

VALUES UNDERLYING FAMILY
UTILIZATION OF HOME FURNISHINGS

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ABSTRACT

VALUES UNDERLYING FAMILY UTILIZATION OF HOME FURNISHINGS

by

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This study focused on the preferential behavior of families with respect to values underlying decision-making about utilization of home furnishings. Values were viewed as motivating forces directing choices to obtain what is desired among alternative courses of action.

Explicit in the framework of this research was the belief that values are communicated by the choices each individual and family makes regarding the physical environment of the home. The selection of home furnishings to be utilized is a personal expression of values communicated in a non-verbal message, but capable of verbal expression by their owners.

Values were measured in two ways, by the standardized Allport-Vernon-Lindzey (AVL) test of values and by expressed reasons (ER), verbal responses explaining the utilization of home furnishings. AVL values were categorized as theoretical, economic, aesthetic, social, political or religious. ER values were categorized in the same six value classification, but modified in definitional content specifically in

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the context of home furnishings. Comparisons were made between dominant AVL and ER values for husbands, wives and couples.

Fifty student couples, living in identical apartments in a Michigan State University married student housing area, were interviewed. The students ranged in age from 20-35, with 76 percent of the sample under 25 years of age. The couples had been married less than five years and had no children.

The interviewer inventoried the furnishings visible in the apartment. Individually the respondents were asked, WHY do you utilize these particular furnishings? An expressed reason was recorded for each furnishings object. The respondents ranked their inventoried furnishings in terms of importance.

Findings indicated that dominant AVL values for husbands and wives were widely distributed through the six AVL values. Husbands and wives did not hold the same dominant AVL value except for 13 of the 50 couples studied. Generally, dominant AVL and ER values were not the same for husbands and wives. Thirteen couples whose dominant AVL values agreed had economic as the dominant ER value in a majority of household furnishings categories.

The ER values of husbands and wives were economic value oriented, particularly in their view of University

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Furniture, Personal Furniture, Lamps and Miscellaneous Accessories. Textile Furnishings expressed mainly aesthetic value; Books-Magazines-Newspapers held theoretical value; TV-Radio-Stereo expressed social value and Religious Objects had religious value for husbands and wives. Art Objects were represented in theoretical, aesthetic, social and political values, although wives viewed Art Objects mainly as aesthetic value.

For objects of high importance to husbands and wives, the reasons verbalized were overwhelmingly expressive of economic value. Coupled with the similarity of rank-order importance of objects by husbands and their wives, these findings suggest that the importance and meaning of home furnishings objects were being communicated to each other and internalized.

The investigation of values within the behavioral setting of the home and with respect to the value-laden meanings of home furnishings objects merits further study. Research to explore the value content of our everyday lives is essential to learning the relationships among values, decision-making and resources to further understanding of the family's management.

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by

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CHAPTER I

INTRODUCTION

Man's preferential behavior in a world environment of complexity and change has increasingly become the subject for investigation and analysis. The understanding of the many facets of man's behavior and the underlying and motivating forces for this behavior challenge today's researchers. Since value inquirers investigate behavior in the framework of finding evidences of preference among alternative choices available to individuals and groups, it becomes important to understand the criteria that influence these choices and the selection of one choice rather than another.

In the discipline of home management the particular province of concern is the family and its primary behavioral setting, the home. As a rational being man has some control over this home environment and the resources available to him. He makes the decisions within this setting based on the values and goals of the family, whether these values and goals be conscious or unconscious. These values are mediated and communicated in many ways, verbally and non-verbally.

Home management is the process by which the family realizes the values and goals that are important to it through decisions and subsequent decision action regarding resource use. According to this definition an interrelationship between the concepts of values, decision-making and resources exists.

Values, decision-making and resources are concepts generally accepted as integral parts of the theoretical framework of home management. While the definitions may vary, the concepts remain.

Gross and Crandall discuss the purposes of management:

Families are constantly making managerial choices or decisions in dealing with current situations. Something underlies and directs even simple choices, though the decision-maker may be unaware of the nature of these directing forces. They are spoken of as values, goals, and standards. Their realization is the purpose of management. . . . Values is the key term of the trilogy. From values stem the other two aspects, goals and standards, although they in turn exert an influence on values and on each other. . . . They [values] are generalized concepts which are important to the individual. (11:20)

Schlater in conceptualizing the management process says:

Management is a dynamic, on-going process which encompasses those human actions directed toward the realization of values and goals; the prime feature of such goal-directed activities is the systematic series of actions which constitute the making and implementing of interrelated decisions under conditions of uncertainty and limited resources. (36:95)

In her writings Paolucci speaks of the focal point of management:

Home management centers its attention on the totality of living in the home; on the composite, plural and common goals of members; and the alternative ways in which home members and resources can be organized and utilized for the realization of home centered goals. . . . Through management, order and direction is given to family endeavors; isolated events and individual activities, factual information, and particular values, aspiration and needs are brought together and woven into meaningful, integrated relationships. (29:338)

Deacon in discussing the purposes of management notes:

Management is concerned with the values and goals of individuals in families, because the goals and values which underlie them represent not only the motivating force for effective management but also for the basis of evaluation. (7:762)

Furthermore, Deacon states that professional home economists have to interpret for families the interrelatedness and alternative possibilities for the effective use of available human and material resources. But she takes issue with the idea of the contributions which can be made by home management on the basis of the study of values. Expanding on this divergent view she writes:

Less definitely established is the extent to which the study of values of individuals and families and how they came to be held, falls within the field of home management. Because values and goals give focus to management and because the application of management procedures contributes to the reality of the goals held, home management has a bona fide interest and contribution to make. But beyond the point of investigating those values and goals which have pertinence, and of helping to determine their significance from a management point of view, management in and of itself has little to contribute. There are in home economics

people concerned with personal relationships and development of individuals in home and families who have more to contribute to an understanding of how the personal value systems evolve and may change or be changed. . . . (7:762)

Few professional workers in the field of home management would quarrel with the sense of Deacon's writing. The researcher believes that the concern with the evolvement of values can justifiably be left to philosophy. But, home management can make a contribution to the furthering of knowledge of values and their mediation. Perhaps the ideal research contribution could be made in the interdisciplinary setting with the cooperation of home economists and others in social science disciplines.

Although the present study recognized the interdependence of the concepts of values, decision-making and resources, the concept of primary importance here is values.

Values are recognized as central factors in human motivation and major determinants of behavior. "Basic values are not superficial phenomena . . . the value orientations of a people are deeply rooted . . . and are so pervasive that they markedly affect the patterns of behavior and thought of a people in all areas of activity." (2:304) If home management is to function effectively, values which have importance and meaning for the family, and their relationship to the choices and resources of the family must be known.

The selected definition of values used in the present study has its basis in the Manual of the Allport-Vernon-

Lindzey Study of Values. (1) Values are defined as the basic interests, evaluative attitudes or motives in personality which are major determinants of behavior. In this study values are reflected in the preferential behavior which selects among alternatives and which is verbally professed by the respondents for the utilization of one kind of material resource, namely, home furnishings.

Values have been defined and classified in many ways. Very broadly, a value orientation was defined by Kluckhohn as "a generalized and organized conception, influencing behavior, of nature, of man's place in it, of man's relation to man, and of the desirable and nondesirable as they may relate to man-environment and interhuman relations." (20:411)

Charles Morris classified values into three categories: operative, conceived and object values. All of these three classifications of value refer to preferential behavior.

Conceived values involve preference for a symbolically indicated object. But the object or situation need not be present and need not even exist. In short, conceived values are conceptions of the desirable. Jacob and Flink, Kluckhohn and M. Brewster Smith have approached the definition of values in this framework. The recent home management research of Engebretson and Martin defined values in this manner, "Values are conceptions of the desirable which affect an individual's choice among possible courses of action. Accordingly, values are abstractions, organizing principles

or normative standards." (9:32) "Ought" and "should" statements were used to evoke value judgments in this framework.

The second concept of values as set forth by Morris is the operative value concept. In this concept value refers to manifest preferential selection among available alternatives. Values are "a way of referring to the actual direction of preferential behavior toward one kind of object rather than another." (26:10) The definition of an object referred to whatever was preferred to something else: artifacts, persons, colors, emotions, can all be objects in this instance. The operative values can be directly inferred from what is preferred by observable selection patterns.

The third term, object value, has more relevance to philosophy than the applied discipline of home management because emphasis is placed directly on the object and only indirectly on the individual. The concern in home management and in the present study was an analysis of individuals and groups, in relation to objects. Moreover, the meaning of the objects to the individuals is the particular concern of the present study.

Nye categorized values in yet another way. His basic definition is that value "means a high-level abstraction which encompasses a whole category of objects, feelings, and/or experiences." (28:241) These values have hierarchical characteristics and one class of objects or experiences is desired more than another. He proposed two sub-concepts

which are conceptually different and referred to them as "instrumental" and "intrinsic." (28:242-3) Instrumental values have desirability which becomes attached to an object, experience or event because that property has become identified as necessary or effective in producing an outcome desired by the individual or society. These values may change over time. On the other hand, intrinsic values are objects, events, experiences, valued for their own sake without reference to other consequences which flow from them.

In summary, ideas about values which relate to this study are that values underlie decisions; they motivate actions and direct choices to obtain what is desired. Specially designed items can elicit verbal responses containing value-laden statements which can be interpreted and analyzed for value content. And, finally, objects can communicate values as non-verbal responses.

Dorothy Lee (23) has challenged home economists to explore the value content of our everyday lives. Material resources, specifically home furnishings in the present study, are resources which are a part of the everyday life of families and possessed by every family to some degree. "Comparatively little attention has been paid by academic researchers to material resources . . . they are, however, parts of the whole organization to which human beings react and with which they are involved and they have a legitimate place among the parts of an organization affecting and affected by other

parts." (12:41) Paolucci has commented that "the house and its furnishings are but resources to be managed for the good of the family. Recognizing this obligates the home manager to so arrange the materials and space within the home that special values are mediated." (30:3)

The effective use of furnishings and housing relates to the behavioral patterns and behavioral settings of the home. Koppe suggests that to manage these effectively, families must be faced immediately with the problem of personal values and attitudes.* Since family behavior depends on our value systems, any study of family life assumes that a relationship exists between behavior and value systems.

The basic research question of the present study is: what is the relationship with respect to the behavior of families between values, decision-making and the utilization of resources, namely, home furnishings?

The importance of this relationship may be as Hall has stated, "by broadening his conception of the forces that make and control his life, the average person can never again be caught in the grip of patterned behavior of which he has no awareness." (14:212)

CHAPTER II

RELATED RESEARCH

This review of literature chapter explores research pertinent to the present study. A study of these available researches is divided into five types. The first type involved research using the Allport-Vernon-Lindzey Study of values* as the primary instrument. The second type investigated the commonality of values of husbands and wives, while the third type of study inferred values from statements or responses to verbal statements, referred to as expressed reasons in the present study. Values related to the areas of housing and home furnishings have been investigated as a fourth type of research reviewed. And, finally, several recent studies of values in the area of home management are reviewed as the fifth type.

The five types of value research studies are not mutually exclusive, but these studies are representative of the focus of the types. As an example, the studies of Dyer (8) Ketchum (18) are discussed under the third type, inferring values from verbal responses, but these studies are important contributions to the area of home management research, the fifth type.

Research Utilizing the AVL as the Primary Instrument

The AVL has been widely used as an instrument for

*Hereafter will be referred to as AVL.

research since its inception in 1931. A selected group of research studies have been reviewed with special relevance to the present study.

Lapitsky (22) investigated clothing values and their relation to general values and to social security and insecurity, employing the AVL to measure general values. The objectives of the study were to investigate the relative importance of selected values in clothing behavior patterns of women, to discover the relation between selected clothing values and to find the relation between feelings of social security-insecurity and clothing values.

Data were collected from two groups of women, 80 undergraduate students and 80 teachers at Pennsylvania State University. The instruments used included a forced-choice clothing value measure, the Allport-Vernon-Lindsey Study of Values, a measure of social insecurity, the Taylor Scale of manifest anxiety and a background information questionnaire. The clothing value scale was comparable to the AVL but omitted the use of the religious value as not being relevant to clothing. It also separated the social value into Social I and Social II. Social I was defined as an expression of regard for fellow beings through clothing behavior and Social II as the desire for social approval and conformity. The values--aesthetic, economic and political--were a part of the study. A positive correlation was found between each of the clothing values and their parallel general values.

The hypothesis that aesthetic and economic clothing values would be more important to the women than any of the other clothing values was confirmed, since these two values scored the highest for both groups of women, teachers and students. Significant correlations between aesthetic and political clothing values and general values were found for the teacher group. Within the student group significant correlations were seen between aesthetic, political, Social I and their counterparts in general values. Because clothing may be viewed in a manner similar to furnishings, value research in this area is pertinent.

Croswell (5) tested the relationship of areas of value through an instrument designed to measure values in managing the home with value areas in the AVL. Secondly, she attempted to determine whether certain family background factors were akin to the home management student's values. This researcher constructed the Home Management Scale of Values which purported to measure intellectual, economic, self-expression, techniques and skills, and social values. It was administered along with the AVL. She discovered the following relationships between value areas in the two instruments. (1) Theoretical values in the AVL were inversely related to intellectual values in the HM scale; (2) Economic values in the AVL were directly related to economic values and inversely related to intellectual values in the HM scale; (3) Aesthetic values in the AVL were directly related to self-expression values and inversely related to techniques and skills values in the HM scale; (4) Social values

in the AVL were inversely related to economic values in the HM scale; (5) Political values in the AVL were inversely related to social values in the HM scale. The economic values as measured by each instrument were positively related.

In their study of the relationship between expressed and measured values, Nickels and Renzaglia (27) administered the AVL test as their basic instrument for obtaining measured values. For the expressed values two self-rating sheets (one using definitions of the six AVL values, the other using related occupational titles) were employed. The expressed value rating sheets involved a method of answering and scoring which was similar to that inherent in the AVL. The subjects were 54 males and 22 females, all college students.

In the analysis, correlation coefficients for group consistency and intra-individual consistency were calculated by Stanley's Z transformation.

On the basis of the findings, the subjects seemed to have a relatively significant awareness of their measured values. While the study suggested a positive relationship between expressed and measured values for most students, individuals varied considerably from near perfect correspondence to complete reversal. The more students varied in their scores on the AVL, the more similar their expressed and measured values tended to be. One trend noted in the data was that if men scored high on theoretical, economic and political values (so-called masculine values) and women scored high on aesthetic and social values (so-called feminine values), the measured and expressed values tended to be more similar. A high score on the

religious value for men suggested the least similarity in measured and expressed values. Because apparently significant differences do exist in the values of men and women, sex differences should be reviewed. Although the terminology of expressed and measured values are somewhat similar in the Nickels and Renzaglia study and in the present study, the definitional meanings are different. The definitional rating sheets which provided explanation for each AVL value were clues for the present study in defining further each value category.

Harris (16) in her experimental investigation of joint decision-making by husbands and wives used the AVL as a basic instrument because it was well-suited to the composition of questions used. She used the term, interest-value, which has the same meaning as AVL value in the present study. The purpose of this study was to obtain a clearer understanding of the relationship between the rank-order of several values of husbands and wives and their actions in making decisions. Each question created a decision-making situation which involved only one-interest value and stimulated natural conversation. Four of the AVL values were used--aesthetic, economic, political and social. She discarded religious and theoretical because of the difficulty in composing questions concerning only one value relating to everyday experiences. The 15 participating couples were student couples, the husband attending college while the wife worked.

The scores of the AVL test were compared with general student norms and found to be similar to students elsewhere.

The husband's higher scores were in the economic and political values and for wives in aesthetic and social values. However, the range from lowest to highest score was considerable in each of the value areas for both husbands and wives.

Behavior in the decision-making situation was studied from three standpoints: (1) the initiator of the accepted decision, (2) the total number of conversational actions, and (3) the number of actions in the adaptive-instrumental function. The effect of the value's hierarchy was studied from two aspects, comparing the individual's highest-ranking and lowest-ranking value and comparing spouses in their assumption of leadership when the rank-order of an interest-value differed for the two persons.

The results revealed that husbands and wives tended to initiate about the same number of decisions and to make about the same number of conversational actions. But, husbands tended to initiate a greater proportion of the decisions when their highest-ranking values were involved than they did when decisions involved their lowest values. Wives tended to do the reverse. If either spouse had an outstandingly high or low value score, they initiated a greater proportion of decisions that involved their highest-ranking value than they did when the decisions involved their lowest value. The research supports the theory that there was a relationship between the values of husbands and wives and the assumption of leadership in making decisions. Values, therefore, may

influence power in decision-making.

With respect to the total number of conversational actions, the husband's values tended to influence the behavior of more couples than did the values of wives. By contrast, in decision-initiating leadership, wives who had greater value scores than their husbands were the decision-initiators about as often as were husbands who had greater value scores than their wives. The division of responsibility in decision-making seemed to be at least partially due to a difference in the value hierarchies of the two people.

The researcher has discovered little evidence in the literature that the AVL test has been utilized to measure actual behavioral situations. The present study however, has attempted to use the AVL in this way.

Research Relating to the Commonality of Values of Husbands and Wives

An early study in 1936 of the personality resemblances among 80 married couples by Schooley (37) used a battery of tests including the AVL to determine whether or not couples were similar in personality. Among the findings of the research she concluded that husbands and wives tended to marry persons similar to themselves in all of the characteristics measured by the study. Theoretical, economic, political and religious values were a part of this similarity, but the social value was omitted from the study because of its low validity. With the later edition of the AVL test, the

validity of the social value has increased. A second part of the study concluded that husbands and wives tended to grow more alike as they grew older together. Furthermore, the length of marriage increased the similarity particularly with regard to economic and religious values.

The commonality of values between family members, particularly between husbands and wives, has not been studied to any great extent. Martin (24) compared the composite value profiles of husbands and their own wives in her analysis of family members' values evident in managerial decision situations. Only about one-fifth of the husband-wife profiles were alike. In the analysis of coded values only one-fourth of the husbands held over 60 percent of their coded values in common with their wives.

Some researchers have equated long-range goals with values. For instance, Stevens (38) studied the aspirations or long-range goals of married student husbands and their wives. The college population chosen for the Stevens' study was from the same location as the present study. For her research the 50 husbands and their wives verbalized aspirations in an interview situation, conducted in separate but simultaneous interviews. The hypothesis that husbands and wives did have the same kinds of aspirations for the family was partially supported. The self-anchoring Striving Scale was used to elicit information.

Harris (16) included the AVL test as one instrument

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in her research. She was not primarily concerned with the sharing of common values of husbands and wives but rather in the highest and lowest value scores. She was interested in finding whether the behavior was different in decisions involving the highest value from that in decisions involving the lowest value in an individual's hierarchy of values. Reviewing the table of hierarchies of interest-values (AVL values), three out of 15 couples studied had the same interest-value (AVL). Two of these three couples listed economic as the dominant value, while one couple gave aesthetic as the dominant value.

Research Inferring Values from Verbal Responses

The study of values as mediated through family activities and the utilization of the technique of analyzing verbal responses as a means of identifying these values was the purpose of two home management research studies.

Ketchum (18) studied homemaker's values as reflected in time used for family and personal activities. Her objective was to study homemakers' stated reasons for time use for particular activities and to compare the values reflected in these reasons with the homemaker's ranking of 12 selected values.

Values were defined as the force which directs choice to obtain what is desired. The values test was based on the test developed by Kimball, and it purported to measure 12

values--security, influence, recognition, helpfulness, freedom, new experience, friendship, family life, religion, orderliness, wealth and workmanship. These values were ordered in first, second and third rank by the respondents. As the second value test, a forced-choice was made of the most important value in each of 66 pairings of values.

An instrument was developed to obtain information about homemaker's activities, the reasons for these activities and satisfaction with activities. To elicit this information three open-ended questions were developed. The two questions analyzed were: how did you spend your time yesterday and why did you use your time in this way?

The 50 homemakers, members of the Ingham County Home Demonstration Program, who cooperated in the study were able to verbalize reasons for their activities. The reasons given for approximately 85 percent of the activities reflected five values: helpfulness, workmanship, freedom, family life and orderliness. Two techniques were used to rank values: rank-order and forced choice tests. The rank-order coefficient was .94, significant at the .001 level. Eighty-six percent of the homemakers ranked the family life value as a first, second or third choice, followed by helpfulness and security as the next choices. The Spearman rank-order correlation determined the relationship between values reflected through reasons given for activities and values selected in the forced-choice test. This coefficient was

.47, statistically significant at the .1 level. The findings supported all three hypotheses, namely, that the value which homemakers rank first, second and third in importance would be reflected in the reasons verbalized for the use of time and that the value of family life would be ranked as most important and that the value of wealth would be ranked as less important by the homemakers.

A similar study about homemakers' awareness of values as mediated through family activities was done by Dyer (8) who interviewed 50 students' wives for the study. The wives resided in the same housing area as researched in the present study. She defined the homemakers' day-to-day activities as the behavioral situation, while values were defined as the criteria that determines goals and directs choices to achieve what is desired. Dyer utilized three techniques for identifying and ranking values. First, there was a rank order test in which each homemaker ordered the nine selected values, which were patterned somewhat after Beyer and they were: health, family centrism, aesthetics, economy, education, religion, freedom, friendship and prestige. Secondly, nine projective stories were developed depicting homemakers performing activities and reflecting a specific value which the respondents then ranked. Third, the homemaker drew up a listing of activities performed on the previous day giving a reason why each activity was performed. With the use of a mechanical device the homemakers could sort their reasons

into any of the nine value categories. Then the researcher employed the Spearman Rank-Order Correlation to determine the relationship between the three ranking devices. On the basis of the correlation coefficients the researcher indicated that the more projective the instrument, the more likely it was to reveal the values underlying the behavioral situations of these homemakers. Family centrism and health values appeared in the top three ranks of all these tests. Even though religion and education were high on the rank order test, this did not occur when the homemakers placed reasons into value categories. The findings significantly supported the reasons given by students' wives for day-to-day activities.

The studies by Ketchum and by Dyer contribute to the knowledge of values and preferential behavior using the everyday life activities of respondents. The analysis of verbal responses for value content was similar to the expressed reasons as analyzed by the present study.

Value Research in the Areas of Housing and Home Furnishings

While the area of home furnishings is a basic and important consideration for the present study, home furnishings are only a part of a larger topic, housing. Research in housing contributes ideas which in turn may explain or develop understandings about furnishings. Though the quantity

of research in these areas relating to values is small, several important studies have contributed ideas for the present study.

Cutler (6) did an early study in the area of values as related to housing. She aimed to develop a self-teaching device for values that would enable individuals and families to think through their housing problems in terms of needs and preferences of family members. Ten basic values (beauty, comfort, convenience, location, health, personal interests, privacy, safety, friendship activities and economy) provided the core of the test. The values tested were selected after the literature had been reviewed and interviews had been conducted with authorities in the field and families.

Fifty families who varied in composition, number of children and social class participated in the testing. These tests consisted of six parts. First, each individual ranked the ten descriptions of housing, representing different values, in order of their importance to him. Following this ranking, the individual was asked to choose three homes he would like best to live in and two homes which he would like least to live in. Cutler titled these two procedures the verbalized value scale. Third, the respondents completed a forced-choice test in which every value was compared with every other value. The respondent ranked the values in order of frequency of choice. This third test represented the functional value scale, and comparisons were made of verbalized

and functional value scales. In the fourth test values were ranked according to the responses to the comparisons. Fifth, the respondent rated each value on a three point scale indicating how he felt about his own home in relation to this value. Finally, he completed a sentence which made a statement about the meaning of each value to him. In the analysis of the data, verbalized values and functional values as defined by the study were compared using a technique developed by Woodruff. The verbalized and functional patterns were not alike: the range was from a rank-order correlation coefficient of $-.17$ to $+.96$ for 186 cases. Participants indicated that functional values more nearly represented their true feelings than did the verbalized values, and case analyses supported the findings as stated by the respondents because families were living in homes and participating in activities at home that revealed their highest ranking functional values. This research pioneered the study of values as related to housing and supported the idea that personal and family values were revealed in the choice of the home and therefore can be a sound basis for home planning.

The comprehensive housing and values study done by Beyer (3) and associates of the Cornell-Value-Study group has formed the basis for further study by other researchers. Beyer selected nine values for study: family centrism, equality, physical health, economy, freedom, aesthetics, prestige, mental health and leisure. Homemakers from three field survey

areas (Buffalo, Upstate New York rural areas, and the tri-cities of Binghamton, Endicott and Johnson City) cooperated in the study. Six hundred and ninety-four homemakers were from rural areas and 1066 homemakers were from urban areas. The researchers chose as their evaluation device the scale analysis technique developed by Guttman and others. Statements for each value were developed to which respondents agreed or disagreed. Along with the scale-analysis, a forced-choice answer technique was developed for comparative purposes. Each of the nine values was individually analyzed for all three groups. The values: family centrism, equality, physical health and economy ranked among the first four values in all three groups. Even though no difference was found in the ranking of these values when analyzed by scale-analysis or the forced-answer techniques, a highly significant finding of the study was that most values tended to fall into two clusters, each having its own characteristics. For example, one cluster was characterized by the terms realistic, insensitive, group and collective, observes basic physical needs. In contrast, the other cluster was characterized by the terms idealistic, sensitive, personal and individual, and may disregard basic physical needs. These value orientations directly influenced individual and particular housing needs.

Queeney (31) conducted a research study concerned with only one value, aesthetic, and its relationship to aesthetic

sensitivity. She wanted to determine whether or not a significant relationship exists between the degree to which an individual values aesthetics in the home and his knowledge and understanding of aesthetics (aesthetic sensitivity) as manifested in the selection of home furnishings. One hundred and sixty students from Pennsylvania State University, both male and female, single and married, were subjects.

A questionnaire which included a biographical inventory, a 35-question Housing Values test, a Value Ranking Test and an Aesthetic Sensitivity Test, was utilized. The 35-question Housing Values test was based primarily on the test for housing values developed by Beyer. Although this test measured seven values, only the scores for aesthetic were included for this study. The Values Ranking Test required respondents to rate the seven values from the one "most like" them to the one "least like" them. The definitions for the values were those formulated by Beyer. The sensitivity test offered illustrations of five home furnishings in 20 categories which were ranked from best to poorest on the basis of their appearance. In addition, aesthetic sensitivity was compared to art experience, sex and marital status.

The researcher found that significant relationships existed between an individual's aesthetic sensitivity and his aesthetic value, art experience, sex and marital status. In summary, this study supported the use of the aesthetic value

as a measuring device for homemaker's ideas and choices regarding home furnishings.

The objective of the study by Fortenberry (10) was to estimate which of three values, physical convenience, family-centered living or social standing, was most important when related to kitchen design. Fortenberry defined values as tools used in the process of choosing and electing courses of action which influence kitchen design. The two techniques for the measurement of values were two disguised-direct techniques. On one test respondents were given a list of 100 statements describing values to which they indicated their intensity of agreement. The second test was a forced-choice test of pairs of items from which the respondent chose one which most nearly described her preference.

Two hundred and thirty-nine Home Demonstration Club leaders in 15 Mississippi counties participated in the study. The age and education of the respondents, the number and ages of the children living at home were factors studied and hypothesized to be related to the dominant value.

The results supported the hypothesis that physical convenience value was more important than social standing or family-centered living values. The findings were highly significant according to both measurement techniques. The age of the respondent was related to the dominant value: family-centered living values were dominant for the youngest, physical

convenience for the middle-aged, and social standing value for the oldest respondents. On the other hand, education was not related significantly to the dominant value.

Furthermore, the ages of children seemed to affect the dominant value. Physical convenience and social standing were more important to those with children over 15 years of age, while those with young children chose family-centered living value. The respondents without children living at home listed social standing as the dominant value. The study had implications that other values, beauty, friendship and social activities are implied, but not specifically researched in this study.

In a home furnishings study Johnson (17) undertook to identify the values associated with the choice of floor coverings in new farm homes. One hundred and forty-three Iowa farm women living in new farm homes were the subjects. The values studied were: appearance, comfort, durability, economy, maintenance, safety and style preference. There were three research techniques utilized. First, the respondents specified the features about floor coverings they considered to be important and unimportant. The second was an attitude-belief inventory which measured intensity responses for smooth and soft floor coverings. Third, 21 paired-combination statements of the seven values asked the subject which she considered to be the most important to her and her family. Analysis of the data was done by cluster analysis,

scale analysis, analysis of variance and chi-square tests. In the first test the findings revealed more concern with durability and appearance for the living room and maintenance in the kitchen. The third test ordered values for the living room with durability and comfort as highest ranking values and safety as lowest ranking. By contrast, hard floor coverings for the kitchen had durability and maintenance as the highest ranking values and comfort as the lowest ranking. The attitude-belief inventory test did not show significant relationships among responses since no cluster was wholly identified with a given value.

Fortenberry and Johnson have researched specific types of housing and home furnishings, asking families about their decisions for floor coverings and kitchen design. These preference studies of values supported the findings that values influence decisions and can be identified.

A study of the workingman's wife was based on research studies conducted over several years and in different areas for a variety of reasons. Primarily, the report is based on the study undertaken for MacFadden Publications, Inc. and published in Workingman's Wife. (32) The population for the study was 480 readers of Family Behavior Group Magazines, who were considered representative of the working class housewife, and 120 middle-class women. The total group was equally divided in sample number from four cities--Chicago, Louisville, Trenton and Tacoma, and included married women between the

ages of 20 and 44. The goals were to interview the respondents and compare respondents from different social levels. The measure used to locate the subjects in class level was the Coleman Index of Urban Status.

The interviews were conducted in a conversational manner to probe the subjects' social behavior and personal attitudes. Three types of questions were used: projective-type questions, multiple choice objective questions and objective questions with conversational questions. The second and third types included projective-type questions, some TAT pictures and sentence completions.

One projective question asked the subjects to imagine how they might spend \$5000 in a year, if they had it, spreading it over twelve important budget items.

Since this study asked questions about many aspects of behavior, the area of greatest interest for the present study is the questions asked about furnishings. Examples of the kinds of questions asked were: What ideas do you have about furnishing a house? What styles in furniture do you like best? What special qualities about a house are most important to you? What should a house be like as far as your family is concerned?

There was a series of picture preference tests used in which the women were presented with line drawings of houses, lamps, sofas and dresses. They were to choose

alternatives from each category and give a reason for their choice. While there was agreement between the preference test results and the free expressions stated by the women, differences were noted in social class responses. The preference in lamps was especially noteworthy and provided a hunch for a hypothesis about that furnishings category for the present study. According to this study, middle-class and working class women differ in their values and goals in furnishings choices.

A housing and home furnishings study conducted by Koppe (19) in the Minneapolis-St. Paul area questioned 60 families from widely varying economic and educational background. On a questionnaire the families gave information about the persons living in the home, the size and adequacy of their housing and the condition and adequacy of their furnishings. Also, the families offered reasons for wishing to change their housing and furnishings. The families were able to express ideas in terms of what a family could do if space and furnishings were available. In the housing section only one respondent of the 60 gave an economic reason for wishing to change the structure of his housing, but more reasons related to social factors such as wanting to improve conditions for children or adults or to provide activity spaces. The reasons given for changes in furnishings were directly related to behavior, particularly to the atmosphere of the home. For instance, the lower income group more often

mentioned utilitarian reasons for changes while the upper income group placed a higher value on appearance per se. The researcher found that in this sample, income, family size, profession or education did not influence the number of desires.

Koppe suggests if we are to understand the problems of family life that center about housing and furnishings we must understand how families behave in their homes. Family behavior depends on value systems. What is the relationship between furnishings, family behavior and values? The answer to this question was probed by Koppe and the present researcher.

Value Research in Home Management

Two recent home management studies on values by Engebretson (9) and Martin (24) investigated values from the standpoint of the concept of the desirable. This approach differs from the present study. Values were defined as "conceptions of the desirable which affect an individual's choice among possible courses of action and refer to an individual's coded responses to the incomplete stories by position and typology." (9:51). In Phase I of the research Engebretson developed the projective stories on the typology. To elicit values she composed ten incomplete stories describing managerial decision situations which most families encounter. The stories represented a sequence of a family's

life experience, each followed by two questions, "What should be done?" and "Why?" The respondents were to answer in the "should" or "ought" mode to elicit concepts of the desirable. One story out of the ten dealt with a situation involving home furnishings in which the family was asked to decide about the living room furniture when it had become scratched and worn-looking.

Four typologies embodied two general themes and ten specific themes based on ideas from literature and evidences in the trial responses. The four value types were traditional, social, autonomous and change-prone. The analysis consisted of counts of codes by type and by story and theme. Moreover, story and theme value profiles and a composite value profile were developed for each individual.

The subjects were women from three groups: Women's Extension Group, Child Study Club and College Women's Volunteer Service. A total of 63 women, 21 in each group, participated.

Generally, autonomous and traditional values were found in the study. There were some differences in values based on income and education, supporting the premise that values vary with socio-economic level. Of particular interest to this study were the responses to the projective story about furniture. In fact, most of the social values and change-prone values were coded from the story on furniture. Older women tended to have more traditional profiles on the

furniture story. Generally, values relating to the house and its furnishings were somewhat more autonomous than those relating to the children and family members.

Continuing the second phase of the study, Martin (24) explored the values of the entire family using the same conceptual framework, projective device and analysis typology. Fifty-one families comprised of husband, wife and children between the ages of 12 and 18, participated in the study. Comparisons were possible between individual members by paired-comparison roles. The results were similar to the Engebretson study.

Traditional and autonomous values predominated in the family's composite value profiles. Although most of the change-prone values were coded for material possessions (furniture), autonomous values occurred in this category. In paired-comparisons, wives and daughters and parents had more autonomous values for furniture.

These studies contribute to knowledge from the theoretical framework of the concept of the desirable. The incomplete stories appeared to be meaningful to the respondents and elicited value-laden material from which values could be identified by means of the constructed typology. Future research could organize and compare values in this framework.

CHAPTER III

CONCEPTUAL FRAMEWORK

Values play a variety of roles in human behavior. The purpose of this research was to investigate the relationship between general values and the decisions made about a family's home furnishings choices. Home furnishings were considered to be one kind of resources for a family. The interrelatedness of the concepts of home management: values, decision-making and resources are considered vital to this research. Home furnishings utilization as one expression of a person's value behavior has not been studied to any great extent. In the related research chapter (p. 9), studies mentioned reveal interest in the subject but the real world of the family's actual behavior has been virtually untouched.

For this study the conceptual framework embodies values as one determinant of preferential behavior. Charles Morris explained the concept of preferential as:

An organism may be said to exhibit positive preferential behavior to an object or situation if it acts so as to maintain the presence of this object or situation, or to construct this object or situation if it is not present. It exhibits negative preferential behavior if it seeks to move away from this object or situation, or to destroy or prevent the occurrence of this object or situation. Since life process depends on the selection or rejection of certain objects or

situations, preferential behavior (positive or negative) is a basic phenomenon of life. (26:16)

The relationship of values and decision-making theory was suggested from this viewpoint by Davidson, McKinsey and Supperes, "We take it as the general function of formal value theory to provide formal criteria for rational decision, choice and evaluation." (15:131)

According to C. West Churchman, decision-making theory is "an attempt to find criteria for selecting 'optimal' decisions among a set of alternative actions--where optimality is based . . . on some measure of the values of various outcomes that may result from selecting each of the actions." (15:126)

The selected definition of values for this research study was that values are recognized as the central factors in human motivation and major determinants of behavior. Values are reflected in the preferential behavior of husbands and wives who, in their decision-making, select among alternatives a choice which is verbally expressed for the utilization of home furnishings.

In this research values were measured in three ways. First, they were inferred from a selection of alternatives on a forced-choice basis in the AVL test. Second, values were measured by verbal responses or expressed reasons for the respondent's choice for utilization of home furnishings. Third, actual preferences of home furnishings objects made under

conditions of a stress choice situation as proposed in a hypothetical question. The respondent's reasons for these choices were given. The interrelationship of the three measurement methods are discussed.

Values as defined in this research agree with Morris's "operative" value group which are preferred, desired values and are preferential selections among available alternatives.

The writings of Dodd reflect the use of operative values. His definition of value was "anything desired or chosen by someone." (40:3) Support for the expressed reason or verbal response methodology for inferring values was offered by Dodd, "We take as its indicator what a respondent in a poll says he wants . . . thus a respondent's values are operationally defined by recording his asserted desires on choices among alternatives in a poll situation." (40:3)

In the writings of Raths, Hamin and Simon are expressed criteria which result in a value. These ideas relate to the present study in their descriptive terminology of the process of valuing. "Values must be freely selected if they are to be really valued by the individual . . . there can be no choice if there are no alternatives to choose from. . . . Values flow from choices that we are glad to make. . . . When we have chosen something freely, after consideration of the alternatives, and when we are proud of our choice, glad to

be associated with it, we are likely to affirm that choice when asked about it. We are willing to publicly affirm our values. . . . Where we have a value, it shows up in aspects of our living. . . . We may spend money on a choice we value. . . . We budget time or energy for our values. In short, for a value to be present, life itself must be affected. . . . Values show up in several different situations, at several different times. Values tend to have a persistency, tend to make a pattern in a life." (33:28-30)

The subjects of this study were husbands and wives. And the challenge of research in the identification and awareness of values of husbands and wives contains implications for home management and family life. Ivan Nye observes that "at the family level, if an adequate measure of the values relevant to the family could be constructed and spouses could be matched with respect to those values, conflict in marriage could be reduced, perhaps greatly." (28:241)

CHAPTER IV

METHODOLOGY

This chapter will explain the definition of terms, assumptions, objectives, hypotheses, the sample, the instruments, the pretest, the data collection, the coding, reliability and validity, and the method of analysis.

Definition of Terms

For the purposes of this study, the terms were defined in this manner:

Values are the basic interests, evaluative attitudes or motives in personality which are major determinants of behavior.

Allport-Vernon-Lindzey values are values ascertained by the Allport-Vernon-Lindzey Study of Values test. The six value categories are theoretical, economic, aesthetic, social, political and religious. For brevity this test will frequently be referred to as the AVL test while the values measured by this test will be called AVL values.

Dominant AVL value is the value which scores outstandingly high on the AVL test. If there is no outstandingly high score, the high score determines the dominant value. Outstandingly high and high scores are based on limits

determined by the AVL test results on a collegiate population.

Dominant expressed reason values are values deduced from expressed reasons and categorized in the same six value classifications as the AVL test but modified in definitional content specifically in the context of home furnishings. For brevity this value will be referred to as the dominant ER value.

Expressed reasons are the verbal responses given by husbands and wives explaining the utilization of home furnishings.

Utilization is the act of using for a purpose. To further define this term for the present study, utilization refers to furnishings in use and visible irrespective of being a purchase or a gift.

Home furnishings are all the furniture and objects in use and visible within the confines of the respondent's apartment. Objects which were visible were assumed to have some importance and meaning to the respondents. No attempt was made to investigate the contents of closets or storage areas. The classification system of the furnishings groupings evolved after reviewing the pretest and noting the types of objects and the expressed reasons.

For the purposes of this study home furnishings were divided into nine groupings: University Furniture, Personal Furniture, Textile Furnishings, Lamps, TV-Radio-Stereo,

Books-Magazines-Newspapers, Religious Objects, Art Objects . and Miscellaneous Accessories. For comparison purposes two additional groupings were used: Total Home Furnishings and Total Home Furnishings minus University Furniture.

University Furniture is a group of eight objects provided by and owned by the University. These objects are: desk, sofa, dining table, four dining chairs, two lounge chairs, mirror, bed and chest of drawers.

Personal Furniture are movable articles owned and provided by the occupants to supplement University furniture, such as chairs, tables, end tables, bookcases.

Textile Furnishings are movable articles primarily composed of fabrics such as draperies, curtains, rugs, slip covers, blankets, afghans, pillows.

Lamps are movable lighting fixtures.

Religious Objects are movable articles related to or an expression of religion such as madonnas, candelabras, paintings of religious subjects, calendars, crucifixes.

Art Objects are movable objects which respondents considered to have an aesthetic function. These include paintings, prints, sculpture.

Miscellaneous Accessories are movable objects which respondents considered to have a useful function. These include clocks, vases, collections. This is a residual category.

Assumptions

1. The six general values under consideration may be ascertained for each family member by the research methods utilized.

2. All families living in Spartan Village add home furnishings in the apartment for their own utilization.

Objectives

1. To identify the profile of values, as measured by the AVL instrument, of the husband and the wife individually and to determine which of the values measured is held in highest priority by the husband and the wife individually.

2. To inventory the home furnishings and to query the husband and the wife individually regarding expressed reasons for the utilization of home furnishings.

3. To classify the expressed reasons into value categories for the husband and the wife individually.

4. To analyze the relationship of the dominant AVL value and the dominant ER value for husbands and wives individually and for husbands and their wives.

Hypotheses

1. In the majority of cases, husbands and wives in the family will hold the same dominant AVL value.

2. The dominant AVL value held by the husband will be the dominant value reflected in his expressed reasons for the present use of home furnishings.

3. The dominant AVL value held by the wife will be the dominant value reflected in her expressed reasons for the present use of home furnishings.

Married couples do share some values in common. Using the AVL test, the research of Schooley (37) supported this premise. If values are dominant in one area of behavior, consistencies should be seen in other areas.

4. The dominant AVL value of the wife will be reflected to a greater extent in her expressed reasons for the present use of home furnishings than will the husband's dominant AVL value be reflected in his expressed reasons.

Home furnishings decisions have been viewed as a primary concern of the wife rather than the husband.

5. The ER value underlying use of lamps will have a higher measure of association with the dominant AVL value than will any other category of home furnishings.

The lamp preference test used in the study, Workingman's Wife (32), revealed tastes and conflicting motivations of women. Therefore, lamps were chosen as a special furnishing object to be evaluated for value content.

6. The dominant ER value of the inventory items with a six or seven weighted rating on the Scale of Importance will be identical to the dominant AVL value. See explanation under hypothesis three.

7. The items in the Rank Order Scale will have a six or seven weighted rating in the Scale of Importance. This hypothesis served as a measure of reliability.

Sample: Rationale, Criteria, and Selection

The sample consisted of 50 student couples living in Spartan Village, a married student housing area of Michigan State University.

Rationale for Sample

Spartan Village was considered to be a suitable location for conducting the study for several reasons. The community had a population of 648 couples who might meet the criteria of the sample. In order to live in this area, at least one member of the family must be a student. And fortunately research studies are not unfamiliar to these students. Since university students can be expected to possess a relatively high level of sophistication in the verbalization of ideas, an important consideration in this study, this group was especially desired as subjects.

The university provides all families in Spartan Village with the same quantity and type of furniture all included in the rental price. The furnishings were located within identical space allotments. Thus, the confined space contained a quantity of personal and University furnishings which could be inventoried by the researcher within a reasonable length of time. Three variables--amount of space, arrangement of space and one group of University furnishings--were thus controlled.

The Michigan State Housing Office approved using the area for research purposes and supplied a list of one-bedroom

apartments in the area. The Housing Office provided a drawing of Spartan Village Plot Plan, Chart 1, and a floor plan of the one-bedroom apartment units, Chart 2 (see Appendix pp. 158-9. Obviously, the convenience and availability of the area to the researcher were important considerations.

Criteria for Sample

The sample to be surveyed was selected by the following criteria:

1. Families must reside in identical one-bedroom apartments in Spartan Village. The variables of amount of space, arrangement of space and one group of University furnishings were thus controlled.

2. Families must consist of husband and wife with no children. This study omitted families with children for several reasons. Verbalization of expressed reasons is an important aspect of this study and can probably best be done by the adults of the family who make the decisions about furnishings. Until they are teenagers, children would be expected to make few decisions about the majority of furnishings items for the family. Since the area selected for the research study contained few families with teenagers, an adequate research sample of these families could not be obtained. Then too, with small children in the family, the quantity of furniture directly related to the children's needs would be substantially increased and probably without comparable increase in value-laden material.

3. Husbands and wives must be available at the same time for test-taking and interview. The interview situation was controlled to limit the discussion of the details of the research between husband and wife. Also, separate private interviews were conducted with each person to minimize the influence of one spouse upon the other.

4. A collegiate population was used because the standardized AVL instrument had established reliability and validity for this population.

Selection of Sample

The Housing Office at Michigan State University supplied a list of one-bedroom units in Spartan Village. There were a total of 648 one-bedroom apartments grouped together in units of 12, 6 on the ground level and 6 on the first floor. The apartment unit is numbered by a unit numeral, and each individual apartment is lettered alphabetically from A through L within the unit.

For the selection of the simple random sample, the list of apartments was arranged in consecutive numerical order including the alphabetical listing as a consecutive sub-order. A consecutive number was assigned to each apartment listed.

Using a table of random numbers, the researcher drew an initial sample of 50 apartment numbers from the population. It was necessary to increase the sample to 110 apartments before a sample of 50 families who met the criteria and were

willing to participate in the study became available.

Families did not meet the criteria for various reasons. Sometimes there were children in the household. At other times either husband or wife was away for the summer or families were in the process of moving so that the furnishings were incomplete. A number of empty apartments were found in the sample. Also, several families did not respond to a telephone call although the researcher made three calls before the family was disqualified. And, finally, conflicting schedules of either husband or wife or both and the researcher caused problems in several cases. Only four families refused to cooperate in the study.

The total random sample drawn from the population was distributed as follows:

Completed interviews	51
One interview rejected on the basis of incomplete information available	.
Children in the family	9
Empty apartments	27
Families in process of moving	5
No responses to 3 telephone calls	3
Husband or wife away for the summer	6
Conflicting schedule problem	5
Refusals	<u>4</u>
Total	110

Using the unit numbers of the apartments drawn from the random sample, a house call was made to gain cooperation in the study. Even though a minimum of information regarding

the purpose of the study was disclosed, the researcher did tell the families that the study was being conducted for the purpose of doctoral research. They were informed that the study concerned values and home furnishings and that the interview would require both the husband and the wife to be present together for approximately one hour of interview time. Arrangements were made for an interview time which was scheduled at the convenience of the participants. Interviews occurred from 8:00 a.m. to 11:00 p.m. and lasted from one to two and one-half hours.

If no one was at home at the time of the first house call, the researcher secured the name of the occupants from the listing on the mail boxes. Using the student directory, a telephone call was made to gain cooperation in the study. The researcher made three telephone calls to locate the family before they were disqualified.

Instruments Utilized in the Study

The following instruments were utilized in the study: Basic Data Schedule, Allport-Vernon-Lindzey Study of Values, Home Furnishings Inventory Schedule, Scale of Importance, and Rank Order Scale.

Basic Data Schedule

The basic data schedule recorded pertinent family and individual data. It listed the name of the interviewee, date of interview, duration of interview, length of time living in Spartan Village, number of years married, education, college

major, age, religion, family money income, source of current income, employment, occupation and occupational aspiration.

Allport-Vernon-Lindzey Study of Values

This research used the Allport-Vernon-Lindzey Study of Values, third edition, 1960 test booklet (Appendix, p. 160). This is a forced-choice paper and pencil test that poses a number of questions with alternative answers which may be weighted in various combinations dependent upon the acceptability of the statement to the respondent. A high score on one value can be obtained only by reducing correspondingly the score on one or more of the other values. Then the total scores are plotted on a profile. An interpretation of the profile is based on ranges established by testing a large sample of the collegiate population, and the Study of Values has been standardized with established reliability and validity for a college population. The test "aims to measure the relative prominence of six basic interests or motives in personality: theoretical, economic, aesthetic, social, political and religious. The classification is based directly upon Eduard Spranger's Types of Men which defends the view that the personalities of men are best known through a study of their values or evaluative attitudes." (1:3) For the purpose of this study, the dominant value, either outstandingly high or high value, was selected for comparison purposes.

Home Furnishings Inventory Schedule

Through preliminary observation within several

one-bedroom apartments the interviewer developed an inventory form for recording pertinent information. This form allowed recording of the list of furnishings found in each apartment, the expressed reason for each furnishings item, the coding of the value category and a scale of importance from 1 (low) to 7 (high) for each furnishings item. Furnishings were defined as furniture and objects in use and visible within the confines of the respondent's apartment. The inventory was used as the basis for asking the couples the WHY question--WHY did the couples utilize these particular furnishings? The purpose of the WHY question was to discover their expressed reason, the verbal responses explaining their actions with respect to utilization of home furnishings. Each value category from the AVL test was operationalized in the context of home furnishings (Appendix p. 148).

Scale of Importance

The respondents ranked their furnishings on a Scale of Importance, with ratings one through seven. Ratings of one and two were considered to have relatively low importance to the person while six and seven ratings were considered to have relatively high importance.

Rank Order Scale

The researcher asked a hypothetical situation question in an attempt to determine what furnishings of all

those in use were the most important to the respondents. The situation posed was: If there was a fire in your apartment, what home furnishings object would you choose to save first? Only one object may be saved. Why would you save this object? After the first choice was made, the subjects indicated the last choice. Then they named the next four most important home furnishings items in order of importance. The reason for saving each item accompanied the choice. Furthermore, only items which were on the preceding inventory list could be chosen.

This particular hypothetical situation question was used for several reasons. Because a fire is a drastic situation and moves people to immediate action, it compels them to make important choices very quickly. Also, this question served as a check to see if items which were important in the hypothetical situation were consistently important when ranked on the Scale of Importance.

Validity and Reliability of Instruments

The AVL test has external validation, which has been established by examining norms representing various groups, for example, norms for men and women or for occupational groups. In nearly all cases the high and low scores correspond well with a prior expectation.

For reliability data, the AVL was submitted to internal consistency tests by two methods: split-half reliability

and item analysis. The mean reliability coefficient for split-half reliability using a z transformation was .90. The item analysis shows a positive correlation for each item with the total score for its value, significant at the .01 level of confidence. A measure of repeat reliability was determined for two populations. The mean repeat reliability coefficient using the z transformation was .89 for a month interval and .88 for a two month interval.

A reliability check for the self-constructed instrument was made by requesting the respondents to choose the five most important furnishings objects to save in a fire. All furnishings objects had previously been ranked on the Scale of Importance by the respondents during the Home Furnishings Inventory interview. Ratings of six or seven were the highest weighted ranking on the Scale of Importance. The five most important furnishings objects were hypothesized to have ratings of six or seven. Agreement between the rankings was 82.4 percent for the total population, 97.1 percent for wives and 74.1 percent for husbands.

Pretest

A pretest of four couples meeting the criteria for the sample was conducted to ascertain the productivity of the instruments and the workability of the tentative categorization system. The responses were encouraging. Respondents, even though admitting they had thought little

about why they had utilized particular home furnishings, proved that they could easily verbalize expressed reasons for such utilization.

Upon examination of the pretest data it was noted that several reasons were sometimes given by a respondent for one item of home furnishings. Psychological research procedures generally accept that the first reason which comes to mind is the most significant reason. But in succeeding interviews, when this situation occurred, the respondent was asked to indicate the most important reason, among various reasons expressed, for the utilization of an item. This most important reason was then underscored on the inventory and was the only expressed reason used per inventory item in the data analysis.

A coding manual was developed and contained the AVL definitions of the six value categories, interpretations of these definitions within a home furnishings context, and actual expressions of respondents illustrative of each value.

Data Collection

The data were collected by test taking and by personal interview in the respondent's home. The researcher interviewed 44 families of the total sample of 51 families. An assistant interviewer, trained by the researcher, completed the interviews of seven families.

The researcher briefly explained to the respondents

the procedure which was to follow. First, personal and family data were obtained from each family with both the husband and wife present. These data were recorded on the interview schedule by the interviewer. The husband and wife each had a copy of the schedule before them to follow as the researcher asked for each item of information.

The couples were asked whether either had taken the AVL test at any previous time. Only one husband in the total sample had previously taken the test. But since a long period of time had elapsed, it was not considered a significant detriment to his retaking the test. The husband and wife individually and simultaneously completed the AVL test. The respondents were told they might ask the researcher questions at any time during the test-taking if the questions were relevant to understanding the test. Several questions were directed to the researcher as to the meaning of specific words used in the test such as altruistic.

While the AVL test was being taken, the researcher, after obtaining permission to see the whole apartment, inventoried the home furnishings in use and visible within the confines of the respondent's apartment. The couples were told that the contents of closets or cupboards were of no interest to the researcher and would not be recorded. The inventory sheets were prepared in duplicate by the interviewer, since the recording of expressed reasons and the weighting of the importance of objects was done individually by the

husband and wife. Because the time required for the inventory was usually shorter than that required for the completion of the AVL test, the interview procedure was not continued until both participants had completed the test.

After the completion of the AVL test, husbands and wives were interviewed separately and alone. It was desirable to have the answers given individually so that the presence of the mate would not influence the answers. Even though it meant some inconvenience to leave the room or the apartment, the respondents cooperated. The researcher felt that subjects responded thoughtfully.

During the individual interview the respondents were asked to give an expressed reason for the utilization of each item of home furnishings, to rate the furnishings in importance to them on the scale of one through seven and to answer the hypothetical situation question ranking the five most important furnishings items in order of importance and identify the least important furnishings item.

The total interview was completed in times varying from one hour to two and one-half hours. The time differences were related to the number of home furnishings items on the inventory, the complete understanding of directions and the verbosity of respondents. Before leaving the respondent's apartment, the researcher checked the AVL test for completeness. If the respondents had omitted anything, they completed the items during this time.

Coding

The value categories, theoretical, economic, aesthetic, social, political and religious were taken from the AVL test.

Using the expressed reasons from the pretest as a benchmark, the content of the categories was expanded to relate directly to home furnishings. In the development of the definitional content of the six categories, the expressed reasons were examined on a random sample basis for examples of actual expressions used by husband or wife. These verbalizations were classified into the six AVL value categories and named Expressed Reason Values. A residual category, No Expressed Value, was also used because some respondents had answered that they "didn't know" or had given incomplete or ambiguous reasons which could not be classified. A Coding Manual incorporating value category definitions from the AVL, value definitions in the context of home furnishings and actual expressed reasons given by respondents follows in Appendix F, p. 148.

The inventory schedule for husbands and wives was prepared in duplicate and checked for agreement of total number of inventory items. When respondents offered more than one reason per item, a check was made of the expressed reasons to see that the most important reason was underscored. Only one expressed reason was coded per item.

In an attempt to reduce coding bias, both the researcher and an independent coder categorized the expressed reasons into value categories. This categorization was done before the AVL test results were known. After classification, the independent coder and the researcher compared their categorizations. A disagreement of less than ten percent was noted. After verbal discussion between the researcher and the coder all disagreements were resolved. A residual category was utilized for reasons which were incomplete or could not be classified, for example, "don't know."

The AVL tests were scored according to procedures outlined by the AVL manual. This study sought outstandingly high or high values as the dominant value, for according to the AVL manual only larger peaks or depressions in the value profile as measured by the test are significant. Outstandingly high value had precedence over high value. High scores exceed the range of 50 percent of all male or female scores on a particular value, while outstandingly high scores exceed the range of 82 percent of all male or female scores for a particular value. If a person did not reveal outstandingly high or high value according to the AVL criteria, the highest numerical score designated the dominant value; this condition was unusual for the respondents of this study.

Analysis

Following the AVL test procedures, scores were determined

for the six values tested. A value profile was developed for each respondent, but for the purposes of this study only the value with the highest score (dominant value) was used. The dominant value was determined for the husband and the wife individually.

The ER values were determined by the categorization of expressed reasons into the same AVL value categories. To minimize possible bias the researcher and an independent coder categorized the expressed reasons. A high level of agreement (90 percent) was reached between the independent coder and the researcher before the final coding.

For each respondent, the dominant ER value was ascertained from the highest number of expressed reasons in a value category. If an equally high number of expressed reasons were found in more than one value category the dominant ER value was titled multimodal. The dominant ER value was tabulated for eight individual furnishings categories, one sub-total and one total category.

A Scale of Importance was constructed for each home furnishings inventory item by the respondent's ranking the items from one to seven. A seven ranking was considered the most important and a one ranking least important.

A Rank Order Scale was determined from verbalizations by the respondents of a rank ordering of the five most important furnishings items that had been inventoried. These five items were checked for their Scale of Importance ratings

of six or seven.

The data were analyzed for comparisons of the dominant AVL and dominant ER values by the various furnishing categories. AVL values and ER values, Scale of Importance and Rank Order Scale were analyzed individually. Comparisons were made for husbands and wives as a group and for individual couples.

An hypothesis was considered to be supported if a majority of respondents replied in accord with it. A majority was defined as over half of the number of respondents.

CHAPTER V

DESCRIPTION OF THE SAMPLE

In this chapter the couples are described according to ages of husbands and wives, number of years married, length of residence, formal education, religion, gainful occupation, employment, sources and amounts of family income. Since an objective was to study couples residing in identical housing units, student couples living in Spartan Village, Michigan State University Married Housing, were selected as subjects.

Review of Table 1 shows that 76 percent of the husbands and 86 percent of the wives were under 25 years of age. The husbands tended to be older than their wives by one to five years with the majority of husbands one or two years older than wives. Approximately 20 percent of the couples were the same age, while only two wives in the sample were older than their husbands.

The sample represents couples in the beginning stage of the family life cycle. None of the couples had children, a pre-requisite for inclusion in the sample. Fifty percent of the couples had been married less than one year while 96 percent had been married less than four years as shown in Table 2.

Table 1.--Ages of husbands and wives

Age Classes	Husbands		Wives	
	Number	Percent	Number	Percent
18-21	10	20	21	42
22-25	28	56	22	44
26-35	12	24	7	14
Total	50	100	50	100

Table 2.--Number of years married by number of couples

Number of Years Married	Couples	
	Number	Percent
1 year or less	25	50
2-4 years	23	46
5-6 years	2	4
Total	50	100

Mainly, the place of residence for these subjects since marriage had been Spartan Village, their first and only place of residence. As indicated in Table 3, 72 percent of the couples lived in this place of residence less than two years.

As indicated in Table 4 all husbands were in college. For husbands the undergraduate enrollment was 62 percent,

Table 3.--Length of residence by number of couples

Length of Time	Couples	
	Number	Percent
Less than 1 year	19	38
1 to 2 years	17	34
2 to 3 years	14	28
Total	50	100

Table 4.--Formal education of husbands and wives

Highest Grade Attended	Husbands		Wives	
	Number	Percent	Number	Percent
High school			9	18
College				
1st year			3	6
2nd year	4	8	6	12
3rd year	15	30	6	12
4th year	12	24	19	38
Graduate	19	38	6	12
Other*			1	2
Total	50	100	50	100

*5th year study-internship

beginning at the sophomore level, while 38 percent were graduate students, master's or doctoral candidates. As a group husbands were better educated than wives whereas the range of educational background was greater for wives. For this

sample 18 percent had no college background, 68 percent were undergraduates from the freshmen to senior levels and only 12 percent were graduate students. One wife had an internship year beyond her baccalaureate degree. Of the wives in college, the largest proportion were at the senior level while the largest proportion of husbands were at the graduate level.

An equal number of husbands and wives were Catholics (22%), Protestants (68%) and Jewish (6%) (Table 5). One couple indicated no religious preference and one couple indicated Latter Day Saints as their religious preference. Further analysis by couples revealed three couples were Jewish, 21 couples were Protestant and ten couples were Catholics. Twelve couples stating Protestant preferences had one partner of a different Protestant religion. In two cases, each couple had one partner of a different religious faith, either Catholic or Protestant.

Table 5.--Religion of husbands and wives

Religion	Husbands		Wives	
	Number	Percent	Number	Percent
Catholic	11	22	11	22
Protestant	34	68	34	68
Jewish	3	6	3	6
Other*	2	4	2	4
Total	50	100	50	100

*Latter Day Saints or no stated preference.

Professional and managerial occupations show the highest percentages for both husbands and wives. As Table 6 indicates, 46 percent of the husbands and 40 percent of their wives were in this category. Forty percent of the wives were employed in clerical and sales positions. In fact, secretarial occupations are characteristic occupations for women in the age group of the sample. Service, skilled and unskilled occupations have fewer number of workers. Because of the educational level of the sample, both husbands and wives tended to have training and preparation over and above that required for service and unskilled occupations. More husbands than wives were not employed, 26 percent of the husbands and 12 percent of the wives. Furthermore, the wives tended to be the sole support in the families where the husband did not work.

Table 6.--Gainful occupations of husbands and wives

Occupational Category	Husbands		Wives	
	Number	Percent	Number	Percent
Professional and managerial	23	46	20	40
Clerical and sales	5	10	20	40
Service	6	12	3	6
Skilled	1	2	1	2
Unskilled	2	4		
No employment	13	26	6	12
Total	50	100	50	100

Most important to note in Table 7 is that 74 percent of the wives were employed full time compared to only 24 percent of the husbands. A larger proportion of the husbands work part-time (46 percent) while part-time work for wives was only 12 percent. Thirteen husbands did not have outside employment and were full-time students. Of the six wives who did not hold an outside job, three were full-time students and three were full-time homemakers.

Table 7.--Gainful employment of husbands and wives

Classification	Husbands		Wives	
	Number	Percent	Number	Percent
Full-time	12	24	37	74
Part-time	23	46	6	12
Occasionally*	2	4	1	2
No outside employment	13	26	6	12
Total	50	100	50	100

*Less than half-time employment

About 86 percent of the couples reported incomes between \$2000-7999. Only eight percent fell under \$2000 and six percent were over \$7999. The largest group, 48 percent, were in the \$5000-7999 income range (Table 8).

"The median income of all families in 1963 was about \$6200; but for families headed by college graduates,

the median was \$9,700." (39:1-3) Approximately half of the families in this study received incomes equal to the median income for the United States, but a larger proportion of families in the nation earned incomes over \$7000 than was found in the study. The future prospect for families in this study is to increase incomes as the educational attainment of the head increases.

Table 8.--Total annual family income* by number of couples

Income Range	Couples	
	Number	Percent
Under \$2000	4	8
\$2000-4999	19	38
\$5000-7999	24	48
Over \$7999	3	6
Total	50	100

*Before taxes

Sources of income were categorized as follows: employment, grants, fellowships and assistantships, savings and investments, and parents. Forty-eight percent of the husbands and 84 percent of the wives reported employment as the major source of income (Table 9). Since many husbands were graduate students, 30 percent of the husbands stated that grants, fellowships and assistantships were an income

source. A surprisingly small percentage of both husbands and wives revealed that their parents were an income source, three husbands and one wife. Even though six husbands and two wives reported several income sources, they listed employment as the major income source.

Table 9.--Sources of income for husbands and wives

Source	Husbands		Wives	
	Number	Percent	Number	Percent
Employment	24	48	42	84
Grants-Fellowships- Assistantships	15	30	2	4
Savings-Investments	5	10	3	6
Parents	3	6	1	2
Employment of spouse only	9	18	4	8
Multi-sources	6	12	2	4

CHAPTER VI

FINDINGS

Discussion of the findings will be divided into:
Comparison of AVL and MSU populations; dominant AVL values;
Comparison of dominant AVL and ER values; Analysis of AVL
and ER values by furniture category; dominant ER values;
Value Profiles of thirteen selected couples; Scale of Im-
portance and Rank-Order Scale.

Comparison of AVL and MSU Populations

The Allport-Vernon-Lindzey Study of Values is a test of values standardized on a college population. This AVL study population sampled students from liberal arts colleges. But Michigan State University (MSU), from which the population of this study was selected, is a land-grant institution and as such would be expected to have a broader representation of specialized majors in technical and professional fields than would a liberal arts college. In the AVL study specialized norms for technically-trained groups were separated from the general norms. And Table 10 indicates that college students of the MSU study population had many majors in the areas referred to in the AVL study as technically-trained. In fact, 54 percent were classified in technically-trained groups.

Table 10.--College majors of husbands and wives

College Major	Husbands		Wives	
	Number	Percent	Number	Percent
<u>Liberal Arts (Trained)*</u>				
Humanities				
Art, Basic Col., Span., Speech	1	2	5	10
Social Science				
Hist., Div. Soc. Sci., Econ., Pol. Sci., Psych., Soc. Sci., Socio.	11	22	4	8
Science				
Bio., Chem., Math., Phys., Physio., Zoo.	11	22	2	4
<u>Professional (Technically Trained)*</u>				
Business				
Acc., Market., Advert., Retail., Bus. Adm.	11	22	4	8
Agriculture				
Animal Husb., Orn. Hort.	2	4		
Education				
Art Ed., Bus. Ed., Ed., Ele. Ed., Home Econ. Ed., Physl. Ed.	4	8		
Technology				
Chem. Eng., Elec. Eng., Ind. Arts, Int. Design, Med. Sec., Med. Tech. Nursing, Pkging, Police Adm., Res. Bldg., Secre. Sci., Nutr., Food Sci.	10	20	8	16
Total	50	100	41	82

*Terminology from AVL Manual, p. 11.

The differences reflected in the two college populations become evident in the comparisons of rank order of values, means and sex differences. For example, a comparison of the rank order of AVL values from the AVL study population and the MSU study population as found in Tables 11-14 reveals a different rank-ordering of values. While theoretical and economic were the highest ranking values for the MSU population, political and religious ranked as the highest values for the AVL population. Social and aesthetic were the lowest ranking values for the MSU study population while social and economic were the lowest ranking values for the AVL population. A likeness occurred in the rank-order of the social value which exhibited the lowest ranking for both groups.

Table 11.--Comparison of rank order of AVL values from AVL population and MSU population

8,369 Subjects AVL Population	100 Subjects MSU Population
1. Political	1. Theoretical
2. Religious	2. Economic
3. Aesthetic	3. Religious
4. Theoretical	4. Political
5. Economic	5. Aesthetic
6. Social	6. Social

Sex differences were evident in the comparison of the populations (Table 12). Each group of males ranked the same two values one and two, but in reverse order. Also, the two lowest ranking values for males were reversed. Political was the highest ranking value in the AVL study, but theoretical was the highest ranking value for the MSU study for males. For the MSU males the lowest ranking value was social and for the AVL group aesthetic. Females had the same values in the first and second positions, aesthetic and religious, but again in reverse order. In the AVL population aesthetic was the highest ranking value while religious ranked highest for the MSU population. The lowest ranking value was theoretical for females in both populations.

Table 13 reviews the mean scores for value categories for the AVL population and the MSU population, including the mean scores for males and females. The mean scores showed the same tendencies as reported in the discussion of rank-order.

Dominant AVL Values

The dominant AVL value category for husbands and wives showed a wide distribution throughout the six value categories according to Table 15. The largest number of husbands (13) placed in the theoretical category, followed by economic, aesthetic and religious (tie), political and social while the number of husbands in the social category, the lowest rank, was four.

Table 12.--Comparison of rank order of AVL values from AVL population and MSU population
by sex differences

Males		Females	
5,894 Subjects AVL Population	50 Subjects MSU Population	2,475 Subjects AVL Population	50 Subjects MSU Population
1. Political	1. Theoretical	1. Aesthetic	1. Religious
2. Theoretical	2. Economic	2. Religious	2. Aesthetic
3. Economic	3. Political	3. Social	3. Social
4. Religious	4. Religious	4. Political	4. Economic
5. Social	5. Aesthetic	5. Economic	5. Political
6. Aesthetic	6. Social	6. Theoretical	6. Theoretical

Table 13.--Comparison of AVL values by mean scores and sex differences from AVL population and MSU population

Subject Category	Theoretical	Economic	Aesthetic	Social	Political	Religious
8,369 subjects AVL population mean	39.80	39.45	40.29	39.34	40.61	40.51
100 subjects MSU population mean	41.77	41.10	39.08	37.69	40.14	40.20
<u>Sex Differences</u>						
5,894 males AVL population mean	43.09	42.05	36.72	37.05	43.22	37.88
50 males MSU population mean	45.58	42.95	36.65	35.37	41.76	37.61
2,475 females AVL population mean	36.50	36.85	43.86	41.62	38.00	43.13
50 females MSU population mean	37.95	39.25	41.50	40.00	38.51	42.79

Table 14.--AVL values by rank order; norms for AVL population and MSU population for males and females

AVL Values	College Males		College Females	
	AVL Norms	MSU Norms	AVL Norms	MSU Norms
Theoretical	2	1	6	6
Economic	3	2	5	4
Aesthetic	6	5	1	2
Social	5	6	3	3
Political	1	3	4	5
Religious	4	4	2	1

The same pattern of distribution throughout the AVL value categories was characteristic for wives. The largest

number of wives (11) fell in the aesthetic value category followed by religious and economic (tie), theoretical, social and political (tie). The number of wives in the lowest ranking categories of social and political was four for each category. Table 15.--Dominant AVL value of husbands and wives

Dominant AVL Value	Husbands (N=50)	Wives (N=50)
Theoretical	13	9
Economic	10	10
Aesthetic	8	11
Social	4	5
Political	7	5
Religious	8	10

The hypothesis that in a majority of cases husbands and wives in the family will hold the same dominant AVL value was not supported by this study. Of the 50 couples, 13 displayed the same dominant AVL value. The dominant value category was theoretical for four couples, economic for one couple and religious for four couples (Table 16).

If the couples do not hold the same dominant AVL value, 30 combinations of value categories were possible. A diversification of dominant AVL value combinations was representative of the couples in this study. Thirty-seven couples not holding the same dominant AVL value were classified in 19 different dominant AVL value combinations (Table 17).

Table 16.--Dominant AVL value by couples

Dominant AVL Value	Number of Couples	Percent
Theoretical	4	8
Economic	1	2
Aesthetic	4	8
Social		
Political		
Religious	4	8
Total	13	26

The findings of this study seem to support the idea that "like" does not necessarily marry "like" with respect to value orientations.

Comparison of Dominant AVL and ER Values

A basic research problem which this study proposed questioned the relationship between the dominant AVL value and the dominant ER value for husbands and for wives, each as a group, and for husbands and their wives.

Dominant ER values are values deduced from expressed reasons for the utilization of home furnishings and categorized in the same six value classification as the AVL test but modified in definitional content specifically in the context of home furnishings. In order to record the expressed reason

Table 17.--Dominant AVL value by husbands and their wives

		Husbands						
Dominant AVL Value	Theoretical	Economic	Aesthetic	Social	Political	Religious	Totals	
Wives	Theoretical	4	2	2	1			9
	Economic	2	1		3	3	1	10
	Aesthetic	1	3	4	1		2	11
	Social	1		1		3		5
	Political	3		1			1	5
	Religious	2	4				4	10
	Total	13	10	8	5	7	8	50

categories, a summary sheet for each couple was developed. The number of expressed reasons was the same as the number of furnishings items recorded in the inventory taken in each apartment (Appendix, p. 144). On the summary sheet was recorded the information according to furnishings categories, of which there were nine groupings: University Furniture; Personal Furniture; Textile Furnishings; Lamps; TV-Radio-Stereo; Books-Magazines-Newspapers; Religious Objects; Art Objects and Miscellaneous Accessories. The additional categories as summary categories were added: Total Household Furnishings and Total Household Furnishings minus University Furniture. The reader is reminded that the definitions for each furnishings category are stated on page 39.

Hypotheses two and three stated that the dominant AVL value held by the husband or the wife would be the same as the dominant ER value. Two total furnishings categories and nine individual furnishings categories were analyzed for comparisons of dominant AVL values and ER values for husbands, for wives and for husbands and their wives.

Inspecting the Total Household Furnishings category (Tables 18 and 19) agreement of AVL value and ER value for husbands occurred for seven respondents. For wives, there was agreement in eight cases. The findings did not support the hypotheses for a majority of respondents.

Further analysis of the agreement revealed that all the husbands had listed economic value as the dominant value

Table 18.--Comparison of dominant AVL value and dominant ER value of husbands: Total Household Furnishings

Dominant ER Value	Dominant AVL Value						Total
	T	E	A	S	P	R	
Economic	10	7	8	3	6	8	42
Social	1	1					2
Political	1						1
Multimodal	1	2		1	1		5*
Total	13	10	8	4	7	8	50

*Multimodal sub-total:

ES (2), EP (1), EA (1), AS (1)

Table 19.--Comparison of dominant AVL value and dominant ER value of wives: Total Household Furnishings

Dominant ER Value	Dominant AVL Value						Total
	T	E	A	S	P	R	
Economic	6	7	8	4	5	8	38
Aesthetic		1				1	2
Social		2	2	1		1	6
Multimodal	3		1				4*
Total	9	10	11	5	5	10	50

*Multimodal sub-total:

EA (4)

Key: T = Theoretical, E = Economic, A = Aesthetic, S = Social,
P = Political, R = Religious

for both AVL and ER values, while seven of the eight wives in agreement had economic as the dominant AVL and ER value.

Given that a majority of husbands (42) and wives (38) viewed Total Household Furnishings in the economic value category, it was not surprising to find that the agreement of the dominant AVL and ER values fell in the economic value category. Regardless of the dominant AVL value for either husband or wife, they viewed Total Household Furnishings category as economic.

Reviewing the comparisons of husbands and their wives the economic value category predominated. Little difference was apparent if either Total Household Furnishings or Total Household Furnishings minus University Furniture was considered. The decision to omit University Furniture from the total category was made because this category was viewed primarily as economic value by a majority of husbands and wives (Tables 20 and 31); with a large number of objects (eight) in the category, it was thought that perhaps this might make a difference in the value orientation of the Total Household Furnishings. The respondents seem to be highly economic oriented in the overall view of furnishings.

Hypothesis four that the AVL dominant value of the wife will be reflected to a greater extent in her expressed reasons for the present use of home furnishings than will the husband's AVL dominant value be reflected in his expressed reasons was not supported by this study. In summary, husbands

Table 20.--Comparison of dominant AVL value and dominant ER value of husbands: Total Household Furnishings minus University Furniture

Dominant ER Value	Dominant AVL Value						Total
	T	E	A	S	P	R	
Theoretical						1	1
Economic	8	5	6	1	6	7	33
Aesthetic		2		1	1		4
Social	1	2					3
Political	1		1				2
Multimodal	3	1	1	2			7*
Total	13	10	8	4	7	8	50

*Multimodal sub-total:

ES (1), EA (2), TA (1), SP (1), EAP (1), TESP (1)

Table 21.--Comparison of dominant AVL value and dominant ER value of wives: Total Household Furnishings minus University Furniture

Dominant ER Value	Dominant AVL Value						Total
	T	E	A	S	P	R	
Economic	6	5	4	3	5	5	28
Aesthetic	2	1	2			1	6
Social	1	4	2	1		3	11
Political				1			1
Multimodal			3			1	4*
Total	9	10	11	5	5	10	50

*Multimodal sub-total:

ES (3), SP (1)

Key: T = Theoretical, E = Economic, A = Aesthetic, S = Social,
P = Political, R = Religious

and wives showed few differences (Table 22 and 23). Three groupings showed some differences. TV-Radio-Stereo and Art Objects had more agreement on the part of husbands with the AVL dominant value and ER dominant value. The category of Books-Magazines-Newspapers had more agreement on the part of wives. Analysis follows for each separate category.

Analysis Dominant AVL and ER Values by Furnishings Category

Respondents' value-laden perception of four furnishings categories: University Furniture, Personal Furniture, Lamps and Miscellaneous Accessories--showed the greatest agreement between dominant AVL and ER values in economic. Eight husbands were in agreement in the categories of University Furniture, Lamps and Miscellaneous Accessories and nine in the category of Personal Furniture (Tables 24-27). Similarly, nine wives agreed in the categories of University Furniture and Personal Furniture, eight in Miscellaneous Accessories and six in Lamps (Tables 28-31).

All the husbands and wives, who agreed about dominant AVL and ER values, considered University Furniture and Lamps to be totally in the economic value category. While a majority of husbands and wives thought Personal Furniture to be in the economic value category, they placed Miscellaneous Accessories in the value categories of economic, aesthetic and social. Since Miscellaneous Accessories encompassed a large variety of objects, one would expect a greater variation

Table 22.--Comparison of dominant AVL and dominant ER values for husbands and wives and couples

Couple No.	Husbands			Wives		
	AVL	ER THF	ER THF-UF	AVL	ER THF	ER THF-UF
1	E	E	E	A	E	E
2	E	E	A	R	E	E
3	T	P	P	S	E	P
4	S	E	P	E	E	E
5	A	E	E	A	E	E
6	T	E	S	E	S	S
7	S	E	E	E	E	E
8	E	E	E	R	E	S
9	T	E	E	R	E	E
10	P	E	E	E	E	S
11	P	E	E	T	E	E
12	T	E	E	P	E	E
13	T	E	E	T	E	E
14	A	E	E	S	E	T
15	E	E	E	T	EA	E
16	P	E	E	S	S	S
17	P	E	E	S	E	E
18	T	E	E	P	E	E
19	E	E	A	T	E	A
20	A	E	E	A	E	E
21	S	E	EA	E	E	E
22	P	E	E	S	E	A
23	A	E	E	A	E	S
24	A	E	TA	T	E	E
25	R	E	E	R	E	E
26	R	E	T	A	S	SP
27	E	ES	TESP	A	S	S
28	A	E	E	A	E	E
29	T	E	E	P	E	E
30	R	E	E	E	E	E
31	E	E	E	A	E	ES
32	E	E	E	E	E	E
33	E	EP	P	R	S	S
34	E	E	S	R	A	A
35	T	E	E	T	E	E
36	T	E	E	T	E	E
37	R	E	E	P	E	E
38	R	E	E	R	E	ES
39	T	E	E	A	E	ES
40	R	E	E	R	E	E
41	P	AS	A	E	S	S
42	A	E	P	T	EA	A
43	R	E	E	R	E	E
44	T	S	SP	R	E	E
45	S	EA	A	A	EA	A
46	T	E	EA	T	E	E
47	T	ES	ES	E	E	S
48	P	E	E	E	A	A
49	R	E	E	A	E	S
50	A	E	E	P	E	E

Key: ER = Expressed Reason Value, THF = Total Home Furnishings, THF-UF = Total Home Furnishings minus University Furniture, T = Theoretical, E = Economic, A = Aesthetic, S = Social, P = Political, R = Religious

Table 23.--Number of husbands and wives in agreement of AVL dominant value and ER dominant value by furnishings category

Furnishings Category	Husbands		Wives	
	Number	Percent	Number	Percent
Total Household Furnishings	7	14	8	16
Total Household Furnishings minus University Furniture	5	10	8	16
University Furniture	8	16	9	18
Personal Furniture	9	18	9	18
Textile Furnishings	4	8	4	8
Lamps	8	16	7	14
TV-Radio-Stereo	6	12	1	2
Books-Magazines- Newspapers	2	4	9	18
Religious Objects	3	6	2	4
Art Objects	5	10	1	2
Miscellaneous Accessories	8	16	8	16

Table 24.--Comparison of dominant AVL value and dominant ER value of husbands: University Furniture

Dominant ER Value	Dominant AVL Value						Total
	T	E	A	S	P	R	
Economic	11	8	7	3	7	8	44
Political	1	1					2
Multimodal	1	1	1	1			4*
Total	13	10	8	4	7	8	50

*Multimodal sub-total:
ES (4)

Table 25.--Comparison of dominant AVL value and dominant ER value of husbands: Personal Furniture

Dominant ER Value	Dominant AVL Value						Total
	T	E	A	S	P	R	
Economic	9	7	4	3	5	6	34
Aesthetic			2				2
Social	1						1
Political		1	1				2
Multimodal	3	2	1	1	2	2	11*
Total	13	10	8	4	7	8	50

*Multimodal sub-total:
TE (2), TS (1), TES (1), ES (2), EP (1), EA (2), EAS (1),
AP (1)

Key: T = Theoretical, E = Economic, A = Aesthetic, S = Social,
P = Political, R = Religious

Table 26.--Comparison of dominant AVL value and dominant ER value of husbands: Lamps

Dominant ER Value	T	Dominant AVL Value					Total
		E	A	S	P	R	
Theoretical			1				1
Economic	8	8	6	2	5	7	36
Aesthetic	1			1	2	1	5
Social	1						1
Political		1					1
Multimodal	3	1	1	1			6*
Total	13	10	8	4	7	8	50

*Multimodal sub-total:

TE (1), EA (1), ES (1), EP (1), TAS (1), EAP (1)

Table 27.--Comparison of dominant AVL value and dominant ER value of husbands: Miscellaneous Accessories

Dominant ER Value	T	Dominant AVL Value					Total
		E	A	S	P	R	
Economic	4	4	2		1	2	13
Aesthetic	2	2	3	1	4	1	13
Social	3	1	1	1		1	7
Political	3	1	1				5
Multimodal	1	2	1	2	2	4	12*
Total	13	10	8	4	7	8	50

*Multimodal sub-total:

TE (3), TESP (1), ES (2), EA (3), EAS (1), AS (1), ASP (1)

Key: T = Theoretical, E = Economic, A = Aesthetic, S = Social,
P = Political, R = Religious

Table 28.--Comparison of dominant AVL value and dominant ER value of wives: University Furniture

Dominant ER Value	Dominant AVL Value						Total
	T	E	A	S	P	R	
Economic	7	9	10	5	5	8	44
Aesthetic	1						1
Political						2	2
Multimodal	1	1	1				3*
Total	9	10	11	5	5	10	50

*Multimodal sub-total:
ES (1), EA (1), EP (1)

Table 29.--Comparison of dominant AVL value and dominant ER value of wives: Personal Furniture

Dominant ER Value	Dominant AVL Value						Total
	T	E	A	S	P	R	
Theoretical			1				1
Economic	7	7	7	3	5	6	35
Social		2	2	2		2	8
Multimodal	2	1	1			2	6*
Total	9	10	11	5	5	10	50

*Multimodal sub-total:
ES (1), EA (2), SP (1), TP (1), TAS (1)

Key: T = Theoretical, E = Economic, A = Aesthetic, S = Social,
P = Political, R = Religious

Table 30.--Comparison of dominant AVL value and dominant ER value of wives: Lamps

Dominant ER Value	Dominant AVL Value						Total
	T	E	A	S	P	R	
Economic	6	6	7	4	5	6	34
Aesthetic	2	1	1			2	6
Social	1	1	1				3
Multimodal		2	2	1		2	7*
Total	9	10	11	5	5	10	50

*Multimodal sub-total:

EA (2), AP (1), SP (1), TEA (1), TES (1), EAS (1)

Table 31.--Comparison of dominant AVL value and dominant ER value of wives: Miscellaneous Accessories

Dominant ER Value	Dominant AVL Value						Total
	T	E	A	S	P	R	
Economic	4	2	1	2	3	2	14
Aesthetic	1	3	3			4	11
Social	1	3	2	3		2	11
Political	1						1
Multimodal	2	2	5		2	2	13*
Total	9	10	11	5	5	10	50

*Multimodal sub-total:

EA (5), ES (2), EP (1), AS (3), EAS (1), TES (1)

Key: T = Theoretical, E = Economic, A = Aesthetic, S = Social,
P = Political, R = Religious

in the way objects were regarded. And the findings bear out this supposition.

Examining the dominant ER value categories for husbands and wives, it was evident that whatever the dominant AVL value, a majority of husbands and a majority of wives felt that University Furniture, Personal Furniture and Lamps were predominantly in the economic category. But the Miscellaneous Accessories showed a greater dispersion of value categories.

Textile Furnishings

The agreement of dominant AVL values and dominant ER values for husbands was five and for wives four in Textile Furnishings (Tables 32 and 33). Wives value Textile Furnishings as economic and aesthetic while husbands denoted them as theoretical, economic and aesthetic.

The dominant ER values for husbands and wives showed that the largest number of husbands and wives viewed Textile Furnishings as aesthetic. Yet a large number of both husbands and wives viewed textile furnishings as multimodal of which aesthetic was one of the value categories in a majority of cases. Therefore, in spite of a spread within several value categories, the aesthetic value seems to be important for both husbands and wives in the Textiles category.

Books-Magazines-Newspapers

Husbands and wives differed in their consideration of Books-Magazines-Newspapers (Tables 34 and 35). Of the

Table 32.--Comparison of Dominant AVL value and dominant ER value of husbands: Textile Furnishings

Dominant ER Value	Dominant AVL Value						Total
	T	E	A	S	P	R	
Theoretical	1		1	1	1		4
Economic		2	1		1	2	6
Aesthetic	4	5	2	1	2	4	18
Social						1	1
Political	3	1					4
Multimodal	3	2	2		3		10*
None	2		2	2		1	7
Total	13	10	8	4	7	8	50

*Multimodal sub-total:

EP (1), EA (3), EAS (2), EAP (1), TES (2), TEAS (1)

Table 33.--Comparison of dominant AVL value and dominant ER value of wives: Textile Furnishings

Dominant ER Value	Dominant AVL Value						Total
	T	E	A	S	P	R	
Theoretical		3		1			4
Economic	1	1			1	1	4
Aesthetic	5	1	3	2	3	2	16
Social			1		1	1	3
Political			1				1
Multimodal	2	2	4	1		6	15*
None	1	3	2	1			7
Total	9	10	11	5	5	10	50

*Multimodal sub-total:

TE (1), TS (1), EA (4), TAS (2), EAS (3), TEAS (2), EASP (2)
 KEY: T = Theoretical, E = Economic, A = Aesthetic, S = Social,
 P = Political, R = Religious

nine husbands whose dominant AVL and dominant ER values were in agreement, eight placed Books-Magazines-Newspapers in the theoretical category. One husband specified this furnishings category as religious. Only two wives agreed on dominant AVL and ER values with respect to this category. One wife viewed this category as political and one wife viewed the category as religious.

The husband and his wife with religious as their dominant AVL value also listed religious as their dominant ER value. They had a large number of religious books in their collection, and if this collection had been listed separately, the religious books might have been categorized as religious objects. However, they chose the books mainly for their religious value, consistent with their dominant AVL value.

Since all the husbands were students, there was consistency in their view of the Books-Magazines-Newspapers category. The husbands thought this category related to their educational aims. Analyzing the dominant ER values of husbands, a majority of husbands viewed Books-Magazines-Newspapers in the theoretical value category. Because wives classified this furnishings category in every value category, their view is more widely diversified.

TV-Radio-Stereo

The furnishings category of TV-Radio-Stereo was represented in every home. Some families had one object while

Table 34.--Comparison of dominant AVL value and dominant ER value of husbands: Books-Magazines-Newspapers

Dominant ER Value	Dominant AVL Value						Total
	T	E	A	S	P	R	
Theoretical	8	6	5	2	5	3	28
Social	2				1	2	5
Political	1		1	1			3
Religious						1	1
Multimodal	2	4	2	1	1	2	13*
Total	13	10	8	4	7	8	50

*Multimodal sub-total:

TE (2), TP (1), TS (8), SP (1), TSP (1)

Table 35.--Comparison of dominant AVL value and dominant ER value of wives: Books-Magazines-Newspapers

Dominant ER Value	Dominant AVL Value						Total
	T	E	A	S	P	R	
Theoretical		1	5	2	2	1	11
Economic					1		1
Aesthetic	1						1
Social		4	3				7
Political	1	1		1	1	1	5
Religious						1	1
Multimodal	7	4	3	2	1	7	24*
Total	9	10	11	5	5	10	50

*Multimodal sub-total:

TE (1), TA (1), TP (7), TS (10), ES (1), EP (1), SP (1),
 TEP (1), EAS (1)
 Key: T = Theoretical, E = Economic, A = Aesthetic, S = Social,
 P = Political, R = Religious

others had more than one or even each of the objects encompassed in this category. Forty-one of the 50 families owned a TV set. If the family did not own a TV, they usually offered an unsolicited apologetic explanation to the researcher.

One husband and six wives agreed on their dominant AVL value and ER value as indicated in Tables 36 and 37. Whereas the husband fell in the economic value category, the wives' scores were distributed as follows: one in theoretical value, two in economic value and three in social value. Fourteen wives and 25 husbands expressed multimodal reasons for this furnishings category. An analysis of the multimodal category revealed that more than two-thirds of the husbands and wives placed social value as one ER value in the multimodal category. Furthermore, a majority of husbands and wives had ER values in the social category, no matter what their dominant AVL value was. Generally, most husbands and wives placed, the TV-Radio-Stereo furnishings in the social value category, but many viewed these furnishings in several ways.

Art Objects

The furnishings category of art objects was found in the homes of 38 of the 50 families in the study. This furnishings category with its inclusion of paintings, sculpture and other objects generally accepted as primarily decorative objects, would be probably seen as aesthetic by most people.

Table 36.--Comparison of dominant AVL value and dominant ER value of husbands: TV-Radio-Stereo

Dominant ER Value	Dominant AVL Value						Total
	T	E	A	S	P	R	
Theoretical		1	2		2	1	6
Economic	1	1		1		1	4
Social	4	4	1		3	1	13
Political			1				1
Multimodal	8	4	4	3	2	5	26*
Total	13	10	8	4	7	8	50

*Multimodal sub-total:

TE (4), TS (6), TP (1), ES (6), EP (1), SP (3), TES (2),
TSP (1), ESP (1), TESP (1)

Table 37.--Comparison of dominant AVL value and dominant ER value of wives: TV-Radio-Stereo

Dominant ER Value	Dominant AVL Value						Total
	T	E	A	S	P	R	
Theoretical	1					1	2
Economic		2				1	3
Aesthetic						1	1
Social	6	5	7	3	3	4	28
Political			1	1			2
Multimodal	2	3	3	1	2	3	14*
Total	9	10	11	5	5	10	50

*Multimodal sub-total:

TS (3), TP (1), EA (2), ES (4), TEA (1), TES (1), TEP (1),
TSP (1)

Key: T = Theoretical, E = Economic, A = Aesthetic, S = Social,
P = Political, R = Religious

The data show, however, that art objects were classified in every value category except economic and religious.

The AVL value and ER value categories of five husbands and of one wife coincided (Tables 38 and 39). Four husbands were theoretical, one husband political while the one wife was theoretical. The distribution of the totals throughout the value categories of theoretical, aesthetic, social, political and multimodal showed very little difference for husbands. A majority of ER values of wives were classed in the aesthetic category. When the multimodal category was analyzed for wives, aesthetic was included in one-half of the cases.

The analysis of the furnishings category, art objects, showed differences between the way husbands and wives considered these objects. Husbands tended to perceive these objects in every value category except economic and religious, regardless of their dominant AVL value. Even though wives perceived these objects more as aesthetic, they gave some preferences to theoretical, social and political.

Religious Objects

Religious Objects were not found in every home. In fact, 31 families out of the sample of 50 had no Religious Objects. In the study, Catholic, Jewish and Protestant homes all displayed Religious Objects, revealing that religious preference did not limit possession of these items, even though particular denominations are usually thought to

Table 38.--Comparison of dominant AVL value and dominant ER value of husbands: Art Objects

Dominant ER Value	Dominant AVL Value						Total
	T	E	A	S	P	R	
Theoretical	4	2	1		2		9
Aesthetic		3		1	1	3	8
Social	2	2				2	6
Political	2	1	1	1	1	1	7
Multimodal	2	1	4			1	8*
None	3	1	2	2	3	1	12
Total	13	10	8	4	7	8	50

*Multimodal sub-total:

TS (2), TA (1), TP (1), SP (1), TAS (1), ASP (1), TEAS (1)

Table 39.--Comparison of dominant AVL value and dominant ER value of wives: Art Objects

Dominant ER Value	Dominant AVL Value						Total
	T	E	A	S	P	R	
Theoretical	1			1		1	3
Aesthetic	3	5		1	2	3	14
Social	2	1	2		1	2	8
Political	1	1	1	1			4
Multimodal	1		5	1	1	1	9*
None	1	3	3	1	1	3	12
Total	9	10	11	5	5	10	50

*Multimodal sub-total:

TA (2), TS (2), TP (2), AS (2), SP (1),

Key: T = Theoretical, E = Economic, A = Aesthetic, S = Social,
P = Political, R = Religious

display religious objects in the home more than other denominations. The number of religious objects tended to be very small; most families had one object, while the largest number of objects found in a home was three.

Since this category of furnishings seems to be the most specifically related to religious value, the expectations would be that Religious Objects are viewed as religious. Findings showed that three husbands and two wives who were in agreement between dominant AVL and dominant ER values were in the religious value category (Tables 40 and 41).

Regardless of the dominant AVL for husbands or wives, the majority classified Religious Objects in the religious value category. If the ER values were in the multimodal category, a majority of husbands and wives listed religious as one of the value categories. A small scattering of responses of ER values were discovered in the categories of aesthetic, social, political and theoretical. No respondent put any Religious Object in the economic category.

The data suggest that respondents who did possess Religious Objects considered them as having religious value.

Related research studies suggested the idea that some furniture objects are more indicative of values than other objects. In the research, Workingman's Wife (32), line drawing pictures of lamps and sofas were utilized as preference tests in which homemakers made choices of the alternatives

Table 40.--Comparison of dominant AVL value and dominant ER value of husbands: Religious Objects

Dominant ER Value	Dominant AVL Value						Total
	T	E	A	S	P	R	
Aesthetic	1	1		1			3
Social	1		1				2
Religious	2	4	1		2	3	12
Multimodal		1			1		2*
None	9	4	6	3	4	5	31
Total	13	10	8	4	7	8	50

*Multimodal sub-total:
AR (1), SR (1)

Table 41.--Comparison of dominant AVL value and dominant ER value of wives: Religious Objects

Dominant ER Value	Dominant AVL Value						Total
	T	E	A	S	P	R	
Aesthetic		1					1
Social			1			4	5
Political		1					1
Religious	2	2	1	1		2	8
Multimodal	2	1				1	4*
None	5	5	9	4	5	3	31
Total	9	10	11	5	5	10	50

*Multimodal sub-total:
TR (1), AR (1), SR (1), AS (1),

Key: T = Theoretical, E = Economic, A = Aesthetic, S = Social,
P = Political, R = Religious

presented and gave a reason for each choice. According to the study, middle-class and working-class women differed in their values underlying these furnishings choices. The researchers pointed out that perhaps other furnishings objects evoke difference in values. Since in the present study comparisons were made of the various furnishings categories, hypothesis five stated that expressed reasons for the use of lamps will have a higher measure of association with the dominant AVL value than will any other category of home furnishings. On the basis of the largest number of agreements between dominant AVL and dominant ER values (Table 23, the hypothesis regarding lamps was not supported.

The number of husbands whose dominant AVL and ER values agreed was approximately the same for every furniture category. Little evidence was found for differences in lamps as compared to other groups because Lamps, University Furniture, TV-Radio-Stereo, Art Objects and Miscellaneous Accessories were approximately equal in agreement.

The same tendency existed in the number of wives whose dominant AVL and ER values agreed. Little evidence was found for differences in Lamps as compared to other groups. Again, Lamps, University Furniture, Personal Furniture, Books-Magazines-Newspapers and Miscellaneous Accessories were approximately equal in agreement.

In summary, no furniture category was more indicative of values than any other category when comparing the agreements

of dominant AVL and dominant ER values for husbands and wives in this study. Percentages of agreement were all relatively low and no furnishings group had a higher percentage agreement than 18.

To conclude, some variations from the economic value predominance were seen in the furnishings categories of Textile Furnishings, Books-Magazines-Newspapers, Religious Objects, TV-Radio-Stereo and Art Objects. Generally, the value categories of theoretical, religious, aesthetic and social were predominant in these furnishings categories for a majority of respondents, regardless of the respondent's dominant AVL value. Few respondents, whether husbands or wives, agreed with the dominant AVL and ER values in these furnishings categories.

The total number of couples holding identical dominant AVL values numbered only 13. This group of 13 couples were characterized by four dominant AVL values: theoretical, economic, aesthetic and religious. All 13 couples had the same dominant ER value, economic. Economic was the dominant ER value as expressed by a majority of all respondents.

Dominant ER Values

The dominant ER values will be analyzed by reviewing both the comparisons of husbands and wives and those of husbands and their wives, or couples. In general, the dominant ER value, economic, was characteristic of a majority of husbands and wives. Each furnishings category was analyzed

separately for the ER dominant value as shown in Tables 42-63.

In the Total Household Furnishings category, 42 husbands and 38 wives viewed their furnishings as economic, whereas 35 couples considered Total Household Furnishings economic (Tables 42 and 43).

For University Furniture 44 husbands and 44 wives and 39 couples considered economic the dominant value as indicated in Tables 46 and 47. The effect of the University Furniture (a category comprised of eight objects) on the Total Household Furnishings category was to skew the total more strongly in the direction of economic value. An analysis was made of the sub-total category termed Total Household Furnishings minus University Furniture as indicated in Tables 44 and 45. The University Furniture was subtracted from the total because this furnishings category represents a category over which the respondent had little choice. The researcher is aware that some couples in Spartan Village do make a choice; to use or not to use the furniture provided. If the respondents decide to remove the University Furniture from the apartment the couples do break University regulations and are liable to monetary penalty. All the couples in the present study decided to use the University Furniture, which further substantiates the economic orientation of these couples. In the Total Household Furnishings minus University Furniture the economic orientation was reduced somewhat. Thirty-three husbands and 27 wives and 22 couples viewed the

Table 42.--Dominant ER values of husbands and wives: Total Household Furnishings

Dominant ER Value	Husbands	Wives
Economic	42	38
Aesthetic	2	2
Social	1	6
Multimodal	5*	4**
Total	50	50

*Husbands:

EA (1), ES (2), EP (1), AS (1)

**Wives:

EA (4)

Table 43.--Dominant ER values of husbands and their wives: Total Household Furnishings

Wives	Husbands				Total
	E	S	P	M	
Economic	35	1	1	1	38
Aesthetic	1	1			2
Social	3			3	6
Multimodal	3			1	4**
Total	42	2	1	5*	50

*Husbands:

EA (1), ES (2), EP (1), AS (1)

**Wives:

EA (4)

Key: E = Economic, A = Aesthetic, S = Social, P = Political,
M = Multimodal

Table 44.--Dominant ER values of husbands and wives: Total Household Furnishings minus University Furniture

Dominant ER Value	Husbands	Wives
Theoretical	1	1
Economic	33	27
Aesthetic	4	6
Social	2	11
Political	3	1
Multimodal	7*	4**
Total	50	50

*Husbands:

ES (1), EA (2), TA (1), SP (1), EAP (1), TESP (1)

**Wives:

ES (3), SP (1)

Table 45.--Dominant ER values of husbands and their wives: Total Household Furnishings minus University Furniture

Wives	Husbands						Total
	T	E	A	S	P	M	
Theoretical		1					1
Economic		22	1			4	27
Aesthetic		2	2	1	1		6
Social		5	1	1	1	3	11
Political					1		1
Multimodal	1	3					4**
Total	1	33	4	2	3	7*	50

*Husbands:

TA (1), EA (2), ES (1), SP (1), EAS (1), TESP (1),

**Wives:

ES (3), SP (1)

Key: T = Theoretical, E = Economic, A = Aesthetic, S = Social,
P = Political, M = Multimodal

Table 46.--Dominant ER values of husbands and wives: University Furniture

Dominant ER Value	Husbands	Wives
Economic	44	44
Aesthetic		1
Political	2	2
Multimodal	4*	3**
Total	50	50

*Husbands:

ES (4)

**Wives:

EA (1), ES (1), EP (1)

Table 47.--Dominant ER values of husbands and their wives: University Furniture

Wives	Husbands			
	E	P	M	Total
Economic	39	1	4	44
Aesthetic		1		1
Political	2			2
Multimodal	3			3**
Total	44	2	4*	50

*Husbands:

ES (4)

**Wives:

EA (1), ES (1), EP (1)

Key: E = Economic, A = Aesthetic, S = Social, P = Political,
M = Multimodal

Table 48.--Dominant ER values of husbands and wives: Personal Furniture

Dominant ER Value	Husbands	Wives
Theoretical		1
Economic	34	35
Aesthetic	2	
Social	1	8
Political	2	
Multimodal	11*	6**
Total	50	50

*Husbands:

EP (1), ES (2), EA (2), ET (2), TS (1), AP (1), TES (1),
EAS (1)

**Wives:

ES (1), EA (2), PS (1), PT (1), TAS (1)

Table 49.--Dominant ER values of husbands and their wives: Personal Furniture

Wives	Husbands					Total
	E	A	S	P	M	
Theoretical	1					1
Economic	29	1			5	35
Social	3	1	1	1	2	8
Multimodal	1			1	4	6**
Total	34	2	1	2	11*	50

*Husbands:

TE (2), TS (1), EA (2), EP (1), ES (2), AP (1), TES (1),
EAS (1)

**Wives:

TP (1), EA (2), ES (1), SP (1), TAS (1)

Key: T = Theoretical, E = Economic, A = Aesthetic, S = Social,
P = Political, M = Multimodal

Table 50.--Dominant ER values of husbands and wives: Lamps

Dominant ER Value	Husbands	Wives
Theoretical	1	
Economic	36	34
Aesthetic	5	6
Social	1	3
Political	1	
Multimodal	6*	7**
Total	50	50

*Husbands:

EP (1), EA (1), ES (1), ET (1), EAP (1), TAS (1)

**Wives:

EA (2), SP (1), AP (1), TES (1), EAS (1), TEA (1)

Table 51.--Dominant ER values of husbands and their wives:
Lamps

Wives	Husbands						Total
	T	E	A	S	P	M	
Economic		27	3		1	3	34
Aesthetic	1	3	1			1	6
Social		2	1				3
Multimodal		4		1		2	7**
Total	1	36	5	1	1	6*	50

*Husbands:

TE (1), EA (1), ES (1), EP (1), TAS (1), EAP (1)

**Wives:

EA (2), AP (1), SP (1), TEA (1), TES (1), EAS (1)

Key: T = Theoretical, E = Economic, A = Aesthetic, S = Social,
P = Political, M = Multimodal

Table 52.--Dominant ER values of husbands and wives: Textile Furnishings

Dominant ER Value	Husbands	Wives
Theoretical	4	4
Economic	6	4
Aesthetic	18	16
Social	1	3
Political	4	1
Multimodal	10*	15**
No Furnishing Items Reported	7	7
Total	50	50

*Husbands:

EP (1), EA (3), EAP (1), EAS (2), TES (2), TEAS (1)

**Wives:

EA (4), ET (1), TS (1), EAS (3), TAS (2), TEAS (2), EASP (2)

Table 53.--Dominant ER values of husbands and their wives: Textile Furnishings

Wives	Husbands							Total
	T	E	A	S	P	M	N	
Theoretical	1		3					4
Economic		2		1	1			4
Aesthetic	2	1	7		1	5		16
Social		1	2					3
Political		1						1
Multimodal	1	1	6		2	5		15**
No Furnishings Reported							7	7
Total	4	6	18	1	4	10*	7	50

*Husbands:

EA (3), EP (1), EAP (1), EAS (2), TES (2), TEAS (1)

**Wives:

TE (1), TS (1), EA (4), TAS (2), EAS (3), TEAS (2), EASP (2)

Key: T = Theoretical, E = Economic, A = Aesthetic, S = Social,
P = Political, M = Multimodal, N = No Furnishings Reported

Table 54.--Dominant ER values of husbands and wives: Television-Radio-Stereo

Dominant ER Value	Husbands	Wives
Theoretical	6	2
Economic	4	3
Aesthetic		1
Social	13	28
Political	1	2
Multimodal	26*	14**
Total	50	50

*Husbands:

TE (4), TS (6), TP (1), EP (1), ES (6), SP (3), TES (2)
ESP (1), TESP (1)

**Wives:

EA (2), ES (4), TS (3), TP (1), TEA (1), TEP (1), TES (1),
TSP (1)

Table 55.--Dominant ER values of husbands and their wives: Television-Radio-Stereo

Wives	Husbands						Total
	T	E	A	S	P	M	
Theoretical	1					1	2
Economic		1				2	3
Aesthetic				1			1
Social	3	3		9	1	12	28
Political						2	2
Multimodal	2			3		9	14**
Total	6	4		13	1	26*	50

*Husbands:

TE (4), TS (6), TP (1), ES (6), EP (1), SP (3), TES (2),
TSP (1), ESP (1), TESP (1)

**Wives:

TS (3), TP (1), EA (2), ES (4), TEA (1), TEP (1), TES (1),
TSP (1)

Key: T = Theoretical, E = Economic, A = Aesthetic, S = Social,
P = Political, M = Multimodal

Table 56.--Dominant ER values of husbands and wives: Books-Magazines-Newspapers

Dominant ER Value	Husbands	Wives
Theoretical	28	11
Economic		1
Aesthetic		1
Social	5	7
Political	3	5
Religious	1	1
Multimodal	13*	24**
Total	50	50

*Husbands:

TE (2), TP (1), TS (8), SP (1), TSP (1)

**Wives:

EP (1), ES (1), TS (10), TP (7), TE (1), TA (1), SP (1),
EAS (1), TEP (1)

Table 57.--Dominant ER values of husbands and their wives: Books-Magazines-Newspapers

Wives	Husbands					Total
	T	S	P	R	M	
Theoretical	7	1			3	11
Economic	1					1
Aesthetic	1					1
Social	3	3			1	7
Political	2		2		1	5
Religious				1		1
Multimodal	14	1	1		8	24**
Total	28	5	3	1	13*	50

*Husbands:

TE (2), TP (1), TS (8), SP (1), TSP (1)

**Wives:

TE (1), TA (1), TP (7), TS (10), ES (1), EP (1), SP (1),
TEP (1), EAS (1)Key: T = Theoretical, E - Economic, A = Aesthetic, S = Social,
P = Political, R = Religious, M = Multimodal

Table 58.--Dominant ER values of husbands and wives: Religious Objects

Dominant ER Value	Husbands	Wives
Aesthetic	3	1
Social	2	5
Political		1
Religious	12	8
Multimodal	2*	4**
No Furnishing Items Reported	31	31
Total	50	50

*Husbands:

RA (1), RS (1)

**Wives:

RA (1), RT (1), RS (1), AS (1)

Table 59.--Dominant ER values of husbands and their wives: Religious Objects

Wives	Husbands					Total
	A	S	R	M	N	
Aesthetic	1					1
Social	1	1	3			5
Political			1			1
Religious	1	1	6			8
Multimodal			2	2		4**
No Furnishings Reported					31	31
Total	3	2	12	2*	31	50

*Husbands:

AR (1), SR (1)

**Wives:

TR (1), AR (1), AS (1), SR (1)

Key: A = Aesthetic, S = Social, R = Religious, M = Multimodal,
N = No Furnishings Reported

Table 60.--Dominant ER values of husbands and wives: Art Objects

Dominant ER Value	Husbands	Wives
Theoretical	9	3
Aesthetic	8	14
Social	6	8
Political	7	4
Multimodal	8*	9**
No Furnishing Items Reported	12	12
Total	50	50

*Husbands:

TS (2), TA (1), TP (1), SP (1), ASP (1), TAS (1), TEAS (1)

**Wives:

TP (2), TA (2), TS (2), AS (2), SP (1)

Table 61.--Dominant ER values of husbands and their wives: Art Objects

Wives	Husbands						Total
	T	A	S	P	M	N	
Theoretical	3						3
Aesthetic	2	4	4	2	2		14
Social	2	1		4	1		8
Political	1	1	1		1		4
Multimodal	1	2	1	1	4		9**
No Furnishings Reported						12	12
Total	9	8	6	7	8*	12	50

*Husbands:

TS (2), TA (1), TP (1), SP (1), TAS (1), ASP (1), TEAS (1)

**Wives:

TA (2), TS (2), TP (2), AS (2), SP (1)

Key: T = Theoretical, E = Economic, A = Aesthetic, S = Social,
P = Political, M = Multimodal, N = No Furnishings Reported

Table 62.--Dominant ER values of husbands and wives: Miscellaneous Accessories

Dominant ER Value	Husbands	Wives
Economic	13	13
Aesthetic	13	11
Social	7	12
Political	5	1
Multimodal	12*	13**
Total	50	50

*Husbands:

ES (2), EA (3), TE (3), AS (1), ASP (1), EAS (1), TESP (1)

**Wives:

EA (5), ES (2), AS (3), SP (1), EAS (1), TES (1)

Table 63.--Dominant ER values of husbands and their wives: Miscellaneous Accessories

Wives	Husbands					Total
	E	A	S	P	M	
Economic	6		3	1	3	13
Aesthetic	1	9			1	11
Social	2	2	3	2	3	12
Political					1	1
Multimodal	4	2	1	2	4	13**
Total	13	13	7	5	12*	50

*Husbands:

TE (3), ES (2), EA (3), AS (1), EAS (1), ASP (1), TESP (1)

**Wives:

EA (5), ES (2), EP (1), AS (3), EAS (1), TES (1)

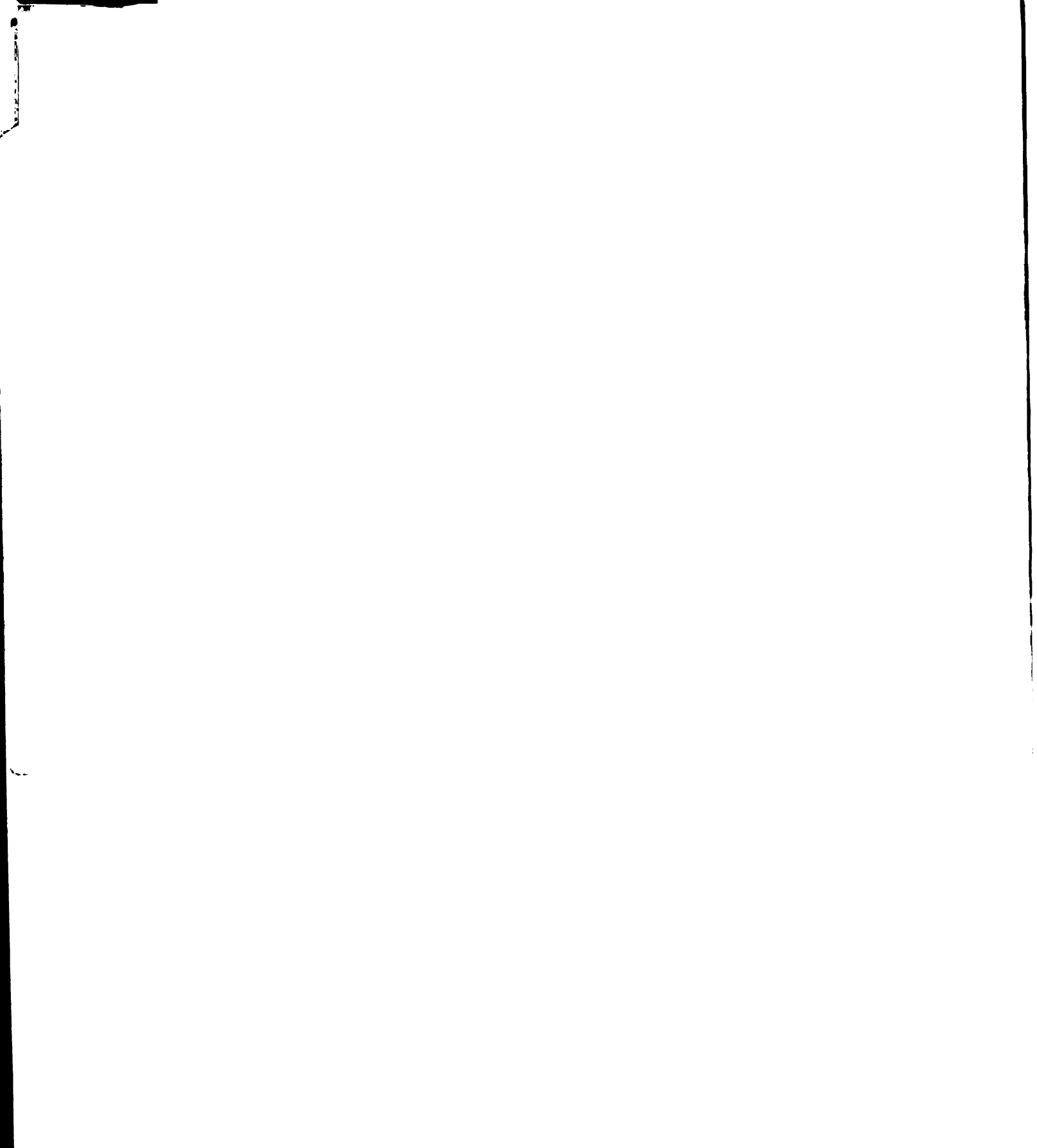
Key: T = Theoretical, E = Economic, A = Aesthetic, S = Social,
P = Political, M = Multimodal

dominant ER value as economic. The Total Household Furnishings minus University Furniture category tended to be more scattered throughout the value categories than Total Household Furnishings.

Discussing their reasons for University Furniture, the respondents offered the following reasons: "serves the purpose for studying, storage, sitting," "very functional," "very useful type of furnishings," "what the University provides is good because if we had to buy it, this would be expensive," "useful for several purposes like studying and eating," "convenient chest of drawers holds a lot."

As indicated in Tables 48 and 49, in the Personal Furniture category there were 34 husbands and 35 wives who expressed economic as the dominant ER value, while 29 couples viewed Personal Furniture as economic. Analysis of the multimodal category for all groups further emphasized the economic value. Describing Personal Furniture the respondents said, e.g. "serves the purpose," "our furniture is a long term investment," "useful item," "we paid a good price and expect the furniture to last."

Lamps are another furnishings category which respondents thought expressed economic value (Tables 50 and 51). Thirty-six husbands and 34 wives gave the ER value as economic, as did 27 couples. Analysis of the multimodal category showed an increase of economic emphasis from the



husband's point of view. For this category the respondents verbally emphasized the need for light and the function of lamps.

For a majority of cases, within the furnishings groups of Total Household Furnishings, Total Household Furnishings minus University Furniture, University Furniture, Personal Furniture and Lamps, the dominant ER value of economic predominated, whether the comparison be for husbands and wives as groups or for husbands and their wives.

A majority of the respondents did not decisively place Textile Furnishings in one value category, as was true for other furnishings groups previously discussed. Here the expressed reasons were more scattered throughout the various value categories as indicated in Tables 52 and 53. Seven couples had no textile furnishings which met the criteria of the definition used in the study. The dominant ER value was aesthetic for 16 husbands and 16 wives. Out of 43 couples, 18 viewed Textile Furnishings as aesthetic. When the multimodal category was analyzed, the aesthetic emphasis increased because seven husbands and 13 wives stated aesthetic as one of the values. Those who viewed this category as aesthetic said that textiles were primarily added for decoration, for appearance or for color and texture.

TV-Radio-Stereo was a furnishings group represented in every home. As indicated in Tables 54 and 55, 28 wives and 13 husbands gave social as the ER value. A majority of husbands and wives, whose reasons were categorized in multimodal, expressed social as one of the reasons, thereby, strengthening the social emphasis. Obviously, respondents saw TV-Radio-Stereo in a variety of ways because of the large number of multimodal categorizations. The reasons given for choice of this furnishings group largely related to recreation purposes for the respondents.

There were Books-Magazines-Newspapers in every family. Theoretical was the largest category for the dominant ER value as shown in Tables 56 and 57. Twenty-seven husbands and 10 wives had theoretical value. An analysis of the multimodal category supported this value with 14 out of 15 husbands and 20 out of 25 wives having theoretical as one value contained in multimodal. By couples, the largest count was six for theoretical value. Since a large proportion of couples (24 wives and 13 husbands) showed multimodal counts for theoretical value, the emphasis on theoretical value strengthened. The respondents expressed reasons like: "interest in books for the information," or "books have professional and informative value for me."

Religious furnishings were found in 19 families of the study. This category had the smallest number of items.

While one article was usual, the maximum number was three. As indicated in Table 58, 12 husbands and eight wives saw these items as expressing the religious value, whereas eight couples had religious as the dominant ER value as shown in Table 59. Religious items were inventoried in the homes of two Jewish couples, nine Catholic couples and eight Protestant couples. Respondents specifically expressed a religious meaning for utilization of these furnishings. Some expressed reasons were: "I read the Bible daily for religious help," "I have the Scriptures which reminds us about the Word of God," "So many people aren't Christian, this object gives me something to think about so I will consider my religion."

Art objects were possessed by 38 families as shown in Table 60 and 61. While 14 wives and eight husbands had aesthetic as the dominant ER value, nine husbands gave theoretical as the dominant ER value. Reviewing the multimodal category, both aesthetic and theoretical were expressed values. The distribution of the number of value categories for husbands was comparable in the values of aesthetic, theoretical, social and political. Wives were more decisive in their view of art objects as expressing aesthetic value. By couples, four agreed on aesthetic as the dominant ER value, but a wide scattering of values existed. Agreement in this category was not as consistent or clear-cut as in

the other furnishings categories. If the expressed reason categorized as aesthetic, the respondents commented that the object was being utilized for color, texture, design, decoration or because it was an original work of art.

Every couple possessed Miscellaneous Accessories to some degree as indicated in Tables 62 and 63. Thirteen husbands gave economic as the dominant ER value but an equal number of husbands listed aesthetic as the dominant ER value. Thirteen wives classified economic as the dominant ER value. Economic, aesthetic and social values revealed little difference for husbands or wives. An analysis of the multimodal category supports the economic value for both husbands and wives. Though a total of six couples listed economic as the dominant ER value, nine couples listed aesthetic as the dominant ER value. A wide scattering of values on the profile occurred for the analysis by couples. Since many of the couples were newly married, the objects in this category were mainly gifts. The social value was given expression in reasons which related these objects to sentiment. The aesthetic value was expressed in reasons explaining the respondent's interest in the objects for color, shape, texture or decoration. Finally, the useful function and purpose or cost was categorized as economic value.

In summary, the economic value dominated for three of the nine furnishings groups: University Furniture,

Personal Furniture and Lamps. But economic value was also important in Miscellaneous Accessories. Although aesthetic was the primary value category for Textile Furnishings and Art Objects, this was not the only value category represented. TV-Radio-Stereo occurred primarily in social value, Religious Objects in religious value and Books-Magazines-Newspapers in theoretical value. Although no furnishings group was predominantly viewed as political, this value was evident throughout all furnishings groups.

The economic orientation of the respondents in this study may be further explained by reviewing several demographic characteristics of the sample. Three factors seem noteworthy: age of respondents, number of years married and stage in the family life cycle. The respondents represented a particular age group (18-35), couples who have been married less than five years are in the beginning stage of the family life cycle (have no children). These husbands and wives are a product of a highly technical-oriented society emphasizing a money world. Their entire lives have been spent during a time of national affluency. It would be expected that the couples would emphasize the economic value in their view of their world and the objects within it. The importance of the monetary value of home furnishings objects was expressed repeatedly by the respondents.

Value Profiles of Thirteen Selected Couples

Value profiles of thirteen selected couples were analyzed. A value profile is defined as a rank order of the six AVL values measured: theoretical, economic, aesthetic, social, political and religious. Two value profiles were developed: one for the AVL values measured by the AVL test and the other for the ER values measured by the expressed reasons, as indicated in Table 64. The thirteen couples selected for comparison had two characteristics in common: (1) the dominant AVL values agreed for each husband-wife pair, (2) the dominant ER value was economic for all couples of the selected sample.

The AVL value profiles for the thirteen couples presented a variety of rank order combinations. Each couple had the highest ranked value in common, other than the highest ranked in common, but one couple had no value. Generally, the majority of couples had one or more values in the same rank position in addition to the highest ranked value. The highest agreement in rank ordering was shown by two couples who agreed on the order of all values but two.

The lowest ranked value in the AVL value profile was held in common by four couples. Wives ranked every value category in the lowest rank, but husbands did not rank theoretical or economic as the lowest ranked value. Theoretical was the lowest value for a majority of wives (six

Table 64.--Comparison of AVL value profile and ER value profile of thirteen selected couples

AVL Values		ER Values		AVL Values		ER Values	
Husband	Wife	Husband	Wife	Husband	Wife	Husband	Wife
Couple 13				Couple 35			
T	T	E	E	T	T	E	E
E	S	S	S	P	R	ST*	ST*
P	R	A	A1*	R	S	P	
R	P	P		E	E		
S	E			A	A		
A	A			S	P		
Couple 36				Couple 46			
T	T	E	E	T	T	E	E
R	S	S	A	E	S	AS1*	S
P	P	1A*		A	P	RP*	A
E	E	P		S	A		T
S	R			P	E		
A	A			R	R		
Couple 32				Couple 5			
E	E	E	E	A	A	E	E
A	T	1ASR*	S	1S*	R	T	AS*
R	P		A	S	S		T
P	A		R	P	E		
T	R			R	P		
S	S				T		
Couple 20				Couple 23			
A	A	E	E	A	A	E	ES*
1S*	R	1A*	T	SP*	R	1AS*	A
S	S	S	S	T	E	P	P
P	E			R	P		
R	P			E	T		
Couple 28				Couple 25			
A	A	E	E	R	R	E	E
T	S	1S*	SA*	E	E	1ASP*	A
E	E	A	T	AP1*	AS*	R	ST*
R	P			T	T		
S	T			S	P		
Couple 38				Couple 40			
R	R	E	E	R	R	E	E
T	S	1S*	S	T	S	1AS*	ASP*
S	E	R	1A*	S	A		
E	A			P	T		
P	P			E	P		
A	T			A	E		
Couple 43							
R	R	E	E				
S	S	SR*	R				
A	E	T	T				
P	P						
T	A						
E	T						

Key: T = Theoretical, E = Economic, S = Social, P = Political,
A = Aesthetic, R = Religious

*Multimodal

out of nine), excluding the group who had theoretical as the dominant value. The AVL study manual presented the idea that some values are so-called masculine and feminine values. Theoretical was a masculine dominant value and would be expected to have a low ranking among females. This selected sample supported this idea.

Reviewing the ER value profiles of the selected couples, the findings indicated more agreement of the ranking of values between couples than was shown for the AVL value profiles. All couples had economic as the first ranked value. The profiles varied in the number of values in the profile, varying from two to six values. For a majority of couples, the number of values in the profile tended to be the same, and the identical values were ranked. Some couples ranked the values in the same rank order, but a majority of couples had a different ordering of the values for each partner. More multimodal combinations were evident in the ER value profiles. Theoretical was the lowest ranked value for wives, a similarity to the AVL value profile, but husbands showed an even distribution throughout the value categories represented. Variations were shown in the ER value profiles of the selected sample, but the main emphasis was economic value (Tables 64 and 65).

The ER value profile by furniture category as shown in Table 65 reveals similar findings as proposed for the

Table 65.--Dominant ER value profiles of thirteen selected couples by furnishings category

Husbands						Wives					
T	E	A	S	P	R	T	E	A	S	P	R
Couple 13											
UF	AO	AO	AO			BMN					
PF	TF	TRS				PF					
TF		BMN				L					
L						MA					
MA											
Couple 36											
TRS	UF	TF	PF	TRS		TRS	UF	PF		BMN	RO
BMN	PF	MA	TRS			BMN	PF	TF			
L		RO				L		MA			
TRS						MA					
Couple 32											
BMN	UF	AO	TRS		RO	UF	MA	TRS			RO
PF						PF	AO	BMN			
TF						TF					
L						L					
MA											
Couple 20											
TRS	UF	PF	UF			TF	UF			TRS	
BMN	TF	TF				BMN	PF				
L						L					
MA						MA					

Husbands						Wives					
T	E	A	S	P	R	T	E	A	S	P	R
Couple 35											
TRS	UF	AO	TF			BMN					
BMN	PF	MA				PF					
	L					TF					
						BMN					
						MA					
Couple 46											
TRS	UF	PF	TF			UF	TF	L			
BMN	PF	L	TRS			PF	BMN	TRS			
AO	TF	AO	AO			BMN		AO			
	MA					MA					
Couple 5											
TRS	UF	MA	RO	AO		UF	AO	TRS			
BMN	PF					PF	MA	RO			
	L					L					
Couple 23											
BMN	UF	AO	TRS	TRS		UF	TF	L		AO	
AO	PF	MA	AO			PF	MA	TR			
	L					TF		BMN			
	TRS										
	AO										

Table 65.---Continued

Husbands						Wives						Husbands						Wives					
T	E	A	S	P	R	T	E	A	S	P	R	T	E	A	S	P	R	T	E	A	S	P	R
Couple 28																							
L	UF	UF	TR			BMR	UF	UF	BMR														
BMN	PF	MA	BMN			AO	PF	L	AO														
AO	UF	AO				UF	MA	MA															
TR						TR																	
Couple 38																							
PF	UF	BMN				RO	BMN	UF	UF	RO													
TR	PF	AO					PF			AO													
UF							UF			MA													
L							L																
TR																							
MA																							
Couple 43																							
TR	UF	UF				BMN	TR	UF															
PF						RO		PF															
L								UF															
								L															
								MA															

Key: ER Values												Furnishings Categories											
T	=	Theoretical	UF	=	University Furniture																		
E	=	Economic	PF	=	Personal Furniture																		
S	=	Social	TF	=	Textile Furnishings																		
P	=	Political	L	=	Lamps																		
A	=	Aesthetic	TR	=	Television-Radio-Stereo																		
R	=	Religious	BMN	=	Books-Magazines-Newspapers																		
			AO	=	Art Objects																		
			RO	=	Religious Objects																		
			MA	=	Miscellaneous Accessories																		

Key: ER Values

T = Theoretical
 E = Economic
 S = Social
 P = Political
 A = Aesthetic
 R = Religious

Furnishings Categories

UF = University Furniture
 PF = Personal Furniture
 TF = Textile Furnishings
 L = Lamps
 TRS = Television-Radio-Stereo
 BMN = Books-Magazines-Newspapers
 AO = Art Objects
 RO = Religious Objects
 MA = Miscellaneous Accessories

Couple 25

TRS UF UF TRS RO UF UF UF UF
 BMN PF MA MA AO TRS PF RO TRS
 L MA BMN UF AO MA
 TRS

Couple 40

TRS UF UF TRS UF L PF UF
 BMN PF MA BMN UF MA UF BMN
 L TRS

entire sample. As had been previously reported, the furnishings categories of University Furniture, Personal Furniture, Lamps and Miscellaneous Accessories were primarily economic value.

Scale of Importance

Each home furnishings item inventoried was ranked on a scale from one to seven by the respondents. The rank of one for a furnishings item meant this item received the lowest possible rank. The rank of seven for a furnishings item meant this item received the highest possible rank.

Hypothesis six stated that for an individual the dominant ER value of the inventory items with a six or seven weighted rating will agree with the dominant AVL value in a majority of cases. Hypothesis six was not supported by the study.

A comparison of dominant AVL value and dominant ER value for husbands found ten husbands in agreement while for wives nine were in agreement. In Agreement meant the dominant AVL value matched the dominant ER value. A majority of husbands or wives did not agree, although the six or seven weighted inventory items were found in all value categories and in all furnishings groupings.

Rank Order Scale

A hypothetical question concerning the saving of the five most important furnishings items in a fire situation

resulted in a Rank Order Scale for these items. Only items which had been inventoried by the researcher could be included on the list. This ranking of objects served as a reliability check because the objects had been ranked previously on the Scale of Importance.

Hypothesis seven stated that for an individual the items in the Rank Order Scale will have a six or seven rating as in the Scale of Importance in a Majority of cases.

As reported in Table 66, 38 husbands and 45 wives were in agreement.. Therefore, in a majority of cases the study is supportive of this hypothesis.

The number of the same objects which would be saved by couples was surprisingly high. Thirty couples would save some identical objects, three or more from the choices of five objects, as indicated in Appendices H and I. Forty-nine couples would save at least one object or more in common. Six couples would save all five objects in common. The identical objects which would be saved represented every furnishings category used in the study. The objects repeated most frequently by husbands and wives were: books, TV, stereo and radios. Husbands would save more of these objects in every case than would wives. The observation could be made that husbands and wives are communicating the meaning and importance of furnishings objects to one another. The list of objects was made in private without the other spouse

Table 66.--Comparison of furnishings items ranked 1 through 5 in rank order scale and the scale of importance ratings for the same items

Couple No.	Rank Order Scale									
	Husband					Wife				
	1	2	3	4	5	1	2	3	4	5
1	7	7	7	7	7	7	7	6	6	5
2	7	6	6	3	7	7	7	7	7	7
3	7	7	7	6	6	7	7	7	NC*	NC
4	5	5	7	6	6	7	7	7	7	7
5	7	6	7	6	4	6	7	7	7	7
6	2	7	6	5	5	6	7	6	5	7
7	6	6	7	5	4	5	6	6	4	NC
8	7	5	6	5	7	7	7	6	6	6
9	7	4	5	5	7	6	6	7	7	6
10	6	6	6	5	6	6	6	7	6	6
11	7	7	6	7	6	7	7	7	4	6
12	7	5	5	7	2	6	7	7	NC	NC
13	4	5	4	4	7	7	4	5	6	6
14	6	5	5	5	5	5	6	6	7	7
15	7	6	7	7	7	7	7	7	7	7
16	6	7	5	4	2	7	7	7	6	7
17	6	6	7	6	7	7	7	7	7	7
18	5	6	6	6	4	7	4	6	6	6
19	7	7	7	7	7	7	7	7	7	7
20	6	6	6	6	NC	4	5	6	7	7
21	7	4	6	7	7	7	7	7	7	5
22	7	7	7	5	3	7	6	6	7	6
23	3	6	5	7	6	4	7	7	7	7
24	7	7	7	7	7	7	7	7	7	7
25	7	6	5	7	6	7	7	6	6	6
26	7	7	5	7	NC	6	6	6	6	NC
27	7	7	7	7	7	7	7	5	5	6
28	7	7	7	7	6	7	7	7	6	7
29	7	7	7	6	6	7	7	6	5	4
30	7	7	7	7	7	7	7	7	5	NC
31	7	7	7	2	6	7	7	5	7	6
32	7	5	5	3	4	7	7	5	7	7
33	6	7	6	7	7	7	7	3	7	7
34	6	6	6	7	7	7	7	7	6	5
35	7	7	7	5	7	7	7	7	7	7
36	7	6	6	2	6	6	7	6	5	5
37	7	4	6	6	6	7	4	6	5	5
38	7	7	7	7	7	7	7	7	7	7
39	3	5	4	7	5	6	3	6	7	6
40	7	7	7	7	7	6	6	6	7	7
41	6	6	7	7	7	7	7	7	7	7
42	6	6	4	6	7	7	7	6	6	5
43	6	6	6	5	NC	7	7	NC	NC	NC
44	5	6	5	4	7	7	7	7	7	6
45	5	6	5	4	7	7	7	7	7	6
46	6	7	7	4	6	7	6	6	7	5
47	7	7	7	7	6	6	1	7	7	3
48	6	7	5	5	6	7	7	7	6	7
49	6	4	5	6	7	6	5	7	6	6
50	7	NC	NC	NC	NC	7	7	6	5	3

*NC = No Choice

being present; communication and comparison was not possible during the test-taking. Although the expressed reasons for saving the objects would not in all cases be the same, nor would the dominant ER value be the same, the fact that the same objects would be saved is important to note.

Reviewing the relationship of the dominant AVL value and the dominant ER value for the five objects considered to be most important, the dominant AVL and ER values do not agree. In most cases, the dominant AVL value is represented among the dominant ER values for at least one of the five objects.

In a majority of cases, both husbands and wives expressed economic reasons for saving the objects in the fire. The reasons were stated: "most expensive object we own," or "irreplaceable," or "monetary value in replacement would be high," or "functional, used so much." Some of the reasons expressed sentiment or a relationship to persons such as: "first thing we wanted and we bought," "these are the only things that are really ours and that is what makes the difference." Wives tended to make more sentiment statements than did husbands. Perhaps many of the objects owned by these couples were gifts, therefore, in selecting the objects to save as being most important to them, the objects saved were those of their own choosing. While economic reasons predominated, aesthetic and religious reasons were also expressed.

At the other end of the scale, the objects prized least, were also related to economic value. The reasons stated for not wishing to save these objects were: "less money involved," or "can easily be replaced," or "furniture doesn't belong to us so let it burn." The furniture belonging to the University was named frequently as the least desired object. Not all respondents, however, would let the University furniture be destroyed. Many husbands and wives listed University Furniture among the five objects to be saved. One respondent strongly stated, "It isn't Christian to want to 'save' our belongings at the risk of letting MSU property be destroyed. I like MSU furniture; it is attractive and adequate for our use."

In summary, a majority of husbands and wives placed strong emphasis on economic value as expressed by their reasons for saving objects in the hypothetical question. This finding further supports the economic orientation of young married couples as noted in the preceeding findings.

CHAPTER VII

SUMMARY AND IMPLICATIONS

This chapter summarizes this exploratory and descriptive study which focused on the preferential behavior of families with respect to values underlying decision-making about one resource, namely home furnishings; discusses findings; points out certain limitations; and suggests implications for further research in the field of home management.

Summary

Fifty student couples, residents of Spartan Village, a Michigan State University housing area, were interviewed. Ages of subjects ranged from 20-35, with 76 percent of the sample under 25 years of age. The couples had been married less than five years and had no children, therefore, were in the beginning stage of the family life cycle.

Conceptually, values were viewed as motivating forces directing choices to obtain what is desired among alternative courses of action. Values were measured in two ways, by the standardized AVL value test and by expressed reasons, verbal responses explaining the utilization of home furnishings. AVL values were categorized as theoretical, economic, aesthetic, social, political or religious. ER values were deduced from

expressed reasons and categorized in the same six value classifications as the AVL test, but modified in definitional content specifically in the context of home furnishings. Comparisons were made of the rank order of AVL values for the MSU population and AVL population.

Dominant AVL value was the highest scoring value on the AVL test based on limits set forth in the AVL manual. The dominant ER value was the value based on the highest number of expressed reasons in a value category, but if more than one value category had equally high numbers of reasons, the values were titled multimodal. Comparisons were made between dominant AVL and ER values for husbands, wives and couples by furnishings categories.

Instruments utilized in the study were the AVL test, Home Furnishings Inventory Schedule, Scale of Importance and Rank Order Scale. Husbands and wives completed the AVL test while the researcher inventoried the furnishings visible in the apartment. Individually the respondents were asked, Why do you utilize these particular furnishings? The researcher recorded the expressed reason for utilization of each furnishings object. The respondents ranked their furnishings on a Scale of Importance with ratings of one through seven. A rank of one or two was considered to have low importance rating while a rank of six or seven was considered to have relatively high importance. A Rank Order Scale was utilized to obtain a list of the five most important

furnishings objects to be saved in a fire. The dominant ER value of the furnishings items with a rating of six or seven on the Scale of Importance was compared to the dominant AVL value for each respondent. The rank order for the five items and importance ratings for the same items were checked for agreement.

A comparison of the ranking of values for the MSU population and AVL population was done. The highest ranked AVL value for the total AVL population was political and for the total MSU population was theoretical. A basically different characteristic was evident in the population of MSU students; more technically-trained majors were represented in the MSU population as compared to the AVL population.

Findings indicated that dominant AVL values for husbands and wives were widely distributed through the six AVL value categories. Husbands and wives did not hold the same dominant AVL value except for 13 couples of the 50 couples studied.

Generally, the dominant AVL value held by the husband or the wife was not the same as the dominant ER value deduced from expressed reasons given by them. The thirteen couples whose dominant AVL values agreed all had economic as the dominant ER value in a majority of the individual furnishings categories and for the Total Household Furnishings category.

Husbands and wives were economic value oriented particularly in their view of University Furniture, Personal

Furniture, Lamps and Miscellaneous Accessories. Miscellaneous Accessories were also seen as possessing aesthetic and social value. Textile Furnishings were mainly in the aesthetic category although a wide scattering of value categories was noted. Husbands and wives viewed Books-Magazines-Newspapers as expressing mainly theoretical value, while TV-Radio-Stereo expressed mainly social value. Art Objects were represented in theoretical, aesthetic, social and political, although wives viewed Art Objects mainly as aesthetic. Religious objects held primarily religious value for both husbands and wives. Many husbands and wives expressed reasons which were categorized in more than one value category for a particular furnishings group. A multimodal category was used when the total number of reasons was of equal number in more than one value category within a furnishings group. Many respondents had multimodal categories for the furnishings categories of Art Objects, Miscellaneous Objects, Textile Furnishings, Books-Magazines-Newspapers and TV-Radio-Stereo.

The respondents rated their furnishings on a Scale of Importance. Objects with six or seven ratings were placed in every furnishings category and every value category. The dominant ER value of the six or seven weighted objects did not agree with the dominant AVL value of the respondents in a majority of cases.

A majority of respondents ranked the five most important furnishings objects saved in a fire on the Scale of Importance with the highest ratings, six or seven. The reasons expressed for saving these objects were overwhelmingly expressive of economic value, even though the dominant ER value was not always economic. This ranking in the economic value substantiated the conclusion that the couples of this study are predominantly economic value oriented.

On the Rank Order Scale three-fifths of the couples would save at least three objects or more which were identical. The findings suggest that the importance and meaning of home furnishings objects to husbands and wives were being communicated to each other and internalized. The selection of the objects and the ranking was done by each spouse without consultation with each other.

In brief, the couples of this study were young couples, mainly under 25 years of age, who had been married less than five years and were in the beginning stage of the family life cycle. The respondents viewed their home furnishings mainly as holding economic value although some objects were represented in the value categories of religious, social, aesthetic and theoretical. Objects were viewed in the political value category but not in sufficient numbers to be dominant. The dominant AVL values and ER values of husbands did not generally match the dominant values of wives,

although there 13 husband-wife agreements on both dominant AVL and ER values.

Limitations of the Study

The value categories of the AVL are general value categories which encompass a broad definition and classification of values. The researcher was aware of this fact in the selection of the instrument; however, for comparison purposes with verbalized responses this classification system was useful and workable. The system was found to have limitations for particular values. The theoretical category was the most difficult to apply to home furnishings. In fact, a demarcation line was not clear-cut between theoretical and economic in the context of home furnishings.

One probable explanation for inconsistency between the dominant AVL and ER values of subjects is posited. The choices presented in the AVL do not appear to be meaningful and relevant to the present day college population. Although the latest revision (1960) of the AVL test was utilized in this study, the world of the college population is changing with alarming rapidity. This researcher believes an instrument which elicits actual preferential behavior from the real world of the subject is potentially more fruitful than a forced-choice instrument such as the AVL.

Since this study was exploratory and descriptive, the data were not submitted to statistical check to determine

to what extent the differences might be due to chance. The extent of generalizability is, of course, limited to the population represented by the sample.

Implications for Further Research

Few research studies have specifically investigated the behavioral setting of the home with respect to the value-laden meanings of home furnishings objects. Although the findings of the present study are not definitive, support is given to the theoretical concept that value-content is implicit in verbalized responses for the utilization of home furnishings.

Data analysis in the present study utilized one dominant AVL value and one dominant ER value for comparative purposes. An individual's system of values relating to home furnishings objects may not be related to only one value but may well be a number of interrelated values forming a web-like pattern of values. Methodology devised so that a profile could be identified and compared may yield meaningful results.

Is the dominant ER value more expressive of the respondent's values in relation to home furnishings (or other resources) than the dominant AVL value as measured by the standardized test?

The redefinition and refinement of value categories is suggested for further research. A category may be many

faceted; for example, economic value suggests furnishings may be viewed relating to utility, to money value or to efficiency.

Although the study elicited a wide range of reasons why particular home furnishings objects were utilized, perhaps other resources may be better indicators of values. The study of resources such as time, money and material goods as well as activities contribute to value knowledge. But further research is indicated to know what context focus would be the most productive and predictive of values held. Resources as indicators of value have not been investigated in an integrated fashion (multi-resource use within a family) and may yield important understanding of values.

A longitudinal study of couples over time was suggested for future researches by the implication that couples at various stages in the family life cycle may view home furnishings with different meanings. If couples in the beginning stage of the family life cycle are primarily economic oriented as suggested by the present study, what happens to these couples over time? Various questions may be appropriately asked. Is there consistency in value orientation at each stage of the family life cycle? What are the characteristics of individuals and couples who change or those who maintain a consistency? What are the conditions that affect change or constancy?

A related research study, Workingman's Wife (32) suggested that values relating to home furnishings vary with socio-economic class. College students are assumed to be mainly middle-class and therefore, possess middle-class values. The researcher suggests that a greater variety of social classes exist in today's collegiate population than is normally assumed. Perhaps the divergent views of the subjects toward Art Objects, Textile Furnishings, Miscellaneous Accessories may be related to social class. The variable, social class, was not investigated as a part of the present study, but in future studies of home furnishings objects this variable might well be investigated.

In the opinion of the researcher, the idea that home furnishings are predominantly a woman's area of decision-making should be reviewed. From the thoughtful responses by husbands in the present study, the researcher believes they were as knowledgeable and interested in the furnishings of the home as their wives and had participated in making these decisions. Perhaps this is a characteristic of young married couples today. Few research studies in the areas of housing and furnishings have utilized men as subjects. The wife has been the person usually questioned.

From recent literature in anthropology, psychology and communication, interdisciplinary study of values is indicated, particularly relating to housing and home furnishings. The researcher suggests that housing (space) and

home furnishings (objects) should be researched together. Hall (13) declares that when man structures his space he also structures his life in a very particular way. Space has an important bearing on the way man behaves. At the intuitive level the researcher feels that a study of home furnishings without incorporating a study of space leaves many questions unanswered. What is the meaning of the arrangement of objects within space? What is the relationship of people and objects within space? What is the meaning of space and objects to people? These questions merit investigation. Perhaps meaningful findings could be discerned from an interdisciplinary approach. The disciplines mentioned previously have theory applicable to research at this level. The possibility of bringing the perception of space as well as the objects within our personal environments to the conscious level should enlarge our understanding of man. The concept of why and how man does what he does in his personal environment is essential to an understanding of the kind of person he is and becomes. The future focus for research may well be objects and space.

Implications for Home Management

Recent critics of value research in home management, namely Deason (7) and Magrabi (25) propose that researchers review not only the direction of values research but the theory and methodology utilized and the relationship to

decision concepts. Engebretson (9) and Martin (24) caution the necessity for maintaining value as a conceptually distinct entity from preference, interest and desire. The researcher agrees that many problems still exist for the values researcher in home management, but she maintains that values are an integral part of the theory of home management. A critical need for continuing values research exists. Home management is in the primary stages of development of research in this area. More research is needed to be able to predict the consequences of values and the consequences for the family when the couples hold different values.

Wilson and Nye said that "value research combining conceived and operative values is the most definitive because one may be able to determine the extent to which statements expressing underlying values are consistent with actual behavior." (40:4) Could the research techniques evolved for the study of conceived values by Engebretson (9) and Martin (24) be correlated and expanded in the context of housing and home furnishings to compare operative values derived from verbal responses and observations of actual behavior and choices in the home? Morris has suggested that "a work of art can portray both operative and conceived values." (26:70) Certainly other objects of home furnishings could do likewise.

The implications for further research in the important area of the behavioral setting of the home seem clear. "Every interior betrays the nonverbal skills of its inhabitants. The choice of materials, the distribution of space, the kind of objects that command attention or demand to be touched--as compared to those that intimidate or repel--have much to say about the preferred sensory modalities of their owners. Their sense of organization, the degree of freedom left to imagination, their coerciveness or aesthetic rigidity, their sensitivity and fields of awareness--all are revealed in their houses. . . . Psychiatrists working with adults need only study the material environment with which individuals surround themselves to secure fresh insights into their relationships to objects, people, and ideas." (34:135) Values are communicated by the choices each individual and family makes for the physical environment of the home. The organization of the material environment is a personal expression of values, communicated in a non-verbal message. Research to explore the value content of our every day lives is essential to learning the relationships among values, decision-making and resources in an attempt to understand the family's management. The field of home management has a need as well as a responsibility to conduct further value research.

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APPENDICES

Appendix A

BASIC DATA SCHEDULE

NO. _____	
NUMBER OF QUARTERS LIVING IN NAME _____	DATE OF INTERVIEW _____
SPARTAN VILLAGE _____	DURATION OF INTERVIEW _____
NUMBER OF YEARS MARRIED _____	
<u>EDUCATION</u>	
Highest Grade Completed	<u>SOURCE OF CURRENT INCOME</u>
Husband Wife	Employment Husband Wife
Grade School	Grants, Fellowships
High School	Assistantships
College 1	Savings-investments
2	Loans
3	Parents
4	Other
Grad. or	
Other	
COLLEGE MAJOR	
Husband Wife	
	<u>EMPLOYMENT</u>
	Full Husband Wife
	Part
	Occasionally
<u>AGE</u>	
Husband Wife	
Under 18	
18-21	
22-25	
26-35	
Over 45	
<u>RELIGION</u>	
Husband Wife	
Catholic	
Protestant	
Identify	
Jewish	
Other	
Before	
<u>FAMILY MONEY INCOME (Taxes)</u>	
Under \$2000	
2000-2999	
3000-3999	
4000-4999	
5000-5999	
6000-6999	
7000-7999	
Over 7999	
	<u>OCCUPATIONAL ASPIRATION</u>
	Identify Husband Wife
	Prof. & Mgt.
	Clerical & Sales
	Service
	Other

[illegible][illegible]

Appendix D

HYPOTHETICAL SITUATION

Date _____

If there were a fire in your apartment what home furnishings object would you rescue as your first choice? You may save only ONE.

This would presuppose that you had adequate assistance from firemen so that size, bulk and other characteristics were not a problem in getting the object out safely.

What would be the least important object to save?

1st CHOICE

Last CHOICE

Rank your next most important home furnishings items in order of importance. 2 for the more important and 5 for the less important item.

2.

3.

4.

5.

Person	Person	Person
Home Furnishings Categorized by Coded ER Values		

	T E A S P R E R	No.	T E A S P R E R
1	University Furniture		
2	Personal Furniture		
3	Textile Furnishings		
4	Lamps		
5	TV, Radio, Stereo		
6	Books, Magazines, Newspapers		
7	Religious Objects		
8	Art Objects		
9	Miscellaneous Accessories		
	Total Home Furnishings		
	Total Minus University Furniture		

Appendix F.--Coding of Expressed Reasons

AVL Manual	Tentative Categorization System Relating Directly to Home Furnishings	Actual Expressed Reasons Given by Respondents
Discovery of truth Cognitive attitude Seeks to observe and reason Empirical, critical, rational Orders and systematizes knowl- edge Looks for identities and dif- ferences	<u>Theoretical</u> Looks for identities and dif- ferences Rational Critical Explanatory Emphasis on total organiza- tion	"I like all music but depends upon my mood for using it for study." "Great value in my field." "Something new every time I look at it." "Information and ref- erence for my study- ing." "I like modern ones and the feeling it gives." "We want to divide the space into relaxing and working areas." "Bought inexpensively." "Like it because it has versatile func- tion." "Necessity." "Serves purpose." "Not expensive but serves purpose." "Durability." "Saves her work." "Easy to clean." "Could always use wherever we go."
What is useful Satisfaction of bodily needs Practical	<u>Economic</u> Emphasis on functional pur- pose Concern with cost or money value Efficiency Multi-purpose use Satisfaction of need	

Appendix F.--Continued

AVL Manual	Tentative Categorization System Relating Directly to Home Furnishings	Actual Expressed Reasons Given by Respondents
Form, Harmony Grace, symmetry Fitness Chief interest in artistic episodes of life Make a thing charming like beautiful insignia	<u>Aesthetic</u> Decoration Color, texture, line Form, style, fitness Simplicity Individuality Beauty	"Fits color scheme." "Adds decoration to room." "Like the style." "It's artistic." "Like design." "Unusual and decora- tive." "Adds color and tex- ture."
Love of people Kind sympathetic unselfish Altruistic and philanthropic	<u>Social</u> Contributing to enjoyment of people Betterment of human re- lations Comfort of people Welfare of people Sentiment relating to spe- cific person or group	"Ben made it when only eleven." "Useful to have a place for guests." "We share and enjoy." "My parents gave it to us, personal meaning." "Mom bought it for me." "Ornament but serves as a joke for people who come."

Appendix F.--Continued

AVL Manual	Tentative Categorization System Relating Directly to Home Furnishings	Actual Expressed Reasons Given by Respondents
Power Influence Renown	<u>Political</u> Power and influence Prestige--has latest thing Important what people or friends think Responds to social pres- sures of mass communica- tion or people Regards rules and regula- tions	"Distinctive, con- versation piece." "University provides and can't take down." "My wife bought it." "Only my husband uses." "Hers, her father made it." "Pure concession to my husband to keep peace in family." "We made it so we wouldn't break Univ. rules."
Unity through self- denial and meditation	<u>Religious</u> States religious feeling or meaning Religious symbol Unity and harmony for peace of mind Meditation	"We have the Scrip- tures to remind us about the work of God." "Symbol of religious value." "I read the Bible daily for religious help." "This object gives me something to think about so I will consider my relig- ion."

Appendix G

Total Number of Items in Each Apartment by Couples

Couple No.	Items	Couple No.	Items
01	37	26	21
02	39	27	22
03	24	28	33
04	26	29	39
05	31	30	46
06	22	31	47
07	40	32	54
08	42	33	40
09	37	34	40
10	42	35	39
11	35	36	31
12	35	37	38
13	44	38	33
14	27	39	32
15	38	40	40
16	46	41	29
17	41	42	26
18	28	43	22
19	38	44	29
20	29	45	39
21	25	46	39
22	27	47	37
23	49	48	48
24	39	49	32
25	46	50	35

Appendix H

Furnishings Objects to be Saved by Wives in Fire Situation

Sub- ject No.	Rank					Least
	1	2	3	4	5	
1	Candle- labra	Books	TV	Radio	Afghan	UF
2	Sculpture	Sewing Machine	Lamps	Lamps	Dec.Obj.	Pillow Dec. Obj.
3	Radio	Stereo	Desk	No	Choice	
4	Books	C.Chest	Stereo	TV	E.Table	Mirror
5	Stereo	TV	Madonna	Chest	Books	Table
6	Books	Piano	TV	Sewing Machine	Vacuum Cleaner	Lamps
7	Bird	TV	Books	Chest	No	Choice Fish Tank
8	TV	Rocker	E.Table	Table Gift	Table	
9	Stereo	Books	Cat	Col.	Lamp	Plates Mag. Rack U. Chair
10	Stereo	Draperies	Divider	Lamps	Chest	
11	Table Gun	Plaques	Sculpture	Clock	Lamp	
12	Collection	Stereo	Records	No	Choice	Table
13	Type- writer	TV	C.Chest	E.Table	Lamp	Vase Dec. Object U. Sofa Dec. Fruit
14	Toboggan	Lamps	Radio	Books	Clock	
15	Stereo	Lamps	Painting	Candle- labra	Dish	
16	Books	Pictures	Trophy	Chest	Stereo	
17	Silver	Lamp	Crucifix	Madonna	Books	TV
18	TV	Pictures	Lamp	Lamp	Lamp	Chair
19	Pictures	TV	TeaCart	Lamp	Stool	Pillow U. Chair
20	TV	C.Table	E.Table	D.Table	Sofa	

Appendix H.--Continued

Sub- ject No.	Rank					
	1	2	3	4	5	Least
21	C.Table	Chest	Desk	Picture	Scales	P.Lamp
22	TV	Books	C.Radio	Lamp	C.Table	Mirror
23	Picture	Picture	Books	Lamp	P. Picture	TV
24	Madonna	C.Table	Picture	Radio	TV	Picture
25	Stereo	Records	Books	Chest	Lamps	Ashtray
26	Stereo	Books	G.Clubs	Book- cases	No Choice	Mirror
27	C.Chest	Pictures	TV	R.Chair	F.Stool	Stand
28	Stereo	Portrait	TV	Desk	Lamp	UF
29	Books	F.Cabinet	Pictures	Pictures	Figures	Air- plane
30	R. Cabinet	Sofa (own)	TV	Stereo	No Choice	U. Sofa
31	C. Service	O. Vase	TV	Pillow	Painting	P. lamp
32	Bed	TV	Stereo	D.Table	Planter	P.lamp
33	Lamp	Afghan	Dish Coll.	Tea Table	Rug	U. Sofa
34	Stereo	TV	Pictures	E.Tables	Stool	Curtains
35	Micro- scope	Books	G.Clubs	Guitar	Stereo	F.Lamp
36	Records	Dog Book- case	TV	E.Table	Lamp	Foot Stool
37	Chest		Books	Pictures	TV	Bottle
38	Dec. Fruit	Plant	Madonna	Dish Coll.	Dish	U. Sofa
39	Bed	TV	Chest	D.Table	Sofa	Ashtray
40	TV	C.Chest	Lamps	Rug	Afghan	E.Table

Appendix H.--Continued

Sub- ject No.	Rank					Least
	1	2	3	4	5	
41	TV	Bench	Glass set	Sewing Machine	Divider	Lamp U.
42	Organ	TV	Stereo	C.Chest	Lamp	Sofa U.
43	Pictures	Books	No	Choice	Type- writer	Furniture
44	Books	Radio	Rugs	P.Lamp		Mag.
45	Invita- tion	Clock	Sterling Dish	Chair	Chess	U. Sofa
46	Stereo	Doll	Painting	Books	Lamps P.	Painting
47	Books	Radio	P.Lamp	Lamps	Picture	UF
48	Sewing Machine	TV	Chest	Stereo	D.Table	U. Chair
49	Stereo	Sewing Machine	Chest	P.Lamp	TV	U. Sofa
50	Puzzle Plaque	Books	TV	Stereo	Radio	UF

Appendix I

Furnishings Objects to be Saved by Husbands in Fire Situation

Sub- ject No.	Rank					Least
	1	2	3	4	5	
1	TV	Books	Radio	Candle - labra	Pictures	UF
2	Sculpture	Sewing Machine	Carvings	Lamps	Magazines	UF
3	Books	Stereo	Radio	Cabinet	E.Table	Paint- ing
4	TV	Chest	Books	Desk	Sofa	Mirror
5	Books	Stereo	TV	Pictures	Award	Lamps
6	Piano	Books	TV	Sewing Machine	Vacuum Cleaner	UF
7	Bird	Desk	Books	Chest	Chest	Rocker
8	Rocker	TV	Radio	C.Table	Lamp	UF
9	Books	Stereo	Type- writer	Radio	Lamp	Plates
10	Stereo	TV	Divider	E.Table	Lamps	UF
11	Books	Aquar.	Clock	E.Lamp	Sculpture	UF
12	Gun Collect.	Stereo	Records	Books	TV	Foot Stool
13	Chest	TV	E.Tables	Lamps	Chest	Bottle
14	Chest	Toboggan	Paintings	Plants	Books	Plants
15	Books	Stereo	Picture	C.Radio	Candle - labra	U.Sofa
16	Pictures	Books	Stereo	Trophy	Chest	Lamps
17	Silver	Lamps	Desk	Sofa	Bed	Ash Trays
18	Books	TV	P.Lamp	Lamp	E.Table	UF
19	Books	TV	Pictures	Cart	Rug	Vase
20	Tape Recorder	Radio	Records	Stereo	No Choice	U ?

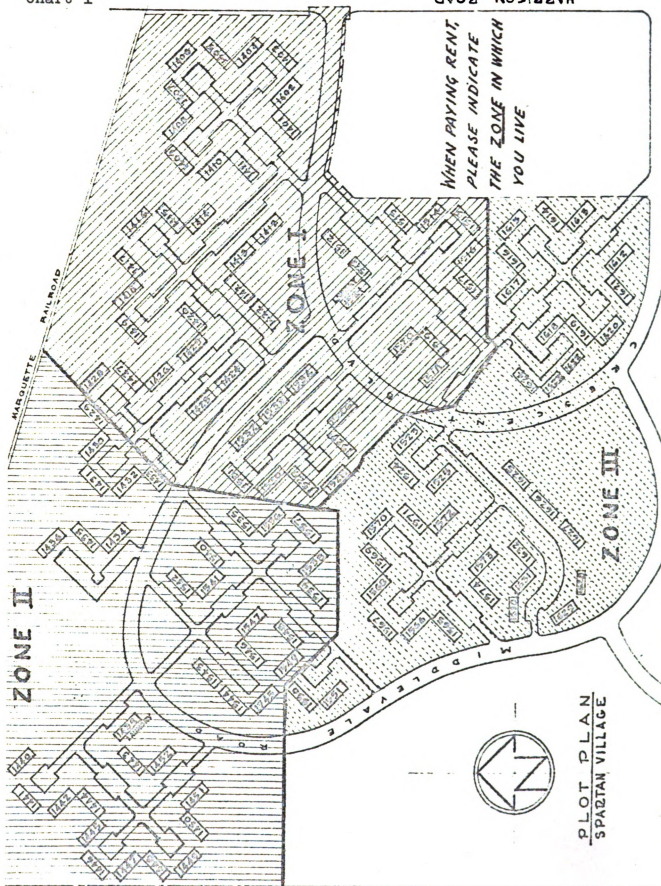
Appendix I.--Continued

Sub- ject No.	Rank					Least
	1	2	3	4	5	
21	C.Table	Stereo	Painting	Scales	Fork & Spoon	U.Sofa
22	TV	C.Radio	Books	C.Table	E.Table	UF
23	Letter Holder	TV	Stereo	Lamp	Table	Basket
24	Radio	Silver Set	TV	C.Table	Tape Recorder	Table
25	Books	Records	Chest	Stereo	Radio No	UF
26	M.Box	G.Clubs	Stereo	Records	Choice	P.Lamps TV
27	TV	C.Chest	R.Chair	Desk	Stereo	Trays Ash
28	Stereo	C.Tools	Lamps	Desk	Chess	Trays
29	Books Own	Radio R.	Stereo	Painting	TV	Bench
30	Sofa	Cabinet	TV	Stereo	Cart	UF
31	TV	Sofa	Desk	D.Table	Bed	P.Lamp Wall
32	Books	TV	Stereo	Desk	E.Table	paper TV
33	Chest	S.Tables	Lamps	Sofa	Bed	Trays
34	Trophies	Stereo	TV	Books	Pictures	Plaque
35	Micro- scope	Books	G.Clubs Record	Guitar	Cabinet	UF
36	Books Book- case	Stereo	Cabinet	TV	Plaques	UF
37		Chest Relig.	TV	Lamp	Lamp	Desk
38	TV	Figures	Radio	Pictures	Madonna Desk	Tables
39	Pictures	Tape Recorder	TV	Desk	Access.	UF Ash
40	TV	Bed	Sofa	Table	Desk	Trays

Appendix I.--Continued

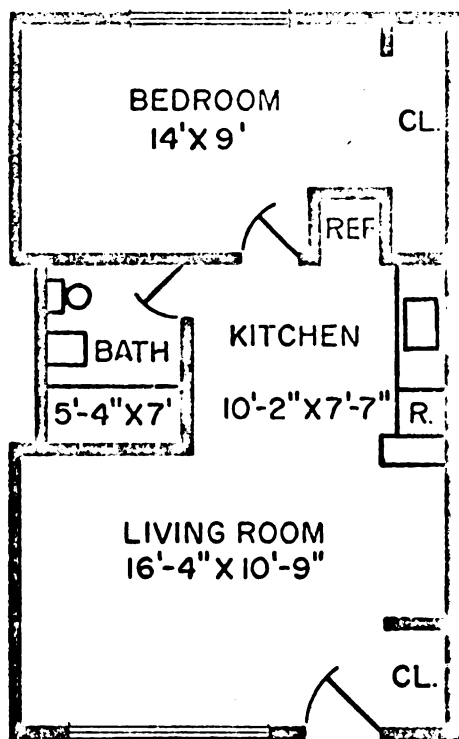
Sub- ject No.	Rank					Least
	1	2	3	4	5	
41	Books	Dec. Objects	Record Cabinet	TV	C.Table	Rug
42	Books	TV	Organ	Stereo	Desk No	U.Sofa
43	Pictures	Books	Statue	Radio	Choice	UF
44	Books	Radio	Type- writer	Record Rack	P.Lamp	Picture
45	Chest	Chair	TV	Sterling	P.Lamp	UF
46	Stereo	Books P.	Desk	Bed	Table	Picture Wall
47	Books	Pictures	Crucifix Sewing	Bed	Desk	paper
48	TV	Chest Sewing	Machine	Stereo	Chairs	Mirror
49	Stereo	Machine	TV	P.Lamp	Bed- spread	Divider
50	Books	No Choice				UF

HARRISON ROAD



Appendix K

Chart 2

SPARTAN VILLAGE
One Bedroom Apartment

WINDOW AREAS — Spartan Village No. 1

1-BR Apt.
LR 4' x 7'6"
BR 3'4" x 6"

2-BR Apt.
LR 4' x 9'
BR 3'4" x 4'

PLEASE NOTE:

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TEST BOOKLET

ALLPORT • VERNON • LINDZEY

Study of Values

THIRD EDITION

HOUGHTON MIFFLIN COMPANY • BOSTON

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Part I

DIRECTIONS: A number of controversial statements or questions with two alternative answers are given below. Indicate your personal preferences by writing appropriate figures in the boxes to the right of each question. Some of the alternatives may appear equally attractive or unattractive to you. Nevertheless, please attempt to choose the alternative that is *relatively* more acceptable to you. For each question you have three points that you may distribute in any of the following combinations.

1. If you agree with alternative (a) and disagree with (b), write 3 in the first box and 0 in the second box, thus
2. If you agree with (b); disagree with (a), write
3. If you have a slight preference for (a) over (b), write
4. If you have a slight preference for (b) over (a), write

		a		b	
		3		0	
a			b		
0			3		
		a		b	
		2		1	
	a		b		
	1		2		

Do not write any combination of numbers except one of these four. There is no time limit, but do not linger over any one question or statement, and do not leave out any of the questions unless you find it really impossible to make a decision.

-
- The diagram consists of six vertical dashed lines. Each line has a square box at the top, labeled 'a' or 'b'. The boxes are arranged in a grid-like pattern. The bottom of the diagram shows a row of six empty square boxes, with the first two filled with a stippled pattern.

Total

9. Which of these character traits do you consider the more desirable? (a) high ideals and reverence; (b) unselfishness and sympathy.
10. If you were a university professor and had the necessary ability, would you prefer to teach: (a) poetry; (b) chemistry and physics?
11. If you should see the following news items with headlines of equal size in your morning paper, which would you read more attentively? (a) PROTESTANT LEADERS TO CONSULT ON RECONCILIATION; (b) GREAT IMPROVEMENTS IN MARKET CONDITIONS.
12. Under circumstances similar to those of Question 11? (a) SUPREME COURT RENDERS DECISION; (b) NEW SCIENTIFIC THEORY ANNOUNCED.
13. When you visit a cathedral are you more impressed by a pervading sense of reverence and worship than by the architectural features and stained glass? (a) Yes; (b) No.
14. Assuming that you have sufficient leisure time, would you prefer to use it: (a) developing your mastery of a favorite skill; (b) doing volunteer social or public service work?
15. At an exposition, do you chiefly like to go to the buildings where you can see: (a) new manufactured products; (b) scientific (e.g., chemical) apparatus?
16. If you had the opportunity, and if nothing of the kind existed in the community where you live, would you prefer to found: (a) a debating society or forum; (b) a classical orchestra?

	a	b			
			a	b	
	a			b	
		a			b
	a		b		
		a			b
			a	b	
				a	b
	a		b		
Total					
	R	S	T	X	Y
					Z

17. The aim of the churches at the present time should be: (a) to bring out altruistic and charitable tendencies; (b) to encourage spiritual worship and a sense of communion with the highest.
18. If you had some time to spend in a waiting room and there were only two magazines to choose from, would you prefer: (a) SCIENTIFIC AGE; (b) ARTS AND DECORATIONS?
19. Would you prefer to hear a series of lectures on: (a) the comparative merits of the forms of government in Britain and in the United States; (b) the comparative development of the great religious faiths?
20. Which of the following would you consider the more important function of education? (a) its preparation for practical achievement and financial reward; (b) its preparation for participation in community activities and aiding less fortunate persons.
21. Are you more interested in reading accounts of the lives and works of men such as: (a) Alexander, Julius Caesar, and Charlemagne; (b) Aristotle, Socrates, and Kant?
22. Are our modern industrial and scientific developments signs of a greater degree of civilization than those attained by any previous society, the Greeks, for example? (a) Yes; (b) No.
23. If you were engaged in an industrial organization (and assuming salaries to be equal), would you prefer to work: (a) as a counselor for employees; (b) in an administrative position?

	a		b		
	☐		☐		
		a		b	
		☐		☐	
		a		b	
		☐		☐	
a		b			
☐	☐				
		a		b	
		☐		☐	
a				b	
☐				☐	
	a	b			
	☐	☐			
Total					
	R	S	T	X	Y
					Z

-

Total

Part II

DIRECTIONS: Each of the following situations or questions is followed by four possible attitudes or answers. Arrange these answers in the order of your personal preference by writing, in the appropriate box at the right, a score of 4, 3, 2, or 1. To the statement you prefer most give 4, to the statement that is second most attractive 3, and so on.

Example: If this were a question and the following statements were alternative choices you would place:

4 in the box if this statement appeals to you most.

3 in the box if this statement appeals to you second best.

2 in the box if this statement appeals to you third best.

1 in the box if this statement represents your interest or preference least of all.

		4		
3				
				2
			1	

You may think of answers which would be preferable from your point of view to any of those listed. It is necessary, however, that you make your selection from the alternatives presented, and arrange all four in order of their desirability, guessing when your preferences are not distinct. If you find it really impossible to state your preference, you may omit the question. Be sure not to assign more than *one* 4, *one* 3, etc., for each question.

-

Total

- | | | | | | |
|---|---|---|---|---|---|
| | | | | | |
| R | S | T | X | Y | Z |

15. Viewing Leonardo da Vinci's picture, "The Last Supper," would you tend to think of it—
- as expressing the highest spiritual aspirations and emotions
 - as one of the most priceless and irreplaceable pictures ever painted
 - in relation to Leonardo's versatility and its place in history
 - the quintessence of harmony and design

Total

SCORE SHEET FOR THE STUDY OF VALUES

DIRECTIONS:

1. First make sure that every question has been answered.

Note: If you have found it impossible to answer all the questions, you may give equal scores to the alternative answers under each question that has been omitted; thus,

Part I. $\frac{1}{2}$ for each alternative. The sum of the scores for (a) and (b) must always equal 3.

Part II. $\frac{2}{5}$ for each alternative. The sum of the scores for the four alternatives under each question must always equal 10.

2. Add the vertical columns of scores on each page and enter the total in the boxes at the bottom of the page.
3. Transcribe the totals from each of the foregoing pages to the columns below. For each page enter the total for each column (R, S, T, etc.) in the space that is labeled with the same letter. **Note that the order in which the letters are inserted in the columns below differs for the various pages.**

Page Totals	Theoretical	Economic	Aesthetic	Social	Political	Religious	The sum of the scores for each row must equal the figure given below.
Part I							
Page 3	(R)	(S)	(T)	(X)	(Y)	(Z)	24
Page 4	(Z)	(Y)	(X)	(T)	(S)	(R)	24
Page 5	(X)	(R)	(Z)	(S)	(T)	(Y)	21
Page 6	(S)	(X)	(Y)	(R)	(Z)	(T)	21
Part II							
Page 8	(Y)	(T)	(S)	(Z)	(R)	(X)	60
Page 9	(T)	(Z)	(R)	(Y)	(X)	(S)	50
Page 10	(R)	(S)	(T)	(X)	(Y)	(Z)	40
Total							240
Correction Figures	+ 2*	- 1	+ 4	- 2*	+ 2	- 5	
Final Total							240

4. Add the totals for the six columns. Add or subtract the correction figures as indicated.
5. Check your work by making sure that the total score for all six columns equals 240. (Use the margins for your additions, if you wish.)
6. Plot the scores by marking points on the *vertical lines* in the graph on the next page. Draw lines to connect these six points.

*In the 1951 Edition these figures were: *Theoretical* +3, *Social* -3. These new correction figures have been employed in determining the norms in the 1960 manual.

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