

THE EFFECTS OF DISAGREEMENT
STYLE ON ATTRACTION

Thesis for the Degree of M. A.
MICHIGAN STATE UNIVERSITY
JOHN T. BOURPOS
1975

PLACE IN RETURN BOX to remove this checkout from your record.
TO AVOID FINES return on or before date due.
MAY BE RECALLED with earlier due date if requested.

<u>DATE DUE</u>	<u>DATE DUE</u>	<u>DATE DUE</u>
DEC 10 2005		

ABSTRACT

THE EFFECTS OF DISAGREEMENT STYLE ON ATTRACTION

By

John T. Bourpos

The reinforcement model of attraction (Byrne 1971) theorizes that interpersonal disagreements are threatening and consequently produce negative evaluations of the disagreeing person. Numerous studies have demonstrated the subjects' dislike for the disagreeing stranger. Few of these studies have examined the stimulus eliciting the negative evaluations. The present study explores the relationship between disagreement style and attraction. It was proposed that subjects exposed to a stranger who expressed disagreement in a placative manner would be more positively evaluated than a stranger who expressed disagreement in a combative manner.

The effects of attitudinal similarity/dissimilarity and disagreement style were also studied in relation to social-evaluative anxiety (SAD). It was hypothesized that high SAD subjects would be less attracted to disagreeing combative strangers than low SAD subjects and that high and low SAD subjects would not differ in their respective

attraction responses in the placative disagreement condition.

One hundred and twenty undergraduates participated in two experimental sessions. In the first session all subjects completed an attitude questionnaire. Two weeks later subjects were administered bogus protocols, purportedly filled out by a stranger in another class. The subjects were instructed to examine the strangers' responses and to make some judgements about him and complete a questionnaire concerning their personal attitudes and traits.

The experimental design involved manipulating three levels of attitudinal information. Fictitious attitude booklets were devised by the experimenter which systematically agreed or disagreed with the subjects' original responses. The control group did not receive any attitudinal information. Two levels of disagreement style were also manipulated. All subjects were exposed to either a combative or placative style.

The data was analyzed by the methods of analysis of variance, planned and post-hoc comparisons of the means. The results revealed that subjects within the disagreement condition produced higher attraction ratings for the placative stranger than for the combative stranger. The results did not support the second hypothesis, but

John T. Bourpos

the third proposition received confirmation. Interpretations of the results were discussed in terms of disagreement style enhancing or mitigating the threatening effects of disagreement and in terms of Rokeach's concept of opinionated language.

Approved:

Dr. Charles D. Johnson

THE EFFECTS OF DISAGREEMENT STYLE
ON ATTRACTION

By

John T. Bourpos

A THESIS

Submitted to
Michigan State University
in partial fulfillment of the requirements
for the degree of

MASTER OF ARTS

Department of Psychology

1975

69237

Dedication
To Dorothea

ACKNOWLEDGMENTS

My most profound appreciation is expressed to Dr. Charles Johnson, committee chairman, not only for his valuable assistance and guidance, but especially for his continual support. My thanks also to Drs. Henry Clay Smith and Don Grummon for their helpful criticisms and suggestions.

TABLE OF CONTENTS

Chapter	Page
I. INTRODUCTION	1
Factors Influencing Attraction	1
Review of the Similarity Attraction Literature	4
Interpersonal Disagreement and Attraction	10
Present Study	14
II. METHOD	20
Subjects	20
Measures	20
Procedure	21
III. RESULTS	26
IV. DISCUSSION AND CONCLUSION	35
APPENDIX	42
Attitude Survey	42
Evaluation Scale	47
Social Avoidance and Distress Scale	49
LIST OF REFERENCES	51

LIST OF TABLES AND FIGURES

Table	Page
1. Mean Attraction Scores and Standard Deviations of Disagreement Style Toward Similar and Dissimilar Strangers . . .	27
2. Summary of the Analysis of Variance for the Attraction Scores	28
3. Mean Attraction Scores and Standard Deviations of Individuals Low and High on Social Avoidance and Distress (SAD) Toward Similar and Dissimilar Strangers Expressing Placative and Combative Disagreement Styles	31
4. Summary of the 2 X 3 X 2 Analysis of Variance for the Attraction Scores	32
Figure	
1. A Graphic Representation of the Style x Group x Anxiety Interaction	34

CHAPTER I

INTRODUCTION

In the last decade Byrne's reinforcement model of attraction has produced cogent evidence supporting the proposition that people are more attracted to a stranger who expressed views similar to their own and less attracted to a stranger who expressed dissimilar views. Most of the research on dissimilarity has focused on the effects of disagreement on attraction and individual differences in response to interpersonal disagreement. Little research has investigated the various aspects of the stimulus that evokes the negative evaluation of the disagreeing other. The purpose of this study was to explore the manner in which disagreement is expressed and its effect on attraction. It also had the aim of examining individual differences in attraction as a function of dissimilarity and expressive style.

Factors Influencing Attraction

The idea that man is a social animal implies that liking and being liked is an important factor in human behavior. Personal experiences, observations of other

people and exposure to the media attests to the affects that liking or disliking have for us. When people are queried as to why they like or are attracted to one another, the responses given frequently refer to the positive qualities of the receiving individual(s). For example, persons are liked because they are honest, considerate, intelligent, etc. Responses such as these may be satisfactory for some purposes; however, from a scientific perspective, they are unsatisfactory for the explanation of factors involved in interpersonal attraction.

The area of interpersonal attraction has recently received considerable attention in social and personality research. Although many of the earlier investigations were correlational, the majority of recent studies have pursued an experimental approach (Byrne, 1971). Empirical studies have yielded a wide range of factors influencing interpersonal attraction.

Proximity has been found to be an antecedent of attraction. All other things being equal, Festinger, Schachter and Back (1950), and Newcomb (1961) have shown that people who are physically close in terms of seating or housing arrangements are more likely to select each other as friends than people who are at a more remote physical distance. Physical appearance has been demonstrated to influence attraction (Walster, Aronson, Abrahams, and Rattman, 1966; Byrne, Ervin and Lamberth,

1970). Walster et al. conducted a field study in which students were randomly matched with each other and were invited to what was described as a "computer dance." A number of personality and intellectual measures were used to predict couple compatibility. The results indicated that the physical attractiveness of the date was the single largest determinant of liking. Being liked is another factor in attraction. People generally tend to like those who like them (Aronson and Worchel, 1966; Backman and Secord, 1959). In an experiment conducted by Aronson and Worchel, subjects were introduced to a confederate who either agreed or disagreed with them on a number of issues. Following a brief discussion of the issues, subjects were provided additional information which indicated whether the confederate liked or disliked them. The results demonstrated that regardless of similarity or dissimilarity, it was the confederate's expressed liking which elicited a positive evaluation and the confederate's expressed disliking which produced a negative evaluation. The results of research on the similarity of attitudes, values and beliefs have also evinced a strong influence on attraction. People are more attracted to others who agree with them and less attracted to those who disagree with them (Newcomb, 1961; Byrne, 1961, 1969, 1971, 1973; Smith, 1958). Aronson (1969) further suggests other significant variables affecting attraction. People tend to be

attracted to those: who have personality traits similar to their own; who possess a high degree of ability or competency; who exhibit pleasant or agreeable behavior or traits; and who complement our needs.

Review of Similarity
Attraction Literature

Although the variables given above do not exhaust the factors involved in attraction, the current investigation is primarily concerned with similarity-dissimilarity effects on interpersonal attraction. A review of the literature suggests that the similarity attraction relationship has generated a significant amount of research (Byrne, 1973). The idea of an individual's attitudes influencing the way in which others evaluate him and the intensity of attraction does not originate with the advent of scientific investigations. Aristotle (translated 1932) suggests the influence of similarity versus dissimilarity on attraction:

And they are friends who have come to regard the same things as good and the same things as evil, they who are friends of the same people, and they who are enemies of the same people. . . .

We like those who resemble us, and are engaged in the same pursuits . . . we like those who desire the same things as we, if the case is such that we and they can share the things together . . . (pp. 103-105)

A number of early correlational studies demonstrated support for the similarity relationship among friends and marital partners (Richardson, 1939, 1940;

Schooley, 1936). Newcomb (1961) investigated friendship formation of a group of male students at the University of Michigan. One of the study findings was that attitudinal similarity was a predictor of attraction.

A sizeable portion of the research has been generated within the context of Byrne's (1971) reinforcement model of attraction. The model suggests that the evaluative meaning of any stimulus is assumed to be a positive linear function of the proportion of positive reinforcements associated with it. The concept of reinforcement clearly suggests a relationship between Byrne's paradigm and learning theory. However, Byrne (1971) contends that the model is not conceptualized within the framework of any specific current theory of learning and that the learning principles adapted more closely coincide with the position of Thorndike and Pavlov. Byrne explains the association theory by proposing:

that any stimulus with reinforcement properties functions as an unconditional stimulus for an implicit affective response which is assumed to fall along a subjective continuum that is characterized as pleasant-unpleasant. The reinforcement properties of stimuli are defined independently of the attraction situation in terms of the empirical law of effect: the capacity to alter response probability. Any discriminable stimulus, including a person, which is temporally associated with the unconditioned stimulus can become a conditioned stimulus capable of evoking the implicit affective response. This implicit response is hypothesized to mediate evaluative responses to the conditioned stimulus. Evaluating responses include verbal assessments of the conditioned

stimulus, various types of choice behavior, and approach and avoidance reactions (Byrne, 1973).

In effect then, positive and negative reinforcements act as unconditioned stimuli which evoke implicit affective responses. Additionally, any discriminable stimulus associated with reinforcement also acquires the capacity to evoke the affective responses, which in turn, mediate evaluative and attraction responses. Byrne (1971) cites an abundance of empirical evidence demonstrating that agreeing and disagreeing attitude statements have, respectively, positive and negative reinforcement properties.

The overall attraction towards another person is a function of the relative number of rewards and punishments associated with him. The specific formula employed by Byrne and Rhamey (1965) proposed a mathematical model expressing how information, differently weighted, is combined to influence attraction.

$$A_x = m \frac{\Sigma (PR.M)}{\Sigma (PR.M) + \Sigma (NR.M')} + k$$

According to the model, attraction toward a person X, is a positive linear function of the sum of the weighted positive information plus the sum of the weighted negative information.

In short, the Byrne paradigm concentrates on the etiological factors influencing an individual's being

attracted to another. First, he proposes that we are attracted to people who are reinforcing. He further suggests that, with other variables held constant, the behavior of another individual is positively reinforcing to the degree that it is similar to one's own behavior. Hence, people are likely to be attracted to similar others.

The classic 1961 study was Byrne's initial attempt to test the proposition that attitude similarity was a causative factor effecting attraction. That investigation provided the basic methodological paradigm for nearly all of the subsequent attraction research. The experiment was conducted in two different sessions. In the initial session subjects were requested to complete an attitude questionnaire. A couple of weeks later the subjects were given attitude booklets purportedly filled out by a stranger. The protocol was actually made up by the experimenter so as to be dissimilar or similar to that of the real subject. After examining the attitude booklets, subjects were then requested to complete an Interpersonal Judgement Scale. The scores on the scale are utilized to measure attraction. The instrument consists of six seven-point Likert-type rating scales dealing with evaluations of the other person's intelligence, knowledge of current events, morality, and adjustment. The last two items measure liking and willingness to work with the bogus stranger. They are summed so as to yield an

attraction measure which ranges from 2 (most negative) to 14 (most positive) and has a split-half reliability of .85 (Byrne and Nelson, 1965). The results indicated that subjects were more attracted to the stranger who expressed views similar to their own and less attracted to the stranger who expressed dissimilar views. People who expressed dissimilar views were evaluated as less intelligent, less informed about current events, less moral and less well adjusted than those people who expressed similar views.

Many variations within the Byrne paradigm have been employed to extend the generality of the similarity-attraction relationship. Although the method of presenting the expressed attitudes of a stranger has typically been by a paper and pencil format, the relationship between the proportion of similar attitudes and attraction has been attained with a variety of stimulus modes. The same linear relationship has appeared when attitudinal information concerning the target is transmitted via movies, tape recordings and mimeograph (Byrne and Clore, 1966); face-to-face encounters involving a confederate, (Aronson and Worchel, 1966; Byrne and Griffitt, 1966); and in "real life" settings where individuals expressed their attitudes in a face-to-face interaction (Brewer and Brewer, 1968).

The basic relationship has also been supported across a variety of non-student populations. For example, female clerical workers (Krauss, 1966); school children

from the fourth through the twelfth grades (Byrne and Griffitt, 1966b); alcoholic and schizophrenic hospital patients and poorly educated individuals of low socioeconomic status such as members of Job Corps Training Program (Byrne, Griffitt, Hudgins, and Reeves, 1969); and the relationship has been supported in a cross cultural investigation among Japanese, Indian, and Mexican students (Byrne et al., 1971).

While a sizable portion of the paradigmatic research has operationalized similarity-dissimilarity in terms of the proportion of shared attitudes, research utilizing non-attitudinal measures of similarity-dissimilarity have also supported the basic relationship. For example, some research has demonstrated that attraction is positively related to similarity of personality characteristics such as repression-sensitization (Byrne, Griffitt and Stefaniak, 1967; Byrne and Griffitt, 1969), self-esteem (Hendrick, 1970). Marlowe-Crowne need for approval (Goldstein and Rosenfeld, 1969), self-concept (Griffitt, 1966; Griffitt, 1969), and dominance-submissiveness (Palmer and Byrne, 1970). Other dimensions that confirm the basic relationship and further extend the generality of the similarity-attraction effect are: intellectual ability (Reagor and Clore, 1970), economic similarity-dissimilarity (Byrne, Clore and Worchel, 1966), and the perceived social

desirability of the self and the target (Berscheid, Walster and Walster, 1971).

Interpersonal Disagreement
and Attraction

Within the confines of his paradigm, Byrne has cogently demonstrated the powerful effects of similarity on attraction. In addition to research concentrating on the effects of similarity (which has been generated by the reinforcement model of attraction) an increasing focus has been placed on the influences of dissimilarity. One aspect of dissimilarity, the area of interpersonal disagreement, has recently been investigated (Byrne and Clore, 1967; Johnson, Gormly and Gormly, 1973; Johnson and Gormly, 1974; Gormly, 1971; Gormly, Gormly and Johnson, 1972; Steiner, 1966, 1970; Byrne, Nelson and Reeves, 1966). Consistent with the model, Byrne (1971) points out that attitude disagreements operate to evoke dislike for the disagreeing stranger because dissimilarity is threatening. Several studies lend some support to this position. Dickson and McGinnies (1966) reported that subjects who were exposed to counter-attitudinal statements responded with higher GSR's than when they were exposed to agreement statements. Buckhout (1966) investigated the relationship between changes in heart rate which occur during a disagreement situation. The results indicated that subjects experiencing disagreement demonstrated a significantly

higher elevated heart rate. Gormly (1971) compared subjects for differences in skin conductance patterns as a function of agreement and disagreement. These results also showed a significantly higher arousal pattern for subjects experiencing disagreement than when they experienced agreement.

Drawing on the general framework of Festinger (1954) and Newcomb (1961), Byrne contends that disagreements function as negative reinforcements. Expression of dissimilar attitudes serve as negative reinforcements because consensual invalidation frustrates an individual's drive to be logical, consistent and accurate in interpreting the stimulus world. Similarity of attitudes on the other hand serve as positive reinforcements because the motive is satisfied via consensual validation. Consensual validation-invalidations of the attitudes, beliefs or values of an individual is the major source of reward for the drive to be logical, consistent and accurate in interpreting the stimulus world. More specifically, Byrne has stated that:

Any time that another person indicates dissimilarity between our two notions, it constitutes a punishing interaction and thus one element in forming a negative relationship. Disagreement raises the unpleasant possibility that we are to some degree stupid, uninformed, immoral, or insane (1961, p. 713).

The rationale for this proposition has been explained in detail by Byrne and Clore (1967). The authors

contend that attitudes and attraction are mediated by effectance motivation, which they describe as a learned drive to be accurate in interpreting the stimulus world. Disagreeing attitudinal material arouses the effectance motive producing a dislike for the disagreeing other.

The notion that attitude disagreements evoke negative affect and evaluation toward the disagreeing stranger has been a frequently verified finding (Byrne, 1971). Furthermore Johnson et al. (1973) examined the relationship of the effects of disagreements on self-esteem. They had subjects complete an attitude survey and a self-esteem measure. During a second session subjects were exposed to attitude booklets of agreeing and disagreeing strangers; they completed an attraction measure and an alternate inventory of self-esteem. The results indicated that subjects exposed to a disagreeing stranger experienced a decrement in self-esteem. Furthermore, decrements in self-esteem and intensity of dislike apparently covary. Subjects expressing the greatest amount of dislike for the disagreeing stranger also showed the greatest reduction in self-esteem.

The effects of individual differences on the relationship between disagreement and attraction have also been investigated. Johnson and Gormly (1974) reasoned that anxiety and social desirability are related to selective perception. Highly anxious people may

perceive a number of nondangerous events as threatening; and, conversely, people at high levels of social desirability or need for approval may deny seemingly dangerous events as threatening. Johnson and Gormly hypothesized that in an ambiguous situation where the stranger neither consistently agreed or disagreed with the subject, high anxiety subjects would recall more disagreement information, while subjects high on social desirability would recall more agreement information. Results supported both hypotheses. Apparently in a neutral agreement-disagreement situation, personality factors may influence attraction by selective perception mechanisms.

Some research has also demonstrated differences in response style to the threat of interpersonal disagreement. Steiner (1966, 1970) proposed that an individual has four separate ways of responding to interpersonal disagreement. The four specified reactions to disagreement are: conformity to the other person's position, under-recall of the extent of disagreement, rejection of the source of disagreement and devaluation of the importance of disagreement. These four styles to disagreement have been demonstrated as rather consistent and independent modes of responding (Gormly, Gormly and Johnson, 1972).

Physiological arousal patterns are also differentially related to the four response modes. Gormly (1971) and Steiner (1966) reported that skin conductance

measures indicated that individuals employing under-recall as a response style had the highest arousal pattern. Subjects using conformity were second, devaluation third, and subjects who responded to disagreement by rejection evinced the lowest arousal pattern.

Present Study

The current review of the literature indicates that most of the research on dissimilarity and attraction has focused on the effects of disagreement on liking and individual differences in response to interpersonal disagreement. To date, however, there is little research exploring the various aspects of the stimulus that produces the negative evaluation of a disagreeing other. One aspect in particular that may have bearing on the threatening effects of disagreement, is the manner or expressive style in which disagreement is conveyed. The focus of the present study was primarily concerned with investigating the manner in which disagreement style effects attraction.

Although there is little research directly exploring the effects of disagreement style on attraction, one may reason from personal observations and experiences with interpersonal disagreements in formulating a hypothesis. Everyday experience attests a priori to the fact that there are many variables which serve to reduce the threatening effects of disagreement. These, in turn, may influence

the liking or disliking of the disagreeing other, e.g., the kind of interaction whether it be marriage, friendship, or stranger, the self-perception of the individual, his ideals, the kind of information he receives about another, the other's status, and the effects of the duration of the relationship.

In addition, even in the above situations, the manner in which disagreement is conveyed may be operating to effect liking or disliking. A person who has a caustic, aggressive or opinionated expressive style to interpersonal disagreement may be liked less than one who is "placative," "sensitively tactful," or casts his own position in a humorous manner. The former disagreement style may be more threatening to the other person.

Byrne (1971) contends that attitude disagreement evokes dislike for the disagreeing stranger because dissimilarity is threatening. However, it may be that the dislike does not occur because of disagreement per se, but rather it may, in part, be due to the manner in which disagreement is conveyed.

In the typical attraction paradigm experiment, the S is given no information on the stranger's expressive style. In the face of the disagreement, the "safest" stance may be to assume that the stranger is combative and hence not likable. A person who may convey a combative or threatening disagreement style is illustrated by the

following statements adopted from Rokeach (1954) in his description of the characteristic manner in which the dogmatic individual responds to disagreement: "Only a simple minded fool would think that," "A person must be pretty stupid to think . . ." (p. 201). Although Rokeach does not explicitly state that dogmatic people express a more combative or threatening disagreement style, implicit in the language employed to express disagreement is a combative or threatening overtone. Furthermore, Rokeach contends that the use of opinionated language provides another person with two kinds of information. The use of such language tells us the way in which the person accepts, and rejects ideas or beliefs and the way he accepts or rejects people depending on whether they agree or disagree with him. In contrast, a person who conveys disagreement in a placative or empathic manner may be less threatening and combative. The expressive style of the placative person may be illustrated by the following: "Yes, I understand what you are saying and you have a good point. Perhaps another way of looking at the same thing would suggest . . ." It is proposed that disagreement per se need not necessarily be threatening and the manner in which it is conveyed may be another way of investigating the effects of interpersonal disagreement on attraction.

A study conducted by Hodges and Byrne (1971) provides some indirect support for the effects of disagreement style on attraction. The results suggested that subjects were more attracted to people who expressed their attitudinal disagreement in open-minded terms and less attracted to people who expressed attitudinal disagreement in dogmatic terms. Whether the effects were due to the strength of the opinion or the combativeness of the disagreeing other was unclear. Accordingly, it was hypothesized that people exposed to threatening disagreement will be less attracted to the source than those exposed to non-threatening disagreement.

Aside from the overall group effects in response to expressive style, the current study also examines individual differences in the subject's responses to disagreement and expressive style. Byrne (1971) reviewed the research concerned with investigating individual differences in interpersonal attraction and concluded that the search for a significant relationship between personality variables and attraction responses has for the most part yielded inconsistent and conflicting results. According to Byrne, one of the most promising subject variables that demonstrated a relationship to attraction was social avoidance and distress (SAD).

Watson and Friend (1969) developed the scale for measuring social avoidance and distress. The investigators

defined social avoidance as "avoiding being with, talking to, or escaping from others for any reason," and defined social distress as "the reported experience of a negative emotion, such as being upset, distressed, tense, or anxious, in social interactions, or the reported lack of negative emotion, such as being calm, at ease or comfortable" (p. 449).

In investigations employing the SAD scale, Smith (1970, 1972) reasoned that a person high in social anxiety may be seen as being strongly motivated to avoid social disapproval. The reinforcement model suggests that agreement and disagreement possess reinforcement properties which affect attraction. Smith suggests that if similarity and dissimilarity "possess acquired reinforcement properties related to approval and disapproval" (p. 23), then the reinforcement properties of attitude agreements and disagreements would have a greater effect for people highly motivated to avoid disapproval than those who are less concerned about social disapproval. Accordingly, it was proposed that high SAD individuals would be more attracted to similar others and less attracted to dissimilar others than low SAD individuals. The results revealed that high SAD subjects demonstrated the greatest similarity attraction effect. However, significant differences were found only in the disagreement condition. In other words, high SAD individuals indicated a greater dislike with

disagreeing others than low SAD individuals. A study by Gouaux, Lamberth, and Friedrich (1972) revealed similar results confirming the findings of Smith.

The results of Smith's investigations and the reasoning developed for the effects of disagreement styles on attraction suggest that high and low SAD individuals may differ in their attraction responses in the combative disagreement condition and will not differ in the placative disagreement condition.

In short, the following three hypotheses were derived for evaluation in the present investigation:

- I. Subjects will be more attracted to the placative disagreeing stranger than to the combative disagreeing stranger.
- II. High SAD individuals will be less attracted to disagreeing combative strangers than low SAD individuals.
- III. High and low SAD subjects will not significantly differ in their respective attraction responses to the disagreeing placative stranger.

CHAPTER II

METHOD

Subjects

One hundred and twenty undergraduates enrolled in an introductory psychology course at Michigan State University comprised the subject pool. There was roughly an equal number of females and males. Subjects volunteered to participate in two experimental sessions described as an investigation of how people form interpersonal judgments based on a limited amount of information about another person.

Measures

The Evaluative-Behavior Attraction Measure, E-BAM, (Gormly, Gormly and Johnson, 1971) was used to assess attraction responses. The E-BAM has a reported internal consistency reliability of .94. The measure was employed as the dependent measure because it yields a wider range of attraction scores than the Interpersonal Judgement Scale (Byrne, 1961). The E-BAM is comprised of three polar adjective pairs: unpleasant-pleasant, familiar-unfamiliar, and unfriendly-friendly. In addition there

are three social distance items which request the subject to respond to the following: would-would not accept as a roommate, would-would not accept as a member of my social group, would-would not accept as an intimate friend.

Judgements are made on a six point scale ranging from very positive to very negative evaluations.

Watson and Friend (1969) developed a social avoidance and distress scale (SAD) consisting of twenty-eight true-false items such as: I have no particular desire to avoid people; I often want to get away from people; and I find it easy to relax with other people. The internal consistency reliability of the scale as computed by KR-20 was .94. The experimental groups consisted of subjects from the upper third of the SAD distribution (scores above 12) and subjects from the lower third (scores below 5).

Procedure

Subjects were tested in two sessions. In the first session subjects were given the following instructions:

For several years psychologists have been interested in the scientific study of attitudes. Experimental investigations have looked at the way attitudes are formed, the ways in which attitudes change and the relationship between attitudes and behavior. The first session of this two part experiment is concerned with gathering some information from you concerning student attitudes on a number of issues.

On the following pages you will find a series of attitude statements. For each statement please check the response which best

expresses your opinion on that issue. Please answer each statement as honestly as possible. All information will be treated confidentially. There are no right answers; we are interested in your views. Please place the number that is on the top of this face-sheet on all materials that you complete in this experiment.

The questionnaire consisted of eighteen attitudes selected from a forty-two item pool devised by Gormly et al. (1971). The items were presented in a six point scale format ranging from strongly pro to strongly con. The attitude survey covered a number of topics such as homosexuality, death penalty, birth control, and the expression of emotions.

The attitude booklets were collected and the subjects dismissed until the following week. In the interim a fictitious protocol was devised by the experimenter which systematically agreed or disagreed with the subject's responses from the original questionnaire.

Two levels of attitudinal information were manipulated. The Agreement Condition consisted of a booklet which was similar to fifteen of the subject's original responses. An agreement was defined as being one response position removed from the subject's original record, but always in general agreement on the same side of the issue, pro or con. The Disagreement Condition consisted of a protocol which was contrived to be in disagreement with twelve of the subject's responses on the original record. Disagreements were defined as being three positions

removed from the subject's original responses on the six point scale.

The following attitude statements selected from the Attitude Survey (see Appendix A) will serve to illustrate the procedure:

Death Penalty (Check One)

- _____ I strongly feel that the death penalty should not be used in any case.
- _____ I feel that the death penalty should not be used in any case.
- _____ I feel that perhaps the death penalty should be used in some cases.
- _____ I feel that the death penalty should be used in some cases.
- _____ I strongly feel that the death penalty should be used in some cases.

If the subject indicated he agreed with the statement, "I strongly feel that the death penalty should not be used in any case," the experimenter would mark the next response option for the Agreement Condition. In the Disagreement Condition, the item "I feel that perhaps the death penalty should be used in some cases" would be marked.

In the second session of the experiment, subjects were informed that they were to make judgements about an anonymous person based on a limited amount of information. The following instructions were given:

Earlier in the quarter you filled out an attitude survey dealing with 18 issues. One purpose was to acquire knowledge about student attitudes. The second part of this experiment is to learn something about how a person can form a judgement about another person just by knowing a limited amount of information.

In another experiment during spring quarter, information was collected from 200 students. Some of the information is presented inside each booklet. The person you are to make judgements about is of the same sex and age as yourself and will remain anonymous. Please read the information about this person carefully, and try to form an opinion about them. When you have finished examining this person's responses complete the evaluation scale. When you have completed the evaluation scale, please fill out the questionnaire concerning your personal attitudes and traits. All information remains strictly confidential.

Printed inside each bogus booklet was a short hand-written self-descriptive profile of the anonymous person's characteristic mode of responding to people who hold contrary views. One profile was characterized as combative; the other as placative. The profiles were composed in a variety of handwriting styles and in a variety of colors in several writing media, for example fountain and ballpoint pens, pencils, etc.

Preceding each self-descriptive profile, the following information was presented to the subject to explain the inclusion of the profile in the test booklet:

In another experiment this person was requested to write self-descriptive statements concerning their characteristic mode of responding to people who hold differing views from their own. Please read carefully the following self-descriptive profile.

Then either the handwritten self-descriptive combative profile or the handwritten self-descriptive placative profile was presented to each subject as follows:

Combative Stranger

In general I find myself to be a person who has strong convictions. I often am very anxious to defend my position against any contrary position. In fact, I usually become very irritated and frequently lash out at others with statements like "you're stupid," "you're an idiot." I hate to admit this, but I often am intolerant of those who hold contrary opinions. I'm usually right.

Placative Stranger

I really try to listen to the other person's position. If I don't understand what they are saying I ask them to repeat or clarify their points until I do understand. If someone disagrees with me, I try to realize that there are other viewpoints and make an attempt to be as open to disagreements as I can. I like to discuss things out reasonably and calmly in order to avoid unnecessary conflict.

All treatment groups were presented with a bogus attitude booklet, a self-descriptive profile, an attraction measure, and the personality questionnaire. The control group was exposed to the same format except they were not presented with fictitious attitude booklets. At the end of the experimental sessions, subjects were debriefed concerning the purpose of the research and dismissed.

CHAPTER III

RESULTS

The major analysis consisted of a 2 X 3 analysis of variance with Disagreement Style and Group as the factors. Disagreement Style referred to whether the stranger responded to disagreement in a placative or combative manner. The Group factor was comprised of three levels of attitudinal information. Subjects received information about the stranger which either agreed (similar) or disagreed (dissimilar) with them on the attitude survey, while subjects in the control condition did not receive any information concerning attitudinal similarity/dissimilarity. A 2 X 3 X 2 analysis of variance was also performed on the data with the third factor referring to high or low social evaluative anxiety as measured by the SAD scale. Comparisons among the means were assessed by the t-statistic and the Tukey test.

The mean attraction responses and standard deviations for the effects of disagreement style on attraction are presented in Table 1 for the six experimental conditions. The scores for the attraction measures were analyzed with a 2 X 3 factorial analysis of variance. The

summary table for the results are presented in Table 2. The analysis demonstrated a highly significant main effect for disagreement style ($F = 56.77$, $df = 1/114$, $p < .0001$). Attraction was more positive toward the placative stranger ($\bar{X} = 26.56$) than the combative stranger ($\bar{X} = 18.91$). The results show that when an individual is presented with information that a stranger is intolerant of disagreeing others, he is evaluated as less likable than a stranger who is presented as more tolerant of disagreeing others. In addition to the above finding, the analysis further revealed a significant Group main effect ($F = 4.04$, $df = 2/114$, $p < .02$). The interaction F for Style and Group was less than 1.

TABLE 1
MEAN ATTRACTION SCORES AND STANDARD DEVIATIONS
OF DISAGREEMENT STYLE
TOWARD SIMILAR AND DISSIMILAR STRANGERS

Style	Attitudinal Information			
	Agree	Disagree	Control	
Placative	\bar{X} 27.40	24.65	27.65	$\bar{X} = 26.56$
	S 5.40	4.84	6.25	
Combative	\bar{X} 21.30	17.05	18.40	$\bar{X} = 18.91$
	S 5.70	4.70	6.27	
	$\bar{X} = 24.35$	$\bar{X} = 20.85$	$\bar{X} = 23.02$	

TABLE 2

SUMMARY OF THE 2 X 3 ANALYSIS OF VARIANCE
FOR THE ATTRACTION SCORES

Source	SS	DF	MS	F
Style (A)		1	1755.68	56.77***
Group (B)		2	124.91	4.04*
A X B		2	24.83	
Error		114	30.93	

*P .02

***P .0001

Analysis of the simple effects of Style in the Disagreement Condition showed, as predicted, a statistically significant difference ($t_{(114)} = 4.22, p < .05$). Subjects made higher evaluations of the disagreeing placative stranger ($\bar{X} = 24.65; S = 4.84$) than the disagreeing combative stranger ($\bar{X} = 17.05; S = 4.70$). Apparently, even though a stranger is depicted as dissimilar, attraction is higher if his interpersonal Style indicates tolerance; and, conversely, attraction is lower if his Style suggests intolerance for disagreeing others.

In order to further investigate the source of the main effects, a Tukey test with significance set at the .05 level was used to make further comparisons among the means. The Tukey statistic provides a powerful and appropriate test for post hoc comparisons when the N's

in each treatment level are equal. Within the Agreement Condition, inspection of Table 1 indicates significantly higher mean attraction responses for subjects exposed to the placative stranger than subjects presented to the combative stranger ($q = 4.91, 6/114 \text{ df}, p < .05$). When the stranger is presented as similar to the subject, the results show he is disliked if his interpersonal style is rejecting of dissimilar others. Differences between cell means within the Control Condition were also noted. Subjects in this condition received information only about the stranger's disagreement style and did not receive information relevant to attitudinal agreement or disagreement. Again, the results indicate significantly higher mean attraction responses for the placative stranger than for the combative stranger ($q = 7.70, 6/114 \text{ df}, p < .05$). The results indicate that Disagreement Style differentially influenced attraction. Evidently, whether a stranger is presented as similar or dissimilar, he is less liked if his interpersonal disagreement style is rejecting; on the other hand, he is evaluated as more likable if his response to disagreement is tolerant.

Another factor of interest in the current investigation was the often demonstrated similarity attraction effect. A Tukey test was used to compare the means between the agree, disagree and control groups. Consistent with the results of previous research on the

effects of agreement/disagreement on attraction, agreement evoked a significantly more positive response ($\bar{X} = 24.35$) than disagreement ($\bar{X} = 20.85$, $q = 4.02$; $3/114$ df, $p < .05$). The evidence suggests that when people are depicted as similar, they are better liked than those who are presented as dissimilar. The magnitude of the mean attraction response for the Control Group, which did not receive information about the bogus stranger's degree of attitudinal similarity/dissimilarity, fell between the other two groups.

It was hypothesized that personality factors would also effect attraction. In particular, it was proposed that people who were dichotomized into high and low social evaluative anxiety would be differentially influenced by interpersonal style in the Disagreement Condition. An interest in the means and possible interactions among the three factors led the experimenter to perform an analysis of variance on the data. The means and standard deviations of the attraction responses as a function of social evaluative anxiety group and disagreement style are presented in Table 3. The data were analyzed by means of a $2 \times 3 \times 2$ factorial analysis of variance and the summary table is presented in Table 4. The results demonstrated a highly significant main effect for Disagreement Style ($F(1/67) = 41.83$, $p < .0001$). Both low and high SAD subjects produced higher mean attraction scores for the placative stranger.

TABLE 3
 MEAN ATTRACTION SCORES AND STANDARD DEVIATIONS
 OF INDIVIDUALS LOW AND HIGH ON SOCIAL
 AVOIDANCE AND DISTRESS (SAD) TOWARD
 SIMILAR AND DISSIMILAR STRANGERS
 EXPRESSING PLACATIVE AND COMBATIVE
 DISAGREEMENT STYLES

Style		Attitudinal Information			
		Agree	Disagree	Control	
Low SAD		\bar{X}	25.14	26.28	33.50
	Placative	S	5.37	4.89	2.12
		N	7	7	2
		\bar{X}	22.00	15.71	16.33
	Combative	S	7.46	5.62	6.06
		N	8	7	9
High SAD		\bar{X}	32.83	24.40	26.12
	Placative	S	1.94	1.82	8.27
		N	6	5	8
		\bar{X}	22.00	17.33	19.75
	Combative	S	3.50	3.79	6.02
		N	9	3	8

TABLE 4
 SUMMARY OF THE 2 X 3 X 2 ANALYSIS OF
 VARIANCE OF THE ATTRACTION SCORES

Source	SS	DF	MS	F
Style (A)		1	1301.84	41.83***
Group (B)		2	139.49	4.48**
Anxiety (C)		1	45.92	-
A X B		2	12.61	-
A X C		1	2.30	-
B X C		2	24.49	-
A X B X C		2	128.44	4.13*
Error		67	31.12	

*** p < .0001

** p < .01

* p < .02

A significant main effect for Group was observed ($F(2/67) = 4.48, p < .01$). Attraction was found to be more positive for the agreeing stranger than for the disagreeing stranger. A significant three-way Style x Group x Anxiety interaction was also noted ($F(2/67) = 4.13, p < .02$).

A t statistic was used to test the second hypothesis which proposed that, within the Disagreement Condition, high SAD individuals would be less attracted toward the combative stranger than low SAD individuals. The differences between the means of the high SAD ($\bar{X} = 17.33; S = 3.79$) and the low SAD ($\bar{X} = 5.71; S = 5.62$)

subjects were not reliably significant. Thus the second prediction was not supported. However, the third hypothesis was confirmed. Low and high SAD subjects did not significantly differ in their respective attraction responses in the Placative Disagreement Condition ($t_{(67)} = .56, p < .05$). Thus within the dissimilar condition, socially anxious and nonanxious people were not found to significantly differ in their evaluations toward the placative stranger.

A graphic representation of the Style x Group x Anxiety results are presented in Figure 1. The graph indicates that the placative style induced a higher attraction response than the combative style for both low and high SAD individuals in all group conditions. Inconsistent with the results of previous research, high SAD subjects were not more positive toward the placative stranger than low SADs except in the Agreement Condition. With the exception of the Agreement Condition, low SADs appeared to be more favorable toward the placative stranger. Both low and high SAD subjects were equally attracted toward the combative agreeing stranger, while high SADs appeared slightly more favorable toward the combative stranger in the Disagreement and Control conditions.

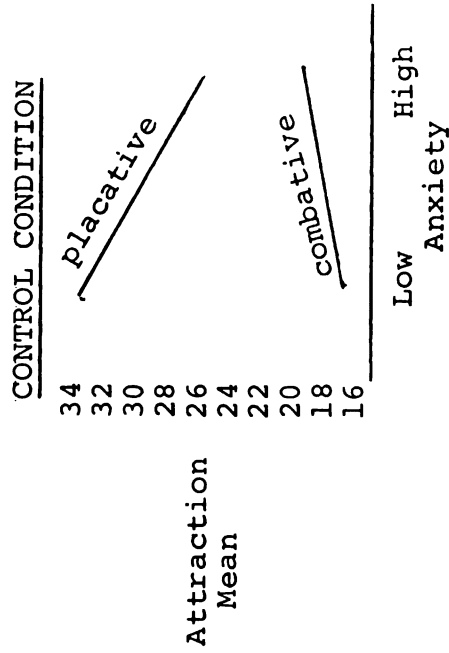


Figure 1--A Graphic Representation of the Style x Group x Anxiety Interaction

CHAPTER IV

DISCUSSION AND CONCLUSION

According to Byrne, disagreements are threatening and consequently evoke a lower attraction response than agreements. The position taken by this investigation proposed that the manner in which disagreements are expressed may differentially influence attraction. The results supported the hypothesis that when people disagree, a placative disagreeing style would elicit a higher attraction response than a combative disagreeing style.

Although the results of this investigation do not dispute Byrne's contention that disagreements elicit negative affect and are threatening, they do suggest that the manner in which disagreements are expressed, differentially influence the magnitude of attraction toward a disagreeing other. Expressing disagreement in a placative manner apparently serves to mitigate the implied threat while expressing disagreement in a combative manner appears to enhance the implied threat. The placative style diffuses some of the negative reinforcement properties of disagreement. Byrne's position suggests reduction of the implied threat would lessen the negative affect and consequently decrease the magnitude of dislike for the disagreeing stranger.

Another interpretation of the differential influence of disagreement style on attraction may be discussed in terms of the language used by the disagreeing other and the effect language style has on attraction. Rokeach (1960) suggests there may be a connection between the use of opinionated language and the way we accept and reject people and the way we accept and reject ideas.

He defines opinionated language as:

any statement that gives us two kinds of information about the speaker. First, it tells us whether the speaker accepts or rejects a particular idea or belief. Second, it tells us whether the speaker accepts or rejects people depending on whether they agree or disagree with the idea (p. 46).

Rokeach also points out that the use of opinionated language seems to be one of the characteristics associated with the closed-minded individual, and the use of non-opinionated language a trait of the open-minded individual. One implication of the use of opinionated and non-opinionated language has for attraction is that people may be more attracted to an individual who employs non-opinionated language and less attracted to a person using opinionated language. Opinionated language may operate in a threatening manner, arousing negative affect and consequently evoke a lower evaluative response. A study that lends some support to these speculations was conducted by Rosenfeld and Nauman (1969). They investigated the effects of dogmatism on the development of informal relationships

among dormitory residents. The results indicated that non-dogmatic subjects received positive evaluations from their peers, while dogmatic subjects received negative evaluations.

The implications the above has for the current study is viewed in terms of the opinionated overtones of the combative disagreement style. The subject was receiving information not only about another person's agreement or disagreement of a particular idea or belief, but also information about the way the stranger accepts or rejects people depending on whether they agree or disagree on specified issues. The fact that the results did not indicate any significant differences in attraction between the agree and control groups further suggests that disagreement style contributed an important element of information in influencing attraction.

Conceivably the combative disagreement style functions in a manner similar to opinionated language. The combative style conveys information that the disagreeing stranger will most likely reject the ideas or beliefs of the subject. Further, and perhaps more importantly, it conveys a high probability that the stranger would reject, be intolerant, aggressive, and caustic toward people who disagree with him. Disagreement as presented in Byrne's attraction research may for some people imply the above

behaviors, but more likely it suggests the rejection of an idea or belief, not necessarily the rejection of a person.

Conversely, the placative disagreement style suggests that even though the stranger disagrees with the subject over most issues, there is little evidence for the subject to infer that the stranger behaves in a negative manner by rejecting people or rejecting the ideas of others. On the contrary the subject could reasonably anticipate a positive interaction with the placative stranger discussing their respective differences in a "civilized" and non-threatening manner. The placative stranger suggests that he deals with disagreement in a tolerant, rational manner and makes an attempt to understand others.

Apparently the essential difference between the placative and combative disagreement styles is the implication of the former that the stranger will neither reject the subject because of his ideas nor be intolerant of disagreement. On the other hand, the combative style strongly suggests rejection of both contrary beliefs and those people who disagree. Perhaps it is this essential difference which contributes to the differential effect of the two respective styles on attraction.

In sum, the results of this study can be viewed in terms of supporting Bryne's contention that disagreements are threatening. Within this framework, disagreement style

may be interpreted as either mitigating or intensifying the implied threat. An alternative explanation is suggested within the framework of Rokeach's concept of opinionated language and the implication of the way one accepts or rejects ideas or people depending on whether they agree or disagree.

The interpretation of the effects of social evaluative anxiety on attraction are confounded by the nature of the triple interaction effects limiting discussion of the main effects. Two other factors add confusion to any reasonable assessment of the results. The N's per cell were small and grossly disproportionate ranging from 2 to 9. Secondly, the variances were unequal, ranging from 3.31 to 68.39, thus violating the homogeneity of variance assumption. Consequently, interpretation of these results are confusing and weakly substantiated. However, within the context of previous research by Smith (1970) and the results of the current investigation of the effects of disagreement style on attraction, it appears reasonable that a person high in social-evaluative anxiety would be more negative toward a combative disagreeing stranger and more positive toward a placative disagreeing stranger than a person low in social evaluative anxiety. Apparently this speculation requires and awaits further empirical investigation. It is suggested that "a more balanced design" with a larger sample size and an equal number of

observations per cell be employed to test the merits of the above proposition.

Although Byrne (1969) has demonstrated the similarity attraction relationship to hold among a number of different stimulus modes, a fruitful avenue of investigation may be to alter the paper and pencil format undertaken in this investigation and utilize the method of face-to-face encounter of the subject and confederate. An experimental design which incorporates an interaction between a subject and a disagreeing stranger allows the opportunity to investigate the effects of nonverbal cues (physical appearance, facial expression, gestures, tonal qualities of voice, etc.) and the exploration of a variety of other positive and negative reinforcing components which may operate to increase or decrease the magnitude of threat imposed by disagreement.

The nature of the relationship may be a factor in determining attraction. Disagreement may differentially influence attraction between marital partners, friends or strangers. Situational variables may also play a role in influencing the magnitude of threat. The effects of disagreement between two individuals might be different for an innocuous social situation, a job interview or before a group of people. These are empirical problems and merit further investigation.

A practical research consideration is to investigate the most fruitful manner in expressing disagreement so as to reduce the implied threat imposed by dissimilar others. The methods employed for diffusing the heightened negative reinforcement properties of interpersonal disagreement could be adapted from the techniques currently invoked in some empathy or sensitivity groups. Developing and helping people to acquire skills of expressing disagreement in a non-threatening manner may aid in providing inroads into improving a variety of interpersonal relationships and also foster a wider latitude of acceptance for dissimilar others. The manipulation employed in the current investigation is but one approach in expressing disagreement. Humorous, light, self-depreciatory remarks may conceivably diffuse the negative reinforcement properties implied by disagreement.

APPENDIX

APPENDIX

ATTITUDE SURVEY

Grades (check one)

- I am very much in favor of the university grading system as it now exists.
- I am in favor of the university grading system as it now exists.
- I am mildly in favor of the university grading system as it now exists.
- I am mildly opposed to the university grading system as it now exists.
- I am opposed to the university grading system as it now exists.
- I am very much opposed to the university grading system as it now exists.

Death Penalty (check one)

- I strongly feel that the death penalty should not be used in any case.
- I feel that the death penalty should not be used in any case.
- I feel that perhaps the death penalty should not be used in some cases.
- I feel that perhaps the death penalty should be used in some cases.
- I feel that the death penalty should be used in some cases.
- I strongly feel that the death penalty should be used in some cases.

Legalization of Marijuana (check one)

- I strongly feel that smoking marijuana should be legal.
- I feel that smoking marijuana should be legal.
- I tend to feel that marijuana smoking should be legal.
- I tend to feel that marijuana smoking should not be legal.
- I feel that marijuana smoking should not be legal.
- I strongly feel that marijuana smoking should not be legal.

Professor and Student Needs (check one)

- I feel that university professors are completely indifferent to student needs.
- I feel that university professors are indifferent to student needs.
- I feel that university professors are slightly indifferent to student needs.
- I feel that university professors are slightly concerned about student needs.
- I feel that university professors are concerned about student needs.
- I feel that university professors are very much concerned about student needs.

Fresh Air and Exercise (check one)

- I strongly believe that fresh air and daily exercise are not important.
- I believe that fresh air and daily exercise are not important.
- I feel that probably fresh air and daily exercise are not important.
- I feel that probably fresh air and daily exercise are important.
- I believe that fresh air and daily exercise are important.
- I strongly believe that fresh air and daily exercise are important.

The Respect of Others (check one)

- I strongly believe that people should strive for the respect of others.
- I believe that people should strive for the respect of others.
- I believe that perhaps people should strive for the respect of others.
- I believe that perhaps people should not strive for the respect of others.
- I believe that people should not strive for the respect of others.
- I strongly believe that people should not strive for the respect of others.

Birth Control (check one)

- I am very much in favor of most birth control techniques.
- I am in favor of most birth control techniques.

- I am mildly in favor of most birth control techniques.
 I am mildly opposed to most birth control techniques.
 I am opposed to most birth control techniques.
 I am very much opposed to most birth control techniques.

Fear of the Future (check one)

- I strongly believe that it is only natural for a person to be fearful of the future.
 I believe that it is only natural for a person to be fearful of the future.
 I believe that perhaps it is only natural for a person to be fearful of the future.
 I believe that perhaps it is not natural for a person to be fearful of the future.
 I believe that it is not natural for a person to be fearful of the future.
 I strongly believe that it is not natural for a person to be fearful of the future.

Discipline of Children (check one)

- I strongly believe that the father should discipline the children in the family.
 I believe that the father should discipline the children in the family.
 I feel that perhaps the father should discipline the children in the family.
 I feel that perhaps the mother should discipline the children in the family.
 I believe that the mother should discipline the children in the family.
 I strongly believe that the mother should discipline the children in the family.

Religious Salvation (check one)

- I strongly believe that religious salvation is man's most important goal.
 I believe that religious salvation is man's important goal.
 I feel that religious salvation is perhaps man's most important goal.
 I feel that religious salvation is perhaps not man's most important goal.
 I feel that religious salvation is not man's most important goal.
 I strongly believe that religious salvation is not man's most important goal.

Integration in Public Schools (check one)

- Racial integration in public schools is a mistake, and I am very much against it.
- Racial integration in public schools is a mistake, and I am against it.
- Racial integration in public schools is a mistake, and I am mildly against it.
- Racial integration in public schools is a good plan, and I am mildly in favor of it.
- Racial integration in public schools is a good plan, and I am in favor of it.
- Racial integration in public schools is a good plan, and I am very much in favor of it.

Sense of Accomplishment (check one)

- A sense of accomplishment is very important to me.
- A sense of accomplishment is important to me.
- A sense of accomplishment is slightly important to me.
- A sense of accomplishment is slightly unimportant to me.
- A sense of accomplishment is unimportant to me.
- A sense of accomplishment is very unimportant to me.

Concern for Others (check one)

- I strongly feel that most people don't give a damn for others.
- I feel that most people don't give a damn for others.
- I feel that perhaps most people don't give a damn for others.
- I feel that perhaps most people do care about others.
- I feel that most people do care about others.
- I strongly feel that most people do care about others.

Welfare Legislation (check one)

- I am very much opposed to increased welfare legislation.
- I am opposed to increased welfare legislation.
- I am mildly opposed to increased welfare legislation.
- I am mildly in favor of increased welfare legislation.
- I am in favor of increased welfare legislation.
- I am very much in favor of increased welfare legislation.

Interracial Dating and Marriage (check one)

- I would very much like to see interracial dating and marriage an acceptable practice.
- I would like to see interracial dating and marriage an acceptable practice.

- I would slightly like to see interracial dating and marriage an acceptable practice.
- I would slightly not like to see interracial dating and marriage an acceptable practice.
- I would not like to see interracial dating and marriage an acceptable practice.
- I would very much not like to see interracial dating and marriage an acceptable practice.

American Way of Life (check one)

- I strongly believe that the American way of life is not the best.
- I believe that the American way of life is not the best.
- I tend to feel that the American way of life is not the best.
- I tend to feel that the American way of life is the best.
- I believe that the American way of life is the best.
- I strongly believe that the American way of life is the best.

Expression of Emotions (check one)

- I strongly believe that people should let their emotions show in public.
- I believe that people should let their emotions show in public.
- I mildly hold that people should let their emotions show in public.
- I mildly believe that people should not let their emotions show in public.
- I believe that people should not let their emotions show in public.
- I strongly believe that people should not let their emotions show in public.

Homosexuality (check one)

- I strongly believe that homosexuality is not morally wrong.
- I believe that homosexuality is not morally wrong.
- I believe that perhaps homosexuality is not morally wrong.
- I believe that perhaps homosexuality is morally wrong.
- I believe that homosexuality is morally wrong.
- I strongly believe that homosexuality is morally wrong.

Evaluative-Behavior Attraction Measure

Please rate the person on the basis of the information you have just examined in terms of the adjectives and statements given below. Try to give your best guess, and do not be afraid to trust your intuition.

Pleasant	'	'	'	'	'	'	'	'	'	Unpleasant
	very	moderately	slightly	moderately	very					
Unsure	'	'	'	'	'	'	'	'	'	Confident
	very	moderately	slightly	moderately	very					
Stable	'	'	'	'	'	'	'	'	'	Neurotic
	very	moderately	slightly	moderately	very					
Familiar	'	'	'	'	'	'	'	'	'	Unfamiliar
	very	moderately	slightly	moderately	very					
Cruel	'	'	'	'	'	'	'	'	'	Kind
	very	moderately	slightly	moderately	very					
Friendly	'	'	'	'	'	'	'	'	'	Unfriendly
	very	moderately	slightly	moderately	very					
Mature	'	'	'	'	'	'	'	'	'	Immature
	very	moderately	slightly	moderately	very					

Ask advice of this person.

Would ' ' ' ' ' Would not
definitely moderately slightly moderately definitely

Accept this person as an intimate friend.

Would ' ' ' ' ' Would
not definitely moderately slightly moderately definitely

Invite this person to my home.

Would ' ' ' ' ' Would not
definitely moderately slightly moderately definitely

Accept this person as a roommate.

Would ' ' ' ' ' Would
not definitely moderately slightly moderately definitely

Work with this person.

Would ' ' ' ' ' Would not
definitely moderately slightly moderately definitely

Accept this person as a member of my social group.

Would ' ' ' ' ' Would
not definitely moderately slightly moderately definitely

Social Avoidance and Distress Scale

Listed below are a number of statements concerning personal attitudes and feelings. There are no "right" or "wrong" answers. Please answer as honestly as possible what is true of you. Be sure to answer every item. To the left blacken in the circle under "T" if the statement is true, or the circle under "F" if the statement is false as it pertains to you personally. All information will be kept strictly confidential.

T	F	
0	0	1. I feel relaxed even in unfamiliar social situations.
0	0	2. I try to avoid situations which force me to be very sociable.
0	0	3. It is easy for me to relax when I am with strangers.
0	0	4. I have no particular desire to avoid people.
0	0	5. I often find social occasions upsetting.
0	0	6. I usually feel calm and comfortable at social occasions.
0	0	7. I am usually at ease when talking to someone of the opposite sex.
0	0	8. I try to avoid talking to people unless I know them well.
0	0	9. If the chance comes to meet new people, I often take it.
0	0	10. I often feel nervous or tense in casual get-togethers in which both sexes are present.
0	0	11. I am usually nervous with people unless I know them well.
0	0	12. I usually feel relaxed when I am with a group of people.
0	0	13. I often want to get away from people.
0	0	14. I usually feel uncomfortable when I am in a group of people I don't know.
0	0	15. I usually feel relaxed when I meet someone for the first time.
0	0	16. Being introduced to people makes me tense and nervous.
0	0	17. Even though a room is full of strangers, I may enter it anyway.
0	0	18. I would avoid walking up and joining a large group of people.
0	0	19. When my superiors want to talk with me, I talk willingly.

T	F	
0	0	20. I often feel on edge when I am with a group of people.
0	0	21. I tend to withdraw from people.
0	0	22. I don't mind talking to people at parties or social gatherings.
0	0	23. I am seldom at ease in a large group of people.
0	0	24. I often think up excuses in order to avoid social engagements.
0	0	25. I sometimes take the responsibility for introducing people to each other.
0	0	26. I try to avoid formal social occasions.
0	0	27. I usually go to whatever social engagements I have.
0	0	28. I find it easy to relax with other people.

LIST OF REFERENCES

LIST OF REFERENCES

- Aristotle. The Rhetoric. New York: Appleton-Century, 1932.
- Aronson, E. "Some antecedents of interpersonal attraction." In W. J. Arnold and D. Levine (Ed.), Nebraska Symposium on Motivation. University of Nebraska Press, 1969, 17.
- Aronson, E., and Worchel, P. "Similarity versus liking as determinants of interpersonal attractiveness." Psychonomic Science, 1966, 5, 157-158.
- Backman, C. W., and Secord, P. F. "The effect of perceived liking on interpersonal attraction." Human Relations, 1959, 12, 379-384.
- Berscheid, E., Dion, K., Walster, E., and Walster, G. W. "Physical attractiveness and dating choice: A test of the matching hypothesis." J. Exp. Soc. Psychol., 1971, 7, 173-189.
- Brewer, R. E., and Brewer, M. B. "Attraction and accuracy of perception in dyads." J. Pers. Soc. Psychol., 1968, 8, 188-193.
- Byrne, D. "Interpersonal attraction and attitude similarity." J. Abn. Soc. Psychol., 1961a, 62, 713-715.
- Byrne, D. "Attitudes and Attraction." In L. Berkowitz (Ed.), Advances in Experimental Social Psychology. New York: Academic Press, 1969, 4, 35-89.
- Byrne, D. The Attraction Paradigm. New York: Academic Press, 1971.
- Byrne, D. "Interpersonal attraction." Annual Review of Psychol., 1973, 24, 317-336.
- Byrne, D., and Clore, G. L., Jr. "Predicting interpersonal attraction toward strangers presented in three different stimulus modes." Psychonomic Science, 1966, 4, 239-240.

- Byrne, D., and Clore, G. L. "Effectance arousal and attraction." J. Pers. Soc. Psychol. Monogr., 1967, 6, 1-18.
- Byrne, D., Clore, G. L., and Worchel, P. "The effect of economic similarity-dissimilarity on interpersonal attraction." J. Pers. Soc. Psychol., 1966, 4, 220-224.
- Byrne, D., Ervin, C. R., and Lamberth, J. "Continuity between the experimental study of attraction and "real life" computer dating." J. Pers. Soc. Psychol., 1970, 16, 157-165.
- Byrne, D., Gouaux, C., Griffitt, W., Lamberth, J., Murakawa, N., Prasad, M. B., Prasad, A., and Ramirez, M., III. "The ubiquitous relationship: Attitude similarity and attraction." Human Relations, 1971, 24 (3), 201-207.
- Byrne, D., and Griffitt, W. "A developmental investigation of the law of attraction." J. of Pers. Soc. Psychol., 1966a, 4, 699-702.
- Byrne, D., and Griffitt, W. "Similarity versus liking: a clarification." Psychonomic Science, 1966b, 6, 295-296.
- Byrne, D., and Griffitt, W. "Similarity and awareness of similarity of personality characteristics as determinants of attraction." J. Exp. Res. Pers., 1969, 3, 179-186.
- Byrne, D., Griffitt, W., Hudgins, W., and Reeves, K. "Attitude similarity-dissimilarity and attraction: Generality beyond the college sophomore." J. Soc. Psychol., 1969, 79, 159-161.
- Byrne, D., Griffitt, W., and Stefaniak, D. "Attraction and similarity of personality characteristics." J. Pers. Soc. Psychol., 1969, 5, 82-90.
- Byrne, D., and Nelson, D. "Attraction as a linear function of proportion of positive reinforcements." J. Pers. Soc. Psychol., 1965, 1, 659-663.
- Byrne, D., Nelson, D., and Reeves, K. "Effects of consensual validation and invalidation on attraction as a function of verifiability." J. of Experimental Social Psychology, 1966, 2, 98-107.

- Byrne, D., and Rhamey, R. "Magnitude of positive and negative reinforcements as a determinant of attraction." J. Pers. Soc. Psychol., 1965, 2, 884-889.
- Buckhout, P. "Changes in heart rate accompanying attitude change." J. of Personality and Social Psychology, 1966, 4, 695-699.
- Dickson, H., and McGinnies, E. "Affectivity in the arousal of attitudes as measured by GSR." Amer. Journal of Psychology, 1966, 79, 584-587.
- Festinger, L. "A theory of social comparison processes." Human Relations, 1954, 7, 117-140.
- Goldstein, J. W., and Rosenfeld, H. M. "Insecurity and preference for persons similar to oneself." J. Pers., 1969, 37, 253-268.
- Gormly, J. "Sociobehavioral and physiological responses to interpersonal disagreement." J. Exp. Res. Pers., 1971, 5, 216-222.
- Gormly, J., Gormly, A., and Johnson, C. "Interpersonal attraction: Competence motivation and reinforcement theory." Journal of Personality and Social Psychology, 1971, 19, 375-380.
- Gormly, J., Gormly, A. V., and Johnson, C. "Consistency of sociobehavioral responses to interpersonal disagreement." J. Pers. Soc. Psychol., 1972, 24 (2), 221-224.
- Gouaux, D., Lamberth, J., and Friedrich, G. "Affect and interpersonal attraction: A comparison of trait and state measures." J. Pers. Soc., 1972, 24, 1:53-58.
- Griffitt, W. "Interpersonal attraction as a function of self-concept and personality similarity-dissimilarity." J. Pers. Soc. Psychol., 1966, 4, 581-584.
- Griffitt, W. "Personality similarity and self-concept as determinants of interpersonal attraction." J. Soc. Psychol., 1969, 78, 137-146.
- Hendrick, C., and Page, H. A. "Self-esteem, attitude similarity, and attraction." J. Pers., 1970, 38, 588-601.

- Hodges, L. A., and Byrne, D. "Verbal dogmatism as a potentiator of intolerance." J. Pers. Soc. Psychol., 1972, 21 (3), 312-317.
- Johnson, C., and Gormly, A. "Personality, attraction and social ambiguity." Journal of Soc. Psychol., in press.
- Johnson, C., Gormly, J., and Gormly, A. "Disagreements and self-esteem: Support for the competence-reinforcement model of attraction." J. Res. Pers., 1973, 7, 165-172.
- Krauss, R. M. "Structural and attitudinal factors in interpersonal bargaining." J. Exp. Soc. Psychol., 1966, 2, 42-55.
- Newcomb, T. M. The Acquaintance Process. New York: Holt, Rinehart and Winston, 1961.
- Palmer, J., and Byrne, D. "Attraction toward dominant and submissive strangers: Similarity versus complementarity." J. Exp. Res. Pers., 1970, 4, 108-115.
- Reagor, P. A., and Clore, G. L. "Attraction, test anxiety, and similarity-dissimilarity of test performance." Psychon. Sci., 1970, 18, 219-220.
- Richardson, Helen M. "Studies of mental resemblance between husbands and wives and between friends." Psychol. Bull., 1939, 36, 104-120.
- Richardson, Helen M. "Community of values as a factor in friendships of college and adult women." J. Soc. Psychol., 1940, 11, 303-312.
- Rokeach, M. "The nature and meaning of dogmatism." Psychol. Rev., 1954, 61, 194-205.
- Rokeach, M. The Open and Closed Mind. New York: Basic Books, 1960.
- Rosenfeld, H. M., and Nauman, D. "Effects of dogmatism on the development of informal relationships among women." Journal of Personality, 1969, 37, 497-511.
- Schooley, M. "Personality resemblances among married couples." J. Abn. Soc. Psychol., 1936, 31, 340-347.

- Smith, A. J. "Perceived similarity and the projection of similarity: The influence of values." J. Abn. Soc. Psychol., 1958, 57, 376-378.
- Smith, R. E. "Social anxiety as a moderator variable in the attitude-attraction relationship." J. Exp. Res. Pers., 1972, 6, 22-28.
- Smith, R. E., and Jeffery, R. W. "Social evaluative anxiety and the reinforcement properties of agreeing and disagreeing attitude statements." J. Exp. Res. Pers., 1970, 4, 276-280.
- Steiner, I. D. "The resolution of interpersonal disagreements." In B. A. Maher (Ed.), Progress in Experimental Personality Research. Vol. 3. New York: Academic Press, 1966.
- Steiner, I. D. "Strategies for controlling stress in interpersonal situations." In J. E. McGrath (Ed.) Social and Psychological Factors in Stress. 1970, 140-159.
- Walster, E., Aronson, V., Abrahams, D., and Rattman, L. "Importance of physical attractiveness in dating behavior." J. Pers. Soc. Psychol., 1966, 4, 508-516.
- Watson, D., and Friend, R. "Measurement of social-evaluative anxiety." J. Cons. Clinic Psychol., 1969, 33, 448-457.

MICHIGAN STATE UNIV. LIBRARIES



31293100524358