

Colorism and Social Media

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HYPOTHESES

1. The first hypothesis is that the more time spent on social media, the more likely you are to believe that complexion affects income.



RESULTS

Colorism and Social Media

- ❖ Bivariate correlation analysis suggests that a significant negative correlation between social media time and color.
 - ❖ $r(68) = -.217, p < .001$
- ❖ 15.4% strongly disagree that complexion affects income.
- ❖ 12.8% somewhat disagree that complexion affects income.
- ❖ 23.1% somewhat agree that complexion affects income.

PARTICIPANTS

- ❖ 78 Students
- ❖ 59 Women/ 15 Men
- ❖ Average Age = 22
- ❖ Race
 - ❖ African American (83.3%),
 - ❖ Nigerian (2.6%),
 - ❖ El Salvadorian (2.6%)
 - ❖ Missing (7.7%)

MEASURES

- ❖ On a scale 1-6, 3.47% agreed that complexion affects income.
- ❖ On a scale 1-4, 2.36% agreed that people think the portrayal of success on social media affects your aspirations.

DISCUSSION

The results of this study suggest the following:

- ❖ My hypothesis was not supported.
- ❖ The more likely you are to spend time on social media, the less likely you are to think that complexion affects salary.

