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Perceptions about different shades of skin colour and attitudes towards pigmentation in the 'black' African community

Nkwadi, Palesa

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APPENDICES

Appendix A: LupitaNyongo article

How LupitaNyong'o Refused to Believe that Dark Skin is "Unacceptable"

By: Annie Tomlin (Glamour Magazine)

November 4, 2014

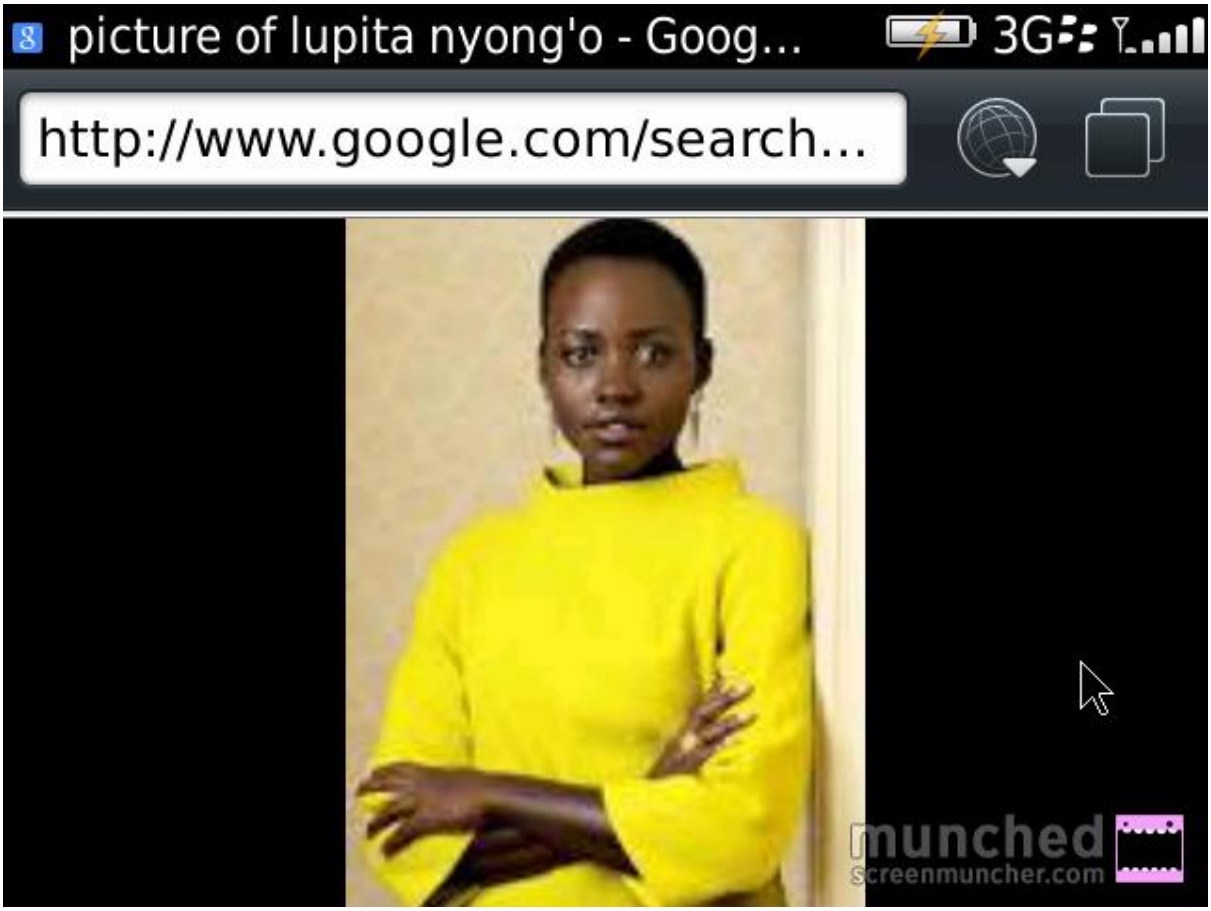
Long before LupitaNyong'o became a global superstar and beauty icon, she was a girl growing up in Kenya. Back then, as she reveals in Glamour's December issue, she repeatedly heard the message that dark skin like hers was unattractive. "European standards of beauty are something that plagues the entire world—the idea that darker skin is not beautiful, that light skin is the key to success and love," she says. "Africa is no exception."

In the interview, Nyong'o describes how her second-grade teacher implied that her dark skin would prevent her from eventually finding a husband. "I was mortified," she recalls. Mass media also didn't help matters. "I remember seeing a commercial where a woman goes for an interview and doesn't get the job," Nyong'o says. "Then she puts a cream on her face to lighten her skin, and she gets the job! This is the message: that dark skin is unacceptable."

Nyong'o at the 2014 Screen Actors Guild Awards, where she won an award for her turn in 12 Years A Slave.

Fortunately, the Nyong'o family didn't feel the same way, and Lupita's parents promoted a stronger definition of beauty. "My mother taught me that there are more valuable ways to achieve beauty than just through your external features," Nyong'o says. "She was focused on compassion and respect, and those are the things that ended up translating to me as beauty."

Now, with an Oscar and a prestigious Lancôme contract—not to mention killer red-carpet looks, courtesy of her go-to makeup guy Nick Barose—Nyong'o is frequently credited with expanding the definition of beauty. And just as she once looked up to South Sudanese model AlekWek, Nyong'o is inspiring other women to see themselves as beautiful. "I've heard people talk about images in popular culture changing, and that makes me feel great," she tells Glamour. "Because it means that the little girl I was, once upon a time, has an image to instil in her that she is beautiful, that she is worthy."


picture of lupita nyong'o - Goog...
3G
http://www.google.com/search...
munched
screenmuncher.com

Appendix B

Research Office

HUMAN RESEARCH ETHICS COMMITTEE (NON-MEDICAL)
R14/49 Nkwadi

CLEARANCE CERTIFICATE	**PROTOCOL NUMBER H14/07/12**
PROJECT TITLE	Perceptions about different shades of skin colour and attitudes towards pigmentation
INVESTIGATOR(S)	Ms P Nkwadi
SCHOOL/DEPARTMENT	Human & Community Development/Social Work
DATE CONSIDERED	18 July 2014
DECISION OF THE COMMITTEE	Approved Unconditionally
EXPIRY DATE	21/08/2016

DATE 22/08/2014 **CHAIRPERSON** _____ (Professor T Milani)

cc: Supervisor : Dr L Smith

DECLARATION OF INVESTIGATOR(S)

To be completed in duplicate and **ONE COPY** returned to the Secretary at Room 10000, 10th Floor, Senate House, University.

I/We fully understand the conditions under which I am/we are authorized to carry out the abovementioned research and I/we guarantee to ensure compliance with these conditions. Should any departure to be contemplated from the research procedure as approved I/we undertake to resubmit the protocol to the Committee. **I agree to completion of a yearly progress report.**

_____ _____/_____/_____
Signature **Date**

PLEASE QUOTE THE PROTOCOL NUMBER ON ALL ENQUIRIES

Appendix C: Table of themes, sub-themes and quotations

Themes	Sub-themes	Quotations
Pigmentation	**Desire to be lighter or darker at different points**	P#1 *"...Why do you bleach, why do you want to be light-skinned all of a sudden, maybe its because all your life you've been told light is better or maybe because-I don't know- you want to be more beautiful, you want to be accepted..."* P#7 *"...I'd say that my dark skin is a disadvantage for me, I would've loved to be light skinned. Most people that I know prefer light skin and for you to be light skinned means that you can get girls and be popular and as a guy I would like that also. I am happy about myself but feel that I could do better if I looked in a certain way..."* P#12 *"...I am talking as someone who loves weaves and would lighten my skin, but love being black and am proud to be black and to even use my African name, when I can use my English name..."* P#14 *"...I think that skin lightening and tanning makes people look more clean and attractive, but then again, at the end of the day it boils down to whether one is comfortable in their own skin, thus I'm under the strong opinion that, there really is nothing wrong with lightening and tanning, for as long as one is comfortable with it..."*
	Reaffirming and transforming colour consciousness	P#1 *"...Thats more medical I think, I don't think they want to do it to look better. Tanning for me was done because white people's skin reacts to temperature so I don't know about them wanting to be like us..."* P#3 *"...Dark is a beautiful colour, well according to me, its a colour I love and its a colour that is similar to mine, that's why I love it so much..."* P#4

		"...: Most people prefer light, you hear the 'yellow bone' this and the 'yellow bone' that, I don't know where that thing comes from and usually the guys will be the one making a big deal on this whole 'yellow bone' thing, yes the 'yellow bones' are pretty but its getting too much...You will find black people who are dark skinned who really love the way they look and you will find those who want to be lighter and go for surgeries such as skin bleaching and who see themselves as white people and the sad reality is that if you born black you are black you will never be white..." P#5 "*...light skin is thee thing for now, it is what's trending, if you have light skin or lighter skin then your life becomes better..."* P#8 *"...Most people say that black is beautiful, but in my own opinion...so I don't know"* P#9 *"...We normally don't consider dark people as beautiful, most people prefer people who are light skinned even if you will find some dark people beautiful..."* *"...The lighter you are the better you are, thats the only thing I'd say that I feel sums up everything. The darker you are the more you are at a disadvantage. I mean when you see a lighter person, well myself personally, I immediately get attracted to that person than a dark skinned person..."* P#10 *"...For me it can be any colour, because you can find a beautiful dark in complexion person, not only light skinned people are beautiful..."* P#12 *".... I have met some dark skinned people who are very attractive and some who are not. There are also some very light skinned people who are not attractive at all and some who are..."* *"...The lighter skinned people are still seen as beautiful (and my guess is that they will always be seen like that) but the preference of a lot of my friends and peers seems to be*

		darker skinned people..." P#13 *"...My acquaintances see a variation between skin colours; they are mostly attracted to lighter skinned girls and predominantly perceive them as beautiful compared to dark skinned girls..."* P#14 *"...The most common views I'm aware of are that, light skinned girls or people are the prettiest..."* P#15 *"...I think that generally, people see you as more attractive if you have a light skin tone..."* *"...My view is that physical beauty does not depend on skin tone alone..."* *"...However, tanning is more race specific, as it is mostly done by Caucasian/white people..."*
	Skin tone and stigma	P#1 *"...dark skin, well you kind off downgrade when you go from light skin to dark skin..."* *"...you would find a woman who is light skinned but is said to have not good features but because she's light skinned, then they give her that privilege, they don't mind, but if she's dark skinned then its a NO! She's not beautiful..."* *"... blackness as in the black race behaviour patterns based on our history or what we are experiencing right now, we are more associated with ill-discipline, we are more associated with a lack-of systems or following through productivity everywhere..."* P#11 *"...I would most probably go for a light ski nned person, mainly because I believe dark skinned people have been stigmatised and as kids we was indoctrinated into preferrin g light skinned people than the other..."* P#14 *"...It's so bad that we even associate the g ood things as being made by whites..."* *"..., I think I have personally developed or*

		have grown to believe that, a large majority of white people are very, very smart in comparison to the black..."
Body image	**Size and facial features**	P#1 *"...Sometimes you see light skin people and you see beautiful, you don't check other features, like eyes and nose and all that. Then when you look at them again, you start noticing bad features that you missed..."* P#2 *"...I could say that us guys, well most of us are not attracted to the skin tone, we are attracted to the body in most cases but for me its different because I go deeper than that..."* P#6 *"...Dark, the argument is that with dark skin people are able to see your true beauty, and it won't be based on the colour of your skin and of course light is a totally different thing because some people are said to be beautiful based on the colour of their skin but as soon as you come near to them you can then see that they are not as pretty..."* P#7 *"...I think for me or most people it starts with your skin colour and then after that it's the facial features such as the nose, mouth, eyes. And the body also is important but mostly the face..."* P#12 *"...Western media definitely believes that to be beautiful or successful you have to be light skinned, thin with straight hair, it leaves no room for the darker skinned people to feel beautiful and intelligent..."* P#13 *"... most of the times adds use an attractive person, the size of your weight has to be a certain weight, they use skinny people for adds, and everyone believes beauty is defined by how you look physically..."* P#14 *"...And again having a certain kind of body shape determines how one feels about themselves..."*

		P#15 *"...Non oily skin, (laughs), and a good physique..."*
	Black women and sexuality	P#12 *"...Interesting enough, dark skinned people are now seen as more attractive and more appealing (sexy) but only if they have long flowing hair (if they are women)..."* *"...I think this has a lot to do with the misconception that dark skinned women are more sexually adventurous and experimental, and that dark skinned men are better endowed (hence the saying "the darker the berry, the sweeter the juice) compared to their lighter skinned counter parts..."*
	Hair	P#12 *"...Interesting enough, dark skinned people are now seen as more attractive and more appealing (sexy) but only if they have long flowing hair (if they are women)..."* *"...I think my view of skin tone comes from my exposure to the different people and seeing them in their natural state, without make up or the fake hair..."* *"...I think the way we see ourselves is slowly changing, putting on a weave or bleaching your skin doesn't mean you hate being black, but that maybe you just want to enhance your looks somehow – let's not complicate it..."* *"...The hair I have on my head comes off some lady in India. I love traditional food but can cook mean pasta. Do all things mean I am ashamed of being black? Certainly not, I love being black but enjoy jazzing it up a bit. So yes, it has impacted me in a very positive way..."* *"...Western media definitely believes that to be beautiful or successful you have to be light skinned, thin with straight hair, it leaves no room for the darker skinned people to feel beautiful and intelligent..."*

		P#14 *"...If we look at black influential celebrities, especially women, we notice to start with their hairstyles looking like those of the white women. That in its self already means or implies to my fellow black people [especially Black women] that with hair such as the white's "that floats when the wind blows"; you are perfect. So it has become a norm that one should get such kind of hair..."*
	Perfection	P#4 *"...Media plays a role, because there are few people on TV, its always the lighter ones. They make these people appear perfect, like perfect skin and for the dark skinned people, you will always see few of them and when I say dark I don't mean like very dark, they take a medium chocolate dark person. So in other words even when they choose someone who is dark, they make sure they don't take too dark..."* P#12 *"...A lot of people define who they are by the way they look, some, like Michael Jackson will spend lots of money and time trying to "perfect" their looks, as much as there is nothing wrong with doing some work on yourself, I do think that some people take it too far..."* *"...The media gives the perception that lighter skinned people are more beautiful, smarter and generally positioned as the look everyone should strive for..."* P#14 *"...What the media depicts as "Perfect" and way of life feeds a lot of ideas to the general public regarding beauty and so on. Being light skinned is associated with being pretty and part of the 'elite'. So we all want to be somebody, usually that someday is a figure..."* *"...If we look at black influential celebrities, especially women, we notice to*

		start with their hairstyles looking like those of the white women. That in its self already means or implies to my fellow black people [especially Black women] that with hair such as the white's "that floats when the wind blows"; you are perfect. So it has become a norm that one should get such kind of hair..."
Perceptions and attitudes	**Beauty and self-esteem**	P#2 *"...In other words if you have the confidence then that will make you feel good, but at the same time I feel that beauty and confidence go hand-in-hand..."* P#4 *"...I could say that depends, at times you will find a person who is not as beautiful but with confidence and at times a person who is perceived beautiful and have low confidence. Sometimes as a person who is not attractive it is easier for you not to have a high self-esteem because of people's nasty comments, because those bring a person down. And for the beautiful ones, sometimes it's a matter of ego because they know they can get away with a lot of things..."* P#5 *"...For me a lot of people who ooze confidence are beautiful and those who see themselves as less attractive or society looks down on them have little to no confidence..."* P#6 *"...I really think that everyone is not confident, the people that I have lived with have shown me that people don't have confidence, everyone has their insecurities, whether you beautiful or not, we are all the same..."* P#8 *"...I think there's a connection, because if you have a low self-esteem then you won't see yourself as beautiful, you won't have the confidence. So in other words there is a connection between beauty and self-esteem..."*

		P#9 *"...Okay, some of the factors the way I see myself, well growing up people kept telling me that I am handsome and that boosted my confidence..."* *"...Well, I think they run in the same course, because if you feel you are not beautiful then it means that even you self-esteem is low and I think if you have a high self-esteem then you will think highly of yourself. So if you think you are ugly then even your esteem is low, you end up not even being able to do things such as public speaking..."*
	Personal preference	P#1 *"...An attractive skin tone, uhhmm, caramel, brownish, not too light, not too dark..."* P#2 *"...If my skin is lighter the person preferably must be darker. Yeah thats me..."* P#3 *"...for me I prefer dark skin..."* P#4 *"...I think because I am darker I love my skin colour and there are no complications with dark skin, they are not as affected by the sun and they hardly have any skin problems, well I haven't had any..."* P#6 *"...coffee colour like myself you see..."* P#8 *"...It comes from me, how I feel about it. Nothing has influenced me, like I said I prefer light because I am light and I think it looks better..."* P#7 *"...Yellow bone is better... I'd say according to the beauty that I see let's say in a woman it will differ, so I'd say the*

		lighter skin is better... what I do know is that lighter is better..." P#9 *"... I'd prefer a coffee coloured person, I don't like someone who's too light or too dark and I prefer someone who is in the middle..."* P#11 *"...I am not a big fan of finding attractiveness from skin tone but put in a tight spot and have to decide who looks more attractive than the other..."* P#13 *"...for me an attractive skin tone is a Smooth skin, flawless skin which is gleaming skin. the more flawless and cleaner skin is, the more beautiful it is, for me doesn't matter what the skin colour looks like..."* P#14 *"...A clear and clean looking skin tone is attractive to me..."*

Pigmentation

Theme	**Sub-themes**	**Quotations**
Historical factors	**Apartheid**	P#1 *"...after apartheid we still have that white or light skin mentality that they are better than black or dark-skinned people..."* P#2 *"...I was not part of the then society, but however I will say that we used to believe that white people are more beautiful than we were because they were the ones that brought money..."* P#4 *"...it could be that apartheid played a role in this thinking of white is better, like in the olden days, in the US during slavery, whites has always*

		been glorified and besides that some white people would have sexual relations with black women and their offspring will be multiracial, or coloured and people would say that that child is better looking than a black child conceived by black parents who is dark or might be dark..." P#5 *"...Yeah it had an effect, they always preferred light people and saw the black person as an ugly creature, like a monkey..."* P#7 "*...there was apartheid right, that segregated based on skin colour and I have heard that the coloured race was going together with the white race. Back in the days they were like treating the lighter skinned better and the darker not so nice..."* P#9 *"...that ideology came from the white boeres, that the lighter you are the better but if you are a black person then you are considered a nothing, I'm not sure if this has become a genetic thing or what but its the way it is. The white people who instigated apartheid are the ones who started with this idea..."* P#12 *"...Apartheid has definitely impacted the way black people see themselves and other black people – but we cannot blame just apartheid, I think media contributes but also xenophobia. Apartheid has made black people see themselves as inferior and ugly. Yes apartheid has died in theory, but in reality, we are still enslaved in the mind as black people..."* P#13

		"...Views and inspection for me all emanate from the apartheid regime, racism, and our history, due to the fact that most whites people were rich in Africa, The whiter or lighter you are in South Africa you were perceived as more privileged and never disapprovingly prejudge..." *"...the older generation (people impacted by apartheid) still perceive whites as superior due to an impact the apartheid regime had on them. Black people who were basically affected by apartheid still perceive a WHITE PERSON as superior than a black person, E.G, that's why in stores and in long queues they still give white people first preference or 1st priority compared to a black person..."* P#14 *"... I also strongly believe that our history as Blacks played a role...*
	Colonialism	P#13 *"...due to our history, colony and apartheid regime, the perception is, the lighter you are, the more beautiful you are, and the lighter you are..."* *"...Apartheid has played a huge role in our society as blacks, due to apartheid, black people are still believed to be the modern slave and have to work for white people, black people are still perceived as not innovative compared to white people due to colonialism and lack of resources..."* P#15 *"...other people, who manage to assimilate their colonisers, could have been affected to think that their skin*

		colour, tone and pigmentation makes them inferior or superior. However, this would simply be a matter of assimilation..." *"...Our society is more concerned and affected by race (blackness and whiteness), than skin tone..."* *"...Historically, race was a determinant factor for everything in our country. Today, some people still hold on the race ideology, though it is not so much of a problem anymore..."*
	Slavery	P#4 *"...it could be that apartheid played a role in this thinking of white is better, like in the olden days, in the US during slavery, whites has always been glorified and besides that some white people would have sexual relations with black women and their offspring will be multiracial, or coloured and people would say that that child is better looking than a black child conceived by black parents who is dark or might be dark..."*
Economic factors	**Socio-economic status**	P#1 *"...Some people get jobs because of how they look and do their perceptions are positive to people with good looks. For example you came recruiting participants for your research because the way you look, we paid attention besides the fact that you come from Wits..."* P#10 *"...I'll make an example, when you are black and living in the suburbs you are considered as having money because those places were reserved for white people and if you are white living in the townships then you will be considered poor because townships are paired with black people and a lower status..."*

		P#11 *"...As you can see most people would rather be light skinned than dark as the skin colour can often open doors for you in workplaces..."* P#12 *"...Physical beauty influences people in a big way. If a person (both male and female) is perceived as attractive, they get one of two responses: they are seen as stupid and cannot go further in their careers because of their looks, or simply get away with a lot of things, simply because they are attractive. So, in my opinion, physical beauty can be a curse or a blessing depending on the person you meet..."* *"...Darker skinned people are positioned by the media as barbaric, poor, ugly and not so successful..."* P#13 *"..., it is effortless to get successful compared to dark skinned individuals who are mostly perceived as ugly..."* *".... Most people still believe you need to be white or light skinned to be successful which in turn makes most blacks to be reluctant in establishing their own businesses because they feel they can't be successful and be called bosses in the colour of their skin they are trapped in, the philosophy is the whiter you are the more network and the more it is easier for you to get successful..."* P#14 *"...White people are depicted as being 'rich and wealthy', hence (black) people want to be associated with "winners" or at times feel inferior to them (whites)..."*
	Employment Prospects	P#13 ***"...**most people associated success based on the colour or tone of your*

		skin, the lighter you are it was believed it's easier to get richer because of the network that everyone presumed a lighter skin will have, since white people were predominantly rich, now being successful was associated with the colour of the skin, most people believed you had to be white to be successful..." *"...white people are still seen as the most creative and innovative people who can still invent new technologies..."*
Socialisation	**Family: Point of origin of colour consciousness**	P#2 *"... For me it comes from my mother because the first person you fall in love with is your parent, so obviously when you looking for someone, you will look for someone who resembles your mother, therefore the first line of beauty is your mother before you even go further, so thats where most of my views originate from..."* *"...As I said before, 'charity begins at home' thats where most attitudes come from, obviously if someone feels that a particular person is attractive because they are light, then that perception comes from home, like sometimes at home while growing up older people would be saying, 'wow you pretty, because you are light', so it comes from there. Everything we do comes from home..."* P#6 *"...I come from a family of light skinned individuals and so at home they are always competing about who is the lightest among the lot, so light goes at home..."* P#7 *"...Like most old people think that when you are light, you are treated better. Its uncomfortable but what can*

		I say...” P#9 *“... I think its just general conception, from TV, from community, something we all grew up knowing, in South Africa and globally. Its like the more lighter you are, fairer like white people, thats the more you considered beautiful and black people or dark skinned are the least prettiest...”* “*...As much we don’t want to admit it but people’s perception about us, about the world affect us...”* *“...The reason we don’t like a person, its not a natural thing its something that was instilled in our heads from as long our grandmothers, great grandmothers, they were the first ones that told us that a dark child is ugly...”* P#10 *“...We take our perceptions from our parents and grandparents; we usually associate whiteness with wealth and blackness with being poor...”* P#11 *“...As mentioned above, I think I was i ndoctrinated as a child...for instance my mom whenever she wanted you to t ake a bath as a kid she would say "Otl anna o montsho" meaning you'd be da rker if you don’t bath and she would s how you a random dark skinned kid o n the street and blame dirt, therefore y ou grow up not wanting to be dark ski nned...”* *“...Its all based on how one has been brought up and the fact that dark skin ned people or black people are associ ated with a lot negative things such as crime and all these other things theref ore people tend to want to be more lig ht than dark...”*

	Childhood trauma	P#3 *"...I personally don't feel bad because that's what those people want, whether to bleach their skin or darken it. These people who bleach or tan want their skin colour to be in a particular way, maybe when they were young they used to be told that a particular colour was better than the rest and grew up wanting that colour that has privilege..."* P#9 *"...The reason we don't like a person, its not a natural thing its something that was instilled in our heads from as long our grandmothers, great grandmothers, they were the first ones that told us that a dark child is ugly..."* P#11 *"...As mentioned above, I think I was i ndoctrinated as a child...for instance my mom whenever she wanted you to t ake a bath as a kid she would say "Otl anna o montsho" meaning you'd be da rker if you don't bath and she would s how you a random dark skinned kid o n the street and blame dirt, therefore y ou grow up not wanting to be dark ski nned..."* P#14 *"...Look... as a black person, especiall y when we were growing up, we (blac k girls) were given "white dolls" to pl ay with. I think in its self says that whi te is better than black..."*
	Religious influence	P#1 *"...Ahhh, I believe in inner beauty, I believe that skin tone is a colour, uuuhhmm, I have reason to believe that the original colour, is important and I believe that I shouldn't look at yourself as better because you are*

		light skinned or ugly because you dark skinned, its about confidence, if you know what have and you know what you have inside , I think that will shine out to the world and they will see how beautiful you are and they will find you attractive. People were made in God's image..." *"...God created you that way and if you don't find that beautiful, you are kind of saying that God created a mistake or something, so you trying to fix what he made, its not a problem to have make-up on, thats like accessorising yourself, its cool, but then bleaching has its deep..."* P#2 *"...People must know we are different and we are all beautiful and whatever you do you must remember that you are the image of God..."* P#6 *"...If you are black stay black and stick to how you were made..."*
	Homogeny among black South Africans	P#1 *"...I'm going to say is because you grew up under that general view, its really hard to see someone who is very dark as beautiful, 'ya bona' (you see), its rare. Lighter skin is like beautiful instantly but with black you have to pay attention..."* P#4 *"...A lot of people like the light skinned people, and then that is followed by dark and then people who are albinos. Yeah that's what I think..."* P#5 "*...People like the lighter skin, the darker is undesirable, they think light is beautiful. They even use certain chemicals to make their skin lighter..."*

		P#6 *"...oh okay, when you are light people hardly look at anything else so your skin does the talking for you and the same time when you are darker or dark, people will look at you closely to see if whether you are beautiful or not, dark skinned people are more scrutinized..."* P#7 *"...Okay so they usually say that 'yellow bone' is the better tone, so I'd say that lighter skin would be better..."* P#8 *"...Most of the time light people are preferred, in my opinion..."* P#9 "*...Well its not my personal view, just generally most people prefer light skinned people, but its not my personal view..."* P#10 *"...Where I live people turn to discriminate others against others based on their skin colour and another thing is that when you find a person is light in complexion they turn to think that person is beautiful and if you are dark in complexion then you are not all that..."* P#11 *"..., it is just a saying most people put in a room to choose a woman or man they would rather go for a light skinned person who they consider beautiful..."* P#12 *"...Dark people are ugly. Light skinned people are beautiful and more appealing..."* P#13 *"...my acquaintances see a variation*

		between skin colours; they are mostly attracted to lighter skinned girls and predominantly perceive them as beautiful compared to dark skinned girls..." P#14 *"...They agree to what the majority believe and accept as being beautiful, which is that a yellow or light skinned person is the most attractive..."* P#15 *"...We have not really engaged the topic of skin tone, but I would imagine that most of them see a light skin tone as being more attractive..."*

Historical factors

Themes	**Sub-themes**	**Quotations**
Naming, shaming and common terminology	**Internalisation**	P#4 *"...I remember when I was young, I used to want to also bleach my skin to be lighter because I am a dark woman and dark has always been shamed upon in this community, sometimes I was called 'blackie' because of the colour of my skin. I think you should be happy with the colour you have..."* P#10 *"...I took that from long ago, I have seen and interacted with a lot of people and of course taking their opinions into consideration, that's how I came to my conclusions..."* P#11 *"...I really do not care no more if I am dark skinned*

		or light toned, however it gets to me when someone says geez why you so dark was you sun basking? Then it seems I am now unattractive, this is particularly true when my girlfriend says such..."
	Projection	P#1 *"...comments from hommies (friends) and around and we talk about it. The looks and all..."* *"...we associate thoughts with colour too, for instance I grew up in an environment whereby my father was a reader, an academic so he taught me to be disciplined in those areas but then my other friend who also analyse how I behave, who wants to be like that, has this opinion that I behave 'white'..."* P#11 *"...They very aware of it, you often hear them being proud of being or dating light skinned people whom they refer to as "Yellow bones" yeah as weird as that term sound, it is what they would rather have than dark skinned guy or girl..."* P#13 *"...Society Norms- society has now conformed to certain western ways of dressing and physical ways of looking, so society plays a big role in how we portray ourselves..."* *"...the older generation (people impacted by*

		apartheid) still perceive whites as superior due to an impact the apartheid regime had on them. Black people who were basically affected by apartheid still perceive a WHITE PERSON as superior than a black person, E.G, that's why in stores and in long queues they still give white people first preference or 1st priority compared to a black person..." P#14 *"...They come from growing up around dark skinned people who view the light complexion as better looking and the media obviously..."* *"...So we have come to think and possibly made to believe that being white is good, better than being black to some extent, whether we are conscious or unconscious of the idea..."* P#1 *"...Yeah, yellow bones is what they call them..."* P#4 *"...Most people prefer light, you the 'yellow bone' this and the 'yellow bone' that, I don't know where that thing comes from and usually the guys will be the one making a big deal on this whole 'yellow bone' thing, yes the 'yellow bones' are pretty but its getting too much..."* P#7 *"...Okay so they usually say*

		that 'yellow bone' is the better tone, so I'd say that lighter skin would be better..." *"...Yellow bone is better..."*

Colourism

Themes	Sub-themes	Quotations
Media	**Television**	P#1 *"...Uuhhmm, I think maybe, television plays a role..."* *"...Again I'll say media. Media plays a major role in our perceptions and it has even gone deep into the way we think..."* P#13 *"...Desired skin pigmentation is adopted from the Media and Television influence..."* P#2 *"...black is beautiful of course there are a couple of people who might feel otherwise about my statement but for me I think young people are comfortable in their blackness, like for example on TV like sabc1, we are dominating, I think we are more comfortable now because we are able to do things that we though only white people do..."* P#4 *"...Media plays a role, because there are few people on TV, its always the lighter ones. They make these people appear perfect, like perfect skin and for the dark skinned people, you will always see few of them and when I say dark I don't mean like very dark, they take a medium chocolate dark person. So in other words even when they choose someone who is dark, they make sure they don't take too dark..."* P#5 *"...definitely, because when you turn on the television you will always see the*

		white skin and products also promise the white skin than the dark skin, which then means that the white skin is promoted..." P#14 *"...The media plays a huge factor. By media, I am referring to celebrities and people who are idolised by the general public as being an example or figure..."* *"...The media has led me to believe that light skinned women are the prettiest and most beautiful..."* P#15 *"...Western media is incredibly ignorant and oblivious to what Africa's beauty is. I think that African beauty is only really known by us as Africans. Also, Western media's influence causes the youth here to see themselves and their appearance differently, or even in a derogatory way because it does not ever emphasise or affirm African skin tones and appearances, but rather their region's skin tones and appearance..."*
	Adverts	P#13 *"...advertising products using light skinned individuals has created an ideology that light skin is the best skin to have for individuals..."* P#6 "*...Of course they do, they are marketing themselves knowing that people are fond of the white skin. Media is for the light skin..."* P#7 *"...The media pushes light skin, most adverts that you see have light skinned people, whether males or females. Most of the time they use light skinned people and I don't understand why..."* P#10 *"...when they do adverts people use white people because we believe that if we want*

		to attract people from outside countries with our adverts, we think the white people are better to use. We turn to take black people as inferior..." *"...you find advertisement like you Ponds, Garnier, that usually show before and after photos. The before images are darker and look shabby and the after images are lighter and the people look happier. Celebrities are also opting for such looks nowadays..."* P#11 *"..., I mean the advertising of skin lighting creams and all just by that means one should not be dark skinned. But in the entertainment industry they tend to encourage the dark skinned pigmentation, for example LupitaNyongo has been seen as the most black beautiful woman in the USA after the 12 years of slavery movie. And one can take not when they looking for black women models, they always take the dark skinned ones than light skinned ones..."* P#13 *"...this all emanates from the fact that everyone of my acquaintances watches television and they are influence by the fact that movies, ads and promotions use lighter skinned woman for their products..."* *"...Media and advertisements, Modern Age Brands always pushing their brands with handsome and mostly lighter models with almost no blur imperfections are influences to how we portray ourselves..."* *"...media has created images on how peoples should look like and how people should behave in society, the media predominantly uses lighter skinned models mostly to market their products or advertise their products, people now always associate the definition of beauty with being light skinned or at least*

		having a lighter complexion, more diversified models are now used but most of them are still light skinned on ad..."
	Movies and music videos	P#1 *"...Not just the way we see things, because the way we see a trend probably on twitter now influences the thought about something. A trend on anything, on MTV, you see dress codes and stuff and the way people talk. Media plays a major role whether we like it or not. I believe if we going to change the way we think, the way we view the world, we have to change what we put on our media and what is portrayed in our media, because media is our surrounding..."* *"... Like we believe that Jesus is white and we later find that he was from the Middle East countries, he's skin colour might have been brown. Music videos play all day and you see more light than dark..."* P#9 *"...: I think its just general conception, from TV, from community, something we all grew up knowing, in South Africa and globally. Its like the more lighter you are, fairer like white people, thats the more you considered beautiful and black people or dark skinned are the least prettiest..."* *"...That question is simple to answer; media has a major effect, like light skinned women are called 'yellow bones' and those are the ones that are beautiful and the trophies unlike the other ones. Even when you look at rap music videos you will see all these light skinned exotic women being featured there. Most programmes we see are produced from the western side, there's a lot of racism in what and how they portray certain things. Like some cartoons would portray a black person as this ugly creature with*

		pink or red mouth and an extremely black complexion. And the white cartoon is portrayed so beautifully..." P#12 *"...I think the media plays a huge role in how people form their opinions, for example, AlekWek has become somewhat of a house hold name and now people are starting to see the darker skinned people as "models" but then again the big music and movie stars are people like Beyonce, Alicia Keys and Halle Berry who all happen to be light skinned people. Songs have also being sung by the black people where the words state that a bride is so beautiful, she even looks coloured..."* *"...The media gives the perception that lighter skinned people are more beautiful, smarter and generally positioned as the look everyone should strive for..."*

Appendix D: Self-reflection

Self-Reflection

When I thought about a research topic, I didn't have to look further. At that point, what was popular in the media was a Soweto born pop-star, Mshoza, that came out proud showing off her new bleached skin, informing a local magazine (drum) that she was tired of being ugly- which she correlated ugliness and dark-skin- and is happy with her new complexion. Soon afterwards there were a few celebrities that bleached or lightened their skin. A few months before Mshoza's story broke to the headlines, there was a term that was thrown around a lot at different institutions, such as media, universities and neighbourhoods, which is "yellow-bone", I never understood what it meant until conducting the research interviews and it was a term used often. I soon found out that 'yellow-bone' was a term used to describe a light skinned person, whether male or female. 'Yellow-bone' was a new term that symbolised beauty, thus if you were called a 'yellow-bone' then that equated to beauty or attractiveness.

The research that I conducted has been an eye-opener for me, I have realised that light is preferred for most people and at times realised that some people were ashamed of that but were not shaken away from their preference, ashamed to openly say they prefer light skin, or ashamed of repeating their statements but with probing it was clear that for them lighter is better. What I found disturbing was the fact that most people whom I interviewed and were fairly dark skinned were the one's that put light skin on a pedestal and for me I realised that their inability to proudly say that they prefer light skin had more to do with their internalisation of dark is bad, ugly, undesirable as compared to light.

I have started paying more attention to what people say about the colour of the skin and what the media chooses to show us on television, print media and what is said on radio. One day I was driving to the mall and as usual, I was listening to my favourite radio station, YFM, and as I was concentrating on what the presenter was saying, of which he was talking about a winner of a competition that was airing for a month, the competition required the people to send in their best 'selfies' (which are pictures that people take of themselves), so the there was a winner and the presenter commented on the complexion of the winner, stating that she (the winner) was bound to win because she is a 'yellow-bone' and 'yellow-bones' are the epitomy of beauty, no one can compete with that. His statements were quite shocking to me and very relevant to what I was studying, trying to understand. Although with that came in frustration within me, I realised that YFM was a youth radio station or rather it was targeting youngsters as its listeners and at that point I was aware of the fact that young people like myself and younger were listening to this and how they felt hearing such comments being said so normally on air probably made it 'okay' 'acceptable'. It is such comments in the media that makes young girls who would like to compete in beauty pageants get discouraged because they feel they are not light enough to compete with other girls that are either biracial or white. It is such comments that lower young women's self-esteem, being made to feel that they are not pretty enough. It is such comments that make young men think that white or light skin is more attractive than any other colour, not realising at times that their own mothers and sisters are dark skinned, therefore where do they fit in, in this picture?.

I remember when I was young, my parents would always say that the first sign of constipation is when your skin tone turned dark and at times you would go out with friends to the park to play and when you get home, you'd find that your skin was tanned by the sun however to them its either you are constipated or having been taking a bath properly. Then

after taking some laxatives for your stomach, my parents would firstly comment on your complexion that it has improved, I have always believed that and quite frankly I still think so. However for them they associated being dark with sickness or being ill and that started ringing in my head when I begun with this research. A friend of mine once said that at her home her mother used to threaten her using dark skinned children as her examples, stating that if they play in the sun for long they will look 'ugly' and 'dark' like those dark skinned children, this deterred them from playing outside for a while because they were scared to look like 'those children' who were already labelled ugly by adults, primary caregivers, because of their complexion. At times that is the source of a child being colour conscious and not desiring a particular skin tone due to past experiences.

Another childhood memory that was sparked during this research was when one year, I should think in 2006, I was travelling with my family to Rustenburg for a holiday and we left with another man from our neighbourhood, who used to assist us with gardening and washing cars. When we got to Rustenburg some people there referred to him as 'lekwerekwere' which is a rude term used to refer to a foreigner. And as much as my father tried to stop the name calling, people there felt strongly that he wasn't from South Africa merely because he was dark-skinned. My sister-in-law is also dark-skinned and I remember in her early days in her new family, they used to refer to her using the following names 'black cat' 'black shark' 'montsho' which directly translates to dark, of course they didn't call her those names in her face however this was an indication that dark skin is not desired. My eldest brother is also dark and he used to mention to me that he was always infuriated with my oldest sister because she used to tease him with the colour of his skin. My brother went ahead to marry a woman who was fairly light skinned than the rest of us and I've always wondered if that wasn't influenced partly by his past experience of being teased by the colour of his skin, come to think of it all my brother's girlfriends were light skinned women, and he once mentioned that he would like a light skinned baby, fortunately for him, his child is light skinned.

This research has made me realise that we are partly influenced by our own closest relatives to see things their own way; probably they were indoctrinated in the same fashion also. I have realised that skin colour conscious and a preference of a particular skin colour is a silent issue that people are so uncomfortable talking about, partly because most are dark skinned and their family members are dark-skinned also however they prefer something they themselves are not. I'm sure one wonders if this means that he/she doesn't love herself/himself the way they are and what does it say about their own identity as black people. Such an uncomfortable topic makes you question society's influence and familial experiences and if whether such are partly to blame for ones self-hate and this non-acceptance behaviour. My eyes have been opened during this research, I have been sad at some moments when I truly felt it was unfair, I was happy at times when I felt that people are aware of what is happening around them and that there are certain influences that would do more damage than good and I am glad that for some it has created an awareness on issues of colourism.

Appendix E: Semi-structured interview

Interview Guide

Demographic details

How old are you?

How, if any, would you describe your:

Race

Ethnic group

Nationality

Language

i. **To explore how views around skin tone affect people's perceptions of beauty and attractiveness?**

Physical appearance

What are the various views on the skin pigmentation?

How would you describe an attractive skin tone?

How do people with whom you associate see different variations of skin colour?

Where do you think your views about an attractive skin tone come from?

What are some of the factors that influence the way you portray yourself physically?

What factors in your opinion contribute to how people form their opinions on desired skin pigmentation?

How do you think your exterior outlook influences the way people are attracted to you?

What are your opinions about skin lightening and tanning?

ii. **To explore the impact of societal structures such as apartheid and racism on perceptions around skin colour.**

Race and its effects

What impact do you think historical racism has had on the views about the colour of your skin? (e.g colonialism and apartheid).

What impact does the society in which we live and its history, have on perceptions of skin tone, blackness and whiteness?

How has this had an impact on you if any?

iii. To explore how attitudes about different shades of skin colour may impact on self-esteem.

What are people's perceptions on self-esteem and beauty?

iv. To explore how perceptions of attractiveness affect ones self-concept.

What are people's perceptions on looks and one's self-concept?

Media's influence

How do you see the media's influence on how perceptions of different skin tones are formed?

What impact do you think the media has or may have had on your future perceptions concerning skin tone?

How do you view western media's influence?

General

Any more suggestions?

Appendix F

Participant Consent Form

I hereby consent to participate in the research that Palesa Nkwadi is undertaking. The research topic is as follows: Perceptions about different shades of skin colour and attitudes towards pigmentation.

- I understand what participation in this research means,
- I understand that my participation is voluntary,
- I understand that I have the right not to answer any questions that I do not feel comfortable with,
- I have the right to withdraw my participation in the research, at any time I so choose and
- I understand that any information I share shall will be held in the strictest confidence by the researcher
- I understand that participants' names will not be used or known by anyone, nor appear in the dissertation.
- Participants may be contacted for a follow-up interview
- Even though quotes will be used, participants will be anonymised in the write-up of the report.
- The results will be reported in the research report.
- Students, lecturers and interested readers from the university and from the community will have access to the document. Participants will be provided with a summary of the results if they would like to see them.
- Wits Masters and PhDs are stored in the library as well being made available on the www.wits.ac.za/academic/humanities/frcresearchportal/7263/research_reports.html.

- Name:.....
- Date:.....
- Signature:.....
- Signed by :PalesaNkwadi
- Signature:.....

Appendix G

Participant Information sheet

Good day,

My name is Palesa Nkwadi and I am a student registered for an MA in Social Work by Research at the University of Witwatersrand. As part of the requirements for the degree, I am conducting a research study to inquire into perceptions about shades of skin colour among the black community. The research topic is as follows: Perceptions about different shades of skin colour and attitudes towards pigmentation. It is hoped that this information will assist with the better understanding issues around skin tone and may allow for better therapeutic interventions by social workers.

I therefore wish to invite you to participate in my study. Please note that your participation in this study is voluntary and there is no reward for participating or penalty for not participating. Involvement in the study requires your participation for approximately one hour which will be scheduled at a time and place that is suitable for you. You will not be obliged to answer any questions with which you are uncomfortable and therefore have the option to decline or to respond to any questions asked. You will also have the option of terminating your participation at any stage that you choose. With your permission the interview will be tape recorded. All data collected through the interview will be treated within the strictest confidentiality. The tapes and the interview schedules will be kept for two years following any publications or for six years if no publications emanate from the study. Given the fact that participation might give rise to emotional upsetting, counselling will be available at Family Life Centre in Pimville, Soweto next to Maponya mall, free of charge. Please note that participants' names will not be used or known by anyone, nor appear in the dissertation.

NB: Participants are advised to detach the Participant Information Sheet from the consent form and keep the Participant Information Sheet so that they may contact the researcher at a later point if they so wish.

Please feel free to ask questions regarding the study. I shall answer them to the best of my ability. I may be contacted on email palesa.nkwadi@students.wits.ac.za or mobile 082 500 1360. My supervisor, Linda Smith, may be contacted at 011 7174472 should you wish to receive a summary of the results of the study an abstract will be made available.

Thank you for taking time to consider participating in the study.

Yours sincerely

PalesaNkwadi

Appendix H

Consent form for audio-taping the interview

I hereby consent to tape-recording of the interview. Even though quotes will be used, participants will be anonymised in the write-up of the report.

I understand that my confidentiality will be maintained at all times and that the times will be destroyed two years after any publication arising from the study or six years after completion of the study if there are no publications.

Name:……

Date:……

Signature:……

Signed by PalesaNkwadi

Signature:……..