## Factors affecting stereotype in the society

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**Abstract**

Sexual racism, a form of bias enacted in sexual or romantic setting, is a phenomenal that can interact with racial stereotypes and media representations of beauty to affect interaction among races. research suggest that racism beauty standards and stereotypes can penetrate broader tendencies in social interaction. The purpose of the study is to develop a critical understanding of how students conceive the connection of race and sexuality, and how racial identity shapes their sexual and romantic experiences The study also examines the attitude and behaviors of students through different methodology in a public institution. The research identified three themes which were its impact, the harmful effect on students and media tendency to consider whiteness as a standard of beauty. Findings suggests that racial stereotypes have a harmful effect to students.

**Introduction**

Race is a complex method of categorization that can affect how members of different groups view and treat each other within the society. The intersection of racial identity and attraction, both sexual and romantic, represents a complicated relationship between race and sexuality. Although interracial and marriage are increasingly common [*Livingston and Brown 2017], they* remain nevertheless controversial choices in a highly race-conscious society like the United States. This can partially be explained by history and ideology accompanying race. In a study examining the relationship between television representations of racial minorities and Latino and black Americans, Tunkachinsky et al. [2017] found negative media representations consistently reduced the feelings of Latino and black participants towards their own group. Previous research has examined the effect of racial identity, stereotypes and interracial attraction. Nagel [2000] analyzed social constructionist models of ethnicity and sexuality, using the term ‘’ethno-sexual stereotypes ‘’ to refer to erotic intersections which contribute to the marginalization in various racial and ethnic group.

**Methods**

In order to examine the effects of racial stereotypes, in the community two methods of data collection were used. Survey analysis and interviews. A total of six hundred students participated in survey in a population of 20,169 and eighteen follow-up interviews were carried out with participants who volunteered to do so.

**Survey**

Undergraduates were selected to participate in a voluntary survey that collected their demographics, personal information and basic attitudes and behaviors towards sexual experiences. Students of diverse racial background were surveyed to collect data showing a variety of experiences and attitudes concerning stereotypes and beauty standards. Different student leaders were contacted to get different perspectives. Attitudes towards racism, racial identity and beauty standards was recorded. At the end of survey participants were given options to agree or decline for a follow-up interview. The survey was successful in establishing broad trends in the attitudes of students.

**Interviews**

From a population of six hundred survey participants sixty students were randomly selected to participate in interviews. With permission from each participants’ interviews were recorded with an audio recording application on an iPhone then transcribed after each interview. Picture of each interviewee was obtained with permission in order to describe physical characteristics of the study. The interview questions were open-ended for elaborations and examples for those who wished to do so. Questions were asked regarding their thoughts on attraction and what role it played in racial identity. Students were asked if they were ever discriminated when it comes to sexuality and sharing their stories. In-depth interview was used because it’s a form of data collection that facilitates open conversation about complex topics. Throughout the process significant themes were identified and examined.

**Results**

Through analysis of this findings three significant themes were identified that is the impact of racial stereotype on interracial attraction, the media tendency to perpetuate whiteness as a standard of beauty and the harmful consequences of sexual racism on student self-esteem and self-worth. This themes are discussed below.

**Racial stereotype**

The majority of interviewees agreed that racial stereotypes can affect sexual or romantic towards members of certain racial or ethnic background

**Media representations of beauty**

Participants emphasized that beauty standards are heavily affected by race and skin tone, and many agree that a white standard of beauty exist in American society.

**Sexual racism**

A majority of participants agreed that sexual racism has significant, harmful consequences for racial minority group.

**Discussion**

Results suggest that the media plays a role in shaping perceptions of

Beauty and perpetuates beauty standards that reflect Whiteness. A majority of participants

agreed that beauty standards are based on racial identity and skin tone, and

that a White standard of beauty exists in a significant American society. These findings align with

previous studies examining perceptions of beauty, which found that Western societal

standards of beauty are often based on a White, European ideal of attractiveness

(Bryant 2013), and that skin tone is a significant factor that affects the perceived

attractiveness of individuals, with darker skin tones associated with less economic

and social advantages (Raskin e alt l. 2001; Frisby 2006; Hunter 2007). Societal

beauty standards had particularly damaging consequences for Black participants’ in

this study, who shared painful experiences of low self-esteem, harassment, and bullying. In the process of being raced and gender, Black women are presented with

White male beauty perceptions, which in turn influences Black male preferences,

which are a major determinant of Black female sense of attractiveness and beauty

standards (Bissell 2002). The perception of Black hair and dark skin as undesirable

was a salient theme among participants. Because natural Black hair reflects African

rather than European ancestry, it is often seen as representing a low social status on

the beauty hierarchy, particularly for Black women (Lara 2010). Research has shown

that hair is one major way that Black women are devalued in society (Greene et al.

2000), and that hair valuations are harmful because they elevate White beauty standards and devalue hair textures common among Black women (Robinson 2011). The

experiences of the participants Taylor, Jessica, and Skylar suggest that White beauty

standards can significantly damage the self-esteem of Black women and contribute

to negative attitudes toward their hair.

**Conclusion**

Through the methods of collecting data used above it comes to a conclusion that the study develops an understanding of how students conceive the intersection of race and sexuality and how sexual identity shapes their sexual and romantic experiences.

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