

# Assessing Latinx Colorism and Skin Tone Dating Preferences in Adults



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## Purpose

To explore whether and how Latinx individuals' self-perceived skin color, and influence from their family and friends many relate to their self-perceptions as well as their skin color dating preference.

## Research Questions

- Is there a relationship between **LATINX** individual's self-perceived skin color and **self-perception**?
- Does skin tone influence dating preferences?
- Do individuals perceive any bias for their dating choices from parents or friends?

## Methods

- Electronic survey of Latinx adults distributed on UNCO campus and via social media.
- Questions about participants skin tone and perceptions of skin tone drawing (Harvey, Tennial & Hudson, 2017)
- Questions about participants dating preferences and experiences based on skin tone and perceptions of their parents and friends.

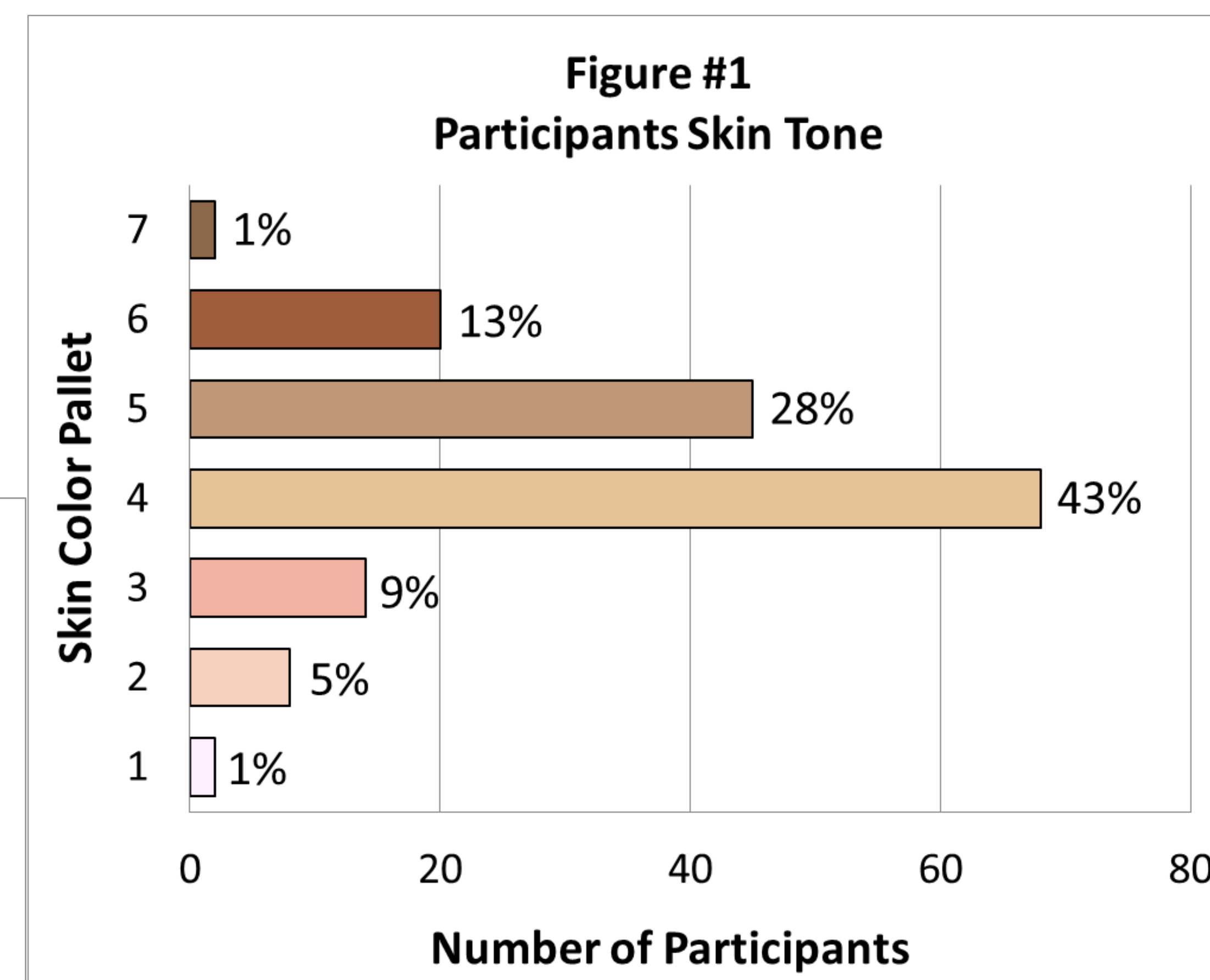


## Results

- 165 total responses, 145 complete responses
- Sample 80% Mexican, 45% Some college, 87% Born in U.S, 82% Female and 16% Males, Average age 23.26

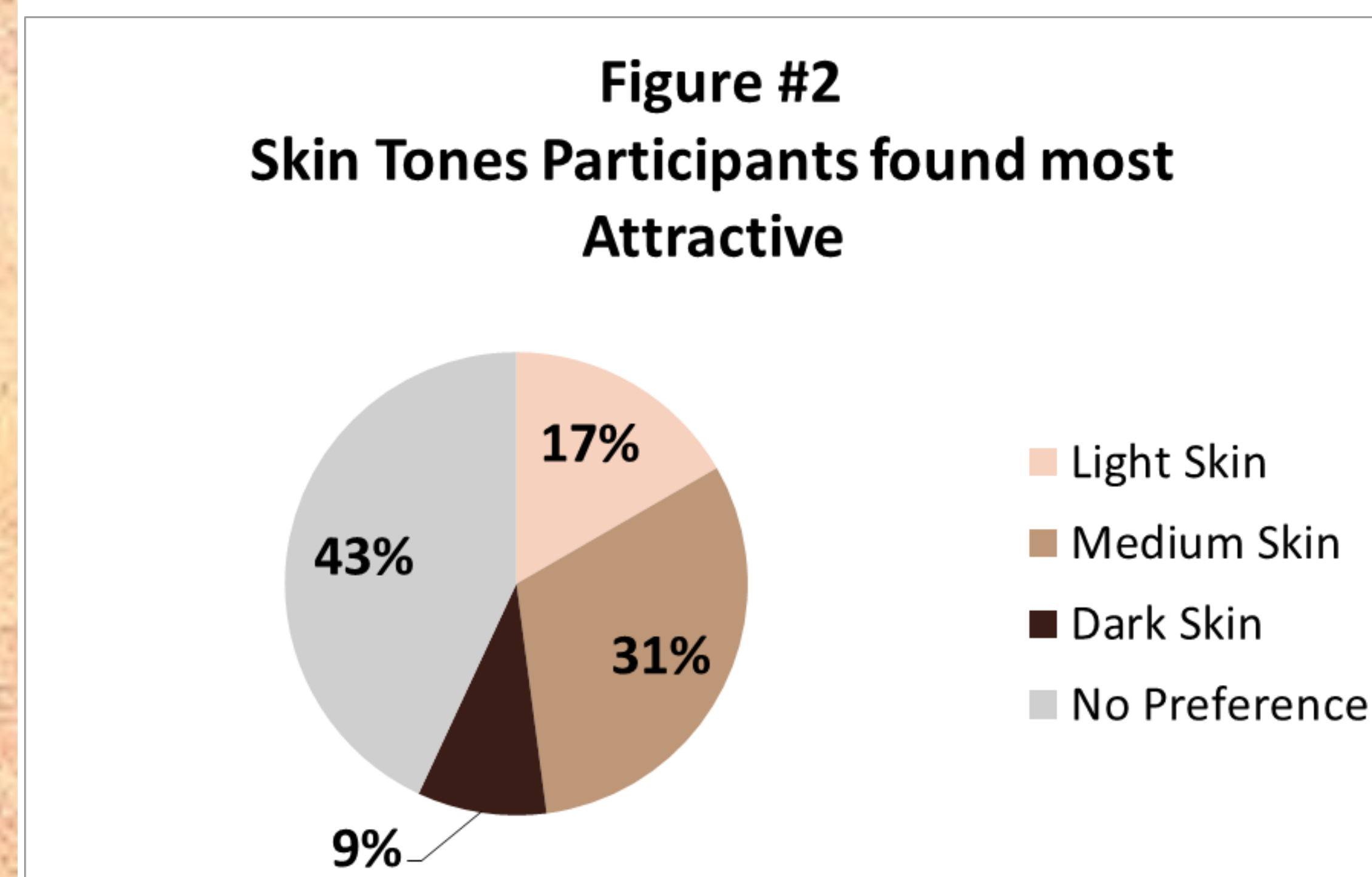
### Figure #1

- Overall 15% identified as Light skin, 85% identified as Medium skin, 0% identified as Dark skin.



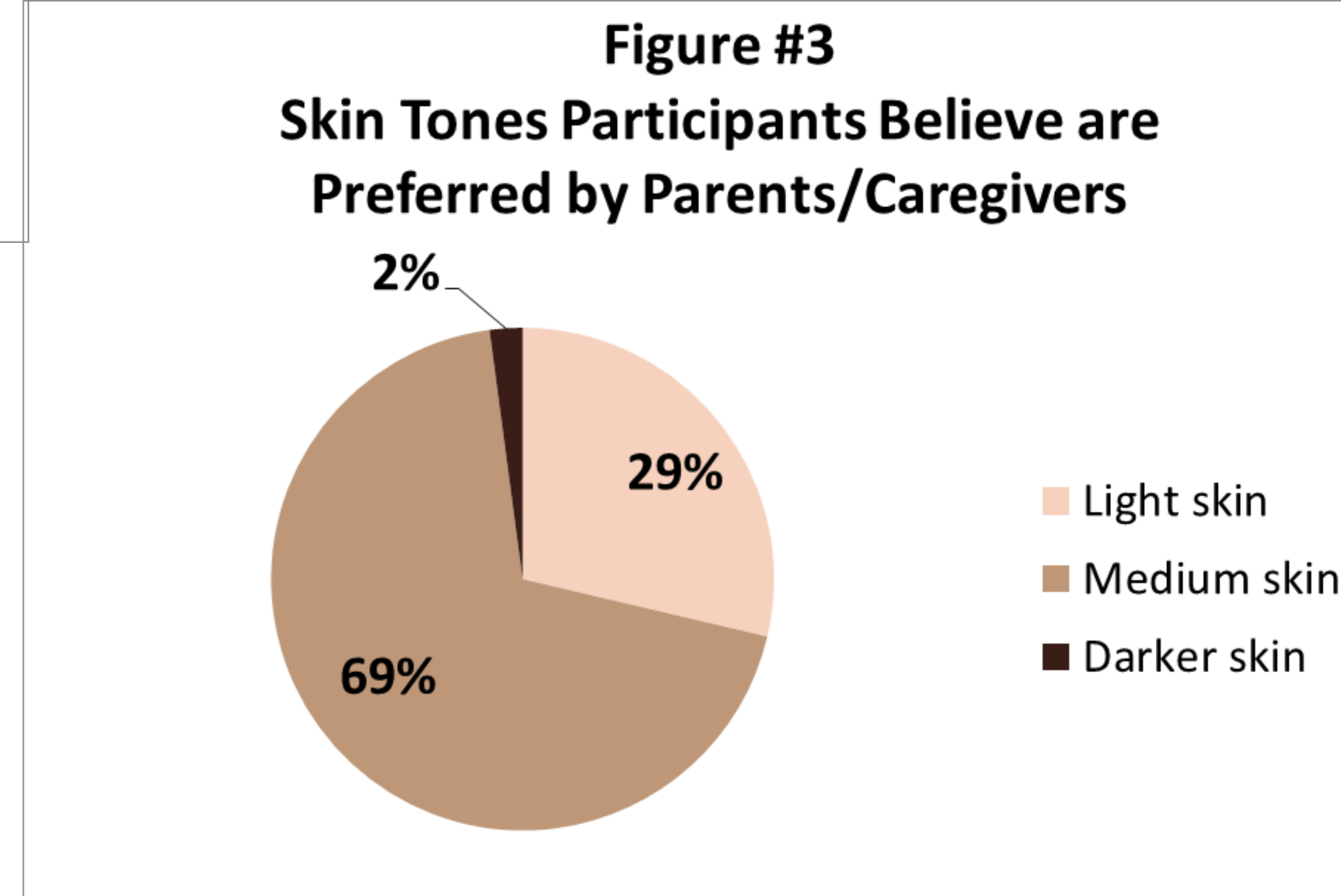
### Figure #2

- Displays participants preferences in skin tone when choosing a partner to date.



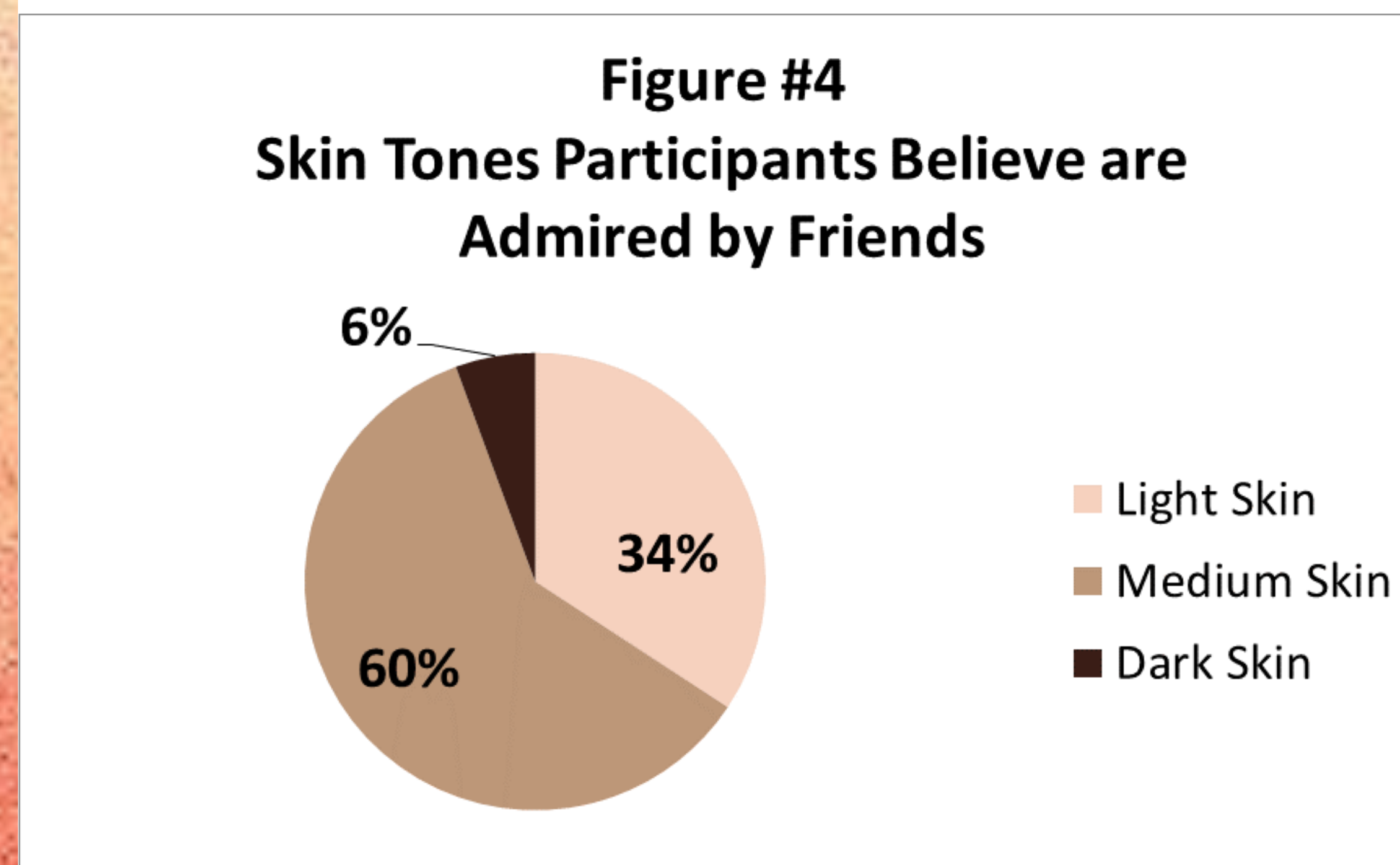
### Figure #3

- Displays participants perceptions of the skin tones that are preferred by their parents or caregivers.



### Figure #4

- Displays participants perception of the skin tones that are most admired by their friends.



## In-Group Colorism Scale

- 20 questions assessing Self-Concept, Impression Formation, Affiliation, Attraction, and Upward Mobility.
- No correlation with self-perceived skin color and attraction questions.
- Individuals that are medium skin tones see skin tone as big part of their identity.

## Discussion and Conclusion

### Summary of findings

- No correlation with individuals skin tone and preferred skin tone of dating partners.
- Overall participants were opened minded dating others with different skin tones.
- Friends influences: Little to no influence from friends.
- Parents or caregivers influences: Slight influence on participants preferences to date light to medium skin tones.

### Limitations

- A bigger sample to find a correlation
- Online survey
- Self-reporting

### Future directions

- Follow up interviews
- Focus on parent and caregiver influences

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## References

