

Self-Esteem, Hair-Esteem and Black Women with Natural Hair

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This study explored self-esteem and hair-esteem in a convenience sample of 529 Black women who at least occasionally wore their hair naturally, neither chemically nor thermally straightened. Participants were administered an internet-based 54 question inventory, in which the Rosenberg Self-Esteem and Bankhead/Johnson Hair-Esteem Scale were embedded. Prevalence of natural hairstyle choices, perceptions of discrimination and other maltreatment, and reception by specific social groups when wearing natural hair were explored. Correlation and multiple regression analysis were utilized. Higher self-esteem was associated with higher income and more education, while the most significant predictors of high hair-esteem were approval of a romantic partner and a supervisor ($R^2 = .156$, $p < .05$).

The American cultural female beauty ideal remains decidedly narrow and relatively white. Physical manifestations of beauty exhibited in Black women have been debated and contested in American culture for over a century (Black & Sharma, 2001; hooks, 1984). Black women's bodies were routinely regarded as vile, inhuman, and at the very least unattractive, while simultaneously Black women were utilized as objects for the sexual favors of some powerful white men (Ani, 1994; hooks, 1984). The broad noses, brown skin, full lips, large buttocks and wiry hair of Black women have been seen as abhorrent over the course of United States history (Byrd & Tharps, 2001). Images of the Black woman as a mammy figure with headscarf, shaven head or tight short braids was a primary visual representation of Black women in the minds of many Americans until recently (Banks, 2000; Byrd & Tharps, 2001; Prince, 2009; Wallace, 1999).

In the modern era images of Black women as legitimate and rival beauties to white women and other women of color is evidenced by their increased representation in the media and popular press (Killbourne, 2010). While these images of Black beauty are more present Black women continue to be objectified, often dismembered and portrayed as animal, alien or unnatural. We have had a first Lady of the United States who is African American. Many Black women grace the pages of premier fashion magazines and a popular network television series (*Scandal*) features a Black woman as the US President mistress and sincere love interest (flowtv.org). While the media celebrates portrayal of Black women who successfully achieve a white beauty ideal (narrow noses, straightened hair, lighter brown skin), successful, upper middle class and highly educated young Black women are subverting the white beauty paradigm and increasingly accepting themselves and presenting themselves to the world in their natural beauty state. This may address how in the face of social and cultural degradation and diminished access to resources of higher education and economic advancement Black women consistently rate high on measures of self-esteem (Molloy & Herzberger, 1998; Phinney, Cantu & Kurtz, 1997). For women and girls across cultures hair is an enduring symbol of female beauty. In this paper the researchers explore the meaning of the changes in Black women's feelings about themselves and their hair as younger Black women increasingly wear their hair in its natural state (neither chemically nor thermally straightened).

Objectives

The purpose of this research study is to understand the relationship between hair-esteem and self-esteem among Black women who wear their hair in a natural hairstyle. For our purposes a natural hairstyle is defined as non-synthetic hair that is grown from one's scalp and is not chemically or thermally straightened. The project aims to examine for women of African descent the association between hair-esteem, studied using the *Bankhead-Johnson Hair Esteem Scale* and self-esteem studied using the *Rosenberg Self Esteem Scale* (1965). Of interest is Black women's relationship with their hair and its impact on their identity, decisions about wearing hair in its natural state, self-concept and discrimination. Findings from this project will be used to inform social service providers and educators to better relate to Black women and girls facilitating more culturally responsive practice. Furthermore, it may demonstrate the critical role that hair plays in the lived experiences of Black women and girls.

African beauty, body and hair have been racialized, with slim/"keen" European features being the accepted standard of beauty since enslaved Africans were forcefully brought to the Americas (Ashe, 1995). Tightly coiled tresses were considered deplorable when pitted against the long, straight type of European hair that was considered beautiful (Chapman, 2007). With the oppression and enslavement of Africans came the oppression of Black hair (Byrd & Tharps, 2001; Chapman, 2007; Erasmus, 1997). From the arrival in the Americas to plantation life and beyond, history shows a common trend of repressing African hair (Ashe, 1995; Byrd & Tharps, 2001; Chapman, 2007; Dash, 2006; Erasmus, 1997; Tate, 2007). This form of oppression has impacted every aspect of Black people's lives including their self-esteem and self-concept (Byrd & Tharps, 2001; Chapman, 2007). An exhaustive body of research has shown that racial identity and self-esteem are positively correlated to higher academic performance and general life success (Bonvillain, & Honora, 2004; Byrd & Chavous, 2009; Carson, 2009; Chavous, Bernat, Schmeelk-Cone, Caldwell, Kohn-Wood & Zimmerman, 2003; Chavous, Rivas-Drake, Smalls, Griffin, & Cogburn, 2008; Cokley & Chapman, 2008; Eccles, Wong, & Peck, 2006; Gordon, Iwamoto, Ward, Potts, & Boyd, 2009; Nasim, Roberts, Harrell, & Young, 2005; Oyserman, Kimmelmeier, Fryberg, Brosh, & Hart-Johnson, 2003; Robinson & Biran, 2006; Swanson, Spencer, Dell'Angelo, Harpalani, & Spencer, 2002), thus we explore the connection between hair esteem and self-esteem (see appendix B, Rosenberg, 1965) to assist in positive identity development in women and girls of African descent.

Self-concept, self-esteem and self-acceptance are related to being able to assess one's self as "good enough", just as they are (Bonvillain & Honora, 2004; Thompson, 2009). In reference to hair, Black women are bombarded with media and mainstream cultural messages that challenge them to think of themselves as inadequate in their natural and unaltered forms (Byrd & Tharps, 2001; Chapman, 2007; Erasmus, 1997; Rooks, 1996). As such, complete acceptance of one's self as beautiful and worthy, naturally, could be seen as an act of resistance (Chapman, 2007). This is an area where Black women appear to excel. Anecdotally, Black women seem to model for mainstream society how to love and accept themselves even when their brand of beauty is in conflict with mainstream ideals (Byrd & Tharps, 2001). Whether truth or somewhat a façade this issue has yet to be adequately explored in the academic literature.

Self-Esteem and Black Women

High self-esteem is associated with positive psychological well-being and negatively associated with depression, hopelessness and helplessness (Baumeister, 1993; Harter, 1993; Rosenberg, 1965; Wylie, 1979). In the current study we are interested in measures of global self-esteem, recognizing that there are specific domains of self-esteem worthy of scholarly investigation. In fact, most research on self-esteem has explored domains such as academic achievement (Osborne, 1995), social competence (Williams & Galliher, 2006), and physical appearance (Molloy & Herzberger, 1998), all of which may contribute to global levels of self-esteem. Research (Phinney, Cantu & Kurtz, 1997) suggests that these domains are in fact parts of the whole of global self-esteem. Therefore we might expect them to be positively correlated to any measures of global self-esteem.

It has been established in the literature that African Americans exhibit higher levels of self-esteem when compared with other racial and ethnic groups (Molloy & Herzberger, 1998; Twinge & Crocker, 2002). A meta-analysis using 712 data points explored differences in self-esteem based on racial groups. Black people scored higher than whites on self-esteem, however whites scored higher than all other racial minority groups, including Latinos, Asians and Native Americans (Twinge & Crocker, 2002).

Black women scored higher than Black men in self-esteem inventories and self-esteem for all groups was positively correlated with higher socio-economic status. Researchers have historically found Black women to report higher levels of self-esteem and more positive body image than white women (Molloy & Herzberger, 1998). It is suggested that Black women's resilient opposition to the thin ideal in mainstream white women's society protects them from higher rates of disordered eating and supports self acceptance of larger more full figured women. These attitudes are nurtured in a Black American culture that expects more traditionally masculine traits from Black women (Wallace, 1999). In their study of 669 high school students who were born in the United States, ethnic identity, self-esteem and attitudes toward other groups were assessed (Phinney, Cantu & Kurtz, 1996). The researchers found that ethnic identity is strongly, positively correlated with self-esteem regardless of the ethnic group (Phinney, Cantu & Kurtz, 1996). Gender, age, socioeconomic status and grade point average were associated with high self-esteem, however only strong ethnic identity was a predictor of high self-esteem among all groups. "American" identity was solely a predictor of high self-esteem among white respondents. Still others suggest that positive body image and high self esteem for Black people is a factor of isolation from the dominant cultural values and that as Black people become more middle class they are likely to take on the values, body image and self-esteem levels found in the general white population.

Nigrescence Model

This study utilizes an African-centered and epistemological approach that is holistic in nature (Ani, 1994; Asante, 2003). To understand the centrality of hair to African people one must do so through the lens of an African worldview and axiology. African cosmology asserts that all things are interconnected and interrelated. Throughout the ages from the Ancient Nile Valley civilizations to the movement West and the establishment of Western African empires, hair has maintained a spiritual, social, cultural and aesthetic significance in the lives of African people (Byrd & Tharps, 2001). Even today in a society where racial oppression is pervasive Black hair takes on a heightened sense of relevance in the development of Black girls (hooks, 1984). We have borrowed from Akbar's definition of the whole self wherein dimensions of the self are more closely aligned to the customs, traditions, and spiritual beliefs of African people (Akbar, 2007). In this study, global self-esteem is holistic and encompasses the whole self, including spiritual, mental, ancestral, social, and physical identities and experiences (Johnson, 2011).

Methods and Data Sources

This project involves quantitative, exploratory, internet-based survey research with convenience sampling. Data was collected from 529 subjects who were accessed via the Internet using a private Facebook page, project website with site-specific advertising, and personal contacts. Criteria for project participation included being identified as an adult woman of African descent. The survey instrument included 54 questions assessing prevalence of natural hairstyle choices, perceptions of discrimination and other maltreatment, and reception by specific social groups when wearing natural hair. Embedded in the research tool are the *Rosenberg Self-Esteem Scale* (Appendix B) and the *Bankhead/Johnson Hair-Esteem Scale* (Appendix A). Data collected from all participants was input into SPSS and analyzed using t-test, chi-square and multiple regression analysis.

The survey consisted of 54 mostly closed ended Likert scale and nominal type questions. There were 6 distinct sections; 1) general questions about hair styles worn and hair texture, 2) acceptance of natural hair in different environments, 3) responses received from different social groups, 4) discriminatory experiences, 5) a Black "hair-esteem" scale, and 6) demographics. The survey questions explored the relationship that respondents have with wearing their hair in its natural state and how they are received in society. Our hypothesis was that Black women who wear their hair naturally (not straightened nor chemically altered) would report unfavorable responses from their workplace colleagues, friends, family and/or strangers. Our main research question was, how is self-esteem associated with hair-esteem for Black women?

Results

Who were the respondents of the survey?

Demographics. Respondents to the survey represented a wide range of diversity among demographic characteristics. Participants indicated that they belonged to 7 racial/ethnic categories with representation in the African American/Canadian group being the highest at 72%. The median age of women in the study was 32 years of age, however participant ages ranged from 18 to 71. Annual household income ranged from \$0 to \$25,000, to over \$250,000 with the median household income being in the \$46,000 to \$60,000 range.

The most common level of education achieved was “some graduate school” with the most frequent response to this question being receipt of a graduate degree (n=141, 32.8%). Most people lived in New York and then California, however 29 states and the District of Colombia were represented in the sample. The most prevalent work sector was work in education. A full 96% of respondents indicated that they at least sometimes wore their hair in its natural state. About 42% of respondents indicated that they wore their hair naturally on a daily basis or 30 days each month. When asked if women who wore their hair naturally manipulated it to create curl or wave definition when going out in public, 63.5% indicated that they did. About 58% of respondents indicated that they wore their hair straightened at least 1 day each month (see Table 1.0).

Table 1.0 Demographics of Survey Respondents

	Frequency	Valid %	Highest Frequency
Race	304	72.2	African American
Age	418	79.0	Median = 32 years
Annual Income	62	14.6	\$46,000 to \$60,000
Highest Education Level	141	32.8	Graduate Degree
State of Residence	111	26.9	New York
Work Sector	130	24.6	Education
Ever Wear Hair in Natural State	443	95.9	Yes
Manipulate Hair to Create Definition	294	63.5	Yes
Wear Hair Naturally Every Day of Month	221	41.8	Yes
Wear Hair Straightened Some Days	308	58.2	Yes
Total	529	100.0	

Accepting environments for natural hair. Respondents were also asked about favorable responses that they experienced while wearing their hair naturally. They consistently indicated that they received *somewhat* or *very favorable* responses to wearing their hair naturally with co-workers and supervisors, in their communities, with family members, in their friendship circles and with their romantic partners. Respondents indicated they were in environments (see Table 2.0) that were accepting of Black women wearing natural hair. Overall the women felt that they were in *very* or *somewhat accepting* environments at work (90.3%), in their families (90.3%), in their communities (93.4%) and among friends (97.3%).

Table 2.0 Environments for Very or Somewhat Favorable Acceptance for Wearing Natural Black Hair

	Frequency	Valid %
Work	408	90.3
Family	409	90.3
Community	421	93.4
Friendship	439	97.3
Total	529	100.0

Favorable social group responses for natural hair. Respondents consistently indicated (see Table 3.0) that they received *somewhat* or *very favorable* responses to wearing their hair naturally with co-workers (93.7%), supervisors (89.2%), in their communities (94.6%), with family members (89.1%), in their friendship circles (87.4%) and with their romantic partners (91.4%).

Table 3.0 Favorable Social Group Responses to Black Women Wearing Natural Hair

	Frequency Acceptable	Valid %
Coworkers	416	93.7
Supervisors	387	89.2
Community	421	94.6
Family Members	395	89.1
Friendship Circle	436	87.4
Romantic Partner	396	91.4
Total	529	100.0

Discrimination due to wearing hair naturally. Women were asked whether they were teased, taunted or ridiculed in specific social groups as a result of wearing their hair in its natural state. The respondents indicated that the groups they most often received negative responses from were family members (43%), strangers (28%), and friends (25%). Ironically, the friendship group was also the group offering the most favorable responses and support for wearing natural hair (see Table 4.0).

Table 4.0 Teasing, Taunting or Ridiculing as a Result of Wearing Black Natural Hair

	Frequency Negative Response	Valid %
Coworkers	82	18.3
Supervisors	32	7.2
Family Members	194	43.3
Friends	111	24.8
Strangers	123	27.5

Respondents were asked how common they believed discrimination against Black women was when wearing their hair in its natural state. A significant percentage of the respondents (47% - 246 participants, see Table 5.0) indicated that they did “not know,” or they skipped this question. Of those who did respond, they believed that Black natural hair discrimination was somewhat or very common (85%).

Table 5.0 Belief That Black Women are the Subjects of Discriminated for Wearing Hair Naturally

	Frequency	Valid %
Not at all common	9	3.2
Not very common	35	12.4
Somewhat common	161	56.9
Very common	78	27.6
Missing or Don't Know	246	
Total	529	100.0

About one third of the respondents reported having experienced discrimination as a result of wearing their hair in its natural state. The respondents indicated that the groups they most often received negative responses from were family members (43%), strangers (28%), and friends (25%). Ironically, the friendship group was also the group offering the most favorable responses and support for wearing natural hair.

Table 6.0 Personally Experienced Discrimination Because of Wearing Natural Hair

	Frequency	Percent	Valid %
Yes	131	24.8	29.7
No	310	58.6	70.3
Missing	88	16.6	
Total	529	100.0	

Table 6.1 Discrimination that Respondents Have Experienced Due to Wearing Natural Hair

	Frequency	Valid %
Not at all	114	32.9
Not very much	143	41.3
Somewhat	78	22.5
Very much	11	3.2
Missing or Don't Know	183	
Total	529	100.0

Finally, when respondents were asked the degree to which they felt that they were discriminated against as a result of wearing their hair naturally. Only 3.2% of respondents indicated that they were very much discriminated against, however about 25% experienced some level of discrimination. It is important to note that a full 74% of respondents indicated that they experienced no discrimination or not very much as a result of wearing their hair in its natural state.

Associations between hair-esteem & self-esteem. The researchers conducted a series of bi-variate and multivariate analyses to examine the relationships between variables. We were particularly interested in the effects of peer, family and social relationships on hair esteem. It was hypothesized that self-esteem and hair-esteem were closely related, but not identical variables. The researchers in fact found self-esteem to have a moderate positive correlation with hair esteem ($r = .420$, $p < .05$, see table 7.0). Women with higher self-esteem also scored higher for hair-esteem, hence the moderate positive correlation. Additionally, both positive hair-esteem and positive self-esteem were strongly associated with increased prevalence (demonstrated by days per month, see Table 1.0) of wearing hair naturally. We believe these findings are explained by socio-cultural and political themes that relate to power, position, oppression and freedom.

Next, the researchers examined factors that contribute to high self esteem and high hair esteem in the sample (see Table 7.0). As has been demonstrated in the literature, Black women tend to have higher self-esteem in general than the population at large (Phinney, Cantu & Kurtz, 1996), and this was corroborated by the findings in this study. The mean level of self-esteem for study participants calculated using the Rosenberg Self-Esteem Scale was 25.4661. This score corresponds to self-esteem in the high normal range. That is to say, scores in the 15 to 25 range are considered normal and higher scores indicate higher self-esteem. The highest possible score is 30 and scores below 15 are considered to indicate low self-esteem. The researchers used Independent Samples T-testing to explore the typical factors associated with higher self-esteem and found that within the sample women with higher levels of education (graduate degrees) and higher incomes (annual household income above \$71,000) were more likely to have higher self-esteem ($t = -3.482$, $p < .05$).

Additionally, the researchers explored the concept of hair-esteem, positive feelings about one's own natural hair, using the *Bankhead/Johnson Hair Esteem Scale* (Johnson & Bankhead, 2014). While hair-esteem has not been normed on a community sample, it is modeled on the Rosenberg Self-Esteem Scale and is scored similarly. When independent sample t-tests were conducted on hair-esteem and income and education the findings were not statistically significant. That is to say, neither higher income (over \$71,000 annually) nor more education (a graduate degree) were correlated with higher hair-esteem. This study found Black women with a graduate degree have higher self-esteem but no difference in hair-esteem when compared with Black women without a graduate degree. These findings suggest that positive self-appraisal and positive feelings about one's natural hair are not mostly influenced by income and education as may be the case with self-esteem.

To further explore these relationships a multiple regression analysis was conducted to consider the relative influences of social support on hair-esteem among Black women wearers of natural hairstyles. In a regression analysis the strongest predictors of high hair esteem were approval from, 1) a supervisor, and 2) a romantic partner (see table 4.0 for raw values). However, the model only accounted for 16% of the variance. While the researchers appear to be on the right track in exploring factors contributing to hair-esteem among Black women wearing natural hairstyles the model leaves room for other unknown factors explaining hair-esteem.

Table 7: Correlations Between Hair-Esteem & Self-Esteem (N=457)

	Self-Esteem	Hair-Esteem
Self-Esteem	-----	.429**
Hair-Esteem	.429**	_____
High Household Income	.165**	_____

** $p < .001$ Correlation is significant at the .01 level (2-tailed).

Table 8: Group Statistics Hair Esteem & Self-Esteem and Graduate Degree

	N	Mean	SD	SE/Mean
Self Esteem Score				
Graduate Degree Completed	279	24.8638	5.05183	.30244
No Graduate Degree Completed	178	26.4101	3.87594	.29051
Hair Esteem Score				
Graduate Degree Completed	245	25.2449	5.09954	.32580
No Graduate Degree Completed	174	25.5977	5.13958	.38963

Table 9: Regression Model

R=.395	R ² = .156	Adjusted R ² = .151
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Statistically significant for romantic partner & supervisor

Discussion

This study has found that in the sample available of mostly graduate school educated Black women, 95% wear their hair naturally at least some days each month. Of these women, they tend to feel that they are accepted in multiple social environments and they receive favorable responses from most social groups. When they experience teasing, taunting or ridiculing about their hair in its natural state, it is usually from family members, friends or strangers, but not co-workers or supervisors. While 84.5% of respondents feel that discrimination targeting Black women for wearing their natural hair affects Black women, only 3% indicated that they have been very much affected, and 23% indicated that they were somewhat affected.

These preliminary findings challenged the expectation that the researchers had upon approaching this study. We were surprised to find that so many Black women indicated frequently wearing their hair naturally while experiencing favorable responses and feeling accepted in multiple environments. Anecdotally, it is a common perception in the Black community that the impetus for chemically and thermally straightened hair is mandated by society or certainly influenced by white mainstream ideals of beauty. The women in our study suggested that this belief among Black women is largely a myth perpetuated today primarily from within the African American community itself. As a cautionary note it is important to remember that the sample for this study includes a relatively young, highly educated group of Black women who likely wear their hair naturally more often than most in the general population of Black women. Could it be that higher socioeconomic status is associated with a greater likelihood of wearing Black hair in its natural state, and having a favorable social response for doing so? The researchers believe that the findings from this study may indicate a new and progressive trend towards natural hairstyles and societal acceptance, particular among younger, highly educated women of African descent in large metropolitan environments.

The little research available on Black women's hair, mostly provided by market researchers suggests that the representation of natural hair wearers among Black women is such a small proportion as to be statistically insignificant. The researchers here suggest that among the most highly educated, middle and upper middle income Black women who likely have more power by position in their jobs and lives, these women are increasingly more likely to practice self acceptance through the act of wearing their hair in its natural state.

Significance

There is an association between favorable responses from society, earning middle class income, having advanced degrees and wearing hair naturally among Black women. We also found that Black women who wear their hair naturally generally felt better about themselves. We maintain that feeling good about oneself leads to greater life, career and academic success.

The narrative that deems it necessary for Black women to wear their hair straight in order to attain success is challenged by our research findings and suggests that this conceptualization may be outdated, particularly among younger, more highly educated and upper middle or middle income Black women. It is important that we teach Black women and girls self-acceptance of their natural hair and how to have a positive natural hair identity. No longer should it be acceptable to state that one must conform to European ideals of beauty in order to gain career or academic success and overall well-being.

This study provides research-based knowledge of how Black women's hairstyles impact their sociocultural experience and self-concept. It also provides evidence-based knowledge about an issue that is central to people of African descent—hair. This knowledge helps educators who aim to be more culturally sensitive and responsive. Culture matters, and issues regarding hair have played a crucial role in Black culture since antiquity. Having knowledge of some of the responses that Black women face in matters of beauty and self-concept, aids social workers to assist with positive identity development in Black youth.

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Appendix A

Bankhead/Johnson Scale Questions

- 1) On a whole, I am satisfied with my hair
 Strongly Agree Agree Disagree Strongly Disagree
- 2) At times, I think my hair is no good at all
 Strongly Agree Agree Disagree Strongly Disagree
- 3) I feel that my hair has a number of good qualities
 Strongly Agree Agree Disagree Strongly Disagree
- 4) I am able to care for my hair as well as most other people
 Strongly Agree Agree Disagree Strongly Disagree
- 5) I feel I do not have much to be proud of about my hair
 Strongly Agree Agree Disagree Strongly Disagree
- 6) I feel that I'm a person of worth, at least on an equal plane with others.
 Strongly Agree Agree Disagree Strongly Disagree
- 7) I feel that my hair is as beautiful as any other person's
 Strongly Agree Agree Disagree Strongly Disagree
- 8) I feel that me hair is attractive
 Strongly Agree Agree Disagree Strongly Disagree
- 9) I feel I have much to be celebrate about my hair
 Strongly Agree Agree Disagree Strongly Disagree
- 10) Overall, I have am satisfied with my hair
 Strongly Agree Agree Disagree Strongly Disagree

Scoring: SA=3, A=2, D=1, SD=0. Items with an asterisk are reverse scored, that is, SA=0, A=1, D=2, SD=3. Sum the scores for the 10 items. The higher the score, the higher the hair esteem.

The scale ranges from 0-30. Scores between 15 and 25 are within normal range; scores below 15 suggest low hair-esteem.

Appendix B

Rosenberg (1965) Self-esteem scale

- 1) On the whole, I am satisfied with myself. Strongly Agree Agree Disagree Strongly Disagree
- 2) * At times, I think I am no good at all. Strongly Agree Agree Disagree Strongly Disagree
- 3) I feel that I have a number of good qualities. Strongly Agree Agree Disagree Strongly Disagree
- 4) I am able to do things as well as most other people. Strongly Agree Agree Disagree Strongly Disagree
- 5) * I feel I do not have much to be proud of. Strongly Agree Agree Disagree Strongly Disagree
- 6) * I certainly feel useless at times. Strongly Agree Agree Disagree Strongly Disagree
- 7) I feel that I'm a person of worth, at least on an equal plane with others. Strongly Agree Agree Disagree Strongly Disagree
- 8) *I wish I could have more respect for myself. Strongly Agree Agree Disagree Strongly Disagree
- 9) *All in all, I am inclined to feel that I am a failure. Strongly Agree Agree Disagree Strongly Disagree
- 10) I take a positive attitude toward myself. Strongly Agree Agree Disagree Strongly Disagree

Scoring: SA=3, A=2, D=1, SD=0. Items with an asterisk are reverse scored, that is, SA=0, A=1, D=2, SD=3. Sum the scores for the 10 items. The higher the score, the higher the self esteem.

The scale ranges from 0-30. Scores between 15 and 25 are within normal range; scores below 15 suggest low self-esteem.