

Perceived promiscuity mediates women's aggression toward tattooed women

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Background

The value of sex varies with availability (Baumeister & Vohs, 2004). Thus, women pressure women to restrict the supply of sexual access (Baumeister & Twenge, 2002). Tattooed women are rated as more promiscuous and receptive to casual sex (Broussard & Harton, 2018; Swami & Furnham, 2007), and tattooed women are more sexually active and open to casual sex (Guéguen, 2012; Skoda et al., 2020). We expected that women would derogate a tattooed (vs. non-tattooed woman), and that this relationship would be mediated by increased perceptions of the tattooed woman's unrestricted sociosexual orientation (SOI).

Design

120F and 111M ($M_{age} = 30.8$) MTurK workers viewed one of three tattoo conditions, and then rated the target's SOI (9-item modified). They then imagined the confederate had recently joined their friend group. They discover positive (she has a high IQ) and negative (she cheated on her last boyfriend) information about her. They then rate their likelihood of passing along this information (i.e., Gossiping about her) (Reynolds et al., 2019)



Results/Conclusion

t-tests showed no difference in rated SOI or gossip between the tattoo conditions. Therefore, we collapsed across conditions to create a binary tattoo vs no tattoo variable. The tattooed female was rated as having a higher SOI by women but not men. SOI mediated women's (but not men's) negative gossip about the tattooed woman. Interestingly, men's rated target SOI predicted their negative gossip about her, suggesting that although tattoo status did not influence men's assessment of her SOI, men did aggress against women they viewed as promiscuous.

Mediation model among female participants

