

Beauty & Working Opportunities

Lilia Aparecida Kanan

Universidade do Planalto Catarinense - UNIPLAC
Av. Dom Daniel Hostin, 328
Lages, Santa Catarina, Brasil. CEP 88508-200

Everley Rosane Goetz

Universidade Federal de Santa Maria - UFSM
Escritório Fazenda Giruá - Av Anhanguera, 108
Formosa, Goias, Brasil. CEP 73.801-170.

Andréia Agostini

Universidade do Planalto Catarinense – UNIPLAC
Rua Bruno Luersen, nº 2600. Bloco 02, apto 32.
Lages, Santa Catarina, Brasil. CEP 88524-750.

Rejane Bergamaschi

Universidade do Planalto Catarinense - UNIPLAC
Rua Romeu Ramos Lucena, 219
Lages, Santa Catarina, Brasil. CEP 88504 -670.

Abstract

This article aimed to investigate the possible relationship between the work and the beauty from the point of view of workers who found themselves unemployed. The research was analyzed by quantitative descriptive statistics; assumed the exploratory and descriptive character and the survey design. 324 people participated in this study. Between about half of the participants, there is the understanding that beauty is an important factor in winning a job. People have said take care of your physical appearance when looking a job opportunity. The labor's organizations realize that the beauty present in the staff tends to be in a supporting role in marketing terms, attractiveness and profitability. However, despite the physical attributes of the selected candidates can be significant auxiliary resources for the achievement of a job, certainly without competence; do not guarantee the maintenance and success of people in work organizations.

Keywords: Beauty; Job market; Self-image; Job Opportunities.

Introduction

Is there any relationship between beauty and opportunity of professional market integration? Are there differences in perception between men and women as regards watch beauty for insertion professional? Does a man attach less importance to the beauty those women at the time of pick up an opportunity in the labor market? These and other issues associated with the thematic 'work & beauty' deserve to be further explored by the scientific community, because in the search for a professional opportunity -and although the perception of discrimination aesthetics can be different for both genders - the question of the aesthetic is often decisive aspect for recruitment of both men, as women.

Notably there is evidence (Contarello & Fortunati, 2006; Goetz, 2013; Goldenberg, 2005; Jodelet, 1994; Ory, 2006; Poly Grandson, 2007) that beauty is a topic widely studied in relationship the female audience and more restricted to the male. However, are incipient in the Brazilian literature some studies about beauty in the male perception and less when you associate this variable to the phenomenon 'work'.

Associate work and beauty is not something politically correct to announce, but studies shows that the two variables, more and more keep some relationship. For example, Hamermesh (2011) and Hakim (2011) in their studies were able to observe that people considered beautiful or attractive have salaries or more substantial economic advantages than people whom are not.

Hamermesh (2011) is an economist at the University of Texas, USA, and studied the effects of facial beauty, aiming to show that beauty has market value. In more than 20 years of research, it has been search the "disadvantages of ugliness". Insist on proving that ugly people are broken down. By means of calculations was able to demonstrate that, in the United States, along the professional career, a nice professional appearance receives annually about \$ 230 thousand to more than someone who does not enjoy this privilege. The Economist asserts that ugly people should be protected as a class, as well as are racial minorities or disabled persons. Hakim (2011) brings evidence of their research carried out in the United States and in Canada of those handsome men perceives wages 14% to 27% larger than men considered not attractive.

Similarly, the research conducted in Australia by Andrew Leigt of the National University was published in the Newspaper El Pais and brings the information that men considered beautiful realize higher salaries than those who do not fall into this category. The difference between such professional groups reach values around \$ 30 thousand annually. The browser still reports that beautiful politicians have a better chance of being elected than are not considered (INFOMONEY, 2013).

In Brazil, Gomes (2010), in a study conducted with executives, found that beauty is so valued in the labor market, to the point of exercising influence on the perception of professional competence. The author emphasizes that not only the recruiters values the beauty of candidates, but also customers and co-workers. States that "whether by choice of the client or the manager, who like to deal with and to hire beautiful people, the truth is that beauty is almost required of Brazilian professional, as it is related to its competence and performance "(p. 72). Gomes (2010) concludes that the beauty can be a condition useful both in hiring as in routine work, because "opens doors, creates a positive (or negative) image, is a way to draw attention and give access to people and environments "(p. 72).

Suliano (2014) to reviewing Hamermesh's book, 'The value of beauty: why the attractive people have more success?', asserts that beauty appears to be productive for the company in that it can increase the sales/business and it justified by the fact that customers are willing to pay more to purchase products/services provided by beautiful staff. "On the other hand, it could just be a feature that the heads would be willing to pay for her to have the pleasure of interacting with good looking employees"(p. 437).

Thus, studies involving the beauty are of significance due to being a theme connected strictly to human subjectivity. This fact itself allows the possibility of giving greater visibility to subjective issues present in the process of supply and search for job opportunities. That is, it creates the expectation to verify the existence of suffering on people deprecated by due to the pickers her physical appearance, in order to prevent it.

In those terms, the present study was intended to answer the following research question: men and women believe that physical beauty can be crucial to a job? As general goal was intended to investigate the perceptions of men and women in unemployment situation on the influence of physical beauty for their integration in the labor market, in a medium-sized town in the State of Santa Catarina. Specifically aimed to: (a) check with the men and women in a situation of unemployment the importance attributed to physical beauty in the employment selection process; (b) verify with the men unemployed women and the occurrence of discrimination associated with physical appearance in the process technical selection; (c) identify next to men and women unemployed taking care with the physical appearance as a result of selection process. To that end, it was developed a methodology.

2. Brief theoretical rescue about the phenomena 'work' and 'beauty'

Beauty has its history marked by studies in Philosophy, and aesthetics a discipline of this science. Aesthetics, in turn, represented a discipline in search of meanings about the human experience to beauty. It was from 1750 to beauty and treatments were combined, initially by the philosopher Baumgarten, and Kant. In the middle ages, between the 5th and 15th centuries, the Catholic moral determined the dualistic conception of the body: "a physical body that was site of confrontation between good and evil, fleshy substance which expressed the temptation, corruption, disease; and the spiritual body was *locus* of the soul, who aspired to the purity and salvation" (Lacerda, 2007, p. 394).

In the Renaissance, between the end of 14th century and beginning of the 17th century, this advertises some concern about the freedom of the people. The studies on the human body and diseases, advances in Sciences resulting from studies and experiments of great scientists and the significant breakthrough in the world of Arts the possibility of expression of naked body (Rosário, 2004). In the 18th and 19th centuries the appearance was a result of the relationship established between the maternity and the beauty. That is, the representation of women who gave births many children if associated to the image of good wife. "Her femininity would be reflected in a rounded, bulky body, generous breasts, hips, characteristic of motherhood "(Rohden, 2001, p. 16).

At the end of the 19th century and early 20th century, to Grandson and Caponi (2007, p. 571), "the beauty is associated with Catholic moral values, such as the purity and cleanliness. During this period, the physical appearance is taken as a divine gift and not as an achievement or a single possibility". In the 20th century, due to the expansion of the media playback of body and beauty was not limited only to the Arts (painting and sculpture). It went on to reach the masses being reproduced exponentially through photography, film, television, Internet, among others (Rosário, 2004).

At the present time, Goetz (2009) notes that more and more intensely the pursuit of beauty reaches notoriety through the media, to disseminate incessantly ideal physical beauty standards, aborting the particularities and limitations of each subject, and leading to frustration and illness - increase the rates of disorders involving the health and body aesthetics (Body Dysmorphic Disorders and Eating Disorders). However, as stated by Duarte Jr. (2003), the beauty is present in our daily lives; is in products and objects that are purchased and used, many because of its appearance. Such a situation allows conclude that the objects are not chosen just for its utility/function, but also for its beauty.

The sense of aesthetics is intrinsic to the human being. With respect to the way people establish relationship with the world around us. Thus, the meaning given to objects and subjects occurs the how they try to apprehend them. Consequently, we can say that beauty is a relationship between man and world (Duarte Junior, 2003). In order to establish links among the phenomena here investigated and their possible relationship is pertinent considering that in recent decades, capitalism has influenced important changes in relations of work. Globalization, advances in technology and changes in contracts of employment are few examples which illustrate such transformations. It seems certain that the worker must follow these changes to not being excluded from the market.

The research on the labor market, according to Woleck (2002), show that in the last decade increased the educational qualification of the workforce, which is reflected in an improvement of the professional profile due to demand, by enterprises, workers schooled (p. 12). If, on the one hand the professionals seeking qualification, labor organizations increasingly determine requirements for the filling job openings. These requirements are usually defined in terms of knowledge, minimum required skills and attitudes for the performance of a function. In addition to this argument, the requirements are also ways to delimit the access to the opportunities of job. Applicants who present the requirements demanded by the spot participate in the next step (selection proper). As the term announces it is to select candidates that present the requirements closest to the need for the open spot and the organization. For example, it is a technical requirement the minimum required education, or specific knowledge on a subject, languages, or knowledge in some specific area. Behavioral requirements are those determined from of conduct and behaviors such as the candidate's organization, its degree of commitment, cooperation and leadership.

The analysis of technical and behavioral requirements makes it possible to observe that, in practice, there seems a gap between these two types of requirements: actually there is a third group of requirement which is determined by the picker, from a prior knowledge of organizational culture and the profile of the vacancy in question, and which is only verified attendance form, often at the time of the interview. And even if we reiterate the importance of the picker exemption in this process in terms of personal preferences, is valid consider that reducing the subjectivity of who/interview selects is something to be considered and, in some circumstances, it is hard to be achieved, that is, even if you size the selection process and its nuances, the interference of subjectivity can do this. Self-perception, balance and self-criticism are essential features for a picker when you want to reduce subjectivity. However, it is not you can deny that there is in our psyche, certain atavistic attitudes, motivations, desires, and prejudices, among other features, which subsidize or curtail our decisions. Thus, the total exemption, although important and professed, seems unattainable. As a result of such considerations, is relevant to discussion the physical appearance, the beauty of candidate like aspect to be considered in research on characteristics considered in the process selective.

A few decades ago the job ads bringing the requirement 'good looking' alluding to aesthetics of the candidate. A bill of Senator Geraldo Candide, was approved in the year 2000 by Committee on Constitution, Justice and Citizenship, which now prohibit the use of the expression 'good looking' in job ads and recruitment of personnel. The author of the project at the time commented that "such a concept, for being comprehensive and subjective, can delete both people with skin problems; they are above weight (obese) or people of other ethnic groups, notably the Afro-descendants (Blacks) "(Senate Federal, 2000, s.p.). The term good looking began to be replaced by the phrase 'good personal appearance'.

The insistence to announce the beauty, is clearly or more discreet, reveals the importance for organizations of work of the aesthetic aspect of future employees. This is justified, according to Pochmann (2003), by the fact of Brazil being a country of strong social contrasts, internationally known by the great social, economic inequality, health care, food and access to education, which results in ambiguities in the meaning of beauty and health as a basic condition of access to the labor market, social acceptance.

This bias seems to be interesting to refer to Boltanski, (1979), because when dealing with the nexus between the political status of social bond and the psychological conditions of subjects that constitute, announces, among several aspects, that the power of the individual considered beautiful emanates from the fact that differentiate themselves from other less favored because their capital-body is considered superior and differentiated. It is the dictatorship of beauty that brings in its scope a discredited group that requires use of enormous investment psychic to be able live among the other, hostages is in such a condition. "The group of discredited is formed by people having characteristics potentially disqualifying as explicit, for example, ethnic specificities, too low or high height, age, gender and apparent deformities, which, in the judgment of society or of the reference groups, disqualify for the performance of certain social roles" (Sampaio & Ferreira, 2009, p. 134)

In opposite direction, dealing with references to fine is appropriate to highlight that still belong to the aesthetic standard required by the current capitalist society marked by consumption, it can represent advantage competitive in various contexts, because that tends to make the individual qualified to offers this same society because of the value it attaches to the 'merchandise'.

This brief historical and conceptual rescue about the phenomena 'work' and 'beauty' allows note that although the significant revolution of habits over time, still linger aspects that associate beauty to power, whether be cultural or social aspects. It seems, therefore, undeniable that the appearance, the beauty and aesthetic influence on individuals, their choices and decisions. In the labor context maybe it's not different.

3. Methodology

The methodological path of research set out in relation to the way of approach to the problem, she would be quantitative; as for goals, assumed the exploratory and descriptive character; and from the point of view of the procedures, took over the design of survey.

The participants were people who were unemployed and that at the time of data collection sought forwarding services for companies, offered by the Bank of Jobs, an agency belonging to the Department of Economic Development and Labor municipal income where the study was conducted. The participation was voluntary. Due to the population that seeks the Bank of Jobs be about 2000 people/month, the researchers used statistical calculation for determine the sample size. With a margin of error of around 5% and 95% confidence level it was obtained that 323 people, at least, should constitute the sample of participants. At the end of the gathering data, discarded the instruments that contained inaccuracies or lack of answers thus obtained access to 324 participants.

As a criterion for inclusion, which would be defined: (a) male persons and female; (b) to submit age eighteen years or more; (c) literate; (d) were unemployed and looking for the Bank of Jobs to leave your resume and get information about job opportunities.

To obtain the data we used a structured questionnaire developed by the researchers, scale type Likert five points, containing statements favorable (positive), unfavorable (negative) and a neutral (neither favorable nor unfavorable) in relation to the phenomenon that it was intended to investigate. Data were analyzed through descriptive statistics and relational categories listed a priori, in accordance with the objectives of the study. Pretesting were undertaken in order to correct possible problems, questions or difficulties that could arise when applying the questionnaire. The research obtained approval of Committee of Ethics in research with Human Beings; in these terms, the ethical principles in research have been fully considered, as calls for the Brazilian Resolution National Health Council No. 466, 12 December 2012.

The following are the main results of the survey conducted with people who were unemployed, an opportunity in which sought a placing on the market of work.

4. Main Results

Participated in these study 324 subjects, being 75% male and the rest female. The most participants (76%) were young, with age range between 18 and 29 years; 18% was in age between 30 and 39 years and the rest were 40 years or more. As for education, 47% had started or finished high school and 36% had initiated or completed higher education. The remainder had elementary school complete or incomplete (17%). In relation to marital status, approximately 64% were single at the time of the survey; 31% married or had stable and the rest were separated (5%) or widowed (0.6%). With respect to the presence of disability physics, 1% of the investigated sample claimed to have some sort.

The first issue of the data collection instrument sought to know the perception of self, or as self-assessment of candidates in terms of physical beauty. As a result, it was found that, on average ($\mu=3, 73$; $DP = 0.62$) participants assess as 'beautiful', which is confirmed by fashion ($Mo = 4$) and by the percentage (60%) of participants in this way to evaluate.

The second issue investigated the perception the other about you, i.e. how participants realize that the rest measure in terms of physical beauty. In this issue, a positioning closest to the positive, by the average of the Group ($\mu = 3.61$; $DP = 0.66$; $MO = 4$). That is, the most participants believe that other people regard them as beautiful (54%), followed by those who assume neutral position (36%).

By the results for the two initial issues you can see that, although the participants were in search of employment, this condition considered by most as uncomfortable and sorry, that fact seems to have no influence on the assessment that make you, of your image body and of how they think that body image is perceived by the other. Associate the unemployment to the body image seen in positive results to questions seems to contradict Stoer, Magellan and Rao (2004), when the influence of the social environment, the reality of each moment about the image body that people have of you. Thus, according to the authors, in these terms, one could expect a less positive description of image of her, than if obtained in this study.

'Physical beauty is an important factor to get a job?' was the third question posed to participants. Response options ranged from 'strongly disagree', 'disagree', 'neither agree nor I disagree', 'agree' and 'totally agree', numbered in ascending order from 1 to 5. The analysis of the responses, participants assume a neutral position (neither agree nor disagree) with a slight tendency to assent, which may be evidenced by the average, and standard deviation obtained ($\mu=3, 38$; $DP = 0.93$; $MO = 4$). In percentage terms, the majority (46%) believes that physical beauty is aspect important when you pretend to get a job. Among the participants, 27% remained neutral, neither agree, nor disagree with the possibility.

The fourth question asked for the agreement or disagreement of the participants to the affirmative 'companies do not consider the beauty when they select'. The response options were the same of the previous, and indicative results ($\mu = 2.77$; $DP = 0.98$; $MO = 2$) that participants are between 'disagree' (46%) and 'neither agree nor disagree' (27%), suggestive of that largely perceive companies consider important the beauty on the occasion of select people.

In question five, 'physical beauty interferes with the time that you run for a job?' a neutral position, with a slight tendency toward positivity ($\mu = 3.33$; $DP = 0.92$; $MO = 4$). Distribution in percentage, it is observed that 47% of participants believe in the influence of physical beauty when there is a job competition in the labor market and 26% are neutral (neither agree nor disagree).

The results established in the fourth and fifth questions previously submitted refer to results the study of Dweck (1998): from the years of 1980, the beauty went on to constitute discriminatory variable for entry into the labor market. The explanation (which does not allow or justify) that you can associate to the fact leads to the binding company image to the employee, especially in areas where the direct contact with the public is essential. By means of question six, we investigate the placement of participants regarding the care that with its beauty. The results indicate that the majority (66%) have shares with its beauty care ($\mu=4, 04$; $DP = 0.67$; $MO = 4$). The issue seven: 'When seeking a job opportunity, you care about your appearance physics?' presents results suggestive of that for participants (66%) is important to worry about physical appearance when you search a job ($\mu = 4.10$; $DP = 0.65$; $MO = 4$).

Both issues 6 and 7 dealt with the beauty care of the participants, whether so General, or specifically the situation of search for a job opportunity. The results show the attention given to the care of beauty and visual has been valued by the company practice today. In this regard, lies in Dweck (2013) that the concern with the beauty and physical appearance assumed such significant proportions in recent decades, to the point of influencing the income of people. The authors cite research conducted in North America and Brazil to prove "empirically that simple-looking people earn a lot less than people with good looks "(p. 95).

Another important source of information derived from research conducted by Newsweek magazine in 2010, for which they were investigated the opinions of 202 North American professionals of human resources: according to the understanding of 57% of these, a candidate that qualified, but ugly would have more difficulty to get a job. The results of the study show that even for the participants, experience, self-confidence, appearance and education, in that order, are, in actuality, hiring criteria. The recommendation for a good part of them is that you have to invest much time in caring about looks, as in careful with the curriculum.

The question was asked whether the participant ever attributed to physical aspects the reason it has not been selected for a job vacancy. The answer to the question options were 'never', 'rarely', 'sometimes', 'often' or 'always', numbered in ascending ordinal sequence of 1 to 5. The results obtained by the average suggests that most considered to be approximated to 'rarely' experienced the interference of beauty for a job vacancy ($\mu = 1.91$; DP = 1.03; MO = 1), the percentage indicate that 51% of the participants 'never' attributed the failure to spot the physical qualities.

Similarly, investigated the frequency with which participants had felt prejudiced in relation to an opportunity on the basis of their physical beauty. It was observed that the average ($\mu=1, 77$; DP = 0.95; MO = 1), the placement of participants approached 'rarely'; the option 'never' It was significant in choosing (51%), followed by the option 'rarely' (27%).

You can associate the results calculated in these last two the first two issues, namely, the participants which assess as 'beautiful', and believe that other people consider beautiful. This fact may explain the lack of relationship between the beauty of the participant and losses on opportunities of employment. Finally, we questioned to the participants how often they heard discriminatory remarks about your physical appearance. The position of the majority of the participants was negative on hearing such comments ($\mu = 1.80$; DP = 0.93; MO = 1). It should be noted that approximately 48% claim 'never' hear this type of comment, followed by 31.5% who hold that 'rarely' occurs.

Although a smaller share of participants (31.5%) expresses that 'rarely' listen comments discriminatory on their physical appearance, you can't minimize the impact of such action on whose target of the same. Experience such a situation and not to get hit by it requires a great effort of the people to maintaining your emotional balance. Although it is not possible to measure the consequences of actions discriminatory about the psyche of individuals can be extremely devastating. By such reason, in year 1958 the International Labor Organization (ILO), by means of the Convention 111, defined for all the member states, in its article 1, that discrimination includes:

- a) Any distinction, exclusion or preference based on race, color, sex, religion, politics opinion, national ancestry or social origin, which has the effect of destroying or changing the equality of opportunity or treatment in employment or occupation.
- b) Any distinction, exclusion or preference which has the effect of destroying or changing equality of opportunity or treatment in employment or occupation, that may be specified by the Member State concerned after consulted the representative organizations of employers and workers, where these exist, and other appropriate bodies (ILO, 1958, s.p.).

Interesting to note that the term beauty or appearance are not present in the proposed definition by the ILO in 1958, most likely because at the time the Convention was promulgated was to that policy makers, unimaginable to think that people, at some time, could be discriminated against because of their appearance/beauty. However, more than 50 years of publication of the Convention, the reality goes on to require the extension of the interpretation of "discrimination" as far as other derivations have joined the list of discriminatory behavior.

Under this bias, it is found in Silva (2013, p.140) the distinction of two types of discrimination: positive and negative. To the author, "discriminate, in the negative sense, means to distinguish, discern, separate, set differences, however in the positive sense means to protect rights for the most vulnerable portions of society".

Continues stressing that favor some in detriment of others is blatantly undemocratic conduct, since the principle of equality is usurped. It is evidenced that discriminate means consider that certain characteristics that a person have are reasons to be deprecated, so that you are denied rights that others have. It is the same to consider that the difference allows the different rights. And, for that reason, recruiters, appraisers, selectors should be clear that, in Brazil, discrimination based on standards of beauty is in addition to inhumane and unethical, unconstitutional.

4.1 Establishing relationships

In order to broaden the understanding of the phenomenon that aimed to investigate, relational statistics through which the items of the scale were compared with the variables sex, age group and education, through the Chi-square test (χ^2). The results are presented below.

There was statistically significant difference exists between sex and how the participants evaluate in relation to own beauty, significance level less than or equal to 5% [$\chi^2 = 14.67$; $gl = 4$; $p \leq 0.05$]. Accordingly, men tend to evaluate much more positive way for the physical beauty then women, i.e. it is quite higher than the number of men who judge "handsome" or "very pretty" towards women. This may be related to the fact that women are more critical and demanding on self-assessment of their own beauty. Vilhena (2011) reports that the company Dove of cosmetics commissioned a survey that investigated in 20 countries the ratio of women with their own body and appearance. The result was shocking: the universe of 6, 4 hundred respondents only 4% of them considered beautiful. In Brazil, this percentage is slightly higher: 14%. Perhaps because the natural 'female self-vanity' put to the test and succumbs to media appeals just to mess with the self-esteem and the rationality of even the most well informed ... It is the unattainable ideal of beauty, beauty is impossible (MORENO, 2008) that is present in the repertoire of female subjectivities.

There was no statistically significant difference between sex and the concern with the appearance when participants seek job opportunity, the significance level less than or equal to 5%, and men are far more worried in this regard [$\chi^2 = 14.23$; $gl = 4$; $p \leq 0.05$].

Such finding corroborates the fact that predominantly women, for a long time, were more concerned about their appearance and body than men. However, "in contemporary society, some researchers have been concerned to reflect about the possible consequences, also for men, for a persecution of a particular model of body"(Goldemberg, 2005_b, p. 94) and a standard of beauty, yet that in the minority compared to women (Goetz, 2013). It seems that begins to deconstruct the myth of that "real men should not demonstrate concern for the appearance, as they may be considered effeminate or gay "(Goldemberg_a, 2005, p. 74). To replace it (the myth) invented till a neologism for this man who cares about his appearance, beauty and body: the metro sexual.

On the statement 'Understand the physical beauty of the other candidates when I participate in a job interview' also found statistically significant difference for the variable gender and the responses of the participants. The significance level less than or equal to 5% [$\chi^2 = 13.39$; $gl = 4$; $p \leq 0.05$], it can be seen that men perceive the physical beauty of the other candidates more often than women. One might associate this result to the tendency for competitiveness? Maybe. To strengthen the hypothesis, two studies, the first of Joyce Benenson, evolutionary biologist at Harvard, and the second of the Germans Matthias Sutter and Daniea Rützler, show that men are more competitive than women (Universia, 2013).

There was statistically significant difference when compared to the age of participants with the self-assessment of beauty, being the younger (18 to 29 years), the greater was the frequency of positive self-evaluations, the significance level less than or equal to 5% [$\chi^2 = 21.78$; $gl = 12$; $p \leq 0.05$]. This can be associated to the evolutionary stage of the end: the younger, generally, there is the tendency to be and also consider more beautiful than people with more age.

When comparing the age range of the participants with physical beauty as an important factor for get a job, was obtained by the Chi-square test, statistically significant difference at the level of significance less than or equal to 5% [$\chi^2 = 21.78$; $gl = 12$; $p \leq 0.05$]. This difference was determined by the range of subjects between 18 and 29 years (the minor) who consider physical beauty as an important factor for get a job.

Statistically significant difference was found between age and the question of self-care for the beauty, the significance level less than or equal to 5% [$\chi^2 = 27.17$; $gl = 12$; $p \leq 0.05$]. Such a difference was also determined by participants of lower age range (18 to 29 years), i.e. the lower the age, the more the subjects claim to take care of their beauty. We highlight this period how scalable activity and will, which can influence also in the practices of self-care with beauty.

When compared to the age that the participants attach to the physical aspects the reason have not been selected for a job vacancy, it was observed by the Chi-square test, difference statistically significant, significance level less than or equal to 5% [$\chi^2 = 25.54$; $gl = 12$; $p \leq 0.05$], this difference was determined by most young people in relation to the other. Most of the young people aged between 18 and 29 years stated 'never' have experienced the situation. This result can be related to the previously mentioned finding regarding what the younger also consider themselves more beautiful, so, that result can relate too.

When comparing by Chi-square test, the age range of the participants with the frequency with which felt disadvantaged in relation to a job opportunity on the basis of their physical beauty, if difference statistically significant, significance level less than or equal to 5% [$\chi^2 = 24.38$; $gl = 12$; $p \leq 0.05$]. Such difference is indicative that the younger are the subject, the less they tend to feel disadvantaged in employment opportunities on the basis of her physical beauty.

By Chi-square test was also carried out a comparison between the age group of the participants with how often they listen to discriminatory comments about physical appearance. Obtained difference statistically significant, significance level less than or equal to 5% [$\chi^2 = 25.18$; $gl = 12$; $p \leq 0.05$]. The difference was determined by the age group between 18 and 29 years (the lowest) in relation to other, and the younger, the more evidence of "never" or "rarely" they heard comments discriminatory about physical appearance.

To analyze the participants education with all items of the scale by the χ^2 test, only difference to the issue "physical beauty interferes with the time that you run for a job?". For this question, statistically significant difference at the level of significance less than or equal to 5% [$\chi^2 = 43.39$; $GL = 20$; $p \leq 0.05$]. The difference was determined by participants who have complete secondary education or higher incomplete, they agree that physical beauty interferes with the time to apply for a job, unlike the others.

In an attempt to summarize: when it sought to establish a relationship between the age of the participants and some research questions, it was found issues that the self-assessment of beauty, the importance of beauty achievement to a job and the actions of self-care with beauty were notably present between the younger participants, those who were in the age between 18 and 29 years. Of even so, it was met with the younger participants in the study, although at lower bias often, the role of physical aspects to check a job opening, feeling hindered in relation to a job opportunity on the basis of their physical beauty and the occurrence of comments discriminatory about physical appearance.

It appears that situations involving physical beauty are more easily related to younger, something understandable when one notes that the products of cultural industries and the media are created in order to encourage consumer and industry to play it. The image, gestures and body model present in media, provide "a model of aesthetic that spreads among people, making them assimilate, not realizing exactly where capture this model "(Batista, Araújo& Brito, 2009, p. 1077).

Note that the younger better if self-assessment in terms of physical beauty that the older, which has more shares of self-care with the beauty, or who recognize how important the beauty achievement of a job, countersignature and plays what appears to be obvious. After all, investment in beauty to contemporary society associated with residence in youth. Added to that, the media plays and emphasizes primarily a white standard of beauty, young, thin and beautiful (Goetz, 2013).

5. Final Considerations

The proposed study is included on the agenda of concerns opportunities as how the academy or how the technical schools are contributing with the labor market when it scans the formation Picker functions. In addition to a matter associated with discrimination, stigma, lettering, prejudices, stereotypes and etc, which at first may seem intrinsic to the object of this study is pertinent highlight rationality announced and this subjectivity present in the selection process.

The calculated results make it possible to see important considerations about the relation between beauty and job opportunity, that is, between about half of the participants (46%) of the study for the understanding the beauty is an important factor to win a job.

In general, people say taking care of your physical appearance when the search for a job opportunity; they feel pretty and realize that so too are evaluated by the other. Or is, it seems that the self-image of the participants shows traces of positivity beneficial to self-esteem each.

To this, you can associate the predominant age in question, which was predominantly young. The youth is considered phase in expected better looks and beauty in relation to the other steps later evolutionary development human, what might have been determinant in this sample for self-evaluation and positive self-image. Thus, studies with participants whose age is paired can produce different results of these.

It is interesting to consider that higher the education, the greater the tendency of association between physical beauty and job opportunity. On the other hand, even if the participants don't assign importance elevated to physical beauty to a job, 46% of them expressed that for companies that condition in fact matter. And in this regard, brings into prominence the statement Rhode (2009) when it is the unconstitutionality of the discrimination based on standards of beauty. In 'The Injustice of Appearance' refutes the fact that distinction (not necessarily discrimination) be natural in society, as in the name to consider 'natural' some facts, many injustices were committed against humanity. The author maintains that "discrimination based on appearance offends the principles of equal opportunity and dignity individual"(p. 1048).

It appears so from the dataset analyzed that, in some measure, the watch with physical appearance and beauty are recommendations to consider for those who wish to win an opportunity in the labor market. Politically correct is to believe that people do not will be more or less favored in a selection process because of its beauty, however, seems to be undeniable that this aspect has influence over the final decisions about the candidates. Candidates who demonstrate care with his appearance, that is, investing in a good presentation, even if not necessarily consider themselves privileged by the attributes of the physical beauty, reveal healthy aspect, something beyond the vanity, is demonstration of self-care. And care giving you in all dimensions, emotional, intellectual, and spiritual or physical, translates to self-esteem, self-image and positive self-concept, it is favoring aspects to shared experiences and relationships in employment contexts.

Profile, professional competence and delivery of results are essential to job opportunities, but there's no denying that a person who has shares of self-care and pay attention to their health and well-being probably have internalized repertoires which will reveal through the attention and care dedicated to the health and well-being of your desktop. The labor's organizations realize that the beauty present in the staff tends to be in a supporting role in marketing terms, attractiveness and profitability. However, despite the physical attributes of the selected candidates can be significant auxiliary resources for the achievement of a job, certainly without competence do not guarantee the maintenance and success of people in work organizations.

References

- Baptista, T. J. R., de Araújo, D. R., & de Brito, J. C. (2009). *Belíssima ou Beleza Pura: novela e modelo de beleza feminina. Estudos*, 36(5), 1073-1089.
- Boltanski, L. (1979). *As classes sociais e o corpo*. Rio de Janeiro: Graal.
- Contarello, A., E Fortunati, L. (2006). ICTs and the human body: A social representation approach. In P.-I. Law, L. Fortunati, & S. Yang (Orgs.), *New technologies in global societies*(pp. 51-74). New Jersey: World Scientific.
- Duarte Júnior, J. F. (2003). *O que é beleza: (experiência estética)*. São Paulo: Brasiliense.
- Dweck, R. H. (1998). Serviços de higiene pessoal: a beleza como variável econômica: reflexo nos mercados de trabalho e de bens e serviços. *SERVIÇOS no Brasil: estudos de casos*. Rio de Janeiro: MICT.
- Dweck, R. H. (2013). A beleza e o mercado de trabalho: uma perspectiva de gênero. *Revista Gênero*, Niterói, 7(1), 95-128.
- Goetz, E. R. (2009). *Representações sociais do corpo, mídia e atitudes*. Tese de Doutorado em Psicologia, Programa de Pós-Graduação em Psicologia. Universidade Federal de Santa Catarina. Florianópolis,.
- Goetz, E. R. (2013). *Beleza e plasticomania*. Curitiba: Juruá.
- Goldenberg, M. (2005_a). Gênero e corpo na cultura brasileira. *Psicologia Clínica*, 17(2), 65-80.
- Goldenberg, M. (2005_b). Dominação masculina e saúde: usos do corpo em jovens das camadas médias urbanas. *Ciência e Saúde Coletiva*, 10(1), 91-96.
- Gomes, J. P. (2010). *Beleza e carreira no Brasil: o significado da beleza para jovens executivas e seu papel no mercado de trabalho*. Dissertação de Mestrado. Fundação Getúlio Vargas. Escola de Administração de Empresas de São Paulo. 87p.
- Hakim, C. (2011). *Honey money: The power of erotic capital*. Penguin UK.

- Hamermesh, D. S. (2011). *Beauty pays: Why attractive people are more successful*. Princeton University Press.
- Infomoney. (2013). *Homens bonitos ganham mais do que os feios, diz a pesquisa*. [Online] Available: <http://www.infomoney.com.br/carreira/salarios/noticia/2652323/homens-bonitos-ganham-mais-que-feios-diz-pesquisa> (May, 5, 2015).
- Jodelet, D. (1994). Le corps, la personne et autrui. Em S. Moscovici (Org.), *Psychologie sociale des relations à autrui* (pp. 41-68). Paris: Nathan.
- Lacerda, T. (2007). Uma aproximação estética ao corpo desportivo. *Revista Portuguesa de Ciências do Desporto*, 7(3), 393-398.
- Moreno, R. (2008). *A beleza impossível: mulher, mídia e consumo*. Editora Ágora, 2008.
- Neto, Poli P.; Caponi, S. N. C. (2007). A medicalização da beleza. *Interface-Comunicação, Saúde, Educação*, 11(23), 569-84.
- Organização Internacional Do Trabalho. (1958). *Discriminação em Matéria de Emprego e Ocupação*. Convenção n. 111. Genebra/Unesco, 1958. [Online] Available: <http://www.oit.org.br/node/472> (July, 12, 2015).
- Ory, P. Le corps ordinaire. (2006). In A. Corbain, J.-J. Courtine, & G. Vigarello (Orgs.), *Historie du corps: Les mutations du regard*. Le XX^a siècle (pp. 129-449). Paris: Éditions du Seuil.
- Pochmann, M. (2003). Nova Política de Inclusão Socioeconômica. *Revista de Economia Mackenzie*, 1(1), 27-36.
- Rhode, D. L. (2009). The injustice of appearance. *Stanford Law Review*, 61(5). Mar. 1033-1101.
- Rohden, F. (2001). *Uma ciência da diferença: sexo e gênero na medicina da mulher*. Rio de Janeiro: Fiocruz.
- Rosário, N. M. (2004). Mundo contemporâneo: corpo em metamorfose. [Online] Available : <http://www.efdeportes.com> Buenos Aires - 10(79) (May, 5, 2015).
- Senado Federal. (2000). *Aprovado projeto que proíbe expressão 'boa aparência' em anúncios de empregos* [Online] Available: <http://www12.senado.leg.br/noticias/materias/2000/11/14/aprovado-projeto-que-proibe-expressao-boa-aparencia-em-anuncios-de-empregos> (July, 12, 2015).
- Silva, A. S. M. (2013). Assédio moral e discriminação de gênero: uma análise a partir das decisões da justiça do trabalho. *Revista Jurídica Orbis*, 1(2), 136-159.
- Stoer, S. R; Magalhães, A. M; Rodrigues, D. (2004). *Os lugares da exclusão social: um dispositivo de diferenciação pedagógica*. São Paulo: Cortez.
- Suliano, D.; Hamermesh, D.S. (2014). O Valor da Beleza. Por que as Pessoas Atraentes têm mais Sucesso. Rio de Janeiro: Campus-Elsevier, 2012, 199 p. *Estudos Econômicos (São Paulo)*, 44(2), 435-440.
- Universia. (2013). *Homens são mais competitivos que as mulheres, segundo estudo*. [Online] Available : <http://noticias.universia.com.br/ciencia-tecnologia/noticia/2013/05/27/1026432/homens-so-mais-competitivos-as-mulheres-segundo-estudo.html> (July, 12, 2015).
- Vilhena, J. (2011). *Estudo revela que apenas 4% das mulheres se consideram bonitas*. Diário Catarinense. Florianópolis, 18 jun. Donna DC, 12-13.
- Woleck, A. (2002). O trabalho, a ocupação e o emprego: Uma perspectiva histórica. *Revista de Divulgação Técnico-científica do Instituto Catarinense de Pós-Graduação*, 1, Jan, 33-39.