

An Experimental Study On The Acceptance Of Students Towards People With Tattoo

Cannery S. Oleza, Jessica T. Carracedo, Christian Jasper C. Nicomedes, Cinderella A. Sta. Cruz

Abstract: Despite the increasing popularity of tattoo nowadays, the stigma still occurs towards people with inked skin. The researchers aimed to determine the level of acceptance of MMC-CAST students towards people with tattoo. The data gathering was divided into two phases. First, a six-item survey questionnaire determining impression towards people with tattoo was conducted with a total of n=100 respondents. Secondly, an acceptance survey consisting of twenty-two items determining the level of acceptance of the respondents towards people with tattoo was given; and a video of an aid worker woman with a full body tattoo helping a malnourished child in Nigeria was shown. The video served as a treatment used by the researchers shown only on the experimental group. The students were divided into experimental group n=51 and control group n=79, with a total of n=130 respondents. On the actual laboratory experiment, a pre-test and post-test was conducted. The experimental group took a pre-test and watched the video before taking the post-test. The control group did not take the post-test. Results showed a significant difference between the results of pre-test and post-test on the impression and acceptance survey.

1 Introduction

Tattoos are generally looked down upon, and people who have them on their skin are seen as criminals or low class individuals. A Filipino who has many tattoos is viewed as a gang member or drug-abuser, or someone who has been in prison. But now, views are slowly starting to change. Tattoos are becoming somewhat increasingly common with youth (Celentano, 2016). Tattoos marked in Philippine history way back when people were termed Pintados or “the painted ones” by the Spaniards. The Pintados covered almost their entire body with ink except for their hands and feet bare (One Tribe, 2017). Tattoos are considered as a work of art, just like paintings that are hung in the museum (Ocampo & Castronuevo, 2016). The researchers conducted this study to determine the impression and level of acceptance of MMC-CAST students towards people with tattoo. Also, with the aim of knowing whether the video used as a treatment in the experimental study was effective in reducing the stigma relating to tattoo. Although the prevalence of tattoos has risen steeply over the past decade (Shannon-Massal, 2016), perceptions of tattooed individuals have remained negative. People view tattooed individuals as possessing a number of negative character attributes, including being less inhibited (Wohlrab, Fink, Kappeler, & Brewer, 2009), less competent, having worse character, being less sociable (Seiter & Hatch, 2005), and being more sexually promiscuous (Wohlrab et al., 2009). The term stigma dates back to the Greeks, who cut or burned marks into the skin of criminals, slaves, and traitors in order to identify them as tainted or immoral people who should be avoided (Goffman, 1963). Stigmatization can be overt. It can manifest as aversion to interaction, avoidance, social rejection, discounting, discrediting, dehumanization, and depersonalization of others into stereotypic caricatures (Dovidio et al., 2000; Herek, 1999). Stigma can also be subtle. For example, stigma can arise as nonverbal expressions of discomfort (e.g., a lack of eye contact) that result in tense social interactions between stigmatized and non-stigmatized individuals (Hebl, Tickle, & Heatherton, 2000). Despite the increasing popularity of tattoos over the last decade, people with tattoos are viewed negatively. Pejorative perceptions of tattooed people abound, including

having negative personality characteristics, lower levels of inhibition, competence, and sociability, and higher levels of promiscuity. (Broussard and Harton, 2017) Research shows that tattoos are still “in limbo – neither fully damned nor fully lauded (Roberts, 2012, p. 163), and tattooing has not been significantly embraced by older persons, especially those with higher educational levels and incomes (Adams, 2009). Even as more people and ever more diverse groups get tattoos, research indicates that tattooing is seen as a negative behavior and stigmatized (Armstrong, 1991; DeMello, 1995; Hawkes, Senn, & Thorn, 2004; Roberts, 2012). . Stigma suggests that there are certain qualities or characteristics of individuals that are considered undesirable or deviant (Goffman, 1963). Previous research on stigma indicates that stigma results in anxiety, discrimination, and social alienation (Martin & Dula, 2010). Persons who have tattoos remain stigmatized as deviant people, and commonly are stereotyped as having poor decision-making skills, rarely attending church, easily swayed by peer-pressure, having had unhappy childhoods, getting tattooed while intoxicated, and as poor students and rebellious (Armstrong, 1994; Braverman, 2012; Roberts & Ryan, 2002). In another study, college student’s rate tattooed women with visible tattoos more negatively on appearances and personality than women without tattoos (Resenhoeft et al., 2008). Finally, undergraduates rate tattoo wearers lower on credibility, competence, character, and sociability (Seiter & Hatch, 2005). College students with tattoos are sensitive to stigma assignment because many choose to get tattooed on body parts that are easy to cover (Martin & Dula, 2010). This finding suggests that college students fear potential stigma, or they are already victims of stigma (Martin & Dula, 2010). The researchers have chosen this topic since this is relevant nowadays, as early 50 percent of millennials have one, and a third of Gen X members have it. One of the researchers personally got rejected from the school she hoped to be enrolled because of her tattoo, and it is painful for her that somehow people have judged her. The researchers aimed to know if people are free from tattoo stigma, judgements and all the filthy stares from the people therefore an acceptance survey will be conducted to determine the level of acceptance of MMC-CAST students towards people with tattoo.

Background of the study

Tattoos serve as a way to express personal growth and individualism and as a normative way to chronicle life events (Atkinson, 2003). Despite this popularity, however, many Americans think that tattoos make people less attractive (Blanton, 2014; Shannon-Massal, 2016), and tattoos historically and at present are often associated with criminality and deviant behavior (Fisher, 2002; Laumann & Derick, 2016), suggesting that there is a stigma to having a tattoo. Stigma refers to the socially constructed relationship between a socially undesirable attribute and a stereotype (Goffman, 1963). The negative stereotypes held by the general public about a stigmatized group that inform negative feelings and prejudicial behavior toward that group are greater when the stigmatized person can be held responsible for his situation (controllable stigma), such as in the case of drug abusers, persons with obesity, or smokers with lung cancer (Reeder & Pryor, 2008).

Statement of the Problem

Specifically, the researchers sought to answer the following questions:

1. What is the demographic profile of the respondents in terms of
 - A. Age
 - B. Sex
 - C. Course/Strand
 - D. Favor and not favor
2. What is the level of acceptance among the respondents as measured by the self-made instrument?
3. Is there a significant difference between the level of acceptance among the respondents?
4. Is there a significant effect on the treatment with the level of acceptance among the respondents?

Hypothesis

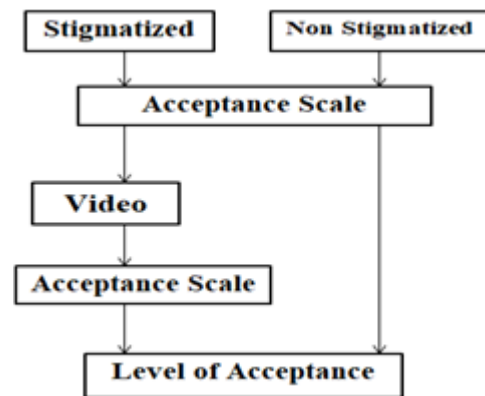
There is no significant difference between the impression level and acceptance level of the respondents on people with tattoo.

Theoretical framework

In Goffman's theory of social stigma, a stigma is an attribute, behavior, or reputation which is socially discrediting in a particular way: it causes an individual to be mentally classified by others in an undesirable, rejected stereotype rather than in an accepted, normal one. Stigma can perhaps best be defined as any sort of attribute that an individual may possess that would be considered discrediting socially. Goffman 1963 notes that the root of stigma is always in social aberration, or simply possessing some sort of attribute that not only sets an individual apart from his/her fellow individuals, but is also possessed of a significant degree of negative social value. (Goffman, 1963) Negative stereotypes about tattooed persons may lead people to generalize negative attributes to all tattooed individuals and create the expectation that all tattooed individuals possess undesirable qualities (Goffman, 1963). The researchers used social stigma theory by Goffman to support the aim of the study whether people with tattoo will

be accepted by the respondents or not. Furthermore, it tells about stigmatization which classified as undesirable stereotype.

Conceptual Framework



2 Methodology

The researchers conducted an experimental study to determine the acceptance level of MMC-CAST students towards people with tattoo. Convenience sampling method was used for selecting the participants in this study because it is convenient and readily available. The study was divided into two phases. The first phase of the data gathering started with a survey consisted of questions determining the impression of people on tattoo. A total of one hundred (100) survey respondents were selected. For the second phase a self-made questionnaire validated by subject matter experts were used for the actual conduct of the experiment. The acceptance survey which consists of twenty-two (22) items. A total of one hundred thirty (130) participants were gathered. A quasi-experiment is an empirical interventional study used to estimate the causal impact of an intervention on target population without random assignment (Dinardo, J. 2008). Convenience sampling (also known as Haphazard Sampling or Accidental Sampling) is a type of nonprobability or non-random sampling where members of the target population that meet certain practical criteria, such as easy accessibility, geographical proximity, availability at a given time, or the willingness to participate are included for the purpose of the study (Dörnyei, 2007).

Data gathering procedure

A survey questionnaire created by the researchers was used for the first phase of data gathering, which consists of the demographic profile of the respondents and six (6) questions determining their impression about people with tattoo. For the second phase of data gathering the acceptance survey initially consist of fifty (50) items $\alpha = 0.355$ and twenty eight (28) questions were removed after undergoing a reliability test. Twenty two (22) $\alpha = 0.913$ items were left as the final questions. The acceptance survey was structured in the modified Likert fashion, on a 4 – point scale, ranging from “strongly agree” (SA), through “agree” (A), “disagree” (D) to “strongly disagree” (SD). After the pilot testing and all necessary modifications, the questionnaires were

administered directly to the chosen sample for the study. The students were divided into two (2) groups. The control group are those students who are in favor of tattoo with a total of 79. While the experimental group are the students who are not in favor of tattoo with a total of fifty one (51). The senior high school and college students of MMC-CAST were combined and selected having a total of one hundred thirty (130). On the actual experiment a pre-test and a post-test were conducted. The experimental group took a pre-test on the acceptance survey. On the acceptance survey students were instructed to respond to their degree of agreement with the statements contained in the instrument. Before taking the post-test, a two (2) minute video about a woman with a full body tattoo but has a lot of contributions in the society were shown on the experimental group. After watching the video, the experimental group took the post-test. The control group didn't undergo a pre-test and a post-test and only took the acceptance survey once. The experiment was conducted in the psychology laboratory room. The results were compared to see if there will be a significant difference between the level of impression and acceptance of the control and experimental group.

Instrumentation

The researchers created a self-made survey questionnaire including the demographic profile of the respondents and six (6) questions addressing their impression on people with tattoo. A total of one hundred (100) respondents were selected. For the second instrument, two (2) self-made questionnaire validated by subject matter experts were used for the actual conduct of the research. The first one was the impression survey containing the six (6) tattoo style pictures and the six (6) categories extracted from the result of the first survey that served as the instrument used in determining impression of people towards tattooed individuals. The second one was the acceptance survey. A total of one hundred thirty (130) students were gathered.

Data analysis

Descriptive analysis was used to determine the frequency of demographic profile of the students. This includes age, gender, course/strand, and favor and not favor of tattoo. Chronbach's alpha was used in testing the reliability of the acceptance scale. Mean and standard deviation was used for determining the level of acceptance. Dependent t-test was used in determining the significant difference between the level of acceptance among the respondents. Mann-Whitney U was used in determining the significant difference between the experimental and control group on the acceptance survey. Cohen's d was used in determining the effect size of the treatment with the level of impression and acceptance among the respondents.

Ethical considerations

Before participating in the study, the researchers assured the participants that their participation in the study is voluntary and that they were free to withdraw from it at any point and for any reason. Next to this, participants were fully informed regarding the objectives of the study, while

they were reassured that their answers were treated as confidential and used only for academic purposes and only for the purposes of the particular research. Except from the above, participants were not harmed or abused, both physically and psychologically, during the conduction of the research. In contrast, the researcher attempted to create and maintain a climate of comfort. The study was conducted in the school of the researchers. Hence, the researchers wrote a consent letter to the principal of Senior High School department in which the Senior High School students were requested to be the respondents of the study. The consent letter was signed by the head of Research and Development department to ensure that the researchers have followed the school protocol in conducting the study, followed by the Senior High School principal, and lastly signed by the head and faculty member of the Psychology department.

3 Results and Discussion

1. What is the frequency distribution of the demographic profile in terms of :
 - A. Age
 - B. Sex
 - C. Course/Strand
 - D. Tattoo preference

Table 1.1 the demographic profile of the respondents based on age

Age	F	%
15	5	3.85
16	32	24.62
17	39	30
18	27	20.77
19	23	17.69
20	4	3.07
Total	130	100

Table 1.2 the demographic profile of the respondents based on gender

Sex	F	%
Male	14	10.77
Female	116	89.23
Total	130	100

Table 1.3 the demographic profile of the respondents based on their course and strand

Course/Strand	F	%
STEM	43	33.07
HUMSS	36	27.69
ABM	10	7.69
ICT	7	5.38
Tourism	5	3.85
BS Medical Technology	20	15.38
BS Nursing	5	3.85
BS Pharmacy	3	2.31
BS Dentistry	1	0.77
Total	130	100

Table 1.4 the demographic profile of the respondents based on who is favor and not favor of a person with tattoo

Favor and not favor	F	%
Favor (Control Group)	79	60.77
Not favor (Experimental Group)	51	39.23
Total	130	100

2. What is the level of acceptance among the respondents as measured by the self-made instrument?

31.58-50.33	Low
50.34-69.1	Average
69.2-87.86	High

Table 2 shows that the respondents scored high in their level of acceptance towards people with tattoo. Mean and standard deviation was used for determining the level of acceptance.

Table 2.1 Acceptance Scale pre-test and post-test

Experimental Group			
Variable	Mean	Std. Deviation	Interpretation
Pre-test	59.72	9.38	Average
Post-test	64.62	9.78	Average

The result shows that the experimental group who is not in favor of people with tattoo has an average level of acceptance in the pre-test and post-test.

Table 2.2 Control group acceptance scale

Control Group			
	Mean	Std. Deviation	Interpretation
Acceptance survey	69.05	7.87	High

The result indicates that the control group who is not in favor of people with tattoo has a high level of acceptance.

3. Is there a significant difference between the level of acceptance among the respondents?

Table 3.1

Pre-test and Post-test	Acceptance Scale			
	t-value	p-value	Decision	Interpretation
	-5.745	.000	Reject H0	Significant

The result shows a significant difference on the result of pre-test and post-test of the respondents. Therefore, the treatment is effective.

Table 3.2

	p-value	Decision	Interpretation
Experimental and Control group	.000	Reject H0	Significant

The table depicts a significant difference between the experimental and control group on the acceptance survey.

4. Is there a significant effect on the treatment with the level of acceptance among the respondents?

The result shows that the treatment has medium effect size with $d=0.54$. This means that the acceptance of the respondents increased by $SD=0.54$ after the treatment was done.

4 Conclusion

In conclusion, the country is starting to recognize tattoo as an art and a form of self-expression. Furthermore, the control group being in favor of tattoo and scoring high in the level of acceptance. The respondents average and high level of acceptance towards people with tattoo can be a proof that people with tattoo are now being accepted in our society. A significant difference between the result of post-test and pre-test was shown therefore the treatment is effective. Moreover the researchers therefore concluded that a treatment or an intervention must be established to reduce the stigma on tattoo.

Recommendation

For the future researchers, it is highly recommended to come up with an intervention or treatment to see if it will break the stigma on tattoo in their study. The researchers would suggest using people with tattoo that have an important contribution in the society to show that having a tattoo doesn't prevent a person to do good things and be successful in life. A large population sample when using a survey to determine the level of impression or acceptance of non-tattooed people towards people with tattoo would be beneficial because the results would be more valid. Conduct a study about the process on how people choose a tattoo and their profile Research about cultural differences when conducting a study about tattoo. One of the researchers personally got rejected from the school she hoped to be enrolled because of her tattoo and it's painful for her that somehow people have judged her.

5 References

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