

The Influence of Bias with Mental Health Counselors and Cisgender Men Wearing Makeup

Principle Investigator: Brandi Velasquez Nash

Faculty Advisor: Kassie Terrell, PhD

Master of Science in Clinical Mental Health Counseling, University of North Florida



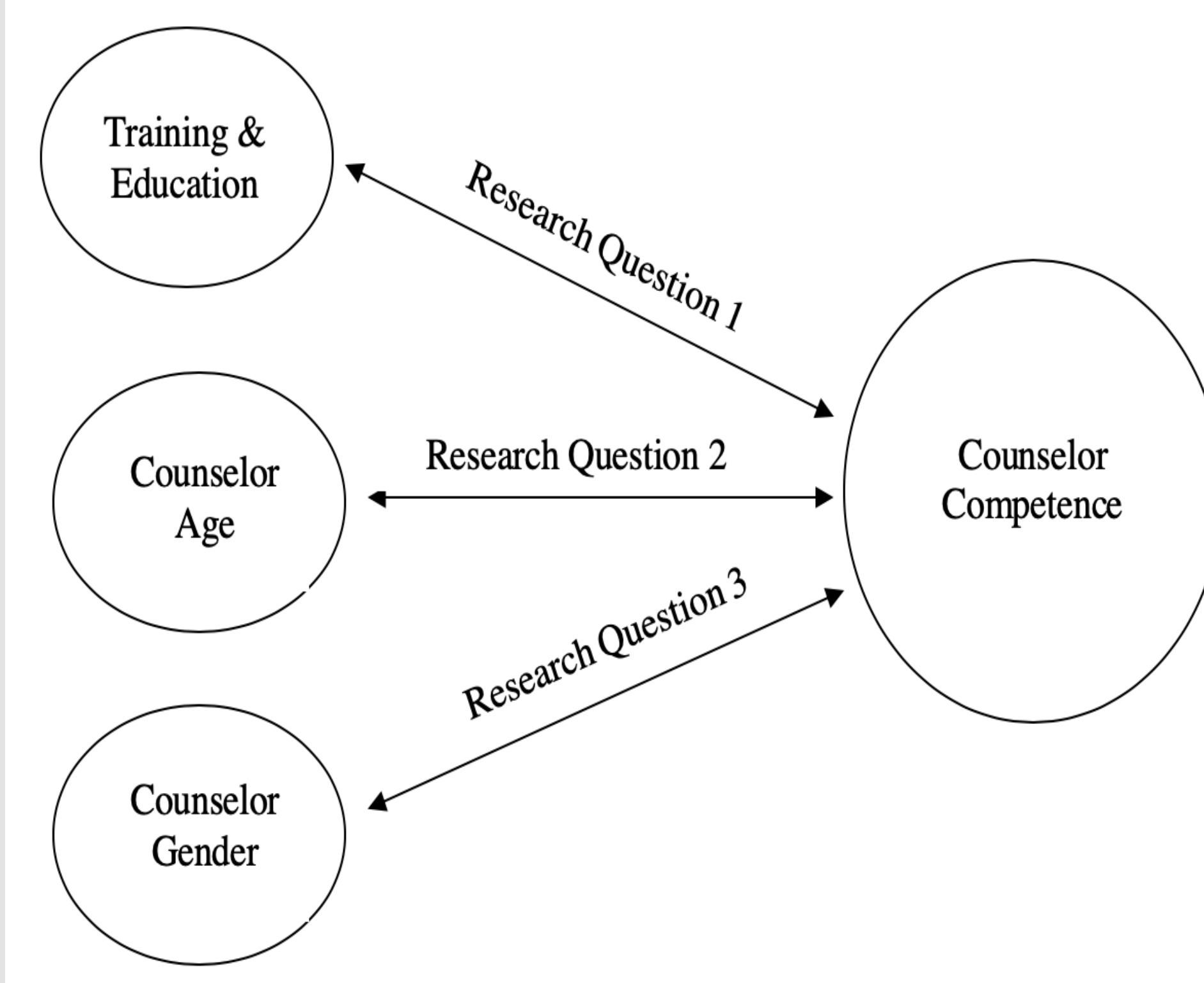
Abstract

The concepts of gender & sexuality within counselor diversity training continue to expand & change over time; therefore, it is essential that mental health professionals are knowledgeable of the changes faced by gender non-conforming (GNC) individuals, specifically cisgender men who wear makeup. This includes being aware of the biases and stigmas that GNC individuals face and understanding how those barriers affect their mental health.

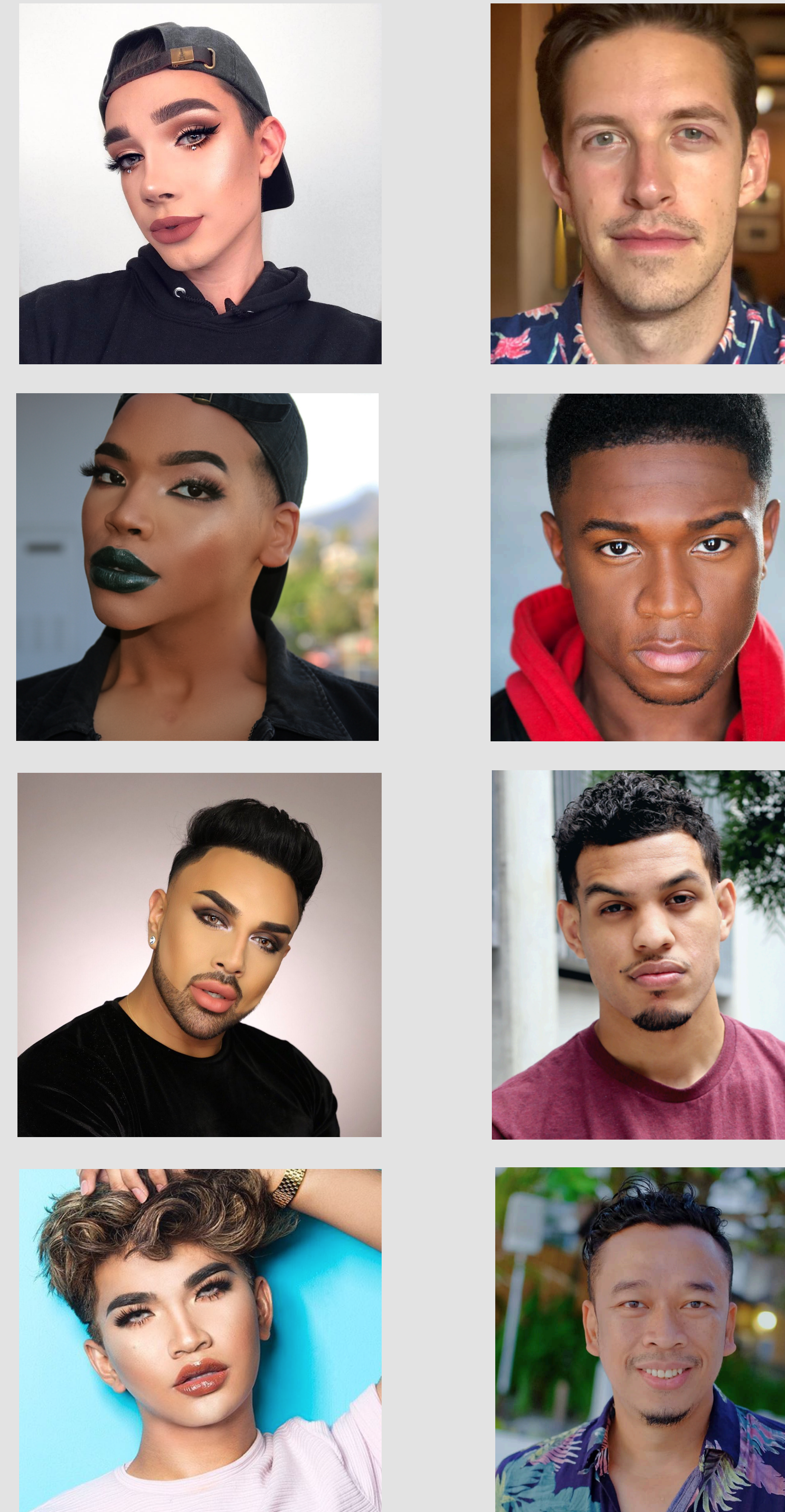
Elements that are applicable to this population include: (a) the historical significance & implications of cisgender men who wear makeup, (b) social media platforms where cisgender men showcase their makeup skills, (c) cultural experiences of GNC people, (d) social & systematic barriers that they face, and (e) the ways health professionals can apply this knowledge to their continuing education and training in multiculturalism & diversity.

Conceptual Framework

Figure 1. Conceptual Framework



Survey Pictures



Literature Review

Introduction

- New mass media social following of cisgender male beauty gurus
 - James Charles – 16.9 million
 - Bretman Rock – 7.1 million
 - Manny Mua – 4.8 million

History of Men & Makeup

- Different implications worldwide
- Study investigates various cultures & societies
 - Ancient Egypt
 - East Asian Dynasties
 - Ancient Rome
 - Europe
 - Transition from stage makeup to drag makeup

History of Cisgender Women & Makeup

- Makeup lays a foundational principle that it is a requirement for cisgender women in order to fulfill societal obligations
- Reinforces the notion that women's physical appearance must meet a certain level of attractiveness in order to be considered a productive member of society

Femininity and Masculinity in the Makeup Industry

- Power is a central component to masculinity & maleness (Leach, 2009).
- Weakness is a central component to femininity and femaleness (Kalbfleisch & Cody, 1995).

YouTube & Beauty Gurus

- Beauty gurus treat their audience as friends
 - Interchangeable terms, such as beauty gurus, YouTube celebrities, social media influencers
- James Charles & Covergirl
 - Created waves of controversy throughout societal expectations of makeup use

Current Discrimination & Stigmas Against Men & Makeup

- 50% of GNC individuals experience delay in healthcare vs. 20% of the majority (Cunningham & Felland, 2008).
- Discrimination is various areas include:
 - Approachability, acceptability, availability, affordability, and appropriateness (Levesque, et al., 2013).

Clinical Mental Health Counseling

- Counselors work to improve society's respective quality of life, lower the intensity of mental illnesses, & increase mental health (Smith & Robinson, 1995).

Counseling Biases

- Pathologizing same-sex attraction with former diagnoses:
 - Homosexuality*, *transsexualism*, and currently, *gender dysphoria disorder*
- GNC individuals are often pathologized for differing gender expressions & often do not fit the criteria for gender dysphoria.

Counselor Competencies

- ACA Code of Ethics, Code C.5
 - Nondiscrimination of age, culture, disability, ethnicity, race, religion/spirituality, gender, gender identity, sexual orientation, marital/partnership status, language preference, socioeconomic status, and immigration
- Education and CACREP standards
- Continued education and training in multiculturalism

Research Questions & Hypotheses

Research Question 1

- What is the perceived competency of counseling students & counseling professionals who have received diversity education & additional multicultural training as reported by counseling students & counseling professionals?

Hypothesis 1

- Significant positive correlation between number of hours in multicultural training & perceived counselor competency.

Research Question 2

- What is the correlation between age groups & generations in counseling students and counseling professionals and their perceived competency in working with GNC clients?

Hypothesis 2

- There will be a correlation with younger generations (1981-1997) and higher levels of perceived counselor competence.

Research Question 3

- What is the relationship between counselor gender and perceived competence in working with theoretical GNC clients?

Hypothesis 3

- Female, nonbinary, gender fluid, and gender nonconforming counseling students and professionals will have higher levels of perceived competence, whereas male counseling students and professionals will show lower levels of perceived competence with theoretical GNC clients.

Purpose & Significance of Study

Factors in Investigating Study

- Counselors' level of comfort with cisgender men who wear makeup
- Clients' perceived likeability
- The assumptions and stereotypes that are made about cisgender men who wear makeup
- The competency of counselors regarding gender expression and identity

Statement of Problem

- Gender expression and gender identity is a new and emerging subtopic of diversity and multiculturalism in counseling
- There is little research that sufficiently explores the dynamics of gender non-conforming (GNC) clients and counselors

Purpose of the Study

- To investigate the relationship between counseling students' and counseling professionals' perceived competency when presented with theoretical GNC cisgender males wearing makeup

Significance of Study

- 75% of the population interacts with healthcare services (James, et al., 2016)
- Study can inform future practices of healthcare providers with this population, such as checking biases in working with gender non-conforming individuals

References

Cunningham, P.J., Felland, L.E. (2008). Falling behind: Americans' Access to Medical Care Deteriorates, 2003e2007.<http://www.hschange.com/CONTENT/993/993.pdf>

Kalbfleisch, P. J., & Cody, M. J. (1995). *Gender, power, and communication in human relationships*. Hillsdale, NJ: Lawrence Erlbaum.

Leach, M. (2009, April 23). The Politics of Masculinity: An overview of contemporary theory. *Men, Masculinities, and Gender Politics*. Retrieved from <https://xyonline.net/content/politics-masculinity-overview-contemporary-theory>

Levesque, J., Harris, M., Russell, G. (2013). Patient-centered access to health care: conceptualizing access at the interface of health systems and populations. *International Journal of Equity in Health* 12(18).

Smith, H. B., & Robinson, G. P. (1995). Mental Health Counseling: Past, Present, and Future. *Journal of Counseling & Development*, 73(2), 158-162.