Having visible tattoos gives psychologists more cred

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New University of Saskatchewan (USask) research suggests that to potential clients, psychologists with visible, provocative tattoos seem more confident, interesting, likable, less lazy, and more competent than psychologists with no tattoos or with less provocative ink.

"Having visible tattoos may signal greater originality and authenticity to clients," said Dr. Alexandra Zidenberg (Ph.D.), former USask doctoral student and lead author on the study.

The results of the USask study run counter to previous research findings and popular direction to conceal tattoos and other personal characteristics.

"Really surprising was that participants without tattoos seemed to have a more positive view of the psychologist with a provocative tattoo," said Zidenberg.

"Psychology is pretty unique," said Zidenberg. "Tattoos may signal authenticity in a way that's more appreciated than in other health-care fields."

The initial study participants were mostly women, heterosexual, Caucasian, urban, university-educated, and young, with an average age of 23 years old.

The research team next intends to look at an expanded group of participants and extend the study using photos of psychologists that are more...
diverse in gender presentation and skin color.


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