 18.119 | 60.63 | 67.284      | 17.632 | 70.83 | 70.840 | 0.000 | 0.046    |
| Self-Exhibition                                                                                                                                    | .832     | 10.744           | 3.496  | 71.63 | 9.592        | 3.607  | 63.95 | 10.855      | 3.222  | 72.37 | 40.346 | 0.000 | 0.027    |
| Narcissistic Trends                                                                                                                                | .771     | 9.785            | 3.358  | 65.23 | 8.954        | 3.515  | 59.69 | 10.119      | 3.148  | 67.46 | 30.929 | 0.000 | 0.021    |
| Media Consumption                                                                                                                                  | .902     | 17.398           | 6.443  | 69.59 | 15.710       | 6.484  | 62.84 | 18.231      | 6.232  | 72.92 | 38.827 | 0.000 | 0.026    |
| Charismaphobic Anxiety                                                                                                                             | .957     | 26.522           | 10.694 | 66.31 | 23.344       | 10.034 | 58.36 | 28.079      | 9.757  | 70.20 | 53.999 | 0.000 | 0.036    |
| STUDY 7 (N=1003; Men=77; Women=926; Married=315; Unmarried=688; Age=16-69, $\bar{x}$ =25; Muscular/Curvy=367; Fat/Chubby=332; Slim/Thin=304)       |          |                  |        |       |              |        |       |             |        |       |        |       |          |
| Generalized Anxiety Disorder                                                                                                                       | .873     | 9.267            | 5.624  | 44.13 | 11.012       | 5.878  | 52.44 | 9.934       | 5.616  | 47.30 | 8.233  | 0.000 | 0.016    |
| Obsessive-Compulsive Disorder                                                                                                                      | .887     | 27.332           | 13.714 | 37.96 | 28.892       | 13.562 | 40.13 | 27.849      | 14.001 | 38.68 | 1.148  | 0.318 | -        |
| Narcissistic Personality Disorder                                                                                                                  | .654     | 3.534            | 2.570  | 22.09 | 3.572        | 2.569  | 22.33 | 3.309       | 2.567  | 20.68 | 0.967  | 0.381 | -        |
| STUDY 8 (N=879; Men=261; Women=618; Married=293; Unmarried=586; Age=17-75, $\bar{x}$ =32; Muscular/Curvy=422; Fat/Chubby=130; Slim/Thin=327)       |          |                  |        |       |              |        |       |             |        |       |        |       |          |
| Self-Esteem                                                                                                                                        | .846     | 25.297           | 6.824  | 63.24 | 21.669       | 5.428  | 54.17 | 21.309      | 6.379  | 53.27 | 39.704 | 0.000 | 0.083    |
| Body-Esteem                                                                                                                                        | .925     | 132.059          | 18.194 | 80.04 | 120.323      | 17.935 | 72.92 | 126.274     | 16.439 | 76.53 | 25.346 | 0.000 | 0.055    |
| STUDY 9 (N=555; Men=138; Women=417; Married=101; Unmarried=454; Age=16-60, $\bar{x}$ =23; Muscular/Curvy=113; Fat/Chubby=142; Slim/Thin=300)       |          |                  |        |       |              |        |       |             |        |       |        |       |          |
| Extraversion                                                                                                                                       | .715     | 23.805           | 4.217  | 59.51 | 24.092       | 5.220  | 60.23 | 24.339      | 5.403  | 60.85 | 0.463  | 0.630 | -        |
| Agreeableness                                                                                                                                      | .772     | 33.221           | 3.979  | 73.82 | 33.416       | 3.774  | 74.26 | 33.556      | 4.340  | 74.57 | 0.275  | 0.759 | -        |
| Conscientiousness                                                                                                                                  | .773     | 28.443           | 3.349  | 63.21 | 28.759       | 3.902  | 63.91 | 29.637      | 4.408  | 65.86 | 4.463  | 0.012 | 0.016    |
| Neuroticism                                                                                                                                        | .758     | 28.142           | 5.149  | 70.36 | 29.007       | 5.388  | 72.52 | 27.423      | 5.626  | 68.56 | 4.103  | 0.017 | 0.015    |
| Openness                                                                                                                                           | .750     | 35.571           | 4.429  | 71.14 | 35.021       | 3.596  | 70.04 | 35.555      | 3.347  | 71.11 | 1.148  | 0.318 | -        |
| STUDY 10 (N=278; Men=139; Women=139; Married=278; Unmarried=0; Age=18-62, $\bar{x}$ =34; Muscular/Curvy=147; Fat/Chubby=18; Slim/Thin=113)         |          |                  |        |       |              |        |       |             |        |       |        |       |          |
| Wisdom and Knowledge                                                                                                                               | .867     | 25.320           | 7.914  | 56.27 | 23.780       | 9.735  | 52.84 | 27.160      | 7.113  | 60.36 | 2.583  | 0.077 | -        |
| Courage                                                                                                                                            | .883     | 20.380           | 7.342  | 56.61 | 16.940       | 6.949  | 47.06 | 20.750      | 5.672  | 57.64 | 2.536  | 0.081 | -        |
| Humanity                                                                                                                                           | .820     | 16.070           | 5.454  | 59.52 | 14.560       | 6.455  | 53.93 | 16.880      | 4.284  | 62.52 | 1.952  | 0.144 | -        |
| Justice                                                                                                                                            | .750     | 16.560           | 4.484  | 61.33 | 13.440       | 3.222  | 49.78 | 15.730      | 3.328  | 58.26 | 5.458  | 0.005 | 0.038    |
| Temperance                                                                                                                                         | .700     | 24.150           | 2.487  | 67.08 | 22.330       | 2.567  | 62.03 | 23.900      | 2.427  | 66.39 | 4.357  | 0.014 | 0.031    |
| Transcendence                                                                                                                                      | .741     | 32.690           | 3.434  | 72.64 | 30.500       | 6.465  | 67.78 | 33.110      | 2.923  | 73.58 | 4.290  | 0.015 | 0.030    |
| Creativity                                                                                                                                         | -        | 4.390            | 2.182  | 62.71 | 4.890        | 2.867  | 69.86 | 5.520       | 2.163  | 78.86 | 8.319  | 0.000 | 0.057    |
| Curiosity                                                                                                                                          | -        | 5.360            | 1.696  | 76.57 | 5.220        | 1.768  | 74.57 | 5.680       | 1.733  | 81.14 | 1.338  | 0.264 | -        |
| Judgment and Open mindedness                                                                                                                       | -        | 5.410            | 1.759  | 77.29 | 4.830        | 2.007  | 69.00 | 5.360       | 1.615  | 76.57 | 0.920  | 0.400 | -        |
| Love of learning                                                                                                                                   | -        | 4.620            | 2.277  | 66.00 | 4.440        | 2.706  | 63.43 | 5.420       | 2.141  | 77.43 | 4.451  | 0.013 | 0.031    |
| Perspective                                                                                                                                        | -        | 5.540            | 1.606  | 79.14 | 4.390        | 1.243  | 62.71 | 5.180       | 1.283  | 74.00 | 5.821  | 0.003 | 0.041    |
| Bravery                                                                                                                                            | -        | 5.460            | 1.885  | 78.00 | 3.890        | 1.231  | 55.57 | 5.070       | 1.492  | 72.43 | 7.442  | 0.001 | 0.051    |
| Perseverance                                                                                                                                       | -        | 4.610            | 2.277  | 65.86 | 4.220        | 2.625  | 60.29 | 4.790       | 1.882  | 68.43 | 0.608  | 0.545 | -        |
| Honesty                                                                                                                                            | -        | 5.170            | 2.481  | 73.86 | 4.220        | 2.211  | 60.29 | 5.680       | 2.067  | 81.14 | 3.743  | 0.025 | 0.026    |
| Zest                                                                                                                                               | -        | 5.140            | 1.560  | 73.43 | 4.610        | 1.461  | 65.86 | 5.210       | 1.385  | 74.43 | 1.273  | 0.282 | -        |

| Variable                                                                                                                                                        | $\alpha$ | Muscular / Curvy |        |              | Fat / Chubby |        |              | Slim / Thin |        |              | $f$    | $p$          | $\eta^2$ |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|------------------|--------|--------------|--------------|--------|--------------|-------------|--------|--------------|--------|--------------|----------|
|                                                                                                                                                                 |          | M                | SD     | %            | M            | SD     | %            | M           | SD     | %            |        |              |          |
| Capacity to love and be loved                                                                                                                                   | -        | 5.400            | 1.529  | 77.14        | 5.720        | 2.164  | 81.71        | 6.180       | 1.477  | <b>88.29</b> | 7.943  | <b>0.000</b> | 0.055    |
| Kindness                                                                                                                                                        | -        | 5.350            | 2.564  | 76.43        | 4.830        | 2.854  | 69.00        | 5.910       | 2.098  | 84.43        | 2.564  | 0.079        | -        |
| Social Intelligence                                                                                                                                             | -        | 5.320            | 1.972  | <b>76.00</b> | 4.000        | 1.970  | 57.14        | 4.800       | 1.554  | 68.57        | 5.714  | <b>0.004</b> | 0.040    |
| Teamwork                                                                                                                                                        | -        | 4.890            | 2.291  | 69.86        | 3.780        | 1.927  | <b>54.00</b> | 4.480       | 1.626  | 64.00        | 3.126  | <b>0.045</b> | 0.022    |
| Fairness                                                                                                                                                        | -        | 5.470            | 1.737  | 78.14        | 4.720        | 1.873  | <b>67.43</b> | 5.810       | 1.540  | 83.00        | 3.705  | <b>0.026</b> | 0.026    |
| Leadership                                                                                                                                                      | -        | 6.200            | 1.433  | 88.57        | 4.940        | 0.802  | <b>70.57</b> | 5.440       | 1.541  | 77.71        | 12.297 | <b>0.000</b> | 0.082    |
| Forgiveness and Mercy                                                                                                                                           | -        | 5.920            | 1.241  | <b>84.57</b> | 6.170        | 1.543  | 88.14        | 6.400       | 1.098  | 91.43        | 5.059  | <b>0.007</b> | 0.035    |
| Modesty and Humility                                                                                                                                            | -        | 6.440            | 1.014  | 92.00        | 6.060        | 1.305  | 86.57        | 6.310       | 1.061  | 90.14        | 1.256  | 0.286        | -        |
| Prudence                                                                                                                                                        | -        | 5.950            | 1.265  | <b>85.00</b> | 5.000        | 1.495  | 71.43        | 5.520       | 1.317  | 78.86        | 6.264  | <b>0.002</b> | 0.044    |
| Self-regulation                                                                                                                                                 | -        | 5.850            | 1.305  | 83.57        | 5.110        | 1.779  | 73.00        | 5.670       | 1.353  | 81.00        | 2.546  | 0.080        | -        |
| Appreciation of beauty & excellence                                                                                                                             | -        | 6.400            | 1.077  | 91.43        | 6.060        | 1.211  | 86.57        | 6.590       | 0.951  | 94.14        | 2.533  | 0.081        | -        |
| Gratitude                                                                                                                                                       | -        | 6.400            | 1.071  | 91.43        | 6.000        | 1.815  | 85.71        | 6.490       | 1.087  | 92.71        | 1.432  | 0.241        | -        |
| Hope                                                                                                                                                            | -        | 6.540            | 0.967  | 93.43        | 5.830        | 1.790  | <b>83.29</b> | 6.420       | 0.989  | 91.71        | 3.788  | <b>0.024</b> | 0.027    |
| Humor                                                                                                                                                           | -        | 6.680            | 1.277  | 95.43        | 6.330        | 1.680  | 90.43        | 6.800       | 1.095  | 97.14        | 1.152  | 0.317        | -        |
| Religiousness and spirituality                                                                                                                                  | -        | 6.660            | 0.990  | 95.14        | 6.280        | 1.320  | 89.71        | 6.810       | 1.090  | 97.29        | 2.212  | 0.111        | -        |
| <i>STUDY 11 (N=1348; Men=1034; Women=350; Married=1348; Unmarried=0; Age=18-85, <math>\bar{x}</math>=39; Muscular/Curvy=517; Fat/Chubby=464; Slim/Thin=403)</i> |          |                  |        |              |              |        |              |             |        |              |        |              |          |
| Attitudes toward Infidelity                                                                                                                                     | .875     | 49.708           | 16.841 | 59.18        | 52.690       | 17.650 | <b>62.73</b> | 49.325      | 17.325 | 58.72        | 5.192  | <b>0.006</b> | 0.007    |
| Extramarital Behavioral Intentions                                                                                                                              | .958     | 25.331           | 10.806 | 72.37        | 26.153       | 10.560 | <b>74.72</b> | 23.690      | 11.299 | 67.69        | 5.679  | <b>0.003</b> | 0.008    |
| Extramarital Sexual Permissiveness                                                                                                                              | .974     | 12.516           | 4.279  | 78.23        | 12.750       | 4.403  | <b>79.69</b> | 11.826      | 4.761  | 73.91        | 4.926  | <b>0.007</b> | 0.007    |
| <i>STUDY 12 (N=572; Men=0; Women=572; Married=86; Unmarried=486; Age=18-61, <math>\bar{x}</math>=24; Muscular/Curvy=147; Fat/Chubby=116; Slim/Thin=309)</i>     |          |                  |        |              |              |        |              |             |        |              |        |              |          |
| Veiling (women only)                                                                                                                                            | -        | 0.517            | 0.501  | 51.70        | 0.483        | 0.502  | 48.30        | 0.521       | 0.500  | 52.10        | 0.255  | 0.775        | -        |
| <i>STUDY 13 (N=324; Men=140; Women=184; Married=114; Unmarried=210; Age=16-60, <math>\bar{x}</math>=26; Muscular/Curvy=130; Fat/Chubby=77; Slim/Thin=117)</i>   |          |                  |        |              |              |        |              |             |        |              |        |              |          |
| Romantic Readiness                                                                                                                                              | .956     | 95.446           | 31.772 | 56.81        | 94.805       | 30.209 | 56.43        | 89.880      | 30.694 | 53.50        | 1.113  | 0.330        | -        |
| Romantic Readiness for Partner                                                                                                                                  | .963     | 59.200           | 17.975 | 70.48        | 57.571       | 15.955 | 68.54        | 55.504      | 15.950 | 66.08        | 1.493  | 0.226        | -        |
| Romantic Readiness for Stranger                                                                                                                                 | .983     | 36.246           | 22.672 | 43.15        | 37.234       | 21.434 | 44.33        | 34.376      | 21.213 | 40.92        | 0.441  | 0.644        | -        |
| <i>STUDY 14 (N=242; Men=99; Women=143; Married=26; Unmarried=216; Age=16-76, <math>\bar{x}</math>=23; Muscular/Curvy=72; Fat/Chubby=54; Slim/Thin=116)</i>      |          |                  |        |              |              |        |              |             |        |              |        |              |          |
| Social Engagement                                                                                                                                               | .774     | 87.651           | 18.275 | 52.17        | 86.770       | 16.631 | 51.65        | 86.278      | 17.594 | 51.36        | 0.133  | 0.875        | -        |

### 2.3 Procedure

The studies received approval from the Departmental Ethic Review Committee at COMSATS University Islamabad, Pakistan. The data collection procedures strictly adhered to the principles outlined in the 1964 Helsinki Declaration and its subsequent revisions. Prospective participants were recruited online. Prior to their involvement, participants were provided with comprehensive information about the study's objectives. Their consent to participate was obtained. Furthermore, participants were guaranteed the confidentiality of their data and were sincerely thankful for their valuable contributions to the research.

### 2.4 Analysis

The collected data were entered and organized using the Statistical Package for Social Sciences. The data were cleaned to have better homoscedasticity and avoid possible multicollinearity. To assess the reliability of the instruments, Cronbach's alpha was calculated. The primary statistical analysis employed in this study was ANOVA, which was used to examine the variance among individuals with different body shapes and skin tones.

## 3. RESULTS

Results of the 14 phases of the present study were summarized (Table 1) and compared on the basis of body shape (Table 2) and skin tone

(Table 3). Muscular men and curvy women reflected significantly higher levels of self-esteem (Muscular/Curvy=63.24%, Fat/Chubby=54.17%, Slim/Thin=53.27%;  $p=0.000$ ;  $\eta^2=0.083$ ), body-esteem (Muscular/Curvy=80.04%, Fat/Chubby=72.92%, Slim/Thin=76.53%;  $p=0.000$ ;  $\eta^2=0.055$ ), positive emotional effects (Muscular/Curvy=62.97%, Fat/Chubby=59.06%, Slim/Thin=58.92%;  $p=0.007$ ;  $\eta^2=0.01$ ), justice (Muscular/Curvy=61.33%, Fat/Chubby=49.78%, Slim/Thin=58.26%;  $p=0.005$ ;  $\eta^2=0.038$ ), temperance (Muscular/Curvy=67.08%, Fat/Chubby=62.03%, Slim/Thin=66.39%;  $p=0.014$ ;  $\eta^2=0.031$ ), and prudence (Muscular/Curvy=85%, Fat/Chubby=71.43%, Slim/Thin=78.86%;  $p=0.002$ ;  $\eta^2=0.044$ ). On the other hand, they also reflected significantly lower levels of forgiveness & mercy (Muscular/Curvy=84.57%, Fat/Chubby=88.14%, Slim/Thin=91.43%;  $p=0.007$ ;  $\eta^2=0.035$ ). In terms of beautification, curvy women were involved significantly more in body piercing (Curvy= 51.75%, Fat/Chubby=38.85%, Slim/Thin=47.83%;  $p=0.001$ ;  $\eta^2=0.038$ ), wearing jewelry (Curvy= 68.05%, Fat/Chubby=58.18%, Slim/Thin=64.48%;  $p=0.001$ ;  $\eta^2=0.035$ ) and perfume (Muscular/Curvy=86.55%, Fat/Chubby=81.93%, Slim/Thin=78.98%;  $p=0.006$ ;  $\eta^2=0.026$ ).

Fat/chubby men and women reflected significantly higher levels of religious intelligence (Muscular/Curvy=89.42%, Fat/Chubby=93.3%, Slim/Thin=89.73%;  $p=0.013$ ;  $\eta^2=0.061$ ). On the other hand, they also reflected significantly higher levels of attitudes toward infidelity (Muscular/Curvy=59.18%, Fat/Chubby=62.73%, Slim/Thin=58.72%;  $p=0.006$ ;  $\eta^2=0.007$ ), extramarital behavioral

intentions (Muscular/Curvy=72.37%, Fat/Chubby=74.72%, Slim/Thin=67.69%;  $p=0.003$ ;  $\eta^2=0.008$ ), extramarital sexual permissiveness (Muscular/Curvy=78.23%, Fat/Chubby=79.69%, Slim/Thin=73.91%;  $p=0.007$ ;  $\eta^2=0.007$ ), neuroticism (Muscular/Curvy=70.36%, Fat/Chubby=72.52%, Slim/Thin=68.56%;  $p=0.017$ ;  $\eta^2=0.015$ ), and generalized anxiety disorder (Muscular/Curvy=44.13%, Fat/Chubby=52.44%, Slim/Thin=47.3%;  $p=0.000$ ;  $\eta^2=0.016$ ). Moreover, they reflected significantly lower levels of social intelligence (Muscular/Curvy=68.27%, Fat/Chubby=65.39%, Slim/Thin=69.29%;  $p=0.029$ ;  $\eta^2=0.003$ ), perspective (Muscular/Curvy=79.14%, Fat/Chubby=62.71%, Slim/Thin=74%;  $p=0.003$ ;  $\eta^2=0.041$ ), bravery (Muscular/Curvy=78%, Fat/Chubby=55.57%, Slim/Thin=72.43%;  $p=0.001$ ;  $\eta^2=0.051$ ), honesty (Muscular/Curvy=73.86%, Fat/Chubby=60.29%, Slim/Thin=81.14%;  $p=0.025$ ;  $\eta^2=0.026$ ), teamwork (Muscular/Curvy=69.86%, Fat/Chubby=54%, Slim/Thin=64%;  $p=0.045$ ;  $\eta^2=0.022$ ), fairness (Muscular/Curvy=78.14%, Fat/Chubby=67.43%, Slim/Thin=83%;  $p=0.026$ ;  $\eta^2=0.026$ ), leadership (Muscular/Curvy=88.57%, Fat/Chubby=70.57%, Slim/Thin=77.71%;  $p=0.000$ ;  $\eta^2=0.082$ ), and hope (Muscular/Curvy=93.43%, Fat/Chubby=83.29%, Slim/Thin=91.71%;  $p=0.024$ ;  $\eta^2=0.027$ ).

Slim/thin men and women reflected significantly higher levels of transcendence (Muscular/Curvy=72.64%, Fat/Chubby=67.78%, Slim/Thin=73.58%;  $p=0.015$ ;  $\eta^2=0.03$ ), creativity (Muscular/Curvy=62.71%, Fat/Chubby=69.86%, Slim/Thin=78.86%;  $p=0.000$ ;  $\eta^2=0.057$ ), love of learning

(Muscular/Curvy=66%,  
Fat/Chubby=63.43%, Slim/Thin=77.43%;  
p=0.013;  $\eta^2=0.031$ ), capacity to love &  
beloved (Muscular/Curvy=77.14%,  
Fat/Chubby=81.71%, Slim/Thin=88.29%;  
p=0.000;  $\eta^2=0.055$ ), and conscientiousness  
(Muscular/Curvy=63.21%,

Fat/Chubby=63.91%, Slim/Thin=65.86%;  
p=0.012;  $\eta^2=0.016$ ). On the other hand, they  
also reflected significantly higher levels of  
charismaphobia (Muscular/Curvy=67.84%,  
Fat/Chubby=60.63%, Slim/Thin=70.83%;  
p=0.000;  $\eta^2=0.046$ ).

**Table 3: Variations based on skin-tone**

| Variable                                                                                                                                                          | $\alpha$ | Fairly White |        |              | Pale White |        |              | Light Brown |        |              | Dark Brown |        |              | $f$    | $p$          | $\eta^2$ |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|--------------|--------|--------------|------------|--------|--------------|-------------|--------|--------------|------------|--------|--------------|--------|--------------|----------|
|                                                                                                                                                                   |          | M            | SD     | %            | M          | SD     | %            | M           | SD     | %            | M          | SD     | %            |        |              |          |
| STUDY 1 (N=953; Men=364; Women=589; Married=55; Unmarried=898; Age=16-80, $\bar{x}$ =21; Fairly White=177; Pale White=242; Light Brown=437; Dark Brown=97)        |          |              |        |              |            |        |              |             |        |              |            |        |              |        |              |          |
| Social Intelligence                                                                                                                                               | .728     | 39.186       | 8.151  | 69.98        | 38.087     | 7.854  | 68.01        | 38.378      | 7.491  | 68.53        | 37.505     | 8.838  | 66.97        | 1.135  | 0.334        | -        |
| Emotional Intelligence                                                                                                                                            | .748     | 68.034       | 13.022 | 64.79        | 67.789     | 12.496 | 64.56        | 67.725      | 11.663 | 64.50        | 67.515     | 13.325 | 64.30        | 0.043  | 0.988        | -        |
| Positive Emotional Effects                                                                                                                                        | .716     | 29.610       | 9.763  | 59.22        | 30.033     | 9.102  | 60.07        | 30.147      | 9.283  | 60.29        | 31.381     | 9.295  | 62.76        | 0.773  | 0.509        | -        |
| Negative Emotional Effects                                                                                                                                        | .788     | 26.017       | 11.090 | 52.03        | 25.413     | 9.637  | 50.83        | 25.895      | 10.077 | 51.79        | 29.588     | 9.822  | <b>59.18</b> | 4.243  | <b>0.005</b> | 0.013    |
| STUDY 2 (N=140; Men=85; Women=55; Married=83; Unmarried=57; Age=16-80, $\bar{x}$ =39; Fairly White=24; Pale White=37; Light Brown=60; Dark Brown=19)              |          |              |        |              |            |        |              |             |        |              |            |        |              |        |              |          |
| Religious Intelligence                                                                                                                                            | .822     | 62.833       | 4.833  | 89.76        | 62.838     | 4.729  | 89.77        | 63.600      | 4.727  | 90.86        | 64.790     | 4.744  | 92.56        | 0.863  | 0.462        | -        |
| Spiritual Intelligence                                                                                                                                            | .734     | 34.458       | 3.978  | 82.04        | 34.027     | 3.819  | 81.02        | 36.000      | 4.346  | 85.71        | 36.000     | 4.346  | 85.71        | 1.201  | 0.312        | -        |
| Moral Intelligence                                                                                                                                                | .780     | 25.042       | 2.136  | 89.44        | 23.973     | 2.511  | 85.62        | 23.867      | 2.228  | 85.24        | 24.105     | 1.941  | 86.09        | 1.638  | 0.183        | -        |
| STUDY 3 (N=168; Men=76; Women=92; Married=73; Unmarried=95; Age=16-80, $\bar{x}$ =33; Fairly White=30; Pale White=49; Light Brown=59; Dark Brown=30)              |          |              |        |              |            |        |              |             |        |              |            |        |              |        |              |          |
| Life Satisfaction                                                                                                                                                 | .856     | 23.582       | 7.431  | 67.38        | 23.531     | 5.690  | 67.23        | 20.576      | 6.836  | 58.79        | 22.100     | 5.938  | 63.14        | 2.377  | 0.072        | -        |
| STUDY 4 (N=385; Men=0; Women=385; Married=87; Unmarried=298; Age=17-49, $\bar{x}$ =25; Fairly White=125; Pale White=159; Light Brown=64; Dark Brown=37)           |          |              |        |              |            |        |              |             |        |              |            |        |              |        |              |          |
| Sexual Intelligence                                                                                                                                               | .859     | 38.840       | 9.256  | 69.36        | 35.717     | 8.216  | 63.78        | 38.281      | 8.415  | 68.36        | 35.027     | 12.112 | 62.55        | 2.377  | 0.072        | -        |
| Sexual Frustration                                                                                                                                                | .940     | 16.328       | 7.804  | <b>40.82</b> | 13.774     | 6.164  | 34.44        | 15.234      | 7.417  | 38.09        | 15.784     | 10.182 | 39.46        | 2.970  | <b>0.032</b> | 0.023    |
| Heterosexuality                                                                                                                                                   | .845     | 2.352        | 2.013  | 47.04        | 3.132      | 1.842  | <b>62.64</b> | 2.730       | 2.023  | 54.60        | 2.730      | 2.023  | 54.60        | 4.096  | <b>0.007</b> | 0.031    |
| Homosexuality                                                                                                                                                     | .874     | 0.408        | 1.056  | 8.16         | 0.277      | 0.934  | 5.54         | 0.641       | 1.373  | 12.82        | 0.946      | 1.699  | <b>18.92</b> | 4.179  | <b>0.006</b> | 0.032    |
| Bisexuality                                                                                                                                                       | .882     | 0.792        | 1.547  | 15.84        | 0.390      | 1.102  | 7.80         | 0.609       | 1.190  | 12.18        | 0.919      | 1.706  | <b>18.38</b> | 2.860  | <b>0.037</b> | 0.022    |
| Tattooing                                                                                                                                                         | -        | 2.112        | 0.805  | 52.80        | 2.069      | 0.586  | 51.73        | 1.953       | 0.486  | 48.83        | 2.162      | 0.764  | 54.05        | 1.047  | 0.372        | -        |
| Body piercing                                                                                                                                                     | -        | 1.920        | 1.044  | 48.00        | 1.918      | 1.055  | 47.95        | 1.730       | 1.170  | 43.25        | 1.730      | 1.170  | 43.25        | 0.461  | 0.709        | -        |
| Jewelry                                                                                                                                                           | -        | 2.704        | 0.862  | <b>67.60</b> | 2.415      | 0.740  | 60.38        | 2.703       | 0.885  | <b>67.58</b> | 2.568      | 1.015  | 64.20        | 3.446  | <b>0.017</b> | 0.026    |
| Makeup                                                                                                                                                            | -        | 2.672        | 0.831  | 66.80        | 2.459      | 0.753  | 61.48        | 2.391       | 0.769  | 59.78        | 2.432      | 0.929  | 60.80        | 2.515  | 0.058        | -        |
| Perfume                                                                                                                                                           | -        | 3.416        | 0.764  | 85.40        | 3.314      | 0.820  | 82.85        | 3.188       | 0.906  | 79.70        | 3.189      | 0.776  | 79.73        | 1.462  | 0.225        | -        |
| STUDY 5 (N=324; Men=31; Women=293; Married=60; Unmarried=264; Age=16-62, $\bar{x}$ =24; Fairly White=35; Pale White=157; Light Brown=96; Dark Brown=36)           |          |              |        |              |            |        |              |             |        |              |            |        |              |        |              |          |
| Psychosocial Health                                                                                                                                               | .742     | 86.143       | 6.942  | 71.79        | 86.503     | 6.855  | 72.09        | 84.719      | 7.585  | 70.60        | 85.139     | 6.193  | 70.95        | 1.417  | 0.238        | -        |
| STUDY5                                                                                                                                                            |          |              |        |              |            |        |              |             |        |              |            |        |              |        |              |          |
| Depression                                                                                                                                                        | .940     | 29.600       | 12.008 | 52.86        | 32.809     | 11.722 | 58.59        | 29.222      | 10.855 | 52.18        | 29.222     | 10.855 | 52.18        | 1.431  | 0.234        | -        |
| Anxiety                                                                                                                                                           | .929     | 26.200       | 9.232  | 46.79        | 27.548     | 11.204 | 49.19        | 25.781      | 10.216 | 46.04        | 22.917     | 8.453  | 40.92        | 2.083  | 0.102        | -        |
| Stress                                                                                                                                                            | .952     | 33.771       | 11.634 | 60.31        | 35.198     | 12.615 | <b>62.85</b> | 31.760      | 11.561 | 56.71        | 28.944     | 12.604 | 51.69        | 3.318  | <b>0.020</b> | 0.030    |
| STUDY 6 (N=2920; Men=1080; Women=657; Married=1094; Unmarried=1826; Age=16-75, $\bar{x}$ =28; Fairly White=534; Pale White=1478; Light Brown=605; Dark Brown=303) |          |              |        |              |            |        |              |             |        |              |            |        |              |        |              |          |
| Charismaphobia                                                                                                                                                    | .937     | 63.642       | 19.546 | 66.99        | 61.354     | 18.705 | 64.58        | 67.703      | 17.390 | <b>71.27</b> | 60.053     | 19.099 | 63.21        | 19.406 | <b>0.000</b> | 0.020    |
| Self-Exhibition                                                                                                                                                   | .832     | 10.697       | 3.524  | 71.31        | 10.100     | 3.557  | 67.33        | 9.951       | 3.704  | <b>66.34</b> | 9.951      | 3.704  | <b>66.34</b> | 12.723 | <b>0.000</b> | 0.013    |
| Narcissistic Trends                                                                                                                                               | .771     | 9.575        | 3.415  | 63.83        | 9.382      | 3.439  | 62.55        | 10.228      | 3.230  | <b>68.19</b> | 9.455      | 3.232  | 63.03        | 9.251  | <b>0.000</b> | 0.009    |
| Media Consumption                                                                                                                                                 | .902     | 16.833       | 6.660  | 67.33        | 16.819     | 6.476  | 67.28        | 18.240      | 5.940  | <b>72.96</b> | 16.380     | 6.907  | 65.52        | 8.777  | <b>0.000</b> | 0.009    |
| Charismaphobic Anxiety                                                                                                                                            | .957     | 26.538       | 10.573 | 66.35        | 25.054     | 10.224 | 62.64        | 28.230      | 10.269 | <b>70.58</b> | 24.267     | 10.121 | 60.67        | 16.907 | <b>0.000</b> | 0.017    |
| STUDY 7 (N=1003; Men=77; Women=926; Married=315; Unmarried=688; Age=16-69, $\bar{x}$ =25; Fairly White=168; Pale White=489; Light Brown=225; Dark Brown=121)      |          |              |        |              |            |        |              |             |        |              |            |        |              |        |              |          |
| Generalized Anxiety Disorder                                                                                                                                      | .873     | 9.762        | 5.722  | 46.49        | 10.464     | 5.694  | 49.83        | 9.889       | 5.669  | 47.09        | 9.050      | 6.052  | 43.10        | 2.276  | 0.078        | -        |
| Obsessive-Compulsive Disorder                                                                                                                                     | .887     | 28.589       | 15.201 | 39.71        | 28.481     | 13.133 | 39.56        | 26.008      | 13.804 | 36.12        | 26.008     | 13.804 | 36.12        | 1.209  | 0.305        | -        |
| Narcissistic Personality Disorder                                                                                                                                 | .654     | 3.494        | 2.769  | 21.84        | 3.470      | 2.545  | 21.69        | 3.453       | 2.581  | 21.58        | 3.537      | 2.377  | 22.11        | 0.032  | 0.992        | -        |
| STUDY 8 (N=879; Men=261; Women=618; Married=293; Unmarried=586; Age=17-75, $\bar{x}$ =32; Fairly White=240; Pale White=275; Light Brown=134; Dark Brown=230)      |          |              |        |              |            |        |              |             |        |              |            |        |              |        |              |          |
| Self-Esteem                                                                                                                                                       | .846     | 25.609       | 6.694  | <b>64.02</b> | 21.066     | 6.148  | 52.67        | 23.231      | 6.354  | 58.08        | 23.513     | 6.898  | 58.78        | 20.810 | <b>0.000</b> | 0.067    |
| Body-Esteem                                                                                                                                                       | .925     | 134.579      | 17.139 | <b>81.56</b> | 122.453    | 16.674 | 74.21        | 128.770     | 18.061 | 78.04        | 128.770    | 18.061 | 78.04        | 20.882 | <b>0.000</b> | 0.067    |
| STUDY 9 (N=555; Men=138; Women=417; Married=101; Unmarried=454; Age=16-60, $\bar{x}$ =23; Fairly White=218; Pale White=146; Light Brown=161; Dark Brown=30)       |          |              |        |              |            |        |              |             |        |              |            |        |              |        |              |          |
| Extraversion                                                                                                                                                      | .715     | 25.078       | 4.826  | <b>62.70</b> | 23.333     | 5.885  | 58.33        | 23.571      | 4.448  | 58.93        | 24.733     | 5.901  | 61.83        | 4.487  | <b>0.004</b> | 0.024    |
| Agreeableness                                                                                                                                                     | .772     | 33.507       | 3.807  | 74.46        | 33.848     | 4.706  | 75.22        | 35.267      | 3.393  | <b>78.37</b> | 35.267     | 3.393  | <b>78.37</b> | 4.369  | <b>0.005</b> | 0.023    |

| Variable                                                                                                                                                                        | $\alpha$ | Fairly White |        |              | Pale White    |        |              | Light Brown |        |              | Dark Brown |        |              | $f$    | $p$          | $\eta^2$ |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|--------------|--------|--------------|---------------|--------|--------------|-------------|--------|--------------|------------|--------|--------------|--------|--------------|----------|
|                                                                                                                                                                                 |          | M            | SD     | %            | M             | SD     | %            | M           | SD     | %            | M          | SD     | %            |        |              |          |
| Conscientiousness                                                                                                                                                               | .773     | 29.596       | 3.696  | 65.77        | 29.166        | 4.992  | 64.81        | 28.348      | 3.490  | 63.00        | 30.500     | 4.711  | <b>67.78</b> | 4.040  | <b>0.007</b> | 0.022    |
| Neuroticism                                                                                                                                                                     | .758     | 27.307       | 4.697  | 68.27        | 28.870        | 5.985  | 72.18        | 28.429      | 5.539  | 71.07        | 26.033     | 7.242  | <b>65.08</b> | 4.032  | <b>0.007</b> | 0.021    |
| Openness                                                                                                                                                                        | .750     | 34.972       | 3.547  | 69.94        | 36.331        | 3.718  | 72.66        | 34.832      | 3.635  | 69.66        | 37.433     | 2.661  | <b>74.87</b> | 8.881  | <b>0.000</b> | 0.046    |
| <i>STUDY 10 (N=278; Men=139; Women=139; Married=278; Unmarried=0; Age=18-62, <math>\bar{x}</math>=34; Fairly White=17; Pale White=117; Light Brown=44; Dark Brown=100)</i>      |          |              |        |              |               |        |              |             |        |              |            |        |              |        |              |          |
| Wisdom and Knowledge                                                                                                                                                            | .867     | 27.650       | 6.576  | 61.44        | 26.290        | 8.374  | 58.42        | 26.950      | 5.823  | 59.89        | 24.870     | 7.929  | 55.27        | 1.237  | 0.297        | -        |
| Courage                                                                                                                                                                         | .883     | 20.350       | 5.776  | 56.53        | <b>19.090</b> | 6.386  | <b>53.03</b> | 20.830      | 7.560  | 57.86        | 20.830     | 7.560  | 57.86        | 2.921  | <b>0.034</b> | 0.031    |
| Humanity                                                                                                                                                                        | .820     | 17.650       | 4.936  | 65.37        | 16.030        | 5.197  | 59.37        | 17.640      | 3.798  | 65.33        | 15.820     | 5.433  | 58.59        | 1.826  | 0.143        | -        |
| Justice                                                                                                                                                                         | .750     | 14.760       | 3.153  | 54.67        | 14.360        | 2.839  | 53.19        | 18.110      | 4.001  | <b>67.07</b> | 17.260     | 4.547  | 63.93        | 16.604 | <b>0.000</b> | 0.154    |
| Temperance                                                                                                                                                                      | .700     | 24.180       | 2.877  | 67.17        | 24.210        | 2.561  | 67.25        | 23.340      | 2.587  | 64.83        | 23.830     | 2.292  | 66.19        | 1.404  | 0.242        | -        |
| Transcendence                                                                                                                                                                   | .741     | 33.000       | 4.330  | 73.33        | 33.180        | 3.218  | 73.73        | 33.570      | 2.405  | 74.60        | 31.750     | 4.011  | <b>70.56</b> | 4.147  | <b>0.007</b> | 0.043    |
| Creativity                                                                                                                                                                      | -        | 6.410        | 1.906  | <b>91.57</b> | 5.560         | 2.517  | 79.43        | 3.840       | 1.785  | 54.86        | 3.840      | 1.785  | 54.86        | 14.964 | <b>0.000</b> | 0.141    |
| Curiosity                                                                                                                                                                       | -        | 6.000        | 1.658  | 85.71        | 5.680         | 1.775  | 81.14        | 5.410       | 1.703  | 77.29        | 5.200      | 1.639  | 74.29        | 1.953  | 0.121        | -        |
| Judgment and Open mindedness                                                                                                                                                    | -        | 5.650        | 1.412  | 80.71        | 5.200         | 1.777  | 74.29        | 5.430       | 1.336  | 77.57        | 5.460      | 1.845  | 78.00        | 0.647  | 0.586        | -        |
| Love of learning                                                                                                                                                                | -        | 5.180        | 2.270  | 74.00        | 5.150         | 2.369  | 73.57        | 5.270       | 1.933  | 75.29        | 4.480      | 2.276  | 64.00        | 2.097  | 0.101        | -        |
| Perspective                                                                                                                                                                     | -        | 4.410        | 0.795  | 63.00        | 4.700         | 1.176  | 67.14        | 6.000       | 1.381  | <b>85.71</b> | 5.890      | 1.582  | 84.14        | 20.387 | <b>0.000</b> | 0.182    |
| Bravery                                                                                                                                                                         | -        | 4.590        | 0.870  | 65.57        | 4.410         | 1.314  | 63.00        | 5.810       | 1.937  | <b>83.00</b> | 5.810      | 1.937  | <b>83.00</b> | 21.099 | <b>0.000</b> | 0.188    |
| Perseverance                                                                                                                                                                    | -        | 4.710        | 2.201  | 67.29        | 4.560         | 2.222  | 65.14        | 4.800       | 1.651  | 68.57        | 4.710      | 2.262  | 67.29        | 0.170  | 0.917        | -        |
| Honesty                                                                                                                                                                         | -        | 5.820        | 2.270  | 83.14        | 5.180         | 2.325  | 74.00        | 5.800       | 1.875  | 82.86        | 5.180      | 2.504  | 74.00        | 1.142  | 0.333        | -        |
| Zest                                                                                                                                                                            | -        | 5.240        | 1.480  | 74.86        | 4.940         | 1.334  | 70.57        | 5.610       | 1.588  | 80.14        | 5.130      | 1.581  | 73.29        | 2.247  | 0.083        | -        |
| Capacity to love and be loved                                                                                                                                                   | -        | 6.760        | 1.602  | <b>96.57</b> | 6.210         | 1.679  | <b>88.71</b> | 5.590       | 1.335  | 79.86        | 5.080      | 1.316  | 72.57        | 13.000 | <b>0.000</b> | 0.125    |
| Kindness                                                                                                                                                                        | -        | 6.180        | 2.325  | 88.29        | 5.550         | 2.497  | 79.29        | 5.240       | 2.503  | 74.86        | 5.240      | 2.503  | 74.86        | 1.442  | 0.231        | -        |
| Social Intelligence                                                                                                                                                             | -        | 4.710        | 1.572  | 67.29        | 4.270         | 1.579  | 61.00        | 6.050       | 1.397  | <b>86.43</b> | 5.500      | 1.992  | 78.57        | 15.438 | <b>0.000</b> | 0.145    |
| Teamwork                                                                                                                                                                        | -        | 4.180        | 1.551  | 59.71        | 3.910         | 1.608  | <b>55.86</b> | 5.640       | 1.831  | 80.57        | 5.170      | 2.314  | 73.86        | 12.484 | <b>0.000</b> | 0.120    |
| Fairness                                                                                                                                                                        | -        | 5.940        | 1.435  | 84.86        | 5.360         | 1.663  | 76.57        | 5.980       | 1.486  | 85.43        | 5.540      | 1.806  | 79.14        | 1.763  | 0.154        | -        |
| Leadership                                                                                                                                                                      | -        | 4.650        | 1.057  | <b>66.43</b> | 5.090         | 1.390  | 72.71        | 6.500       | 1.577  | 92.86        | 6.550      | 1.104  | 93.57        | 30.861 | <b>0.000</b> | 0.253    |
| Forgiveness and Mercy                                                                                                                                                           | -        | 6.760        | 1.147  | <b>96.57</b> | 6.760         | 1.048  | <b>96.57</b> | 5.470       | 1.058  | 78.14        | 5.470      | 1.058  | 78.14        | 30.867 | <b>0.000</b> | 0.253    |
| Modesty and Humility                                                                                                                                                            | -        | 6.470        | 1.463  | 92.43        | 6.480         | 1.047  | 92.57        | 6.140       | 1.069  | 87.71        | 6.300      | 0.969  | 90.00        | 1.328  | 0.265        | -        |
| Prudence                                                                                                                                                                        | -        | 5.410        | 1.417  | 77.29        | 5.350         | 1.385  | 76.43        | 5.700       | 1.286  | 81.43        | 6.190      | 1.107  | <b>88.43</b> | 8.102  | <b>0.000</b> | 0.081    |
| Self-regulation                                                                                                                                                                 | -        | 5.530        | 1.328  | 79.00        | 5.620         | 1.455  | 80.29        | 5.800       | 1.407  | 82.86        | 5.870      | 1.244  | 83.86        | 0.779  | 0.507        | -        |
| Appreciation of beauty & excellence                                                                                                                                             | -        | 6.820        | 0.809  | <b>97.43</b> | 6.500         | 1.022  | 92.86        | 6.770       | 0.961  | 96.71        | 6.210      | 1.085  | 88.71        | 4.105  | <b>0.007</b> | 0.043    |
| Gratitude                                                                                                                                                                       | -        | 6.650        | 1.455  | 95.00        | 6.500         | 1.119  | 92.86        | 6.180       | 1.175  | 88.29        | 6.180      | 1.175  | 88.29        | 2.328  | 0.075        | -        |
| Hope                                                                                                                                                                            | -        | 6.710        | 0.920  | 95.86        | 6.470         | 1.005  | 92.43        | 6.390       | 1.017  | 91.29        | 6.400      | 1.155  | 91.43        | 0.471  | 0.703        | -        |
| Humor                                                                                                                                                                           | -        | 6.470        | 1.328  | 92.43        | 6.870         | 1.087  | 98.14        | 6.910       | 0.984  | <b>98.71</b> | 6.460      | 1.438  | 92.29        | 2.667  | <b>0.048</b> | 0.028    |
| Religiousness and spirituality                                                                                                                                                  | -        | 6.350        | 1.998  | 90.71        | 6.850         | 0.887  | 97.86        | 6.890       | 0.895  | <b>98.43</b> | 6.500      | 1.059  | 92.86        | 3.061  | <b>0.029</b> | 0.032    |
| <i>STUDY 11 (N=1384; Men=1034; Women=350; Married=1384; Unmarried=0; Age=18-85, <math>\bar{x}</math>=39; Fairly White=376; Pale White=335; Light Brown=319; Dark Brown=354)</i> |          |              |        |              |               |        |              |             |        |              |            |        |              |        |              |          |
| Attitudes toward Infidelity                                                                                                                                                     | .875     | 51.742       | 17.705 | 61.60        | 46.585        | 17.439 | 55.46        | 50.636      | 17.044 | 60.28        | 53.138     | 16.376 | <b>63.26</b> | 9.255  | <b>0.000</b> | 0.020    |
| Extramarital Behavioral Intentions                                                                                                                                              | .958     | 25.976       | 10.783 | 74.22        | 22.636        | 11.305 | 64.67        | 26.780      | 10.166 | <b>76.51</b> | 26.780     | 10.166 | <b>76.51</b> | 9.505  | <b>0.000</b> | 0.020    |
| Extramarital Sexual Permissiveness                                                                                                                                              | .974     | 12.822       | 4.286  | 80.14        | 11.218        | 4.808  | 70.11        | 12.373      | 4.435  | 77.33        | 13.071     | 4.183  | <b>81.69</b> | 11.814 | <b>0.000</b> | 0.025    |
| <i>STUDY 12 (N=572; Men=0; Women=572; Married=86; Unmarried=486; Age=18-61, <math>\bar{x}</math>=24; Fairly White=114; Pale White=241; Light Brown=173; Dark Brown=44)</i>      |          |              |        |              |               |        |              |             |        |              |            |        |              |        |              |          |
| Veiling (women only)                                                                                                                                                            | -        | 0.535        | 0.501  | 53.50        | 0.539         | 0.499  | 53.90        | 0.486       | 0.501  | 48.60        | 0.409      | 0.497  | 40.90        | 1.105  | 0.347        | -        |
| <i>STUDY 13 (N=324; Men=140; Women=184; Married=114; Unmarried=210; Age=16-60, <math>\bar{x}</math>=26; Fairly White=76; Pale White=82; Light Brown=117; Dark Brown=49)</i>     |          |              |        |              |               |        |              |             |        |              |            |        |              |        |              |          |
| Romantic Readiness                                                                                                                                                              | .956     | 93.211       | 32.319 | 55.48        | 89.296        | 31.094 | 53.15        | 93.812      | 31.846 | 55.84        | 98.878     | 26.914 | 58.86        | 0.985  | 0.400        | -        |
| Romantic Readiness for Partner                                                                                                                                                  | .963     | 58.368       | 18.081 | 69.49        | 56.370        | 16.755 | 67.11        | 59.612      | 14.848 | 70.97        | 59.612     | 14.848 | 70.97        | 0.491  | 0.688        | -        |
| Romantic Readiness for Stranger                                                                                                                                                 | .983     | 34.842       | 21.560 | 41.48        | 32.926        | 21.999 | 39.20        | 36.897      | 22.469 | 43.93        | 39.265     | 20.487 | 46.74        | 1.025  | 0.382        | -        |
| <i>STUDY 14 (N=242; Men=99; Women=143; Married=26; Unmarried=216; Age=16-76, <math>\bar{x}</math>=23; Fairly White=56; Pale White=77; Light Brown=86; Dark Brown=23)</i>        |          |              |        |              |               |        |              |             |        |              |            |        |              |        |              |          |
| Social Engagement                                                                                                                                                               | .774     | 87.470       | 18.748 | 52.07        | 86.763        | 15.778 | 51.64        | 87.944      | 18.404 | 52.35        | 82.391     | 16.492 | 49.04        | 0.630  | 0.596        | -        |

Fairly white men and women reflected significantly higher levels of body-esteem (Fairly White=81.56%, Pale White=74.21%,

Light Brown=78.04%, Dark Brown=78.04%;  $p=0.000$ ;  $\eta^2=0.067$ ), self-esteem (Fairly White=64.02%, Pale White=52.67%, Light

Brown=58.08%, Dark Brown=58.78%;  $p=0.000$ ;  $\eta^2=0.067$ ), creativity (Fairly White=91.57%, Pale White=79.43%, Light Brown=54.86%, Dark Brown=54.86%;  $p=0.000$ ;  $\eta^2=0.141$ ), capacity to love & beloved (Fairly White=96.57%, Pale White=88.71%, Light Brown=79.86%, Dark Brown=72.57%;  $p=0.000$ ;  $\eta^2=0.125$ ), forgiveness & mercy (Fairly White=96.57%, Pale White=96.57%, Light Brown=78.14%, Dark Brown=78.14%;  $p=0.000$ ;  $\eta^2=0.253$ ), appreciation of beauty & excellence (Fairly White=97.43%, Pale White=92.86%, Light Brown=96.71%, Dark Brown=88.71%;  $p=0.007$ ;  $\eta^2=0.043$ ), and extraversion (Fairly White=62.7%, Pale White=58.33%, Light Brown=58.93%, Dark Brown=61.83%;  $p=0.004$ ;  $\eta^2=0.024$ ). On the other hand, they also reflected significantly higher levels of sexual frustration (Fairly White=40.82%, Pale White=34.44%, Light Brown=38.09%, Dark Brown=39.46%;  $p=0.032$ ;  $\eta^2=0.023$ ). In terms of beautification, fairly white women grouping with light brown women were involved significantly more in wearing jewelry (Fairly White=67.6%, Pale White=60.38%, Light Brown=67.58%, Dark Brown=64.2%;  $p=0.017$ ;  $\eta^2=0.026$ ).

Pale white men and women exhibited significantly greater levels of heterosexuality (Fairly White=47.04%, Pale White=62.64%, Light Brown=54.6%, Dark Brown=54.6%;  $p=0.007$ ;  $\eta^2=0.031$ ), neuroticism (Fairly White=68.27%, Pale White=72.18%, Light Brown=71.07%, Dark Brown=65.08%;  $p=0.007$ ;  $\eta^2=0.021$ ), and charismaphobia (Fairly White=66.99%, Pale White=64.58%, Light Brown=71.27%, Dark Brown=63.21%;  $p=0.000$ ;  $\eta^2=0.02$ ). Moreover, they also reflected significantly lower levels of courage (Fairly White=56.53%, Pale White=53.03%, Light Brown=57.86%, Dark Brown=57.86%;  $p=0.034$ ;  $\eta^2=0.031$ ), and

teamwork (Fairly White=59.71%, Pale White=55.86%, Light Brown=80.57%, Dark Brown=73.86%;  $p=0.000$ ;  $\eta^2=0.12$ ).

Light brown men and women reflected significantly higher levels of justice (Fairly White=54.67%, Pale White=53.19%, Light Brown=67.07%, Dark Brown=63.93%;  $p=0.000$ ;  $\eta^2=0.154$ ), perspective (Fairly White=63%, Pale White=67.14%, Light Brown=85.71%, Dark Brown=84.14%;  $p=0.000$ ;  $\eta^2=0.182$ ), social intelligence (Fairly White=67.29%, Pale White=61%, Light Brown=86.43%, Dark Brown=78.57%;  $p=0.000$ ;  $\eta^2=0.145$ ), humor (Fairly White=92.43%, Pale White=98.14%, Light Brown=98.71%, Dark Brown=92.29%;  $p=0.048$ ;  $\eta^2=0.028$ ), and religiousness & spirituality (Fairly White=90.71%, Pale White=97.86%, Light Brown=98.43%, Dark Brown=92.86%;  $p=0.029$ ;  $\eta^2=0.032$ ). On the other hand, they also reflected significantly higher levels of charismaphobia (Fairly White=66.99%, Pale White=64.58%, Light Brown=71.27%, Dark Brown=63.21%;  $p=0.000$ ;  $\eta^2=0.02$ ).

Dark brown men and women reflected significantly higher levels of prudence (Fairly White=77.29%, Pale White=76.43%, Light Brown=81.43%, Dark Brown=88.43%;  $p=0.000$ ;  $\eta^2=0.081$ ), and consciousness (Fairly White=65.77%, Pale White=64.81%, Light Brown=63%, Dark Brown=67.78%;  $p=0.007$ ;  $\eta^2=0.022$ ). On the other hand, they also reflected significantly higher levels of homosexuality (Fairly White=8.16%, Pale White=5.54%, Light Brown=12.82%, Dark Brown=18.92%;  $p=0.006$ ;  $\eta^2=0.032$ ), bisexuality (Fairly White=15.84%, Pale White=7.8%, Light Brown=12.18%, Dark Brown=18.38%;  $p=0.037$ ;  $\eta^2=0.022$ ), attitudes toward infidelity (Fairly White=61.6%, Pale White=55.46%, Light Brown=60.28%, Dark Brown=63.26%;  $p=0.000$ ;  $\eta^2=0.02$ ), and extra-

marital sexual permissiveness (Fairly White=80.14%, Pale White=70.11%, Light Brown=77.33%, Dark Brown=81.69%;  $p=0.000$ ;  $\eta^2=0.025$ ). Moreover, they also reflected significantly lower levels of transcendence (Fairly White=73.33%, Pale White=73.73%, Light Brown=74.6%, Dark Brown=70.56%;  $p=0.007$ ;  $\eta^2=0.043$ ), and openness (Fairly White=69.94%, Pale White=72.66%, Light Brown=69.66%, Dark Brown=74.87%;  $p=0.000$ ;  $\eta^2=0.046$ ).

#### 4. DISCUSSION

The findings provide new insights into the connections between body-shape and different psychosocial factors. Muscular men and curvy women exhibited notably heightened self-esteem, body-esteem, positive emotional states, and virtues associated with justice, temperance, and prudence. However, this group also demonstrated a decreased inclination toward forgiveness and mercy. Interestingly, curvy women exhibited greater tendencies toward beautification practices such as body piercing, wearing jewelry, and perfume application. In contrast, individuals characterized as fat/chubby exhibited elevated religious intelligence but were also marked by attitudes endorsing infidelity, extramarital inclinations, heightened neuroticism, and symptoms indicative of generalized anxiety disorder. They also displayed diminished social intelligence, perspective, bravery, honesty, teamwork, fairness, leadership, and hope. Slim/thin counterparts demonstrated heightened levels of transcendence, creativity, love of learning, and conscientiousness. Paradoxically, they also exhibited elevated levels of charismaphobia, reflecting an intriguing psychological duality.

The findings of the present studies also

revealed new insights into the associations between skin-tone and several psychosocial factors. Fairly white individuals projected higher levels of body-esteem, self-esteem, creativity, and capacity for love. Additionally, they demonstrated appreciation for beauty and excellence, extraversion, and forgiveness & mercy. However, this group also reported heightened sexual frustration. In terms of beautification, fairly white women displayed an affinity for wearing more jewelry than did their counterparts. Pale white individuals displayed higher levels of heterosexuality, neuroticism, and charismaphobia, coupled with reduced courage and teamwork orientation. Conversely, light brown individuals exhibited superior levels of justice, perspective, social intelligence, humor, and religiousness & spirituality. Nonetheless, they also reported heightened levels of charismaphobia. Finally, dark brown individuals displayed heightened prudence and conscientiousness. However, they also exhibited elevated levels of homosexuality, bisexuality, attitudes supporting infidelity, and extramarital sexual permissiveness. They also displayed diminished levels of transcendence and openness.

The discoveries unveiled in the aforementioned studies cannot be empirically grounded in purely scientific terms, as the influences of diverse body shapes or skin tones do not originate from the biological or neurological aspects of human physiology. Nevertheless, when viewed through the lens of social sciences, the groundbreaking insights gathered from these studies possess significant potential to paint a comprehensive portrait of human psychology linked to body shape and skin tone. These findings contribute substantially to the existing frameworks of body shaming and colorism,

concepts that underpin prevalent prejudices and discrimination among individuals. Studies on body shaming highlight the detrimental impact of societal attitudes and behaviors toward individuals based on their body shape or size. Research in this area has shown that body shaming can lead to negative psychological and emotional consequences, including low self-esteem, body dissatisfaction, depression, anxiety, charismaphobia, and eating disorders [18,30,47,48,50,51,72–75]. Society tends to associate thinness with positive moral traits such as discipline, self-control, and moral uprightness, while individuals with larger body shapes are sometimes unfairly perceived as lacking in these virtues [76]. Individuals with larger body shapes, in particular, often face weight-based stigma and discrimination, known as weight bias, which can contribute to poor mental health outcomes [76]. This biased perception can lead to social discrimination and prejudice against individuals with larger bodies, impacting their social interactions and overall well-being. Social media platforms have been identified as significant contributors to body shaming, with constant exposure to idealized body images leading to increased body dissatisfaction and self-criticism [30,32]. On the other hand, colorism, a form of discrimination based on skin tone within the same racial or ethnic group, can also have various social implications, including biases in education, employment, and relationships. Studies have shown that individuals with darker skin tones are often subjected to social stereotypes, which can affect how they are perceived in terms of intelligence, competence, and social skills [33,77]. Furthermore, societal beauty standards, which often favor lighter skin tones, can affect self-perception and confidence.

Individuals who have a positive body image, regardless of their body shape, tend to have better emotional well-being. A positive body image is associated with higher self-esteem, self-acceptance, and overall life satisfaction [78,79]. Cultivating a positive body image involves accepting and appreciating one's body for its functionalities and capabilities rather than focusing solely on appearance. Research suggests that empowering individuals to critique media messages, fostering self-acceptance, and promoting a diverse representation of body shapes and sizes can mitigate the negative effects of body shaming [74,80]. Adequate levels of social, emotional, and sexual intelligence [54] can help societies in combating with body shaming and colorism.

#### **4.1 Limitations and recommendations**

Apart from engaging with a substantial sample size of 10,127 individuals across 14 comprehensive studies, the present paper presents findings from only one culture. To attain a more comprehensive and universally applicable understanding of the psychosocial factors related to body-shape and skin-tone, it is strongly recommended that future researchers replicate these studies within a multicultural framework. By examining diverse cultural contexts and perceptions, scholars can significantly enrich our comprehension of these phenomena, offering a more detailed and globally relevant perspective. The impact of body shaming and colorism on human psychology underscores the urgent need for societal change and increased awareness. Addressing these issues requires a collective effort to challenge societal norms, promote body positivity, and embrace diversity in all its forms. By fostering inclusive environments and promoting self-acceptance, society can mitigate the psychological consequences of

body shaming and colorism, fostering a healthier and more compassionate community.

## 4.2 Conclusion

The extensive body of research presented in this paper highlights the relationship of body shapes and skin tones with a myriad of psychosocial factors. These nuanced findings reveal that individuals with muscular physique and curvy body shapes tend to possess elevated self-esteem and positive emotions, although they might struggle with forgiveness. Conversely, fat/chubby individuals exhibit a complex blend of traits, including heightened religious intelligence but also tendencies toward infidelity and anxiety. Slim/thin counterparts demonstrate creativity but are susceptible to charismaphobia, reflecting the multifaceted nature of these associations. Moreover, the diverse array of traits observed across different skin tones further emphasizes the complexity of these connections. Fairly white individuals exhibit a mix of positive qualities but also face challenges such as sexual frustration, while dark brown individuals demonstrate prudence alongside varied sexual orientations and attitudes toward infidelity. This comprehensive exploration significantly advances our understanding of

the psychosocial implications of body shapes and skin tones, offering valuable insights for future research in personality, social, and clinical psychology, as well as implications for the field of cosmetic dermatology. These findings underscore the importance of considering these factors in the context of psychological well-being, opening new avenues for research and intervention in the pursuit of holistic psychosocial health.

## Conflict of Interest

The authors declare that the research was conducted in the absence of any commercial or financial relationships that could be construed as a potential conflict of interest.

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## Data Availability Statement

The data relevant to this paper is available upon request. Interested parties may obtain access to the dataset by contacting the corresponding author directly. This approach ensures the privacy and confidentiality of the participants' information while facilitating academic transparency and integrity.

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## ما وراء التمر الجسدي والتلون: كشف التباينات النفسية والاجتماعية من خلال أشكال الجسم وألوان البشرة

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### الملخص

**الخلفية والأهداف:** السعي وراء الجاذبية الجسدية ظاهرة عالمية عبر الثقافات، مدفوعًا بالرغبة في تجنب العواقب النفسية والاجتماعية الضارة الناجمة عن التمر الجسدي والتلون. ركزت الأبحاث السابقة حول عدم الرضا عن الجسد بشكل أساسي على القلق. يهدف هذا البحث إلى استكشاف تأثير شكل الجسم ولون البشرة على الجوانب الاجتماعية، والعاطفية، والأخلاقية، والدينية، والروحية، والشخصية، والصحة النفسية والاجتماعية، والاضطرابات النفسية والاجتماعية.

**منهجية الدراسة:** أجريت الدراسة على نطاق واسع على مستوى وطني، وشملت 14 مرحلة شارك فيها ما مجموعه 10,127 مشاركًا من الرجال والنساء، تم تجنيدهم من باكستان والبحرين. تم تصنيف أشكال الجسم إلى ثلاث فئات: عضلي/منحني، ممتلئ/بدني، ونحيف/رفيع. أما ألوان البشرة فقد تم تصنيفها إلى: أبيض فاتح جدًا، أبيض شاحب، بني فاتح، وبني داكن. تم جمع البيانات باستخدام استبيانات ديموغرافية و 21 مقياسًا نفسيًا.

**النتائج:** أظهر الرجال ذوو البنية العضلية والنساء ذوات القوام المنحني مستويات مرتفعة من تقدير الذات، والمشاعر الإيجابية، مع انخفاض في مستوى التسامح. كما أظهرت النساء ذوات القوام المنحني اهتمامًا متزايدًا بممارسات التجميل. أما الأفراد الممتلئون/البدينون فقد أظهروا ذكاءً دينيًا مرتفعًا، ولكنهم كانوا أكثر عرضة للصفات مثل الخيانة العصابية والقلق، كما عانوا من ضعف في الذكاء الاجتماعي وقلة الأمل. في المقابل، أظهر الأفراد النحيفون/النحاف مستويات عالية من الإبداع ولكنهم كانوا أكثر عرضة لرهاب الكاريزما. أما بالنسبة للون البشرة، فقد أظهر الأفراد ذوو البشرة البيضاء الفاتحة جدًا مستويات عالية من تقدير الذات، والإبداع، والقدرة على الحب، لكنهم أبلغوا أيضًا عن إحباط جنسي. بينما أظهر الأفراد ذوو البشرة البيضاء الشاحبة ميولًا للجنس المغاير، والعصابية، ورهاب الكاريزما، إلى جانب انخفاض في الشجاعة والعمل الجماعي. في حين أظهر الأفراد ذوو البشرة البنية الفاتحة العدالة، والذكاء الاجتماعي، والفكاهة، ولكن مع مستويات مرتفعة من رهاب الكاريزما. أما الأفراد ذوو البشرة البنية الداكنة، فقد أظهروا الحذر تجاه مواقف الخيانة، مع انخفاض في مستوى التسامي والانفتاح.

**الاستنتاجات:** تقدم هذه الدراسة رؤى جديدة حول العلاقات المعقدة بين أشكال الجسم وألوان البشرة والعوامل النفسية والاجتماعية المختلفة، مما يشكل مساهمة مهمة في المعرفة العلمية. ستساعد هذه النتائج علماء النفس، والأطباء النفسيين، وأطباء الجلدية التجميلية، وغيرهم من المتخصصين على الربط بشكل أكثر دقة بين الجوانب النفسية المختلفة وأشكال الجسم وألوان البشرة.

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