AN INVESTIGATION OF THE RELATIONSHIP BETWEEN STEREOTYPE AFFECT AND STEREOTYPE BIAS

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ABSTRACT

AN INVESTIGATION OF THE RELATIONSHIP
BETWEEN STEREOTYPE AFFECT AND
STEREOTYPE BIAS

by Stanley H. Cohen

Previous studies had demonstrated that individuals differentially ascribe traits (or adjectives) to various ethnic or national groups. These descriptions define the stereotypes or prejudgments of members comprising the groups and, in turn, determine the affective (like-dislike) dispositions an individual has toward the groups. There existed, however, no direct evidence on the veridicality of stereotyping behavior or the relationship between stereotype affect and judgments of the socioeconomic characteristics of groups.

Students enrolled in introductory psychology courses at Michigan State University selected adjectives descriptive of Americans, Englishmen, and Italians and, also, completed an 18 item multiple-choice test intended to measure the extent of their socioeconomic information about these national groups. The responses on these instruments were utilized in computing, for each subject,

his affect and bias (the favorableness or unfavorableness of his errors on the information test) toward each national group.

Analysis of the data indicated that:

1. Subjects correctly ordered the national groups on the socioeconomic characteristics, but underestimated the variability of the groups on these characteristics.

2. For each national group, affect and bias were positively correlated.

3. The national groups were differentiated to a greater degree on the bias variable than on the affect variable.

4. The intercorrelations among the national groups for both the affect and bias variables exhibited a Markovian pattern; that is, the correlation between American responses and Italian responses was equal to the product of the American-English correlation and the English-Italian correlation.

Two post hoc models were postulated to explain the observed correlation matrices for affect and for bias. Since all of the parameters were exactly determined, none of the correlations could be predicted.

The findings of this study suggested that further research on stereotype affect and bias should include several ethnic and national groups, alternative procedures for measuring affect and bias, and employ subjects of different national or ethnic origin.

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By

Stanley H. Cohen

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To my parents and wife, Judy

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CHAPTER I

INTRODUCTION

Background

Stereotyping behavior has been extensively studied for the past thirty-five years. The research has focused almost exclusively on the extent to which individuals agree on a set of adjectives (traits) as being descriptive of ethnic and national groups or on the negative affective value of these traits (prejudice). A recent review of this literature (Fishman, 1956) emphasized the relative absence of studies attempting to investigate the "kernel of truth hypothesis"; that is, stereotypes though oversimplifications are to some degree accurate characterizations based on veridical information about the object group. Previous measures of stereotyping behavior obviated the possibility of testing this hypothesis. These studies have relied almost totally on trait descriptions of object groups for which there existed no external validation sources. However, measures with determinable indices of veridicality can be constructed and utilized to assess not only the degree to which an individual correctly

identifies a property of the object group but also the direction of his error (an indication of bias). This writer does not believe that for every trait associated with an object group there is a "pool of factual material" which is the source for that trait or which directly mediates the formation of that trait. But, there is evidence in the literature (some of which is, however, only tangential) that the desirability (or affective property) of the stereotype traits is related to the errors committed by individuals on measures of their information about an object group.

The first empirical study of stereotypes to be reported in the literature (Katz and Braly, 1933) became the research model for subsequent investigations. Katz and Braly presented subjects with a list of 84 adjectives. From this list subjects checked those adjectives which were typical of given ethnic and national groups. The stereotype for each group was defined as those adjectives receiving the highest endorsement.* They also had the subjects rank-order the groups on a preference dimension (Katz and Braly, 1965). The rank-order correlation between the preference order for the groups and the mean desirability of the adjectives within the groups'

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*These adjectives were those with the highest marginal totals, not the set of adjectives whose totals were jointly highest.

stereotypes was .891 (N = 10).* This analysis suggested that the "feelings" of individuals toward an object group are reflected in their choices of adjectives with which to describe the group.

A study not specifically investigating stereotyping behavior (Hammond, 1948) determined that affect and bias were negatively related. An information test on Labor Unions and Russia was constructed. The test was composed of two-choice items with the alternative pairs for each item equidistant from the "truth." The pro or favorable response (indicating positive affect toward the attitude object) was determined a priori. Hammond's presumption was that attitude affect would produce errors in perception and recall and result in errors in a pro or con direction for subjects with favorable and unfavorable dispositions, respectively, toward the attitude objects. To assess the construct validity of the test, a group of union members and a group of businessmen were administered the items and their errors were scored for directionality. The results were that individuals with relatively negative attitudes toward the attitude objects made fewer pro responses on the information test than individuals with positive attitudes. This study provided a technique for investigating the relationship between affect and bias in stereotyping

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*This correlation was computed by this writer from data included within the article.

behavior. Campbell (1950) cited this error-choice technique as a valuable methodology for procuring attitude measurements without introducing nuisance variance due to the reactive nature of the measuring instrument.

The only study directly aimed at discovering the relationship between stereotype affect and veridicality is that of Schuman (1966). His subjects were native Pakistanian college students who were asked to describe the peoples of 12 districts in East Pakistan. The students selected 4 adjectives (from a modified Katz and Braly checklist) which characterized the people in each district. Stereotype validity was secured by comparing the adjective responses with survey data which on the basis of face validity seemed related to the same dimensions connoted by the adjectives.* Schuman concluded that (1) stereotype validity is a function of the observability of the behavior, (2) positive characteristics are more accurately assessed than negative characteristics, (3) stereotypes are more accurate if the object group has changed little over a long period of time, and (4) stereotypes are more descriptive of prior rather than current phases of ethnic history.

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*For example, the adjective "religious" was compared with survey data on church attendance.

Statement of the Problem

The primary aim of this investigation was to examine the relationship between stereotype affect and stereotype bias. Bias is a derivative of veridicality and includes both the direction and magnitude of error. Secondarily, the author collected additional data for comparing two methods of obtaining trait descriptions of object groups. The study was divided into two phases. The first phase (reported in Chapter II) consisted of the development and construction of:

1. An adjective checklist,
2. A socioeconomic scale (or information test),
3. Social desirability values for the adjectives on the checklist,
4. The direction of bias for the items on the socioeconomic scale.

In the second phase of research the instruments from the first phase were used to analyze the dimensions of bias and affect in stereotyping behavior.

Stereotyping behavior was measured in two ways. These were the Katz and Braly technique and this writer's revision of this technique. The Katz and Braly procedure has subjects respond to each adjective in an all-or-none manner. The subject only states

whether the adjective is typical of the object group. Otherwise, he makes no response to the adjective. After this initial pass through the set of adjectives on the checklist, the subject chooses from his set of typical adjectives those five which are most typical of the object group. This final set is the stereotype. This writer's revision required the subject, for each adjective, to mark the proportion of the object group described by the adjective. The subject responded on a five-point numerical rating scale with descriptors: almost none of the group, about one-quarter of the group, about one-half of the group, about three-quarters of the group, and almost all of the group.

Bias toward the object groups was determined from the subjects' answers to the list of socioeconomic questions. These questions covered a range of content including population figures, birth rates, income, etc. The correct answer for each question was the most recent statistical index available to this writer. Bias was defined as the difference between the subject's answer and the correct figure, weighted by a plus or minus one depending on the pro or con direction of the item.

Stereotype affect was computed in an identical fashion for both the Katz and Braly technique and the revised technique. The subject's responses to the adjectives were weighted by the mean social desirability value for each adjective (after the social desirability of the adjectives on the scale had been centered at zero).

During the first phase of the research three national groups were selected as object groups--Americans, Englishmen, and Italians. The groups are salient stimuli for college students and their stereotypes are probably not in a state of upheaval because of recent political or sociological events in the world.

Research Hypotheses

1. Subjects would exhibit differential bias and affect toward the three object groups.
2. Within subjects, stereotype bias and affect are linearly related in a positive direction.
3. Trait descriptions (adjusted for social desirability) of the object groups from the Katz and Braly technique and the author's revised technique would not be identical.

CHAPTER II

INSTRUMENTS

Adjective Stereotype Scale

Selection of Adjectives

Subjects. -- Thirty-nine students at Michigan State University enrolled in introductory psychology courses volunteered for the study. S received experimental credit toward the grade for the course. The Ss were divided into two sections with each section participating on different experimental days. This procedure was for experimental convenience during the testing sessions. There were 19 female Ss and 20 male Ss with a mean age of 18.9 years. Seventy-four per cent of the Ss were freshmen.

Dependent variable instrument. -- The instrument was an open-ended questionnaire booklet divided into three parts. (See Appendix A.) Part I contained seven autobiographical questions. Part II consisted of a list of ten ethnic, national and religious groups--Americans, Catholics, Englishmen, Frenchmen, Germans, Italians, Jews, Negroes, Red Chinese, and Russians. Two of these

group names were printed on each page of the booklet. Five different orders of presentation were selected for these ten groups. Part III of the booklet contained seven examples of rating scales.

Procedure. -- Ss were randomly assigned to one of the five booklet-orders. E administered the questionnaire booklets in a group testing session. The instructions for the task were presented orally. S was told that he was participating in a study of the impressions individuals have of groups of people. Below each group name, S was to write characteristics which distinguished this particular group from the other nine groups. After completing this part S continued on to Part III. Here, S was to rank the rating scales as to his preference for using the scales to assign "degrees of existence" of the characteristics he had written in Part II. For example, one of the rating scales would allow him to indicate whether a characteristic existed in almost none, about one-quarter, about one-half, about three-quarters, and almost all of the group. Another rating scale would allow him to indicate if a characteristic existed in 0%, 10%, . . ., 100% of the group.

Results. -- Ss' protocols were content analyzed for adjective (trait) responses. Two judges independently classified the adjectives for the American, English, and Italian groups, separately, into clusters of synonyms. From each cluster one representative adjective

was selected. These adjectives, together with some of the adjectives from the Katz and Braly checklist, were combined into an 80 adjective stereotype list.

Determination of the Social Desirability Values of the Adjectives

Subjects. -- Fifty-three students at Michigan State University enrolled in introductory psychology courses volunteered for the experiment. For participating S received credit toward the course grade. There were 27 female Ss and 26 male Ss with a mean age of 18.7 years. Seventy per cent of the Ss were freshmen.

Procedure. -- S was presented with the 80 adjective stereotype list, the adjectives arranged in alphabetical order. S was instructed to mark on a five-point numerical rating scale the degree to which he believed the characteristic (adjective) was a desirable quality for someone to possess. A 1 indicated the characteristic was undesirable; a 5 indicated the characteristic was desirable.

Results. -- The mean and standard deviation of the social desirability ratings for each adjective are found in Table A in Appendix B. These means served as social desirability values for the adjectives in the main study. The mean social desirability value for the 80 adjectives was 3.28 with a standard deviation of 1.05.

Socioeconomic Stereotype Scale

Selection of Items

The author searched statistical yearbooks (Statistical Office of the United Nations, 1965; U.S. Bureau of the Census, 1965) for socioeconomic indices on the United States, England, and Italy which could be written into items having a multiple-choice format. Eighteen such items were constructed each with ten alternatives. The alternative numbers for the correct answers to the items were approximately evenly spread over the interval 3-8. A given alternative often included a range of values for the possible correct answer. The values within an item could not be linearly spaced from alternative to alternative and still achieve items with different correct alternative numbers for at least two of the three national groups.

Desirability Direction for the Socioeconomic Items

Subjects. -- Thirty-seven students enrolled in introductory psychology courses at Michigan State University volunteered to participate in the study. Each received experimental credit toward the grade for the course. The mean age was 18.8 years and 69 per cent of the Ss were freshmen.

Procedure. -- Ss were instructed in group testing sessions to read the 18 multiple-choice items and to respond to the items for

"people in general." The order of the items was randomized before the presentation. S was to select for each item the two alternatives which he believed were descriptive of the most desirable situation and the least desirable situation for this object group.

Results. -- The mean and standard deviation of the most and least desirable alternatives for each item are reported in Table 1.

Table 1. -- Means and Standard Deviations of the Most Desirable and Least Desirable Alternatives for the Socioeconomic Items (N = 37)

Item Number	Most Desirable		Least Desirable	
	Mean	Standard Deviation	Mean	Standard Deviation
1	2.03	1.21	8.82	2.90
2	2.11	1.97	9.06	2.53
3	9.47	0.99	1.97	2.21
4	6.94	2.27	4.17	3.93
5	8.50	1.32	1.83	1.91
6	9.03	1.77	2.56	2.98
7	8.83	1.64	3.17	3.63
8	7.53	1.54	3.56	3.78
9	6.50	2.40	4.86	4.28
10	5.44	2.51	8.00	3.54
11	9.17	1.50	2.19	2.93
12	3.81	2.61	8.86	2.87
13	5.44	1.67	1.94	2.39
14	7.22	1.92	4.03	4.05
15	6.83	2.33	2.03	2.59
16	3.83	1.54	8.67	3.03
17	5.61	2.14	3.53	4.02
18	7.14	2.08	5.94	4.36

CHAPTER III

METHOD

Subjects

One hundred and twenty-three subjects at Michigan State University enrolled in introductory psychology courses volunteered for the study. S received experimental credit toward the course grade. Ss were randomly assigned to one of two experimental conditions: the revised method on the American, English, and Italian object groups (RM) and the Katz and Braly method on the same object groups (KBM). There were 73 Ss in the RM Condition with a mean age of 18.0 years. Sixty-four per cent of the RM Ss were freshmen. There were 50 Ss in the KBM Condition with a mean age of 18.2 years. Sixty-six per cent of the KBM Ss were freshmen.

Dependent Variable Instruments

The questionnaire booklets for the RM and KBM Conditions were in two sections. (See Appendix A.) The first section was the 80 adjective stereotype list. The second section contained the Socio-economic Stereotype Scale.

Procedure

The questionnaire booklets were administered in group testing sessions. The number of testees in each session ranged from 2 to 22 according to the number of Ss who had volunteered to participate at a particular time period. Within a testing session all Ss were in the same experimental condition. Each experimental condition was distributed over the experimental days until the subject quota for the experimental condition was achieved.

Ss in the RM and KBM Conditions were informed that the purpose of the study was to determine their impressions of various groups of people. Ss were instructed to complete the questionnaire booklets for the three object groups. The RM Condition employed the author's revised method and the KBM Condition employed the Katz and Braly method.

CHAPTER IV

RESULTS

Socioeconomic Items

Before the presentation of the data collected from the Socioeconomic Stereotype Scale, the reader should realize the potential difference between the raw response data and these responses transformed into bias scores. For within object group comparisons, analyses of raw responses and the bias scores would yield identical results. However, between object group comparisons using the raw and bias data could produce dramatically different conclusions. For example, suppose the American, English, and Italian means for an item were 2, 3, and 4. Here the groups are well separated and quite distinct. The bias means, defined as observed mean minus correct response, would be 0, 0, and 0 if the correct responses were, respectively, 2, 3, and 4. Thus, there would be no differences among the bias means for the three national groups.

For each socioeconomic item, response means and standard deviations were calculated for each object group within the RM and

Table 2. -- Socioeconomic Item Means, Correct Alternatives and Median Standard Deviations for the Object Groups Within the RM Condition
(N = 73)

	Observed			Correct			Median Standard Deviation
	A	E	I	A	E	I	
Items Relating to Economic Conditions							
Per Cent Unemployed	5.21	6.22	7.74	8.00	3.00	4.00	2.32
No. of Rooms/Dwelling	7.95	7.00	5.73	8.00	8.00	5.00	1.94
Motor Vehicles	8.03	6.32	4.63	7.00	4.00	3.00	2.32
Hourly Earnings	6.88	5.48	4.07	7.00	5.00	5.00	1.73
Construction	6.66	5.25	5.15	7.00	4.00	3.00	2.00
Telephones	8.05	6.60	4.75	7.00	5.00	3.00	2.63
Items Relating to Education							
Higher Education	8.11	7.11	5.63	6.00	3.00	3.00	1.94
Demographic Characteristics							
No. of Persons/Household	7.08	6.96	9.19	5.00	5.00	6.00	1.35
People/Square Mile	6.60	7.38	7.05	3.00	7.00	6.00	1.74
Per Cent Population Increase	5.90	5.47	6.88	6.00	3.00	3.00	2.55
Size of Population	7.60	5.01	4.92	7.00	4.00	4.00	2.18
Health							
Infant Mortality Rate	2.20	3.36	4.56	5.00	4.00	6.00	2.26
Life Expectancy	7.67	6.77	5.48	7.00	7.00	6.00	1.40
Social Statistics							
Marriages	9.12	8.85	9.07	4.00	3.00	3.00	1.43
Per Cent of Males Married	5.93	5.36	6.26	6.00	7.00	4.00	2.51
Miscellaneous							
Newspaper Production	5.81	5.21	3.89	4.00	5.00	4.00	1.79
Length of Workday	4.04	4.64	5.40	5.00	5.00	3.00	1.06
Movie Attendance	4.73	4.47	3.71	4.00	3.00	5.00	2.32

Table 3. -- Socioeconomic Item Means, Correct Alternatives and Median Standard Deviations for the Object Groups Within the KBM Condition (N = 50)

	Observed			Correct			Median Standard Deviation
	A	E	I	A	E	I	
Items Relating to Economic Conditions							
Per Cent Unemployed	6.00	6.82	8.24	8.00	3.00	4.00	2.15
No. of Rooms/Dwelling	8.18	6.82	6.08	8.00	8.00	5.00	1.75
Motor Vehicles	7.82	5.48	4.38	7.00	4.00	3.00	2.11
Hourly Earnings	7.26	5.42	3.76	7.00	5.00	5.00	1.38
Construction	6.14	4.72	4.10	7.00	4.00	3.00	1.97
Telephones	7.48	5.70	3.64	7.00	5.00	3.00	2.34
Items Relating to Education							
Higher Education	7.40	6.16	5.22	6.00	3.00	3.00	1.40
Demographic Characteristics							
No. of Persons/Household	6.90	6.42	8.72	5.00	5.00	6.00	1.59
People/Square Mile	5.86	7.20	8.72	3.00	7.00	6.00	1.84
Per Cent Population Increase	6.50	5.38	6.88	6.00	3.00	3.00	2.59
Size of Population	7.82	5.46	4.90	7.00	4.00	4.00	2.13
Health							
Infant Mortality Rate	2.44	3.34	4.96	5.00	4.00	6.00	2.12
Life Expectancy	7.24	6.08	4.60	7.00	7.00	6.00	1.39
Social Statistics							
Marriages	8.78	8.46	8.72	4.00	3.00	3.00	1.63
Per Cent of Males Married	5.16	5.16	4.60	6.00	7.00	4.00	2.21
Miscellaneous							
Newspaper Production	5.28	4.86	3.80	4.00	5.00	4.00	1.70
Length of Workday	4.10	4.48	5.32	5.00	5.00	3.00	1.31
Movie Attendance	4.70	4.20	3.54	4.00	3.00	5.00	1.84

KBM Conditions. Tables 2 and 3 present these statistics for the RM and KBM Conditions, respectively, together with the correct alternatives for each item for the three national groups. Only the median item standard deviation is listed. The item means designate the extent to which Ss differentiated the national groups on the characteristics underlying the socioeconomic items. On 13 of the 18 items in the RM Condition and 14 of the 18 items in the KBM Condition the object groups were ordered (by the means) either American-English-Italian or Italian-English-American. In considering the correct alternatives, these orders should have occurred on 12 of the items and should have all been American-English-Italian. On three of the items--unemployment, population increase and length of workday--Ss reversed the actual orders. Furthermore, Ss, in general, underestimated the actual variability of the object groups on the items. The observed ranges of the item means for 13 of the items were less than the actual ranges of the correct item alternatives.

The overall means and standard deviations for the raw responses for each object group are indicated in Table 4. The effect due to object group was statistically significant in both experimental conditions (see Table 5). Americans received the highest mean score on the 18 items followed by Englishmen and then Italians.

To determine the magnitude and direction of errors on the socioeconomic items a bias score for each S was calculated by

Table 4. -- Means and Standard Deviations of the Raw Socioeconomic Responses for the RM and KBM Conditions by Object Group

Object Group	Condition			
	RM*		KBM**	
	Mean	Standard Deviation	Mean	Standard Deviation
American	7.04	.712	6.72	.661
English	6.23	.733	5.90	.752
Italian	5.50	.965	5.11	.715

Note--Before item scores were averaged, items with a mean most desirable alternative value less than 5.00 were reversed by subtracting the raw response score from 11.

*N = 73

**N = 50

subtracting the correct alternative number from the alternative number he marked. To make the direction of bias comparable over the 18 items the signs of the differences were reversed for those items which had a mean most desirable alternative value less than or equal to 5.00 Finally, the biases on the items were summed and divided by 18 to arrive at a mean bias score for each S toward an object group. Table 6 contains the means and standard deviations of the bias scores in the RM and KBM Conditions. In each condition

Table 5. -- Analysis of Variance of the Raw Socioeconomic Responses in the RM and KBM Conditions

Source	df	SS	SS_{source}/SS_{total}	MS	F
			RM		
Object Group (G)	2	87.30	.380	43.65	172.98*
Subjects (S)	72	106.07	.462	1.47	
G × S	144	36.34	.158	0.25	
Total	218	229.71			
			KBM		
Object Group (G)	2	65.17	.468	32.59	159.06*
Subjects (S)	49	54.02	.388	1.10	
G × S	98	20.08	.144		
Total	149	139.27			

*$p < .0005$

Table 6. -- Means and Standard Deviations of the Bias Scores for the RM and KBM Conditions by Object Group

Object Group	Condition			
	RM		KBM	
	Mean	Standard Deviation	Mean	Standard Deviation
American	1.38	.712	1.05	.661
English	0.73	.733	0.40	.752
Italian	0.61	.965	0.22	.715

the effect due to object group was statistically significant as determined from an analysis of variance. (See Table 7.) In each experimental condition the order of the object group means on the affect continuum was American-English-Italian. The direction of bias was positive for all object groups. Individual comparisons (Duncan's Test) among these means indicated that only the English and Italian bias means in both conditions was not statistically significant ($p > .05$).

Stereotyping Behavior under the Two Conditions

For each adjective on the stereotype scale the mean response and standard deviation of these responses toward each object group

Table 7. -- Analysis of Variance of the Bias Scores in the RM and KBM Conditions

Source	df	SS	SS_{source}/SS_{total}	MS	F
			RM		
Object Group (G)	2	24.984	.149	12.492	49.51*
Subjects (S)	72	106.056	.634	1.473	
G × S	144	36.288	.217	.252	
Total	218	167.328			
			KBM		
Object Group (G)	2	19.430	.258	9.715	47.42*
Subjects (S)	49	53.998	.716	1.102	
G × S	98	2.009	.026	.205	
Total	149	75.437			

*$p < .005$

were calculated for the RM and KBM Conditions (see Table B in Appendix B). One measure of the comparability of the two methods for assessing stereotyping behavior is to correlate the mean adjective values under the two methods for each object group. This analysis is found in Table 8.

Table 8. -- Correlations Among the Mean Adjective Responses for the RM and KBM Conditions
(N = 80)

Experimental Condition	Object Group		(1)	(2)	(3)	(4)	(5)	(6)
RM	American	(1)	--	.76	.60	.55	.15	.08
RM	English	(2)		--	.42	.18	.58	-.12
RM	Italian	(3)			--	.03	-.13	.62
KBM	American	(4)				--	-.07	-.07
KBM	English	(5)					--	-.24
KBM	Italian	(6)						--

Note--Correlations $\geq |.217|$ and $\geq |.283|$ are significant at the .05 and .01 levels of significance, respectively (two-tailed tests).

These correlations indicated that the methods produced similar but certainly not highly related adjective means. The KBM Condition yielded many adjectives with means less than .10 (10 per cent of the Ss ascribed the adjective to the object group)--71 per cent of the

American adjectives, 75 per cent of the English adjectives, and 78 per cent of the Italian adjectives. The same adjectives under the RM Condition received mean ratings over the entire range of endorsement (1.83-3.48) which in the RM Condition represented ascribing an adjective to anywhere from one-quarter to three-quarters of the object group membership. Consequently, the two methods resulted in congruent adjective means only for those adjectives highly endorsed by Ss in both conditions.

Affect-Bias Relationships

In order to study the relationship between bias and affect toward each object group, affect scores for each S were calculated. The ith S's affect toward the jth object group was computed from the equation:

$$A_{ij} = \sum_{K=1}^{80} r_{ijk} \, (a_k - 3.28)/80$$

where r_{ijk}* is the ith S's response on the kth adjective for the jth object group and a_k is the social desirability value for the kth adjective. Subtracting the constant 3.28 from each social desirability

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*r_{jik} = 0, 1 for the KBM Condition and 1, 2, 3, 4, 5 for the RM Condition.

value centered the mean social desirability of the adjectives at zero. This formulation gave high positive scores to Ss who ascribed socially desirable traits to an object group and high negative scores to Ss who ascribed socially undesirable traits to the object group. Ss who marked the adjectives as describing about one-half of the object group received affect scores clustering to the right or left of zero depending upon the adjectives' desirability. Table 9 illustrates the above transformation for an artificial scale with response values ranging from 1-5 on items having desirability indices between 1-5 with a mean social desirability value of 3.

Table 9. -- Illustration of the Transformation of Raw Adjective Responses into Affect Scores

Response Value	Social Desirability Value				
	1	2	3	4	5
1	- 2	-1	0	1	2
2	- 4	-2	0	2	4
3	- 6	-3	0	3	6
4	- 8	-4	0	4	8
5	-10	-5	0	5	10

The means and standard deviations for the affect scores by object groups in the RM and KBM Conditions are reported in Table 10.

Table 10. -- Means and Standard Deviations of Affect Scores for the RM and KBM Conditions by Object Group

Object Group	Condition			
	RM*		KBM**	
	Mean	Standard Deviation	Mean	Standard Deviation
American	0.362	0.240	0.024	0.038
English	0.400	0.287	0.022	0.029
Italian	0.275	0.225	0.001	0.038

*N = 50

**N = 73

An analysis of variance of these means is shown in Table 11. Individual comparisons (Duncan's Test) of the mean pairs within each condition disclosed that there was no statistically significant ($p \geq .05$) mean affect difference between the American and English object groups. The mean affect toward the Italian object group was lower than the mean affect for the American and English object groups.

On the basis of the information from Tables 5, 7, and 11 the reader should note that the magnitude of the object group effect (i.e., S's differential perception of the three national groups on the affect, bias and raw socioeconomic continua) was largest when the

Table 11. -- Analysis of Variance of Affect Scores for the RM and KBM Conditions

Source	df	SS	SS_{source} SS_{total}	MS	F
			RM		
Object Group (G)	2	0.5969	.082	0.2984	7.34*
Subjects (S)	72	0.7903	.109	0.0109	
G × S	144	5.8576	.809	0.0407	
Total	218	7.2448			
			KBM		
Object Group (G)	2	0.1598	.105	0.0799	9.57**
Subjects (S)	49	0.5370	.354	0.0109	
G × S	98	0.8181	.541	0.0084	
Total	149	1.5149			

*$p < .001$

**$p < .0005$

dependent variable was raw socioeconomic response, decreased substantially when measured by bias scores and was smallest on the affect measure. With respect to the bias and raw socioeconomic variables, these results indicated that the average signed magnitude of non-veridicality toward the object groups was approximately the same over the three groups but the object groups were well-separated along the desirability dimension underlying the socioeconomic characteristics. Surprisingly, the affect measure did not yield a larger effect even though it was designed to directly assess Ss' favorableness toward the national groups.

The intrasubject relationship between affect and bias toward each object group was tested by correlating these two variables over the Ss in each experimental condition within each object group.* These correlation matrices appear in Table 12. In the RM Condition the affect-bias correlations are small in magnitude and represent almost a complete lack of relationship between the variables. The affect-bias correlations in the KBM Condition are larger in magnitude, and affect and bias are related in a positive direction.

Inspection of the affect intercorrelations among object groups reveal different patterns for each experimental condition. In the RM

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*Recall that within object group analyses would be identical with either raw socioeconomic responses or bias scores on the socioeconomic items.

Table 12. -- Within-Subject Correlations Among Affect and Bias by Object Group for the RM and KBM Conditions

Variable	Object Group		(1)	(2)	(3)	(4)	(5)	(6)
			RM* (N = 73)					
Affect	American	(1)	--	.49	.19	.22	.13	.22
Affect	English	(2)		--	.39	.28	.19	.09
Affect	Italian	(3)			--	.19	.22	.33
Bias	American	(4)				--	.74	.47
Bias	English	(5)					--	.70
Bias	Italian	(6)						--
			KBM** (N = 50)					
Affect	American	(1)	--	-.03	.26	.37	.18	.06
Affect	English	(2)		--	.17	.29	.34	.05
Affect	Italian	(3)			--	.22	.16	.26
Bias	American	(4)				--	.79	.43
Bias	English	(5)					--	.56
Bias	Italian	(6)						--

*Correlations $\geq |.232|$ and $\geq |.302|$ are significant at the .05 and .01 levels, respectively (two-tailed tests).

**Correlations $\geq |.293|$ and $\geq |.364|$ are significant at the .05 and .01 levels, respectively (two-tailed tests).

Condition there are substantial correlations between the American and English object groups. However only the American and Italian affect scores are correlated to any degree in the KBM Condition.

Two Models for the Data

Examination of the affect intercorrelations for the RM Condition and the bias intercorrelations for the RM and KBM Conditions suggested that each of the correlation matrices was Markovian (see Morrison, 1967, p. 294); that is, the American-Italian correlation is the product of the American-English correlation and the English-Italian correlation.* A post hoc model which generates this correlation pattern within each set of affect and bias data is:

$$(1) \quad e$$

$$a = e + d_1$$

$$i = e - d_2$$

where e, a, and i are random variables representing the affect (or bias) distributions for the American, English, and Italian object groups and d_1 and d_2 are random variables which increment or decrement an individual's affect (or bias) response. This model describes Ss behavior in the experiment as, first, centering their

*For example, in the RM Condition $r_{ae} = .49$ and $r_{ei} = .39$ on the affect variable; $r_{ai} = .19$ or $\simeq (.49)(.39)$.

response at the English object group and, then, rating the American and Italian groups at points above and below this position. Assuming that $r_{d_1 d_2 \cdot e} = 0$ (that is, the correlation between d_1 and d_2 with e held constant is zero), the correlations among a, e, and i are:*

$$(2) \quad r_{ae} = (s_e + s_e s_{d_1} r_{ed_1})/s_a$$

$$(3) \quad r_{ei} = (s_e + s_e s_{d_2} r_{ed_2})/s_i$$

$$(4) \quad r_{ai} = (s_e^2 + s_e s_{d_1} r_{ed_1} - s_e s_{d_2} r_{ed_2} - s_{d_1} s_{d_2} r_{d_1 d_2})/s_a s_i$$

and thus

$$(5) \quad r_{ai} = r_{ae} r_{ei}$$

There are two obvious difficulties (deficiencies) with this model. The predicted variances of the object group scores are:

$$(6) \quad s_e^2$$

$$(7) \quad s_a^2 = s_e^2 + s_{d_1}^2 + 2 s_e s_{d_1} r_{ed_1}$$

$$(8) \quad s_i^2 = s_e^2 + s_{d_2}^2 - 2 s_e s_{d_2} r_{ed_2}$$

The observed variances of the object groups are relatively homogeneous. A necessary condition for the model to predict this is if

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*Standard deviation is symbolized by the letter s.

$s_{d_1} \equiv 0$. Furthermore, the assumption that Ss center their response scale with the English object group seems intuitively inappropriate. Unfortunately (for the model) the observed Markovian pattern can only be deduced if the English object group functions as the center point.

A more appealing model which retains some of the notions from above is one that assumes the Ss' responses are centered at the American object group and responses to the English and Italian object groups are obtained through successive decrements. The basic equations that embody these postulates are:

(9) a

$$e = a - d_1$$

$$i = e - d_2 = a - d_1 - d_2$$

Assuming $r_{ad_2 \cdot e} = 0$ or, for Ss with the same English response, the Italian decrement is uncorrelated with their American response--Ss do not "reference" their American response when responding to the Italian object group--and setting $s_e = 1$, the correlations among the object groups become:

$$(10)\ r_{ae} = s_a - s_{d_1} r_{ad_1}$$

$$(11)\ r_{ei} = (1 - s_{d_2} r_{ed_2})/s_i$$

$$(12)\ r_{ai} = (s_a - s_{d_1} r_{ad_1} - s_{d_2} r_{ad_2})/s_i$$

and consequently

$$(13)\ r_{ai} = r_{ae} r_{ei}$$

The predicted variances for the object groups are:

$$(14)\ s_a^2$$

$$(15)\ s_e^2 = s_a^2 + s_{d_1}^2 - 2 s_a s_{d_1} r_{ad_1}$$

$$(16)\ s_i^2 = s_a^2 + s_{d_1}^2 + s_{d_2}^2 - 2(s_a s_{d_1} r_{ad_1} + s_a s_{d_2} r_{ad_2} + s_{d_1} s_{d_2} r_{d_1 d_2})$$

With the correlations between $\{a, e, i\}$ and $\{d_1, d_2\}$ positive, the covariance terms would probably tend to produce homogeneous variances for the object groups.

With both affect and bias following the same model in the RM Condition, one can derive the correlations between affect and bias. Let a primed symbol denote bias and an unprimed symbol affect. Then,

$$(17)\ r_{aa'}$$

$$(18)\ r_{ae'} = s_a s_{a'} r_{aa'} - s_{d'_1} s_a r_{ad'_1}$$

$$(19)\ r_{ai'} = s_a s_{a'} r_{aa'} - s_a s_{d'_1} r_{ad'_1} - s_a s_{d'_2} r_{ad'_2}$$

$$(20)\ r_{ea'} = s_a s_{a'} r_{aa'} - s_{a'} s_{d_1} r_{a'd_1}$$

$$(21)\ r_{ee'} = s_{a'} s_a r_{aa'} - s_a s_{d'_1} r_{ad'_1} - s_{a'} s_{d_1} r_{a'd_1} + s_{d_1} s_{d'_1} r_{d_1 d'_1}$$

$$(22)\ r_{ei'} = s_a s_{a'} r_{aa'} - s_{d'_1} s_a r_{ad'_1} - s_a s_{d'_2} r_{ad'_2} - s_{a'} s_{d_1} r_{a'd_1} + s_{d_1} s_{d'_2} r_{d_1 d'_2} + s_{d_1} s_{d'_1} r_{d_1 d'_1}$$

$$(23)\ r_{ia'} = s_a s_{a'} r_{aa'} - s_{a'} s_{d_1} r_{a'd_1} - s_{a'} s_{d_2} r_{a'd_2}$$

$$(24)\ r_{ie'} = s_a s_{a'} r_{aa'} - s_{d'_1} s_a r_{ad'_1} - s_{a'} s_{d_1} r_{a'd_1} + s_{d'_1} s_{d_1} r_{d_1 d'_1} - s_{a'} s_{d_2} r_{a'd_2} + s_{d'_1 d_2} r_{d'_1 d_2}$$

$$(25)\ r_{ii'} = s_a s_{a'} r_{aa'} - s_{d'_1} s_a r_{ad'_1} - s_{a'} s_{d_1} r_{a'd_1} - s_{a'} s_{d_2} r_{a'd_2} - s_a s_{d'_2} r_{ad'_2} + s_{d'_1} s_{d_2} r_{d'_1 d_2} + s_{d_1} s_{d'_2} r_{d_1 d'_2} + s_{d_1} s_{d'_1} r_{d_1 d'_1} + s_{d_2} s_{d'_2} r_{d_2 d'_2}$$

The parameters of the model (for the affect and bias responses in the RM Condition and the bias responses in the KBM Condition) were estimated directly from eqs. (10)-(25).* These estimates are summarized in Table 13. Since these estimates vary directly with

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*s_e and $s_{e'}$ were set equal to 1 and s_a, s_i, $s_{a'}$, and $s_{i'}$ were relativized, accordingly.

Table 13. -- Estimated Standard Deviations of the Model II Parameters and Their Correlations with Affect and Bias for the RM and KBM Conditions

	a	e	i	d_1	d_2	a′	e′	i′	d'_1	d'_2
					RM					
a	--	.49	.19	.37	.34	.22	.13	.22	.12	-.14
e		--	.39	-.44	.69	.28	.19	.09	.12	.08
i			--	-.25	-.39	.19	.22	.33	-.05	-.23
d_1				--	-.44	-.10	-.09	.10	-.02	-.10
d_2					--	.13	.02	-.17	.15	.27
a′						--	.74	.47	.33	.13
e′							--	.70	-.40	.08
i′								--	-.34	-.65
d'_1									--	.06
d'_2										--
s:	.84	1.00	.78	.94	1.00	.97	1.00	1.32	.71	.94
					KBM					
a′						--	.79	.43	.15	.42
e′							--	.56	-.49	.51
i′								--	-.29	-.43
d'_1									--	-.23
d'_2										--
s:						.88	1.00	.95	.62	.92

Note--There was no model presented for the affect responses in the KBM Condition.

the magnitude of the observed affect and bias correlations, there is no basis to assume that the estimates for a given parameter would be constant over variables and experimental conditions. Except for $r_{id'_2}$ and $r_{d_2d'_2}$ the affect decrements-bias correlations and the bias decrements-affect correlations in the RM correlation matrix are approximately zero. Estimates of the d_1 - d_2 correlation varied widely, ranging from .06 to -.44. It might have been predicted that the correlations between the American object group responses and the decrement responses would successively decrease since the second decrement is not as directly associated with the American response as the first decrement is. This hypothesis was not confirmed by the results in either the RM or the KBM matrix.

CHAPTER V

DISCUSSION

The findings of this study confirm some of the suppositions in the literature on the nature of stereotyping behavior but negate others. Campbell (1967) and Allport (1954) posit that object group differences are exaggerated in the content of stereotypes. Present evidence, however, disclosed that individuals underestimated the range (or heterogeneity) among object groups on various socioeconomic characteristics. The veridicality of stereotypes has long been debated. In this investigation Ss correctly perceived the rank-order of the object groups on socioeconomic indices when this order was American-English-Italian or Italian-English-American, but tended to use one or the other of these orders even when their reversals were the correct arrangement. Moreover, to state that stereotypes often contain a grain of truth or are for the most part erroneous is to ignore the real issue. The important research problem is an in-depth examination of stereotype components to determine why or why not (based on the history of the individual) its elements are valid or invalid.

Traditional studies of object group stereotyping have only noted that groups are differentially perceived on the like-dislike continuum. This study found the groups to be more differentiated on the bias dimension (and information dimension) than on affect. Thus, these latter variables should be included and studied more intensively in future investigations of stereotyping behavior.

As hypothesized, affect and bias toward national groups was positively related. Unfortunately, it was not possible to ascertain the causal direction (if any) of this relationship. A study of the development of stereotypes might explicate this matter. Such an investigation would focus on the sources of information about an object group to which an individual becomes exposed. Then, perhaps, the correspondence between particular trait descriptions and "factual material" could be adduced.

The most frequently utilized measure of stereotypes--trait descriptions--is still beset with difficulties. In previous studies, individuals were not allowed to extend their judgments of the relevancy of a given trait along a continuum but could report only whether a trait was typical for an object group. The present design permitted individuals to graduate their judgments with the consequence that "typical traits" are seen to apply to anywhere from one-quarter to three-quarters of the object group membership. Thus, there seemed

to be a low degree of convergent validity for the construct of stereotypes if it is operationalized via trait descriptions.

Future research on the problem of stereotyping behavior should expand the present set of affect and bias measures. "Social distance" (Bogardus, 1925) might be a more direct indicator of affect than the present method. The socioeconomic items in this study did not sample other characteristics which may be more associated with affect such as divorce statistics, crime rate, political ideologies, patterns of living, etc.

The model proposed in this thesis provided a satisfactory characterization of affect and bias responses. A test of the generalizability of the model would involve the collection of additional data on several object groups to confirm if the Markovian structure is still exhibited. A second research project related to the model concerns S's selection of a pivotal object group or base point for his ratings. In the present study American Ss chose the American object group. Ss from other national or ethnic groups might employ their own membership group.

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APPENDIX A

QUESTIONNAIRES

Questionnaire Booklet for Selection of Adjectives

Questionnaire for the RM Condition

Questionnaire for the KBM Condition

QUESTIONNAIRE BOOKLET FOR SELECTION OF ADJECTIVES

Example

The three groups concerned with are UCLA students, MSU students, and Harvard students. You are asked to characterize UCLA students. Your response might be:

UCLA students

Intelligent
Enjoy water sports
Drive foreign cars
Sophisticated
Have wealthy parents
Suntanned

Biographical Information

1. Age _____
2. Sex _____
3. Major at MSU _____
4. Overall grade-point average at MSU _____
5. Class (Freshman, Sophomore, Junior, Senior) _____
6. Place of birth _____
7. Approximate population of the community in which you grew up (if you lived in more than one place write the population of the community in which you spent the most time) _____

Groups

Americans

Catholics

Englishmen

Frenchmen

Germans

Italians

Jews

Negroes

Red Chinese

Russians

Red Chinese

Russians

Americans

Catholics

Germans

Italians

Englishmen

Frenchmen

Jews

Negroes

Comments

Suppose you were asked to indicate the proportion of the group to which your characteristics applied. Which of the examples below would you feel most comfortable using? Place the number 1 besides the scale you would most prefer, a 2 besides the scale you would prefer second, a 3 besides the scale you would prefer third, and so forth.

(1) the characteristic applies to almost none of the group, about one-quarter of the group, about one-half of the group, about three-quarters of the group, almost all of the group.

(2) the characteristic applies to _____ per cent of the group (you would fill in the space with a number between 0 and 100).

(3) the characteristic applies to none of the group, few of the group, some of the group, many of the group, and all of the group.

(4) the characteristic applies to 0%, 10%, 20%, 30%, 40%, 50%, 60%, 70%, 80%, 90%, 100% of the group.

(5) the characteristic applies to 0, 1/5, 2/5, 3/5, 4/5, all of the group.

(6) the characteristic applies to 0%, 20%, 40%, 60%, 80%, 100% of the group.

(7) other (write any other example you would be comfortable using).

Thank you for your cooperation.

QUESTIONNAIRE FOR THE RM CONDITION

Please read the instructions in each section carefully. There is no time limit. When you finish one part continue on to the next part. Please answer all of the questions as best you can and as honestly as you can. Do not omit any questions. Please do not write your name on this booklet or on any of the answer sheets. The information collected in this survey will remain anonymous. There are several IBM answer sheets in this booklet, so be sure you are using the correct answer sheet for the particular part.

Biographical Information

Please use the IBM Answer Sheet labelled Biographical Information. Select the appropriate answer for the following biographical questions.

1. Age (1) 18 or under (2) 19 (3) 20 (4) 21 (5) 22 or over
2. Sex (1) male (2) female
3. Class (1) Fresh. (2) Soph. (3) Jr. (4) Sr. (5) Grad.
4. G.P.A. (1) 2.00 or less (2) 2.1-2.4 (3) 2.5-2.9 (4) 3.0-3.4 (5) 3.5-4.0
5. Religious preference (1) Protestant (2) Catholic (3) Jewish (4) Other (5) None
6. Marital status (1) Single (2) Married (3) other
7. Approximate population of the community in which you grew up. (1) 5,000 or less (2) 5,001-20,000 (3) 20,001-100,000 (4) 100,001-1,000,000 (5) 1,000,001 or more
8. Political party preference (1) Liberal Democrat (2) Conservative Democrat (3) Liberal Republican (4) Conservative Republican (5) Other
9. Father's highest educational level (1) Grade school (2) High school (3) Entered, but did not complete college (4) College (5) Graduate school
10. Approximate family income (1) $4,000 or less (2) $4,001-$9,500 (3) $9,501-$15,000 (4) 15,001-$25,000 (5) $25,001 or more
11. Major academic interest (1) Physical or biological sciences (2) Humanities and/or the Arts (3) Social sciences (4) Business (5) Other

(go to the next page)

Americans--Part A

The purpose of this survey is to find out the impressions you have about various groups of people. Below is a list of adjectives. Please use these adjectives to describe Americans. Take out the IBM answer sheet labelled Americans--Part A. In the appropriate space on the answer sheet mark alternative

1, if the adjective describes almost none of the members of this group
2, if the adjective describes about one-fourth of the members of this group
3, if the adjective describes about one-half of the members of this group
4, if the adjective describes about three-fourths of the members of this group
5, if the adjective describes almost all of the members of this group

Remember, use the IBM answer sheet labelled Americans--Part A.

1. aloof
2. ambitious
3. arrogant
4. brave
5. cautious
6. cold
7. commanding
8. complacent
9. conservative
10. cooperative
11. courageous
12. creative
13. cruel
14. cultured
15. dapper
16. determined
17. dogmatic
18. domestic
19. dull
20. easy-going
21. emotional
22. fast-moving
23. fat
24. friendly
25. fun-loving
26. happy
27. hardy
28. healthy
29. hospitable
30. hot-headed
31. humorous
32. immoral
33. impressionable
34. individualistic
35. industrious
36. intelligent
37. jovial
38. lazy
39. liberal
40. loud
41. loyal
42. materialistic
43. militant
44. neat
45. orderly
46. patriotic
47. plain
48. poised
49. pompous
50. poor
51. prejudiced
52. proper
53. proud
54. quiet
55. radical
56. regimented
57. religious
58. reserved
59. rude
60. rugged
61. scientific
62. selfish
63. sensitive
64. serious
65. sexy
66. simple
67. sophisticated
68. stern
69. strong
70. stubborn
71. talkative
72. thoughtless
73. thrifty
74. warm
75. weak
76. wealthy
77. well-dressed
78. well-educated
79. well-mannered
80. wild

(go to the next page)

Americans--Part B

Below are questions about the social and economic life of Americans. Choose the alternative which you believe is the most correct for each of the following questions. Take out the IBM answer sheet labelled Americans--Part B.

1. The infant mortality rate (infant deaths per 1000 people) is (1) 0-6 (2) 7-12 (3) 13-18 (4) 19-24 (5) 25-30 (6) 31-36 (7) 37-42 (8) 43-48 (9) 49-54 (10) 55 or greater

2. The percentage of the population which is unemployed is (1) 0.00%-0.75% (2) 0.76%-1.50% (3) 1.51%-2.25% (4) 2.26%-3.00% (5) 3.01%-3.75% (6) 3.76%-4.25% (7) 4.26%-5.00% (8) 5.01%-5.75% (9) 5.76%-6.25% (10) greater than 6.25%

3. The average number of rooms per dwelling is (1) 0.0-0.9 (2) 1.0-1.9 (3) 2.0-2.9 (4) 2.5-2.9 (5) 3.0-3.4 (6) 3.5-3.9 (7) 4.0-4.4 (8) 4.5-4.9 (9) 5.0-5.4 (10) 5.5 or greater

4. The number of motor vehicles per 1000 people in current use is (1) 0-50 (2) 51-100 (3) 101-150 (4) 151-200 (5) 201-300 (6) 301-400 (6) 401-500 (8) 501-600 (9) 601-700 (10) greater than 700

5. The average earnings (in dollars) per hour for factory workers is (1) $0.00-$0.40 (2) $0.41-$0.80 (3) $0.81-$1.20 (4) $1.21-$1.60 (5) $1.61-$2.00 (6) $2.01-$2.40 (7) $2.41-$2.80 (8) $2.81-$3.20 (9) $3.21-$3.60 (10) $3.61 or greater

6. The number of marriages per 1000 people is (1) 0-2 (2) 3-5 (3) 6-8 (4) 9-11 (5) 12-14 (6) 15-20 (7) 21-50 (8) 51-100 (9) 101-200 (10) 201 or greater

7. The life expectancy (in years) is (1) 50-53 (2) 54-56 (3) 57-59 (4) 60-62 (5) 63-65 (6) 66-68 (7) 69-71 (8) 71-73 (9) 74-76 (10) 77 or greater

8. The average number of persons per household is (1) 0-1.0 (2) 1.1-1.9 (3) 2.0-2.4 (4) 2.5-2.9 (5) 3.0-3.4 (6) 3.5-3.9 (7) 4.0-4.4 (8) 4.5-4.9 (9) 5.0-5.9 (10) 5.5 or greater

(go to the next page)

9. The percentage of the male population which is married is (1) 30%-36% (2) 37%-43% (3) 44%-50% (4) 51%-57% (5) 58%-64% (6) 65%-71% (7) 72%-78% (8) 79%-85% (9) 86%-92% (10) 93%-100%

10. The average number of people per square mile of land is (1) 1-2 (2) 3-4 (3) 5-7 (4) 8-10 (5) 12-50 (6) 51-100 (7) 101-150 (8) 151-200 (9) 201-400 (10) 201 or greater

11. The percentage of the population enrolled in higher education is (1) 0.00%-0.10% (2) 0.11%-0.15% (3) 0.16%-0.50% (4) 0.51%-1.00% (5) 1.01%-2.00% (6) 2.01%-5.00% (7) 5.01%-10.00% (8) 10.01%-15.00% (9) 15.01%-20.00% (10) greater than 20.00%

12. The annual population increase (in percent) is (1) 0.10%-0.30% (2) 0.31%-0.60% (3) 0.61%-0.90% (4) 0.91%-1.20% (5) 1.21%-1.50% (6) 1.51%-1.80% (7) 1.81%-2.10% (8) 2.11%-2.40% (9) 2.41%-2.70% (10) 2.71% or greater

13. The number of newspaper copies per 1000 people is (1) 0-50 (2) 51-99 (3) 100-300 (4) 301-500 (5) 501-700 (6) 701-900 (7) 901-1000 (8) greater than 1000

14. The average number of new dwellings per year per 1000 people is (1) 0-2 (2) 3-5 (3) 7-10 (4) 11-25 (5) 26-50 (7) 51-100 (8) 101-150 (9) 151-200 (10) 201 or greater

15. The number of telephones in current use per 1000 people is (1) 0-50 (2) 51-100 (3) 101-150 (4) 151-200 (5) 201-300 (6) 301-400 (7) 401-500 (8) 501-600 (9) 601-700 (10) 701 or greater

16. The average number of hours worked per day in factories is (1) 5.0-5.9 (2) 6.0-6.9 (3) 7.0-7.9 (4) 8.0-8.9 (5) 9.0-9.9 (6) 10.0-10.9 (7) 11.0-11.9 (8) 12.0-12.9 (9) 13.0-13.9 (10) 14 or greater

17. The average number of times per year that a person attends movies is (1) 0.0-2.9 (2) 3.0-5.9 (3) 6.0-8.9 (4) 9.0-11.9 (5) 12.0-14.9 (6) 15.0-17.9 (7) 18.0-20.9 (8) 21.0-23.9 (9) 24.0-26.9 (10) 27.0 or greater

18. The size of the population is (1) 0-5,000,000 (2) 5,000,001-20,000,000 (3) 20,000,001-40,000,000 (4) 40,000,001-75,000,000 (5) 75,000,001-100,000,000 (6) 100,000,001-150,000,000 (7) 150,000,001-200,000,000 (8) 200,000,001-250,000,000 (9) 250,000,001-300,000,000 (10) 300,000,001 or greater

Englishmen--Part A

Below is a list of adjectives. Please use these adjectives to describe Englishmen. Take out the IBM answer sheet labelled Englishmen--Part A. In the appropriate space on the answer sheet mark alternative

1, if the adjective describes almost none of the members of this group
2, if the adjective describes about one-fourth of the members of this group
3, if the adjective describes about one-half of the members of this group
4, if the adjective describes about three-fourths of the members of this group
5, if the adjective describes about all of the members of this group

1. aloof
2. ambitious
3. arrogant
4. brave
5. cautious
6. cold
7. commanding
8. complacent
9. conservative
10. cooperative
11. courageous
12. creative
13. cruel
14. cultured
15. dapper
16. determined
17. dogmatic
18. domestic
19. dull
20. easy-going
21. emotional
22. fast-moving
23. fat
24. friendly
25. fun-loving
26. happy
27. hardy
28. healthy
29. hospitable
30. hot-headed
31. humorous
32. immoral
33. impressionable
34. individualistic
35. industrious
36. intelligent
37. jovial
38. lazy
39. liberal
40. loud
41. loyal
42. materialistic
43. militant
44. neat
45. orderly
46. patriotic
47. plain
48. poised
49. pompous
50. poor
51. prejudiced
52. proper
53. proud
54. quiet
55. radical
56. regimented
57. religious
58. reserved
59. rude
60. rugged
61. scientific
62. selfish
63. sensitive
64. serious
65. sexy
66. simple
67. sophisticated
68. stern
69. strong
70. stubborn
71. talkative
72. thoughtless
73. thrifty
74. warm
75. weak
76. wealthy
77. well-dressed
78. well-educated
79. well-mannered
80. wild

(go to the next page)

Englishmen--Part B

Below are questions about the social and economic life of Englishmen. Choose the alternative which you believe is most correct. Take out the IBM answer sheet labelled Englishmen--Part B.

1. The infant mortality rate (infant deaths per 1000 people) is (1) 0-6 (2) 7-12 (3) 13-18 (4) 19-24 (5) 25-30 (6) 31-36 (7) 37-42 (8) 43-48 (9) 49-54 (10) 55 or greater

2. The percentage of the population which is unemployed is (1) 0.00%-0.75% (2) 0.76%-1.50% (3) 1.51%-2.25% (4) 2.26%-3.00% (5) 3.01%-3.75% (6) 3.76%-4.25% (7) 4.26%-5.00% (8) 5.01%-5.75% (9) 5.76%-6.25% (10) greater than 6.25%

3. The average number of rooms per dwelling is (1) 0.0-0.9 (2) 1.0-1.9 (3) 2.0-2.9 (4) 2.5-2.9 (5) 3.0-3.4 (6) 3.5-3.9 (7) 4.0-4.4 (8) 4.5-4.9 (9) 5.0-5.4 (10) 5.5 or greater

4. The number of motor vehicles per 1000 people in current use is (1) 0-50 (2) 51-100 (3) 101-150 (4) 151-200 (5) 201-300 (6) 301-400 (7) 401-500 (8) 501-600 (9) 601-700 (10) greater than 700

5. The average earnings (in dollars) per hour for factory workers is (1) $0.00-$0.40 (2) $0.41-$0.80 (3) $0.81-$1.20 (4) $1.21-$1.60 (5) $1.61-$2.00 (6) $2.01-$2.40 (7) $2.41-$2.80 (8) $2.81-$3.20 (9) $3.21-$3.60 (10) $3.61 or greater

6. The number of marriages per 1000 people is (1) 0-2 (2) 3-5 (3) 6-8 (4) 9-11 (5) 12-14 (6) 15-20 (7) 21-50 (8) 51-100 (9) 101-200 (10) 201 or greater

7. The life expectancy (in years) is (1) 50-53 (2) 54-56 (3) 57-59 (4) 60-62 (5) 63-65 (6) 66-68 (7) 69-71 (8) 71-73 (9) 74-76 (10) 77 or greater

8. The average number of persons per household is (1) 0-1.0 (2) 1.1-1.9 (3) 2.0-2.4 (4) 2.5-2.9 (5) 3.0-3.4 (6) 3.5-3.9 (7) 4.0-4.4 (8) 4.5-4.9 (9) 5.0-5.9 (10) 5.5 or greater

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9. The percentage of the male population which is married is (1) 30%-36% (2) 37%-43% (3) 44%-50% (4) 51%-57% (5) 58%-64% (6) 65%-71% (7) 72%-78% (8) 79%-85% (9) 86%-92% (10) 93%-100%

10. The average number of people per square mile of land is (1) 1-2 (2) 3-4 (3) 5-7 (4) 8-10 (5) 12-50 (6) 51-100 (7) 101-150 (8) 151-200 (9) 201-400 (10) 201 or greater

11. The percentage of the population enrolled in higher education is (1) 0.00%-0.10% (2) 0.11%-0.15% (3) 0.16%-0.50% (4) 0.51%-1.00% (5) 1.01%-2.00% (6) 2.01%-5.00% (7) 5.01%-10.00% (8) 10.01%-15.00% (9) 15.01%-20.00% (10) greater than 20.00%

12. The annual population increase (in percent) is (1) 0.10%-0.30% (2) 0.31%-0.60% (3) 0.61%-0.90% (4) 0.91%-1.20% (5) 1.21%-1.50% (6) 1.51%-1.80% (7) 1.81%-2.10% (8) 2.11%-2.40% (9) 2.41%-2.70% (10) 2.71% or greater

13. The number of newspaper copies per 1000 people is (1) 0-50 (2) 51-99 (3) 100-300 (4) 301-500 (5) 501-700 (6) 701-900 (7) 901-1000 (8) greater than 1000

14. The average number of new dwellings per year per 1000 people is (1) 0-2 (2) 3-5 (3) 7-10 (4) 11-25 (5) 26-50 (7) 51-100 (8) 101-150 (9) 151-200 (10) 201 or greater

15. The number of telephones in current use per 1000 people is (1) 0-50 (2) 51-100 (3) 101-150 (4) 151-200 (5) 201-300 (6) 301-400 (7) 401-500 (8) 501-600 (9) 601-700 (10) 701 or greater

16. The average number of hours worked per day in factories is (1) 5.0-5.9 (2) 6.0-6.9 (3) 7.0-7.9 (4) 8.0-8.9 (5) 9.0-9.9 (6) 10.0-10.9 (7) 11.0-11.9 (8) 12.0-12.9 (9) 13.0-13.9 (10) 14 or greater

17. The average number of times per year that a person attends movies is (1) 0.0-2.9 (2) 3.0-5.9 (3) 6.0-8.9 (4) 9.0-11.9 (5) 12.0-14.9 (6) 15.0-17.9 (7) 18.0-20.9 (8) 21.0-23.9 (9) 24.0-26.9 (10) 27.0 or greater

18. The size of the population is (1) 0-5,000,000 (2) 5,000,001-20,000,000 (3) 20,000,001-40,000,000 (4) 40,000,001-75,000,000 (5) 75,000,001-100,000,000 (6) 100,000,001-150,000,000 (7) 150,000,001-200,000,000 (8) 200,000,001-250,000,000 (9) 250,000,001-300,000,000 (10) 300,000,001 or greater

Italians--Part A

Below is a list of adjectives. Please use the adjectives to describe Italians. Take out the IBM answer sheet labelled Italians--Part A. In the appropriate space on the answer sheet mark alternative

1, if the adjective describes almost none of the members of this group
2, if the adjective describes about one-fourth of the members of this group
3, if the adjective describes about one-half of the members of this group
4, if the adjective describes about three-fourths of the members of this group
5, if the adjective describes about all of the members of this group

1. aloof
2. ambitious
3. arrogant
4. brave
5. cautious
6. cold
7. commanding
8. complacent
9. conservative
10. cooperative
11. courageous
12. creative
13. cruel
14. cultured
15. dapper
16. determined
17. dogmatic
18. domestic
19. dull
20. easy-going
21. emotional
22. fast-moving
23. fat
24. friendly
25. fun-loving
26. happy
27. hardy
28. healthy
29. hospitable
30. hot-headed
31. humorous
32. immoral
33. impressionable
34. individualistic
35. industrious
36. intelligent
37. jovial
38. lazy
39. liberal
40. loud
41. loyal
42. materialistic
43. militant
44. neat
45. orderly
46. patriotic
47. plain
48. poised
49. pompous
50. poor
51. prejudiced
52. proper
53. proud
54. quiet
55. radical
56. regimented
57. religious
58. reserved
59. rude
60. rugged
61. scientific
62. selfish
63. sensitive
64. serious
65. sexy
66. simple
67. sophisticated
68. stern
69. strong
70. stubborn
71. talkative
72. thoughtless
73. thrifty
74. warm
75. weak
76. wealthy
77. well-dressed
78. well-educated
79. well-mannered
80. wild

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Italians--Part B

Below are questions about the social and economic life of Italians. Choose the alternative which you believe is most correct. Take out the IBM answer sheet labelled Italians--Part B.

1. The infant mortality rate (infant deaths per 1000 people) is (1) 0-6 (2) 7-12 (3) 13-18 (4) 19-24 (5) 25-30 (6) 31-36 (7) 37-42 (8) 43-48 (9) 49-54 (10) 55 or greater

2. The percentage of the population which is unemployed is (1) 0.00%-0.75% (2) 0.76%-1.50% (3) 1.51%-2.25% (4) 2.26%-3.00% (5) 3.01%-3.75% (6) 3.76%-4.25% (7) 4.26%-5.00% (8) 5.01%-5.75% (9) 5.76%-6.25% (10) greater than 6.25%

3. The average number of rooms per dwelling is (1) 0.0-0.9 (2) 1.0-1.9 (3) 2.0-2.9 (4) 2.5-2.9 (5) 3.0-3.4 (6) 3.5-3.9 (7) 4.0-4.4 (8) 4.5-4.9 (9) 5.0-5.4 (10) 5.5 or greater

4. The number of motor vehicles per 1000 people in current use is (1) 0-50 (2) 51-100 (3) 101-150 (4) 151-200 (5) 201-300 (6) 301-400 (7) 401-500 (8) 501-600 (9) 601-700 (10) greater than 700

5. The average earnings (in dollars) per hour for factory workers is (1) $0.00-$0.40 (2) $0.41-$0.80 (3) $0.81-$1.20 (4) $1.21-$1.60 (5) $1.61-$2.00 (6) $2.01-$2.40 (7) $2.41-$2.80 (8) $2.81-$3.20 (9) $3.21-$3.60 (10) $3.61 or greater

6. The number of marriages per 1000 people is (1) 0-2 (2) 3-5 (3) 6-8 (4) 9-11 (5) 12-14 (6) 15-20 (7) 21-50 (8) 51-100 (9) 101-200 (10) 201 or greater

7. The life expectancy (in years) is (1) 50-53 (2) 54-56 (3) 57-59 (4) 60-62 (5) 63-65 (6) 66-68 (7) 69-71 (8) 71-73 (9) 74-76 (10) 77 or greater

8. The average number of persons per household is (1) 0-1.0 (2) 1.1-1.9 (3) 2.0-2.4 (4) 2.5-2.9 (5) 3.0-3.4 (6) 3.5-3.9 (7) 4.0-4.4 (8) 4.5-4.9 (9) 5.0-5.9 (10) 5.5 or greater

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9. The percentage of the male population which is married is (1) 30%-36% (2) 37%-43% (3) 44%-50% (4) 51%-57% (5) 58%-64% (6) 65%-71% (7) 72%-78% (8) 79%-85% (9) 86%-92% (10) 93%-100%

10. The average number of people per square mile of land is (1) 1-2 (2) 3-4 (3) 5-7 (4) 8-10 (5) 12-50 (6) 51-100 (7) 101-150 (8) 151-200 (9) 201-400 (10) 201 or greater

11. The percentage of the population enrolled in higher education is (1) 0.00%-0.10% (2) 0.11%-0.15% (3) 0.16%-0.50% (4) 0.51%-1.00% (5) 1.01%-2.00% (6) 2.01%-5.00% (7) 5.01%-10.00% (8) 10.01%-15.00% (9) 15.01%-20.00% (10) greater than 20.00%

12. The annual population increase (in percent) is (1) 0.10%-0.30% (2) 0.31%-0.60% (3) 0.61%-0.90% (4) 0.91%-1.20% (5) 1.21%-1.50% (6) 1.51%-1.80% (7) 1.81%-2.10% (8) 2.11%-2.40% (9) 2.41%-2.70% (10) 2.71% or greater

13. The number of newspaper copies per 1000 people is (1) 0-50 (2) 51-99 (3) 100-300 (4) 301-500 (5) 501-700 (6) 701-900 (7) 901-1000 (8) greater than 1000

14. The average number of new dwellings per year per 1000 people is (1) 0-2 (2) 3-5 (3) 7-10 (4) 11-25 (5) 26-50 (7) 51-100 (8) 101-150 (9) 151-200 (10) 201 or greater

15. The number of telephones in current use per 1000 people is (1) 0-50 (2) 51-100 (3) 101-150 (4) 151-200 (5) 201-300 (6) 301-400 (7) 401-500 (8) 501-600 (9) 601-700 (10) 701 or greater

16. The average number of hours worked per day in factories is (1) 5.0-5.9 (2) 6.0-6.9 (3) 7.0-7.9 (4) 8.0-8.9 (5) 9.0-9.9 (6) 10.0-10.9 (7) 11.0-11.9 (8) 12.0-12.9 (9) 13.0-13.9 (10) 14 or greater

17. The average number of times per year that a person attends movies is (1) 0.0-2.9 (2) 3.0-5.9 (3) 6.0-8.9 (4) 9.0-11.9 (5) 12.0-14.9 (6) 15.0-17.9 (7) 18.0-20.9 (8) 21.0-23.9 (9) 24.0-26.9 (10) 27.0 or greater

18. The size of the population is (1) 0-5,000,000 (2) 5,000,001-20,000,000 (3) 20,000,001-40,000,000 (4) 40,000,001-75,000,000 (5) 75,000,001-100,000,000 (6) 100,000,001-150,000,000 (7) 150,000,001-200,000,000 (8) 200,000,001-250,000,000 (9) 250,000,001-300,000,000 (10) 300,000,001 or greater

QUESTIONNAIRE FOR THE KBM CONDITION

Please read the instructions in each section carefully. There is no time limit. When you finish one part continue on to the next part. Please answer all of the questions as best you can and as honestly as you can. Do not omit any questions. Please do not write your name on this booklet or on any of the answer sheets. The information collected in this survey will remain anonymous. There are several IBM answer sheets in this booklet, so be sure you are using the correct answer sheet for the particular part.

Biographical Information

Please use the IBM Answer Sheet labelled Biographical Information. Select the appropriate answer for the following biographical questions.

1. Age (1) 18 or under (2) 19 (3) 20 (4) 21 (5) 22 or over
2. Sex (1) male (2) female
3. Class (1) Fresh. (2) Soph. (3) Jr. (4) Sr. (5) Grad.
4. G.P.A. (1) 2.00 or less (2) 2.1-2.4 (3) 2.5-2.9 (4) 3.0-3.4 (5) 3.5-4.0
5. Religious preference (1) Protestant (2) Catholic (3) Jewish (4) Other (5) None
6. Marital status (1) Single (2) Married (3) other
7. Approximate population of the community in which you grew up. (1) 5,000 or less (2) 5,001-20,000 (3) 20,001-100,000 (4) 100,001-1,000,000 (5) 1,000,001 or more
8. Political party preference (1) Liberal Democrat (2) Conservative Democrat (3) Liberal Republican (4) Conservative Republican (5) Other
9. Father's highest educational level (1) Grade school (2) High school (3) Entered, but did not complete college (4) College (5) Graduate school
10. Approximate family income (1) $4,000 or less (2) $4,001-$9,500 (3) $9,501-$15,000 (4) 15,001-$25,000 (5) $25,001 or more
11. Major academic interest (1) Physical or biological sciences (2) Humanities and/or the Arts (3) Social sciences (4) Business (5) Other

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Americans--Part A

The purpose of this survey is to find out the impressions you have about various groups of people. Below is a list of words. Read through the list of words and select those which seem to you to be typical of Americans. Take out the IBM answer sheet labelled Americans--Part A. In the appropriate spaces on the answer sheet mark alternative 1 for those words which seem to you to be typical. Otherwise, leave the space blank. Use as many of these words as you think are necessary to characterize these people adequately.

1. aloof
2. ambitious
3. arrogant
4. brave
5. cautious
6. cold
7. commanding
8. complacent
9. conservative
10. cooperative
11. courageous
12. creative
13. cruel
14. cultured
15. dapper
16. determined
17. dogmatic
18. domestic
19. dull
20. easy-going
21. emotional
22. fast-moving
23. fat
24. friendly
25. fun-loving
26. happy
27. hardy
28. healthy
29. hospitable
30. hot-headed
31. humorous
32. immoral
33. impressionable
34. individualistic
35. industrious
36. intelligent
37. jovial
38. lazy
39. liberal
40. loud
41. loyal
42. materialistic
43. militant
44. neat
45. orderly
46. patriotic
47. plain
48. poised
49. pompous
50. poor
51. prejudiced
52. proper
53. proud
54. quiet
55. radical
56. regimented
57. religious
58. reserved
59. rude
60. rugged
61. scientific
62. selfish
63. sensitive
64. serious
65. sexy
66. simple
67. sophisticated
68. stern
69. strong
70. stubborn
71. talkative
72. thoughtless
73. thrifty
74. warm
75. weak
76. wealthy
77. well-dressed
78. well-educated
79. well-mannered
80. wild

Americans--Part B

Below are questions about the social and economic life of Americans. Choose the alternative which you believe is the most correct for each of the following questions. Take out the IBM answer sheet labelled Americans--Part B.

1. The infant mortality rate (infant deaths per 1000 people) is (1) 0-6 (2) 7-12 (3) 13-18 (4) 19-24 (5) 25-30 (6) 31-36 (7) 37-42 (8) 43-48 (9) 49-54 (10) 55 or greater

2. The percentage of the population which is unemployed is (1) 0.00%-0.75% (2) 0.76%-1.50% (3) 1.51%-2.25% (4) 2.26%-3.00% (5) 3.01%-3.75% (6) 3.76%-4.25% (7) 4.26%-5.00% (8) 5.01%-5.75% (9) 5.76%-6.25% (10) greater than 6.25%

3. The average number of rooms per dwelling is (1) 0.0-0.9 (2) 1.0-1.9 (3) 2.0-2.9 (4) 2.5-2.9 (5) 3.0-3.4 (6) 3.5-3.9 (7) 4.0-4.4 (8) 4.5-4.9 (9) 5.0-5.4 (10) 5.5 or greater

4. The number of motor vehicles per 1000 people in current use is (1) 0-50 (2) 51-100 (3) 101-150 (4) 151-200 (5) 201-300 (6) 301-400 (6) 401-500 (8) 501-600 (9) 601-700 (10) greater than 700

5. The average earnings (in dollars) per hour for factory workers is (1) $0.00-$0.40 (2) $0.41-$0.80 (3) $0.81-$1.20 (4) $1.21-$1.60 (5) $1.61-$2.00 (6) $2.01-$2.40 (7) $2.41-$2.80 (8) $2.81-$3.20 (9) $3.21-$3.60 (10) $3.61 or greater

6. The number of marriages per 1000 people is (1) 0-2 (2) 3-5 (3) 6-8 (4) 9-11 (5) 12-14 (6) 15-20 (7) 21-50 (8) 51-100 (9) 101-200 (10) 201 or greater

7. The life expectancy (in years) is (1) 50-53 (2) 54-56 (3) 57-59 (4) 60-62 (5) 63-65 (6) 66-68 (7) 69-71 (8) 71-73 (9) 74-76 (10) 77 or greater

8. The average number of persons per household is (1) 0-1.0 (2) 1.1-1.9 (3) 2.0-2.4 (4) 2.5-2.9 (5) 3.0-3.4 (6) 3.5-3.9 (7) 4.0-4.4 (8) 4.5-4.9 (9) 5.0-5.9 (10) 5.5 or greater

(go to the next page)

9. The percentage of the male population which is married is (1) 30%-36% (2) 37%-43% (3) 44%-50% (4) 51%-57% (5) 58%-64% (6) 65%-71% (7) 72%-78% (8) 79%-85% (9) 86%-92% (10) 93%-100%

10. The average number of people per square mile of land is (1) 1-2 (2) 3-4 (3) 5-7 (4) 8-10 (5) 12-50 (6) 51-100 (7) 101-150 (8) 151-200 (9) 201-400 (10) 201 or greater

11. The percentage of the population enrolled in higher education is (1) 0.00%-0.10% (2) 0.11%-0.15% (3) 0.16%-0.50% (4) 0.51%-1.00% (5) 1.01%-2.00% (6) 2.01%-5.00% (7) 5.01%-10.00% (8) 10.01%-15.00% (9) 15.01%-20.00% (10) greater than 20.00%

12. The annual population increase (in percent) is (1) 0.10%-0.30% (2) 0.31%-0.60% (3) 0.61%-0.90% (4) 0.91%-1.20% (5) 1.21%-1.50% (6) 1.51%-1.80% (7) 1.81%-2.10% (8) 2.11%-2.40% (9) 2.41%-2.70% (10) 2.71% or greater

13. The number of newspaper copies per 1000 people is (1) 0-50 (2) 51-99 (3) 100-300 (4) 301-500 (5) 501-700 (6) 701-900 (7) 901-1000 (8) greater than 1000

14. The average number of new dwellings per year per 1000 people is (1) 0-2 (2) 3-5 (3) 7-10 (4) 11-25 (5) 26-50 (7) 51-100 (8) 101-150 (9) 151-200 (10) 201 or greater

15. The number of telephones in current use per 1000 people is (1) 0-50 (2) 51-100 (3) 101-150 (4) 151-200 (5) 201-300 (6) 301-400 (7) 401-500 (8) 501-600 (9) 601-700 (10) 701 or greater

16. The average number of hours worked per day in factories is (1) 5.0-5.9 (2) 6.0-6.9 (3) 7.0-7.9 (4) 8.0-8.9 (5) 9.0-9.9 (6) 10.0-10.9 (7) 11.0-11.9 (8) 12.0-12.9 (9) 13.0-13.9 (10) 14 or greater

17. The average number of times per year that a person attends movies is (1) 0.0-2.9 (2) 3.0-5.9 (3) 6.0-8.9 (4) 9.0-11.9 (5) 12.0-14.9 (6) 15.0-17.9 (7) 18.0-20.9 (8) 21.0-23.9 (9) 24.0-26.9 (10) 27.0 or greater

18. The size of the population is (1) 0-5,000,000 (2) 5,000,001-20,000,000 (3) 20,000,001-40,000,000 (4) 40,000,001-75,000,000 (5) 75,000,001-100,000,000 (6) 100,000,001-150,000,000 (7) 150,000,001-200,000,000 (8) 200,000,001-250,000,000 (9) 250,000,001-300,000,000 (10) 300,000,001 or greater

Englishmen--Part A

Below is a list of words. Read through the list of words and select those which seem to you to be typical of Englishmen. Take out the IBM answer sheet labelled Englishmen--Part A. In the appropriate spaces on the answer sheet mark alternative 1 for those words which seem to you to be typical. Use as many of these words as you think are necessary to characterize these people adequately.

1. aloof
2. ambitious
3. arrogent
4. brave
5. cautious
6. cold
7. commanding
8. complacent
9. conservative
10. cooperative
11. courageous
12. creative
13. cruel
14. cultured
15. dapper
16. determined
17. dogmatic
18. domestic
19. dull
20. easy-going
21. emotional
22. fast-moving
23. fat
24. friendly
25. fun-loving
26. happy
27. hardy
28. healthy
29. hospitable
30. hot-headed
31. humorous
32. immoral
33. impressionable
34. individualistic
35. industrious
36. intelligent
37. jovial
38. lazy
39. liberal
40. loud
41. loyal
42. materialistic
43. militant
44. neat
45. orderly
46. patriotic
47. plain
48. poised
49. pompous
50. poor
51. prejudiced
52. proper
53. proud
54. quiet
55. radical
56. regimented
57. religious
58. reserved
59. rude
60. rugged
61. scientific
62. selfish
63. sensitive
64. serious
65. sexy
66. simple
67. sophisticated
68. stern
69. strong
70. stubborn
71. talkative
72. thoughtless
73. thrifty
74. warm
75. weak
76. wealthy
77. well-dressed
78. well-educated
79. well-mannered
80. wild

Englishmen--Part B

Below are questions about the social and economic life of Englishmen. Choose the alternative which you believe is most correct. Take out the IBM answer sheet labelled Englishmen--Part B.

1. The infant mortality rate (infant deaths per 1000 people) is (1) 0-6 (2) 7-12 (3) 13-18 (4) 19-24 (5) 25-30 (6) 31-36 (7) 37-42 (8) 43-48 (9) 49-54 (10) 55 or greater

2. The percentage of the population which is unemployed is (1) 0.00%-0.75% (2) 0.76%-1.50% (3) 1.51%-2.25% (4) 2.26%-3.00% (5) 3.01%-3.75% (6) 3.76%-4.25% (7) 4.26%-5.00% (8) 5.01%-5.75% (9) 5.76%-6.25% (10) greater than 6.25%

3. The average number of rooms per dwelling is (1) 0.0-0.9 (2) 1.0-1.9 (3) 2.0-2.9 (4) 2.5-2.9 (5) 3.0-3.4 (6) 3.5-3.9 (7) 4.0-4.4 (8) 4.5-4.9 (9) 5.0-5.4 (10) 5.5 or greater

4. The number of motor vehicles per 1000 people in current use is (1) 0-50 (2) 51-100 (3) 101-150 (4) 151-200 (5) 201-300 (6) 301-400 (7) 401-500 (8) 501-600 (9) 601-700 (10) greater than 700

5. The average earnings (in dollars) per hour for factory workers is (1) $0.00-$0.40 (2) $0.41-$0.80 (3) $0.81-$1.20 (4) $1.21-$1.60 (5) $1.61-$2.00 (6) $2.01-$2.40 (7) $2.41-$2.80 (8) $2.81-$3.20 (9) $3.21-$3.60 (10) $3.61 or greater

6. The number of marriages per 1000 people is (1) 0-2 (2) 3-5 (3) 6-8 (4) 9-11 (5) 12-14 (6) 15-20 (7) 21-50 (8) 51-100 (9) 101-200 (10) 201 or greater

7. The life expectancy (in years) is (1) 50-53 (2) 54-56 (3) 57-59 (4) 60-62 (5) 63-65 (6) 66-68 (7) 69-71 (8) 71-73 (9) 74-76 (10) 77 or greater

8. The average number of persons per household is (1) 0-1.0 (2) 1.1-1.9 (3) 2.0-2.4 (4) 2.5-2.9 (5) 3.0-3.4 (6) 3.5-3.9 (7) 4.0-4.4 (8) 4.5-4.9 (9) 5.0-5.9 (10) 5.5 or greater

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9. The percentage of the male population which is married is (1) 30%-36% (2) 37%-43% (3) 44%-50% (4) 51%-57% (5) 58%-64% (6) 65%-71% (7) 72%-78% (8) 79%-85% (9) 86%-92% (10) 93%-100%

10. The average number of people per square mile of land is (1) 1-2 (2) 3-4 (3) 5-7 (4) 8-10 (5) 12-50 (6) 51-100 (7) 101-150 (8) 151-200 (9) 201-400 (10) 201 or greater

11. The percentage of the population enrolled in higher education is (1) 0.00%-0.10% (2) 0.11%-0.15% (3) 0.16%-0.50% (4) 0.51%-1.00% (5) 1.01%-2.00% (6) 2.01%-5.00% (7) 5.01%-10.00% (8) 10.01%-15.00% (9) 15.01%-20.00% (10) greater than 20.00%

12. The annual population increase (in percent) is (1) 0.10%-0.30% (2) 0.31%-0.60% (3) 0.61%-0.90% (4) 0.91%-1.20% (5) 1.21%-1.50% (6) 1.51%-1.80% (7) 1.81%-2.10% (8) 2.11%-2.40% (9) 2.41%-2.70% (10) 2.71% or greater

13. The number of newspaper copies per 1000 people is (1) 0-50 (2) 51-99 (3) 100-300 (4) 301-500 (5) 501-700 (6) 701-900 (7) 901-1000 (8) greater than 1000

14. The average number of new dwellings per year per 1000 people is (1) 0-2 (2) 3-5 (3) 7-10 (4) 11-25 (5) 26-50 (7) 51-100 (8) 101-150 (9) 151-200 (10) 201 or greater

15. The number of telephones in current use per 1000 people is (1) 0-50 (2) 51-100 (3) 101-150 (4) 151-200 (5) 201-300 (6) 301-400 (7) 401-500 (8) 501-600 (9) 601-700 (10) 701 or greater

16. The average number of hours worked per day in factories is (1) 5.0-5.9 (2) 6.0-6.9 (3) 7.0-7.9 (4) 8.0-8.9 (5) 9.0-9.9 (6) 10.0-10.9 (7) 11.0-11.9 (8) 12.0-12.9 (9) 13.0-13.9 (10) 14 or greater

17. The average number of times per year that a person attends movies is (1) 0.0-2.9 (2) 3.0-5.9 (3) 6.0-8.9 (4) 9.0-11.9 (5) 12.0-14.9 (6) 15.0-17.9 (7) 18.0-20.9 (8) 21.0-23.9 (9) 24.0-26.9 (10) 27.0 or greater

18. The size of the population is (1) 0-5,000,000 (2) 5,000,001-20,000,000 (3) 20,000,001-40,000,000 (4) 40,000,001-75,000,000 (5) 75,000,001-100,000,000 (6) 100,000,001-150,000,000 (7) 150,000,001-200,000,000 (8) 200,000,001-250,000,000 (9) 250,000,001-300,000,000 (10) 300,000,001 or greater

Italians--Part A

Below is a list of words. Read through the list of words and select those which seem to you to be typical of Italians. Take out the IBM answer sheet labelled Italians--Part A. In the appropriate spaces on the answer sheet mark alternative 1 for those words which seem to you to be typical. Use as many of these words as you think are necessary to characterize these people adequately.

1. aloof
2. ambitious
3. arrogant
4. brave
5. cautious
6. cold
7. commanding
8. complacent
9. conservative
10. cooperative
11. courageous
12. creative
13. cruel
14. cultured
15. dapper
16. determined
17. dogmatic
18. domestic
19. dull
20. easy-going
21. emotional
22. fast-moving
23. fat
24. friendly
25. fun-loving
26. happy
27. hardy
28. healthy
29. hospitable
30. hot-headed
31. humorous
32. immoral
33. impressionable
34. individualistic
35. industrious
36. intelligent
37. jovial
38. lazy
39. liberal
40. loud
41. loyal
42. materialistic
43. militant
44. neat
45. orderly
46. patriotic
47. plain
48. poised
49. pompous
50. poor
51. prejudiced
52. proper
53. proud
54. quiet
55. radical
56. regimented
57. religious
58. reserved
59. rude
60. rugged
61. scientific
62. selfish
63. sensitive
64. serious
65. sexy
66. simple
67. sophisticated
68. stern
69. strong
70. stubborn
71. talkative
72. thoughtless
73. thrifty
74. warm
75. weak
76. wealthy
77. well-dressed
78. well-educated
79. well-mannered
80. wild

Italians--Part B

Below are questions about the social and economic life of Italians. Choose the alternative which you believe is most correct. Take out the IBM answer sheet labelled Italians--Part B.

1. The infant mortality rate (infant deaths per 1000 people) is (1) 0-6 (2) 7-12 (3) 13-18 (4) 19-24 (5) 25-30 (6) 31-36 (7) 37-42 (8) 43-48 (9) 49-54 (10) 55 or greater

2. The percentage of the population which is unemployed is (1) 0.00%-0.75% (2) 0.76%-1.50% (3) 1.51%-2.25% (4) 2.26%-3.00% (5) 3.01%-3.75% (6) 3.76%-4.25% (7) 4.26%-5.00% (8) 5.01%-5.75% (9) 5.76%-6.25% (10) greater than 6.25%

3. The average number of rooms per dwelling is (1) 0.0-0.9 (2) 1.0-1.9 (3) 2.0-2.9 (4) 2.5-2.9 (5) 3.0-3.4 (6) 3.5-3.9 (7) 4.0-4.4 (8) 4.5-4.9 (9) 5.0-5.4 (10) 5.5 or greater

4. The number of motor vehicles per 1000 people in current use is (1) 0-50 (2) 51-100 (3) 101-150 (4) 151-200 (5) 201-300 (6) 301-400 (7) 401-500 (8) 501-600 (9) 601-700 (10) greater than 700

5. The average earnings (in dollars) per hour for factory workers is (1) $0.00-$0.40 (2) $0.41-$0.80 (3) $0.81-$1.20 (4) $1.21-$1.60 (5) $1.61-$2.00 (6) $2.01-$2.40 (7) $2.41-$2.80 (8) $2.81-$3.20 (9) $3.21-$3.60 (10) $3.61 or greater

6. The number of marriages per 1000 people is (1) 0-2 (2) 3-5 (3) 6-8 (4) 9-11 (5) 12-14 (6) 15-20 (7) 21-50 (8) 51-100 (9) 101-200 (10) 201 or greater

7. The life expectancy (in years) is (1) 50-53 (2) 54-56 (3) 57-59 (4) 60-62 (5) 63-65 (6) 66-68 (7) 69-71 (8) 71-73 (9) 74-76 (10) 77 or greater

8. The average number of persons per household is (1) 0-1.0 (2) 1.1-1.9 (3) 2.0-2.4 (4) 2.5-2.9 (5) 3.0-3.4 (6) 3.5-3.9 (7) 4.0-4.4 (8) 4.5-4.9 (9) 5.0-5.9 (10) 5.5 or greater

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9. The percentage of the male population which is married is (1) 30%-36% (2) 37%-43% (3) 44%-50% (4) 51%-57% (5) 58%-64% (6) 65%-71% (7) 72%-78% (8) 79%-85% (9) 86%-92% (10) 93%-100%

10. The average number of people per square mile of land is (1) 1-2 (2) 3-4 (3) 5-7 (4) 8-10 (5) 12-50 (6) 51-100 (7) 101-150 (8) 151-200 (9) 201-400 (10) 201 or greater

11. The percentage of the population enrolled in higher education is (1) 0.00%-0.10% (2) 0.11%-0.15% (3) 0.16%-0.50% (4) 0.51%-1.00% (5) 1.01%-2.00% (6) 2.01%-5.00% (7) 5.01%-10.00% (8) 10.01%-15.00% (9) 15.01%-20.00% (10) greater than 20.00%

12. The annual population increase (in percent) is (1) 0.10%-0.30% (2) 0.31%-0.60% (3) 0.61%-0.90% (4) 0.91%-1.20% (5) 1.21%-1.50% (6) 1.51%-1.80% (7) 1.81%-2.10% (8) 2.11%-2.40% (9) 2.41%-2.70% (10) 2.71% or greater

13. The number of newspaper copies per 1000 people is (1) 0-50 (2) 51-99 (3) 100-300 (4) 301-500 (5) 501-700 (6) 701-900 (7) 901-1000 (8) greater than 1000

14. The average number of new dwellings per year per 1000 people is (1) 0-2 (2) 3-5 (3) 7-10 (4) 11-25 (5) 26-50 (7) 51-100 (8) 101-150 (9) 151-200 (10) 201 or greater

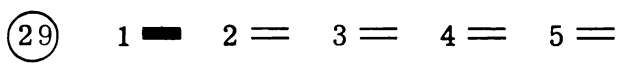
15. The number of telephones in current use per 1000 people is (1) 0-50 (2) 51-100 (3) 101-150 (4) 151-200 (5) 201-300 (6) 301-400 (7) 401-500 (8) 501-600 (9) 601-700 (10) 701 or greater

16. The average number of hours worked per day in factories is (1) 5.0-5.9 (2) 6.0-6.9 (3) 7.0-7.9 (4) 8.0-8.9 (5) 9.0-9.9 (6) 10.0-10.9 (7) 11.0-11.9 (8) 12.0-12.9 (9) 13.0-13.9 (10) 14 or greater

17. The average number of times per year that a person attends movies is (1) 0.0-2.9 (2) 3.0-5.9 (3) 6.0-8.9 (4) 9.0-11.9 (5) 12.0-14.9 (6) 15.0-17.9 (7) 18.0-20.9 (8) 21.0-23.9 (9) 24.0-26.9 (10) 27.0 or greater

18. The size of the population is (1) 0-5,000,000 (2) 5,000,001-20,000,000 (3) 20,000,001-40,000,000 (4) 40,000,001-75,000,000 (5) 75,000,001-100,000,000 (6) 100,000,001-150,000,000 (7) 150,000,001-200,000,000 (8) 200,000,001-250,000,000 (9) 250,000,001-300,000,000 (10) 300,000,001 or greater

Take out the IBM answer sheets labelled Americans--Part A, Englishmen--Part A, and Italians--Part A. On these sheets you have marked those words which you thought were typical of each group. For each group circle the numbers of the five words which seemed most typical of the group. For example, if you thought word number 29 was most typical then you would



APPENDIX B

TABLES

Table A. -- Means and Standard Deviations of Adjective Social Desirability Values

Table B. -- Means and Standard Deviations of Responses to the Adjectives for the RM and KBM Conditions by Object Group

Table A. -- Means and Standard Deviations of Adjective Social Desirability Values

(N = 53)

Adjective	Mean	Standard Deviation	Adjective	Mean	Standard Deviation
aloof	2.32	1.00	emotional	2.94	1.13
ambitious	4.77	0.51	fast-moving	3.45	0.89
arrogant	2.04	1.22	fat	1.87	0.83
brave	4.40	0.74	friendly	4.72	0.66
cautious	4.02	0.84	fun-loving	4.40	0.79
cold	1.66	0.88	happy	4.68	0.61
commanding	2.91	1.21	hardy	4.06	0.86
complacent	2.81	1.09	healthy	4.55	0.82
conservative	3.25	0.90	hospitable	4.45	0.75
cooperative	4.62	0.71	hot-headed	1.64	0.94
courageous	4.28	0.74	humorous	4.38	0.74
creative	4.49	0.82	immoral	1.89	0.91
cruel	1.25	0.68	impressionable	3.06	0.93
cultured	4.28	0.74	individualistic	4.26	0.65
dapper	3.06	0.82	industrious	4.54	0.64
determined	4.43	0.64	intelligent	4.64	0.48
dogmatic	2.30	1.03	jovial	4.11	0.72
domestic	3.23	0.87	lazy	1.40	0.63
dull	1.28	0.50	liberal	3.58	0.84
easy-going	3.87	1.02	loud	1.81	0.71

Table A. -- Continued

Adjective	Mean	Standard Deviation	Adjective	Mean	Standard Deviation
loyal	4.43	0.91	scientific	3.51	0.72
materialistic	2.68	1.01	selfish	1.42	0.86
militant	2.49	0.97	sensitive	3.17	1.16
neat	4.36	0.68	serious	3.75	0.90
orderly	4.19	0.68	sexy	3.49	0.85
patriotic	3.98	0.95	simple	2.77	1.09
plain	2.66	0.70	sophisticated	3.57	0.77
poised	4.11	0.87	stern	2.94	0.89
pompous	2.36	1.08	strong	4.04	0.76
poor	2.55	0.82	stubborn	2.28	1.13
prejudiced	1.70	0.82	talkative	3.32	0.96
proper	3.55	0.77	thoughtless	1.42	0.86
proud	3.66	0.85	thrifty	3.72	0.84
quiet	2.96	0.71	warm	4.47	0.67
radical	2.23	1.09	weak	1.87	0.73
regimented	2.36	0.81	wealthy	3.58	0.69
religious	3.87	0.96	well-dressed	4.00	0.78
reserved	3.38	0.81	well-educated	4.38	0.66
rude	1.25	0.68	well-mannered	4.58	0.57
rugged	3.64	0.96	wild	2.30	1.03

Table B. -- **Means and Standard Deviations of Responses to the Adjectives for the RM and KBM Conditions by Object Group**

Adjective	RM Condition						KBM Condition					
	Americans		Englishmen		Italians		Americans		Englishmen		Italians	
	Mean	Standard Deviation	Mean	Standard Deviation	Mean	Standard Deviation	Mean	Standard Deviation	Mean	Standard Deviation	Mean	Standard Deviation
aloof	2.36	0.71	2.67	1.03	2.11	0.98	0.04	0.20	0.16	0.37	0.04	0.20
ambitious	3.71	0.70	3.08	0.68	2.56	0.78	0.42	0.50	0.00	0.00	0.02	0.14
arrogant	2.58	0.80	2.84	1.00	2.68	1.03	0.04	0.20	0.16	0.37	0.06	0.24
brave	3.07	0.82	3.07	0.86	2.82	0.89	0.04	0.20	0.04	0.20	0.02	0.14
cautious	3.04	0.98	3.27	0.85	2.48	0.84	0.06	0.24	0.06	0.24	0.02	0.14
cold	2.30	0.64	2.53	1.01	1.86	0.79	0.02	0.14	0.12	0.33	0.04	0.20
commanding	2.88	0.78	2.77	0.94	2.59	0.94	0.10	0.30	0.00	0.00	0.00	0.00
complacent	2.41	0.68	2.38	0.78	2.41	1.01	0.02	0.14	0.02	0.14	0.04	0.20
conservative	2.59	0.74	3.47	1.02	2.37	0.99	0.00	0.00	0.32	0.47	0.00	0.00
cooperative	3.42	0.78	3.26	0.87	3.11	0.87	0.02	0.14	0.02	0.14	0.02	0.14
courageous	2.86	0.85	2.96	0.89	2.74	0.83	0.02	0.14	0.04	0.20	0.00	0.00
creative	2.81	0.86	2.73	0.80	2.92	1.08	0.14	0.35	0.00	0.00	0.14	0.35
cruel	1.88	0.55	1.82	0.73	1.85	0.72	0.00	0.00	0.00	0.00	0.02	0.14
cultured	2.93	0.96	3.33	0.94	2.41	0.88	0.06	0.24	0.36	0.48	0.04	0.20
dapper	2.33	0.71	2.63	0.87	2.19	0.81	0.02	0.14	0.10	0.30	0.06	0.24
determined	3.52	0.80	3.30	0.76	3.12	0.97	0.08	0.27	0.02	0.14	0.04	0.20
dogmatic	2.62	0.81	2.67	0.88	2.64	0.95	0.00	0.00	0.00	0.00	0.00	0.00
domestic	3.38	1.02	3.38	0.79	3.42	1.04	0.00	0.00	0.06	0.24	0.04	0.20
dull	2.18	0.69	2.21	0.96	1.96	0.93	0.00	0.00	0.08	0.27	0.04	0.20
easy-going	2.90	0.97	2.84	1.03	3.51	1.27	0.06	0.24	0.02	0.14	0.12	0.33

Table B. -- Continued

emotional	3.08	0.95	2.70	1.00	3.99	1.06	0.02	0.14	0.02	0.14	0.40	0.49
fast-moving	3.75	0.97	2.66	0.95	2.68	0.97	0.48	0.50	0.00	0.00	0.00	0.00
fat	2.38	0.57	1.93	0.67	2.71	0.90	0.00	0.00	0.00	0.00	0.20	0.40
friendly	3.37	0.91	3.07	1.02	3.75	0.94	0.12	0.33	0.04	0.20	0.30	0.46
fun-loving	3.96	0.84	3.32	0.97	3.99	0.87	0.14	0.35	0.00	0.00	0.24	0.43
happy	3.21	0.74	3.26	0.80	3.67	0.93	0.00	0.00	0.04	0.20	0.18	0.39
hardy	2.90	0.93	3.14	0.90	3.33	0.91	0.00	0.00	0.08	0.27	0.06	0.24
healthy	3.71	0.82	3.47	0.77	3.36	0.95	0.12	0.33	0.04	0.20	0.04	0.20
hospitable	3.42	0.78	3.32	0.90	3.84	0.90	0.02	0.14	0.04	0.20	0.10	0.30
hot-headed	2.42	0.64	2.27	0.87	3.22	1.15	0.06	0.24	0.02	0.14	0.40	0.49
humorous	3.00	0.78	2.99	1.03	3.23	0.96	0.04	0.20	0.00	0.00	0.02	0.14
immoral	2.47	0.87	2.11	0.84	2.44	0.99	0.02	0.14	0.00	0.00	0.00	0.00
impressionable	3.25	0.97	2.71	1.02	2.95	0.92	0.00	0.00	0.00	0.00	0.00	0.00
individualistic	2.70	1.14	2.85	0.95	2.33	0.82	0.16	0.37	0.10	0.30	0.02	0.14
industrious	3.58	0.82	3.19	0.74	2.70	0.88	0.28	0.45	0.06	0.24	0.02	0.14
intelligent	3.27	0.71	3.38	0.66	2.66	0.69	0.18	0.39	0.08	0.27	0.00	0.00
jovial	2.81	0.91	2.74	0.88	3.38	0.94	0.00	0.00	0.00	0.00	0.12	0.33
lazy	2.23	0.61	1.99	0.72	2.53	1.07	0.06	0.24	0.00	0.00	0.20	0.40
liberal	2.96	0.68	2.53	0.94	2.89	0.94	0.10	0.30	0.00	0.00	0.06	0.24
loud	2.58	0.80	2.00	0.83	3.30	1.05	0.08	0.27	0.00	0.00	0.08	0.27

Table B. -- Continued

Adjective	RM Condition						KBM Condition					
	Americans		Englishmen		Italians		Americans		Englishmen		Italians	
	Mean	Standard Deviation	Mean	Standard Deviation	Mean	Standard Deviation	Mean	Standard Deviation	Mean	Standard Deviation	Mean	Standard Deviation
loyal	3.64	0.86	3.96	0.86	3.45	0.90	0.08	0.27	0.28	0.45	0.04	0.20
materialistic	4.04	0.82	3.19	0.83	2.84	0.91	0.38	0.49	0.02	0.14	0.02	0.14
militant	2.56	0.80	2.51	0.78	2.38	0.76	0.02	0.14	0.04	0.20	0.02	0.14
neat	3.19	0.64	3.37	0.98	2.55	0.91	0.00	0.00	0.12	0.33	0.00	0.00
orderly	3.14	0.67	3.44	0.97	2.41	0.89	0.00	0.00	0.14	0.35	0.00	0.00
patriotic	3.86	0.82	4.11	0.89	3.49	0.97	0.10	0.30	0.20	0.40	0.06	0.24
plain	2.42	0.74	2.70	0.91	2.68	1.05	0.04	0.20	0.06	0.24	0.02	0.14
poised	2.64	0.71	3.05	0.96	2.19	0.76	0.00	0.00	0.10	0.30	0.00	0.00
pompous	2.25	0.76	2.62	0.94	2.23	0.81	0.02	0.14	0.06	0.24	0.00	0.00
poor	1.95	0.57	2.27	0.61	3.01	0.95	0.00	0.00	0.00	0.00	0.12	0.33
prejudiced	3.34	1.00	2.70	1.01	2.60	1.02	0.10	0.30	0.02	0.14	0.00	0.00
proper	2.73	0.90	3.30	0.92	2.36	0.86	0.00	0.00	0.20	0.40	0.00	0.00
proud	3.75	0.88	3.96	0.77	3.67	1.05	0.10	0.30	0.24	0.43	0.06	0.24
quiet	2.32	0.62	2.70	0.88	1.66	0.63	0.00	0.00	0.02	0.14	0.00	0.00
radical	2.11	0.77	2.04	0.75	2.16	0.88	0.04	0.20	0.00	0.00	0.04	0.20
regimented	2.26	0.88	2.52	0.91	2.21	0.93	0.00	0.00	0.00	0.00	0.02	0.14
religious	2.99	0.77	3.01	0.95	3.98	1.07	0.02	0.14	0.02	0.14	0.14	0.35
reserved	2.40	0.62	2.93	1.00	2.03	0.71	0.00	0.00	0.30	0.46	0.00	0.00
rude	2.16	0.75	1.96	0.72	2.11	0.76	0.04	0.20	0.00	0.00	0.00	0.00
rugged	2.45	0.83	2.38	0.83	2.74	0.93	0.00	0.00	0.00	0.00	0.00	0.00

Table B. -- Continued

scientific	2.73	0.87	2.55	0.87	1.89	0.68	0.18	0.39	0.00	0.00	0.02	0.14
selfish	2.60	0.85	2.30	0.86	2.12	0.82	0.08	0.27	0.02	0.14	0.04	0.20
sensitive	3.16	0.99	2.88	0.94	3.41	0.98	0.02	0.14	0.02	0.14	0.10	0.30
serious	3.12	0.78	3.34	0.85	2.63	0.86	0.02	0.14	0.10	0.30	0.00	0.00
sexy	2.73	0.80	2.38	0.92	3.11	1.10	0.04	0.20	0.00	0.00	0.20	0.40
simple	2.16	0.82	2.32	0.97	2.71	1.09	0.00	0.00	0.00	0.00	0.12	0.33
sophisticated	2.58	0.91	2.92	0.98	2.01	0.72	0.00	0.00	0.14	0.35	0.00	0.00
stern	2.34	0.73	2.75	1.05	2.25	0.83	0.00	0.00	0.02	0.14	0.02	0.14
strong	2.88	0.78	2.68	0.90	2.96	0.95	0.20	0.14	0.00	0.00	0.00	0.00
stubborn	2.96	0.90	3.23	0.96	3.36	0.99	0.02	0.14	0.08	0.27	0.08	0.27
talkative	3.29	0.70	2.82	0.95	3.90	0.99	0.06	0.24	0.00	0.00	0.28	0.45
thoughtless	2.40	0.78	2.01	0.75	2.04	0.72	0.02	0.14	0.00	0.00	0.02	0.14
thrifty	2.81	0.81	3.31	0.83	2.70	0.89	0.06	0.24	0.04	0.20	0.02	0.14
warm	2.99	0.77	2.81	1.04	3.67	0.80	0.00	0.00	0.00	0.00	0.22	0.42
weak	2.22	0.69	2.16	0.82	1.92	0.66	0.00	0.00	0.02	0.14	0.00	0.00
wealthy	2.38	0.74	2.33	0.80	1.82	0.77	0.10	0.30	0.00	0.00	0.02	0.14
well-dressed	3.18	0.81	3.14	0.92	2.42	0.74	0.08	0.27	0.18	0.39	0.04	0.20
well-educated	3.16	0.82	3.11	0.89	2.21	0.64	0.22	0.42	0.20	0.40	0.00	0.00
well-mannered	2.97	0.73	3.33	0.94	2.73	0.77	0.02	0.14	0.22	0.42	0.02	0.14
wild	2.19	0.84	1.99	0.98	2.48	1.00	0.02	0.14	0.00	0.00	0.04	0.20