This is to certify that the

thesis entitled

Selected Factors Influencing Perceptions of Dress And Attributions in Occupational Story-Situations

presented by

Mary Elizabeth Cope

has been accepted towards fulfillment of the requirements for

Masters degree in Clothing and Textiles

Major professor

Date October 27, 1980

SELECTED FACTORS INFLUENCING PERCEPTIONS OF DRESS AND ATTRIBUTIONS IN OCCUPATIONAL STORY-SITUATIONS

By

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A THESIS

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

MASTER OF ARTS

Department of Human Environment and Design

1930

ABSTRACT

SELECTED FACTORS INFLUENCING PERCEPTIONS OR DRESS AND ATTRIBUTIONS IN OCCUPATIONAL STORY-SITUATIONS

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The object of this study was to examine the effects of selected occupational experiences on an individual's perceptions of dress and attributions in hypothetical story-situations.

The sample composed of husband/wife pairs, with at least one school age child residing with them, consisted of 214 men and 222 women. The data were collected in a self-administered questionnaire which included two occupational story-situations revolving around a main character and his/her appearance and clothing.

Discriminant function analysis revealed that personal clothing attitudes, occupational appearance requirements, occupational prestige and age were significant factors influencing perceptions of appearance/clothing saliency and attributions to key person and situation. Although, additional analysis did not support relationships between the two variables of employment status and three occupational classifications and perceptions of appearance/clothing saliency or attributions in hypothetical story-situations.

ACKNOWLEDGMENTS

The author wishes to acknowledge several individuals who provided the guidance and encouragement that is necessary for such an undertaking., to Dr. Ann Slocum, my advisor, for her continual assistance throughout this entire project., to my committee members Dr. Witter, Dr. Sontag and Dr. Miller for their interest and helpful suggestions., to Jan Vredevoogd for the countless hours she spent as my statistical consultant., to fellow graduate students and members of the Quality of Life Research Team for their assistance in data coding., and especially to my mother and father who provided me with the incentive to succeed in my endeavours.

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CHAPTER 1

INTRODUCTION TO THE STUDY

For centuries, individuals have understood the importance of acquiring a skill or trade that could become their occupation. In our modern world, with today's social mobility, people can aspire to almost any career or professional endeavour. The choice is left open for people to decide for themselves. Career objectives are usually set during the later years of formal schooling or thereafter. Learning an occupation is one of the greatest demands on an individual as s/he becomes an adult. (Clausen, 1968). The experiences of a child cannot prepare her/him for all of her/his adult roles. Brim (1966, p. 18) stated that

> society demands that the individual meet these changed expectations, and demands that he alter his personality and behavior to make room in his life for newly significant persons such as his family members, his teachers, his employers and his colleagues at work.

Socialization itself involves the acquisition of knowledge, skills and dispositions that prepare individuals to function as members of a society. The process of occupational socialization begins as a person

commences formal job preparation, such as coursework or internships. Occupational socialization involves the passage of an individual from outsider to newcomer to insider within a company. A series of stages appear to exist beginning with recruitment and entry and concluding with acceptance of the newcomer. "One way organizations can match newcomers with the work environment is through socialization, such as changing the person's role expectations, skills, or motivation" (Wanous, 1980, p. 190). In the occupational setting, the worker acquires standards that help to define appropriate behavior. As the worker passes through the socialization process, appropriate norms are internalized. Along with other employees s/he begins to share a set of attitudes and beliefs, which when combined form the worker's occupational identity.

> . . . Occupations are performed in a social context that is characterized by both general norms, common to the world of work, and more particular rules of conduct applicable to distinct occupations or occupational categories. (Moore, 1969, p. 887).

Specific dress expectations constitute one of the norms internalized in the socialization process. Within each occupation, there are written or understood rules concerning the appropriate mode of dress. As employees learn their occupational role, they become aware of the appearance requirements expected by members of their occupation. Distinct levels of formality concerning

clothing and appearance become apparent to the individual. Employees realize what modes of dress are acceptable within their occupational environment, whether it is white or blue collar. Throughout this process, people develop attitudes toward occupational dress. Employees connect a mode of dress with role expectations for that position.

Statement of the Problem

This study focuses on examining the effects of the experience of an occupation on an individual's perceptions and the attributions s/he would make in an occupational setting. More specifically, it centers on examining whether an individual's perceptions and attributions are related to occupational appearance requirements and formality of occupational dress. It revolves around two occupational story-situations in which the respondent is presented with a character dressed in both normal and deviant work attire.

It is felt that the importance of clothing as perceived by the respondents and their reactions to its use in the situations is due in part to their own dress expectations. Occupational socialization introduces these formal and informal rules regarding appearance and clothing. This study will contribute to our present knowledge of the perceptions of clothing in the

occupational setting. It will increase our comprehension of person perception and attribution theory as it relates to appearance and clothing. It will provide a basis for understanding several of the factors that influence the observer's perceptions and attributions.

The objectives of this study were to:

1. Examine the perceptions and attributions of men and women upon exposure to selected occupational story-situations.

2. Examine the selected factors affecting an individual's perceptions of clothing in the story-situations.

3. Examine the selected factors affecting an individual's attributions in the story-situations.

Definitions of Terms

Attributions - the act of assigning to an individual, group or the environment; an explanation for a person's behavior after exposure to descriptions of that person's actions. In this study, the attributions are classified as those directed toward the key person (self), which are internal, and those directed toward others and the situation. These are external. Attributions often take the form of dispositions, personality traits and abilities.

Person Perception - the manner in which an individual views and judges another individual and his behavior within a situation.

Causal - the assignment of responsibility for an act of behavior.

Personal Clothing Constructs - an individual's own views and attitudes toward dress expectations in the occupational setting.

Formality of Occupational Dress - an individual's own attire on a normal work day, measured by the level of formality of the clothing.

Occupational Appearance Requirements - the number of appearance requirements expected by the employer.

Appearance/Clothing Saliency - this refers to the degree of importance an individual attaches to appearance and clothing in the story-situation.

Occupation - the type of employment in which the respondent is currently engaged.

Employment Status - this refers to whether the respondent is currently employed in an occupation, including those on temporary layoffs, strikes or sick leave.

Hypotheses and Research Question

1. An individual's personal clothing constructs, formality of occupational dress, and occupational

appearance requirements will influence his/her perceptions of the saliency of appearance and clothing in the story-situation.

2. An individual's personal clothing constructs, formality of occupational dress and occupational appearance requirements will influence his/her attributions in the story-situations.

3. An individual's occupation will influence his/her perceptions and attributions in the story-situation.

4. A female individual's employment status will influence her perceptions and attributions in the story-situations.

Additionally, the following research question was asked.

1. Will the demographic variables, age, educational level, personal income, occupational prestige and wearing of a uniform influence an individual's perceptions of dress and his/her attributions in the occupational story-situations.

Assumptions

1. It is assumed that the respondents took the role of the character when directed to do so in each story-situation.

2. It is assumed that the respondent was freely motivated to express thoughtful accurate responses.

Limitations

1. The brevity of the responses limited interpretations of the data. Additional information might have been obtained through probing if the data had been collected by interview.

2. The views of the respondent may have been influenced by previous mentions of appearance and clothing within the questionnaire.

Review of the Literature

This portion of the chapter contains a review of relevant research concerning the influence of dress in perception and impression formation and also the influence of dress in the occupational setting.

Perception and Dress

Research findings by Douty (1963) indicate that clothing can be viewed as an intimate part of a person's perceptual field with a potential for affecting impressions of the person. A person's clothing can give the viewer an immediate impression in an initial encounter or throughout interaction.

Hamid (1969) was concerned with the effects of clothing in impression formation. He felt that dress functioned as cues for the classification or categorization of individuals. It was thought that actions and activities can be attributed to people in different modes

of dress. Hamid was attempting to determine whether variances in the perceptions of others were affected by the clothing worn. He found that dress effects depended on sex stereotypes and that dress is an important cue in sex stereotyping.

In a later study, Hamid (1972) reports that dress acts as a stimulus cue for role differentiation and personality typing. His study examined the effects of dress manipulations on judgments. Facial makeup and glasses were manipulated to test their effects on observational accuracy, perception and impression formation. Female observers were found to have greater accuracy than men in terms of their perceptions. This was thought to be due to a greater cue dependency exhibited by females. Men, on the other hand, exhibited extreme differences in ratings. One interesting finding was that only a few subjects mentioned glasses, and no one referred to the makeup as influencing factors in their impressions. Observers failed to recognize that these dress cues aided in the formation of their impressions.

The power of dress recently received more prominence when John T. Molloy published his books, Dress for Success and The Woman's Dress for Success Book. According to Molloy, the way we dress has remarkable impact on the people we meet professionally or socially and greatly affects how they treat us. (Molloy, 1975). A study by

Conner, Peters and Nagasawa (1975) stresses the importance of clothing in the formation of first impressions. They found that clothing has a greater effect on the formation of social impressions that the person does.

The influence of clothing style differences on impressions of sociability were studied by Johnson, Nagasawa and Peters (1977). The subjects, male and female college students, were presented with photographs of a female in costumes classified as in-fashion and out-of-fashion. Their findings indicate that clothing style had a significant influence on the impression of sociability. In-fashion styles of clothing created strong impressions of sociability.

A study by Buckley and Roach (1974) examined the use of clothing as a communicator of social and political attitudes. They found that the type of clothing worn by an individual can symbolize his social and political attitudes. Subjects reported preferring clothing that they perceived to communicate social and political attitudes much like their own; and they indicated that they would feel good in this type of clothing.

Dress in the Occupational Setting

Kelley, Good, and Walter (1974) studied the relationship between adolescent's perceptions of appearance

and dress and the role they play in occupations. They found that adolescents were aware of the practical functions of clothing, as well as its use as an instrument to be manipulated in impressions. Even as adolescents, they were aware of the general types of clothing suitable for each occupation.

Wood (1977) formulated several theories about uniforms and role relationships. "Uniforms thus relates the persons to each other and defines appropriate ways of behaving: it also differentiates the wearer from others" (Wood, 1977, p. 143). In day-to-day interaction, one finds that if a uniform is worn, persons act towards him on the basis of the actions they think appropriate to the role signified by the uniform, rather than on the basis of personal characteristics. Riemer (1977) studied the occupational socialization of journeymen electricians. He examined the manner in which newcomers tended to adopt the use of tools, costumes and electrical jargon. Basically, newcomers tended to carry new tools, and usually more tools than were necessary on the job. As they gained experience they only carried the tools necessary for each job.

The relevance of clothing in an occupational setting was originally studied by Form and Stone (1955). They assert that

> even in occupations where clothing is thought to have only a functional role, the way one dresses may have a far reaching effect on his future even though he is totally unaware of these consequences (Form and Stone, 1955, p. 7).

Members of different professions were found to have diverse attitudes toward the use of occupational dress. Form and Stone state that manual workers and office personnel view clothing as having different purposes. Manual workers were thought to use clothing for protection, while office personnel perceived clothing as a symbol to be manipulated to convey impressions. Workers in different occupational groups also tended to display conformity to different dress expectations.

> If norms governing work dress are violated, white collar workers are more concerned with responses of audiences which are large, impersonal and loosely organized; while manual workers are most concerned with the response of their immediate work group (Form and Stone, 1955, p. 35).

It would appear that white collar workers use occupational clothing to project images to the general public and clientele, etc. They also found that those workers who attach little importance to their clothing will expect others to attach the same importance to clothing. (Form and Stone, 1955).

The Form and Stone study (1955) was the first to utilize the story-situation of the typist to examine

individuals reactions to occupational dress. They asked the respondents to analyze the actions of Elsie, the typist, her work associates and the office manager. They found that

> those who place low importance on clothing are more inclined to blame the office manager for the condition, while those who feel clothes are important blame the other workers for not dressing better (Form and Stone, 1955, p. 45).

In a study of the influence of clothing on hiring agents' judgments of an applicant, Godfrey (1965) found that male and female hiring agents respond differently to the influence of clothing in judging an applicant. An individual's external personal qualities, which included appearance and clothing, were the second most important job hiring criterion. In another study by Jones (1972) hiring agents' perceptions of appearance norms were examined. She looked at the effects of these perceptions in the interview and the daily work situation. Jones concluded that hiring agents consider skills, job experience, personality and appearance in their evaluation of applicants during the interview. She also found that some individual respondents used appearance as an indicator of general ability to handle the job. A later study by Nelson (1975) investigated differences in the executive secretaries' perceptions of the importance

their occupational clothing plays in their job performances and the appearance norms which they believe to be appropriate for their occupational roles. Nelson found that the majority of executive secretaries believed that adherence to appearance norms was a factor in job retention and promotion.

A recent study by Ketch (1979) examined men's perceptions of sex roles and dress in a hypothetical occupational setting. It also revolved around a character dressed out-of-role. This study revealed that as clothing became more salient for an individual, the approval of the character in out-of-role dress in the situation decreased. An increase in clothing saliency was associated with increasing negative sanctions toward the character dressed out-of-role. Ketch concluded that further analysis of appearance and clothing in the occupational setting could be done utilizing experiential variables such as attitudinal clothing variables.

Summary

Clothing appears to function as a perceptual cue thereby affecting impressions. It can signal sociability, or social and political attitudes. Clothing affects the way people treat us when it acts as a stimulus for the categorization of an individual. Observers are not

always aware of clothing as a perceptual cue, although perhaps women are more aware of it than men.

Occupational clothing is used as tool to differentiate workers, socialize individuals and define roles. Members of different occupations use clothing in different manners due to the dress expectations of their position.

Several studies emphasized the importance of clothing in the interview situation. Appearance and clothing seem to be considered important in terms of job hiring criteria. Clothing was perceived by some to be a factor in job retention and promotion. Therefore, it can be concluded that appearance and clothing affect perceptions of an individual and the actions of others toward that individual.

CHAPTER 2

CONCEPTUAL FRAMEWORK

In order to develop the conceptual framework it becomes necessary to explain how an individual makes sense of the actions of others. How do people make judgments concerning the behaviors of the characters in the story-situations? What factors within observers influence their understanding of the situation? Social perception and attribution theory were chosen as the background for explaining these phenomena.

Early work in attribution theory and person perception can be traced back to Fritz Heider (1958). Heider believed that direct impressions of another person lead to the assignment of dispositional characteristics. To Heider, dispositional characteristics are stable behaviors that make the world more predictable and controllable.

According to Secord and Backman (1964) even though a perceiver does not actually witness an individual's actions, s/he can frequently infer an underlying disposition to the individual from knowledge to the effects of the act. Perceivers may seek a single salient

explanation for an act they have observed. Part of the explanation may include assigning traits or characteristics to an individual with regard to the observed act. In this case, the perceiver reads into the cues drawing his own inferences about the person and the situation as presented. In addition, it is clear that people can arrive at some evaluation of another person from almost any data, and that they do so with a high degree of consensus. (Taguiri, 1969). When faced with such minimal information as a few descriptive words, a photographed appearance, or expressive gesture and instructed to come up with an impression, the perceiver is likely to use reason and imagination in order to satisfy the experimenter. (Secord and Backman, 1964). Different responses from perceivers are the result of their variety of backgrounds and experiences.

In day-to-day interaction, one must assess people and respond to them. The judgment process of assessment involves perception of the individual and his behavior. In brief meetings, the perceiver doesn't have sufficient time to encode all the elements of the stimulus person. S/he tends to group a few traits and places the individual in a category. In some instances, the perceiver is presented with the categorical information of the person's occupation. Since the other information is minimal, such

knowledge will strongly affect her/his perceptions. (Secord and Backman, 1964). Perceivers are likely to attempt to stereotype persons by assigning them membership in categories. Individuals hold expectations regarding peoples attitudes and behavior depending on their position and role. Secord and Backman note that the role assumed will affect the categorization and the traits attributed. We expect the individual to possess and exhibit all the attributes belonging to that category.

In early experiences, an individual learns what to associate with each category. A perceiver can rely on his own experiences in judging another's states and intentions. (Taguiri, 1969). Strong prior attitudes guide an individual as s/he attempts to provide standards or frames of reference for understanding the world. Therefore, attitudes directly affect an observer's perceptions and attributions toward an individual.

Attitudes are derived from various factors. Personal experience appears to have some influence on their developments. Hollander (1971) contends that attitudes are acquired through socialization and reflect cultural and societal influences. Attitudes are learned and remain with an individual as a direct result of previous social interactions. Hollander states that attitudes "help to account for individual differences in reactions

to similar circumstances" (Hollander, 1971, p. 148). According to Fishbein (1973) we learn to associate many different characteristics, qualities and attributes with a given object and each of these beliefs affect our overall feeling about an object. It is thought that only a few salient beliefs serve as primary determinants of an attitude.

It is supposed that the individual develops attitudes toward occupational clothing at the stage when s/he internalizes job norms in the socialization process. This process appears to begin formally when an individual starts his first job training. An individual's own occupational dress and that of his co-workers provide a basis that is utilized for understanding the appropriateness of certain modes of dress.

The occupational dress of an employee as guided by dress codes or normative expectations, constitutes portions of that individual's experiences with clothing. These experiences contribute to the development of attitudes that a person holds toward appearance and clothing in the occupational setting.

Attitudes act as motivating forces to exert control on a person's actions and behavior. According to McGuire (1969), attitudinal selectivity is imposed on perceptions, determining the manner in which a stimulus situation is

labelled by an individual. He divides an attitude into the following three components; the perceptual, affective and action component. The perceptual element refers to the stereotype a person holds. The importance or saliency of a stimulus cue will alter the manner in which it is perceived. The affective component deals with liking or disliking the object that is being perceived. The action or behavioral portion refers to the individual's behavior toward the object. (McGuire, 1969).

Therefore, an attitude influences the observer's perceptions and liking of a stimulus. It also predisposes the individual to act in a certain manner. Specific attitudes toward dress could influence the observer's perceptions and liking of another person. In the occupational setting, it could influence the behavior of the observer and ultimately his interaction with the stimulus person. Appropriate modes of dress and conformity with role expectations would induce liking and positive interaction. Unfavourable dress could induce dislike and negative interaction.

Perceptions of the cause of an action appear to depend on factors within the person and factors within the environment. (Heider, 1958). When the perceiver places blame directly on the person acting, s/he is making an attribution to that person. This is an internal

attribution. When blame is placed on other individuals in direct contact with the actor (individual), the perceiver attributes the results to the other. In other cases, the situation/environment is seen as the cause. The latter two cases are labelled as external attributions. According to Newcomb (1965), properties of other persons are not perceived in a vacuum but rather in a context that includes the environmental situation.

When a person's behavior conforms with social expectations, we tend to regard disruptions as externally caused. When a behavior departs from normative expectations, the cause is attributed to motivational forces within that person. (Jones, Davis, Gergen, 1971). When an observer views a departure from a role, he judges that sample of behavior against a background of role specifications. The perceiver makes attempts to understand why the person deviated from the expected role.

According to Newcomb (1958), the perceptual interaction process between perceivers includes the judging by the observer of the attitudes of the observed. We weight other's attitudes in terms of our own attitudes. In the story-situation, the respondent is presented with characters in normal and out-of-role dress. S/he perceives the character's own attitudes toward clothing.

Then, s/he judges that character based on the character's dress, and the situation. The basis for the judgment could be supplied by the respondent's own attitudes or expectations toward appearance and clothing in the story-situation. The respondent probably has some idea of how a construction worker, or typist should be dressed. When the character in the story-situation violates these expectations, attributions are made towards that character. When the actions of the character are not perceived as violations, attributions may be made to others or to the situation.

Summary

It is clear that perceivers make attempts to provide explanations for the actions of others. These actions or behaviors can be viewed in a variety of situations such as in a photograph, or a normal everyday situation. Information about a behavior can even be provided by a few descriptive words. From this information perceivers form impressions of another individual. There appears to be a tendency to group the traits of an individual and place that individual into a category. The categorical information could be an occupation, nationality, religion, etc.

People as perceivers hold attitudes and expectations toward that categorical individual and his role. These attitudes provide standards for judgment of an individual's behavior. They appear to influence the perceiver's categorization or stereotyping, likes or dislikes and behavior toward an individual.

An additional factor affecting the situation of perception and attribution appears to be the locus of causation. If the person acting is perceived as the cause of the behavior, traits or dispositions are attributed to him. Significant others and the situation may also be viewed as factors causing the behavior.

CHAPTER 3

METHODOLOGY

This study is part of an ongoing research project on Quality of Life, carried out by faculty and students in the College of Human Ecology at Michigan State University. The project is a research effort of the Department of Human Environment and Design and the Department of Family and Child Science. It is directed by Dr. Ann Slocum and Dr. Margaret Bubolz. The project was funded by the Michigan State University Agricultural Experiment Station and the University of Minnesota.[1] This research project was designed to examine an individual's perceived quality of life with emphasis on clothing and family living.

Description of the Instrument

A self-administered questionnaire was utilized as the data collection instrument. Five occupational story-situations formed the basis for the portion of the study reported here. Each story revolved around an actor

[1]Michigan Agriculture Experiment Station Project #1249, "Clothing Use and Quality of Life in Rural and Urban Communities", Project #3151, "Families in Evolving Rural Communities", MSU ORD Grant #21347.

in an occupational setting. His/her appearance and clothing were assumed to deviate from the appropriate mode of dress. The respondents read each story and answered a series of short open-ended questions. (Appendix A).

A pretest was carried out in October, 1977, in the Michigan Counties of Ingham and Oakland. Areas within these counties were designated as the pretest sites and streets were selected randomly in these areas. Eligible participants were husband and wife couples living together with at least one child age 5 to 18 in the household. Graduate students on the research team acted as interviewers. They contacted households and determined whether the couples met the criteria for eligibility.

Signed consent forms were required as an indicator of the willing participation of each individual. (Appendix B). Each husband and wife received separate questionnaires. Twenty sets of questionnaires were placed in eligible households. Of those twenty, eighteen sets were completed and retrieved. Each couple was then paid ten dollars for their efforts.

Included in the pretest were three open ended story-situations. Three additional story-situations were

pretested separately by a member of the research team. Eleven people read only three story-situations and responded to the appropriate questions. In the final instrument, one story-situation was dropped bringing the total to five.

After the pretest, it was decided that respondents should be allowed to seal responses after completion. Therefore, large manilla envelopes were included with each questionnaire to insure privacy.

Data Collection

The site of data collection was Oakland County, Michigan. This county consists of relatively rural and metropolitan areas. The sample included minority groups.

A relatively high income level was required to insure that the respondents had the ability to complete the questionnaire. A nationally known agency was employed to obtain the sample and distribute the questionnaire in eligible households. Before data collection began, the research agency and the directors of the project explained the questionnaire to the interviewer and specified the procedures s/he was to follow.

The sample for the research project was drawn from three census tracts frames in Oakland County. The frames represented areas that were rural, suburban and

urban, the latter with a concentration of a minority group. Pooling of respondents from these three census tract frames limited generalizations to this sample. Those census tracts that met the requirements of a $12,000 median income in 1970 were listed within the three areas and were ordered by number of occupied dwelling units. To insure enough participants, the income requirement was lowered below $12,000 in one area. Systematically from the lists of occupied households, seventy-five sampling points were chosen. Additional blocks were included to insure a large enough area to meet the requirements of four households per cluster. The original households were randomly chosen as designated beginning points for the researcher. Every fifth one from the original was to be contacted. If the occupant was not eligible, was not at home or would not participate, substitutions were made to the left and right. A systematic walk pattern was used.

The eligibility requirements for the study were the same as for the pretest. The households had to be composed of a husband and wife with one or more school age (5-18) children residing with them in the home.

Eligibility was determined by the interviewers before placement of the questionnaire. A signature

on the consent form was required by one of the pair when the questionnaire was delivered, and both were to sign by pick up time. All responses remained confidential. Questionnaires were left to be completed for pick up by the interviewer in several days. Envelopes were provided to seal responses for privacy. Each couple who completed their questionnaires received ten dollars. Data collection began November 17, 1977, and was halted in March, 1978, due to limited time and other constraints.

Within a cluster area two types of sets were placed alternately. All sets included story-situations involving a construction worker, lawyer, typist, foreman, and school teacher. The sex of the character in the latter four story-situations was varied to produce the two set-types as shown in Table 1. Husband and wife pairs always received the same set.

Table 1--Description of the Questionnaire Sets

Main Character	Occupation	Dress	Set
Carol	Construction Worker	skirt and blouse	a, b
Mr. Drake	Lawyer	faded sport shirt, unpressed pants	a
Ms. Drake	Lawyer	faded shirt, unpressed slacks	b
Ann	Typist	well dressed	a
Bob	Typist	well dressed	b
John	Division Head	work clothes	a
Sue	Division Head	work clothes	b
Nancy	High School Teacher	revealing braless tops	a
Paul	High School Teacher	shirt open to waist, tight slacks	b

For this study, responses were examined from the two story-situations involving Carol the construction worker and Bob/Ann the typist. The first story-situation dealt with a female applying for employment on a construction crew. She was the only female to apply, and was also described as wearing a skirt and blouse. No mention was made of the clothing worn by

the other male applicants. The following paragraph represents the story-situation as presented to all respondents.

> Carol read that a local company was hiring workers for their construction crews. Since she had several years experience, she felt confident that she would get a job. After making an appointment for an interview, she arrived at the personnel office wearing a skirt and blouse and was surprised to see that she was the only female in the roomful of applicants. Carol felt that her interview with the personnel director had gone well and was certain that she would be hired. The following day she received a phone call and was told that all the positions on the construction crews had been filled.

After the respondents had read the story they answered these questions.

"How would have felt if you were Carol?"

"Why do you think that she was not hired?"

"Other comments."

The other story-situation involved Bob/Ann, the typist. This story had several differences from the first. In this case, half of the husband/wife pairs received Set A with Ann as the key person. The other half of the respondents received Set B with Bob as the key person. In the typist situation, the office manager and co-workers are introduced as significant others. Appearance/clothing is stressed several times. It is mentioned that "Bob/Ann liked to wear new good clothes, spent most of his/her money on clothes, and was the best dressed person in the office." The paragraph below was presented to the respondents.

> Bob/Ann got a job working as a typist in an office. At first s/he got along well with the other people. S/he liked to wear good, new clothes to the office. As a result, s/he spent most of her/his salary on clothes and was the best dressed person in the office. After a short time, Ann was promoted to the job of receptionist, a job that some of the older people wanted. They complained to the office manager. He told them that Bob/Ann was given the job because s/he was always so well dressed, and that it was important to have someone at that job who would make a good impression on the public.

After the respondents had read the typist story-situation they answered these questions.

"What do you think of the office manager who promoted Ann because of her appearance?"

"Why?"

"What do you think of Ann's use of clothing to get ahead on the job?"

"Why?"

"How do you feel about her co-workers and their response to her promotion?"

"Other comments."

Data Coding

The codes for the open-ended story-situations were initially developed by Dr. Gloria Williams of the University of Minnesota. Ninety individual cases were examined to evaluate emerging patterns within the range of responses.

In the coding of each situation, the entire response was read before the data were coded. Any

responses outside the realm of the codes were recorded on cards. These cards were grouped into categories and additional codes were developed when appropriate.

A collusion variable was developed to attempt to insure the independence of responses between the husband and wife pairs. The coders examined the responses for similarities in content and handwriting. The responses were assigned a rating of no evidence of collusion, possible, or probable collusion. For the purposes of this study, all cases of possible and probable collusion were dropped from the sample.

Data for story-situation one involving Carol, the construction worker, were coded in two parts. The husband's responses were coded by three graduate students, two from Michigan State University and one from the University of Minnesota. Initially, the coders were trained by Dr. Slocum and Dr. Williams. The first ten questionnaires were coded together by the group. Every fifth case that followed was check coded for reliability for the first thirty cases and problems were check coded as they appeared.

The wives' responses were coded by a graduate student and staff member from Michigan State University. Every fifth case and additional problem case were check coded.

The other story-stiuation to be analyzed involved Bob/Ann, the typist. The husbands' and wives' respones were coded by two graduate students, one from Michigan State University and one from the University of Minnesota. Check coding was completed by a professional assisting with the project. Approximately 10 percent of the cases were checked including the problem cases.

The occupational clothing variables of formality and appearance requirements were coded by a graduate student from Michigan State University. Approximately one-fifth of the cases were check coded by the project director.

The personal clothing constructs and demographics were coded by a group of graduate and undergraduate students working with the project. Again, every fifth case was check coded.

Description of Measures

Appearance/Clothing Saliency Dimension

A five point measure was utilized to categorize the importance of appearance and clothing as based on their responses to such questions as "Why do you think that she was not hired?," and "What do you think of Ann's use of clothing to get ahead on the job?" If clothing appeared to be a factor in their responses, it was coded as being salient to the individual. If their

response was followed by additional comments and reasons stressing the importance, it was considered salient qualified.

Those responses which stated that clothing was not important were coded not salient. Again, additional support for the lack of importance of clothing resulted in a code of not salient qualified. Responses which included reports of importance and lack of importance were considered mixed or ambivalent. If clothing was not reported by the respondent, it was coded as not mentioned.

This measure was collapsed into two categories for the analysis. The category of appearance/clothing is salient was combined with appearance/clothing is salient qualified. The appearance/clothing is not salient category was combined with appearance/clothing is not salient qualified and appearance/clothing not mentioned. This resulted in the two appearance/clothing saliency categories of 1) salient and 2) not salient. (Appendix C).

Due to the differences between each story-situation, scales were developed that pertained only to that situation. Therefore, the following measures are related to each story.

Attribution Variable - Carol - Construction Worker

From the question "Why do you think she was not hired?," the attribution variable was developed. It consisted of the following three categories; 1) Attributions to key person as causal, 2) Attributions to other's descriptive qualities as causal and 3) Attributions to other factors in the situation/environment as causal. Any mention of Carol as having some effect on the situation was coded with the key person as causal agent. References to the actions of co-workers or the interviewer were coded as attributions to others as causal. Responses which referred to the job situation, company policies, etc., were coded with the environment as a causal agent. Under each of the three dimensions attributions were both positive and negative. (Appendix C).

Attribution Variable - Bob/Ann - Typist

With the typist situation, an attribution variable was developed that encompasses all three questions. Those questions are as follows: What do you think of the office manager who promoted Bob/Ann because of her appearance?, What do you think of Bob/Ann's use of clothing to get ahead on the job?, How do you feel about his/her co-workers and their responses to his/her promotion? From all of the questions the following three

dimensions evolved, 1) Attributions to key person as causal, 2) Attributions to other's descriptive qualities as causal and 3) Attributions to other factors in the situation/environment. Any mention of Bob/Ann as causal agent resulted in assigning the code of an attribution to the key person. References to the actions of the office manager and co-workers were coded as attributions to other's as causal. Those responses which were made in reference to the job situation, company image, etc., were coded with the environment as the causal agent. (Appendix C).

Formality of Occupational Clothing

This variable was developed in response to the following open-ended questions. The first question, "Please describe the uniform, what garments, styles or colors, or what equipment do you wear?," refers to uniform wearers only. The second question, "Describe what you usually wear for work, what garments, styles or colors or what equipment do you wear?" applied to all others. This variable indicates the level of formality exhibited in the work attire of the respondents as measured by a six point scale for men and an eight point scale for women. The scale ranged from sweatshirt and jeans at the most informal level to a business suit for a man or a woman's dress at the most formal level.

For women respondents the original eight categories were collapsed into four to achieve agreement between uniform and non-uniform wearers. To create the variable the categories of formality for uniform and non-uniform wearers were combined to create one variable for each sex. The final variable included a six dimension scale for men and a four dimension scale for women. (Appendix D).

Number of Appearance Requirements

This variable consisted of the number of appearance requirements listed by the respondent. It was developed in response to the statement "please describe any other appearance requirements." This statement pertained to uniform wearers. Non-uniform wearers responded to the following: "Please list the dress requirements, what garments, styles, or colors or aspects of appearance are specified or understood?" The actual number of appearance requirements listed was coded.

The appearance requirements measure represented an actual number of dress specifications. A uniform was considered as an additional appearance requirement. Therefore, consistency was achieved between uniform and non-uniform wearers by weighting the uniform by the extent of the garments required. For example, if the required uniform consisted of one garment this was

counted as one appearance requirement. If it consisted of a total outfit including footwear, four additional specifications were added to the appearance requirements.

Uniform

This dichotomous variable, "Do you wear a uniform, yes or no?" was included as a dummy variable in the statistical analysis.

Personal Clothing Constructs

A series of five attitudinal statements were summed to indicate the respondent's strength of agreement or disagreement with the importance of clothing in the occupational setting.

Each response to a statement was given a score and the sum of these values is regarded as an index of the respondent's attitude. When the five attitudinal statements were summed, a range of responses from five to twenty-five resulted. For those individuals who did not respond to a statement, an average of the four remaining responses was substituted for the missing value.

Occupation

A three category variable was developed to represent the occupational level of the respondents. The first category, upper level white collar workers, was composed

of professionals, technical and kindred, managerial and administrative workers (except farm management). The second category, lower level white collar workers, included sales and clerical workers. Blue collar occupations comprised the third category. Those included were craftsmen and kindred, operators, labourers and household workers.

Occupational Prestige

This variable represented the occupational prestige of the main occupation of the respondents as determined by the Bureau of the Census occupational classifications.

Age

Age, a demographic variable left in interval form, ranged in value from 25 to 61 years.

Employment Status

The measure consisted of two categories. The one category was composed of all individuals who are employed, including those on sick leave or layoffs, etc. The other category was composed of all individuals currently unemployed.

Education

The number of years of education, a demographic variable, was also utilized as a possible discriminator

in the analysis. The range of values were from 6 years of education up to 22 years.

Income

The respondent's 1977 income, in categorical form, ranged from under $3,000 to over $75,000 for the year.

Comparison of Respondents by Set-Type

Since the purpose of the investigation was to examine the effects of the personal experience variables on responses to the story-situations, it became necessary to determine if differences existed between responses to Set A and Set B, with regard to those variables. Set-types were also examined to determine differences that might exist across the appearance/clothing saliency and attribution variables. Use of t-test analysis revealed that significant differences did not exist between Set A and Set B for the personal clothing constructs, number of appearance requirements, and formality of occupational dress. Chi square analysis was performed on the attribution variables, appearance/clothing saliency and the categories of appearance requirements. The results were so similar that the null hypothesis could not be rejected. Some differences were presented in the means but these differences were not significant. Therefore, responses for Set A and B were combined for analysis.

Hypothesis Testing

Stepwise Discriminant analysis was selected as one of the statistical methods to test the first two hypotheses for this study because of its ability to classify or group persons into mutually exclusive nominal categories by using a set of independent variables. Its objective is to find functions of the independent variables that maximize the discrimination among groups. (Thorndike, 1978). It is a procedure for estimating an individual's position on a line that best separates groups. (Cooley, Lohnes, 1962).

The mathematical objective of discriminant analysis is to weight and linearly combine the discriminating variables in some fashion so that the groups are forced to be as statistically distinct as possible. (Klecka, 1975, p. 435). These weights are the discriminant function coefficients. The weights or coefficients are directly analogous to beta weights in multiple regression. (Thorndike, 1978, Klecka, 1975). With two or more independent variables, standardized discriminant function coefficients allow the researcher to compare the relative contribution of each of the independent variables to that function.

> The statistical theory of discriminant analysis assumes that the discriminating variables have multivariate normal distributions. The discriminating variables

> also have equal variance - covariance matrices with each group as tested by Box's M. In practice, the technique is very robust and strong adherence to these assumptions is unnecessary. (Klecka, 1975, p. 435).

In the statistical program used, missing values could only be deleted in a list-wise fashion, meaning that a missing value for any variable resulted in deletion of that case from all analyses. This resulted in a substantial loss of cases numbering from 10 to 32 depending on the analysis involved.

In order to derive the discriminant function, variables were selected through a stepwise process. The criterion used to control the stepwise selection was the largest increase in Rao's V, a generalized distance measure. The method selects those variables which contribute to the greatest overall separation of the groups. (Klecka, 1975). The first variable chosen has the highest explanatory power according to the selection criteria, and is considered the most powerful discriminator. Then the next variable is selected such that these two variables in conjunction produce the best discriminant function at that criterion level. Basically the process continues until all variables that can add to the improvement of the function are selected. This process often yields a reduced set of variables by

ignoring those that are not very useful in discriminating among groups.

To determine the success of the discriminant function it is possible to examine several measures. The canonical correlation tells how closely the function and the group variable are related. Likewise, the canonical correlation squared explains the proportion of variance in the discriminant function explained by the groups. A second possibility to determine the success of the discriminant function is through the use of Wilk's Lambda. Lambda measures the differences between all group centroids and the homogeneity within the groups. The Wilk's Lambda is considered an inverse measure of the discriminating power in the variables which has not been removed by the discriminant functions. The larger the value of Lambda, the less information remaining to be removed by additional variables.

"In discriminant analysis, the percentage correctly classified is analogous to R^2 of regression in that it tells how well the function classified the individual" (Morrison, 1969, p. 158).

Additionally, Spearman rank order correlations and Chi Square analysis were utilized to test the last two hypotheses. For hypotheses testing, the significance level was set at .05 or better.

CHAPTER 4

RESULTS AND DISCUSSION

This chapter begins with a description of the sample, followed by an analysis of responses to the story-situations. The hypotheses deal with the respondent's perceptions and attributions in each story-situation.

Description of the Sample

The original sample gathered by the research team was composed of 237 husband and wife pairs who met the criteria for eligibility. For the story-situations and personal clothing constructs, the data were examined for evidence of collusion. The investigator looked for similarity of the response, in terms of ideas and handwriting between husbands and wives. Evidence of possible and probable collusion as determined by the investigator resulted in eliminating 15 pairs of respondents from the sample. This brought the total number of husband and wife pairs in the sample down to 222. An additional eight males were eliminated from the sample because they were unemployed.

The following paragraphs provide a brief description of how the sample varied on demographic data.

Age

The male respondents' ages ranged from 25 to 61 years. The largest group of respondents fell in the range of 31 to 40 years, as shown in the table. The female respondents' ages ranged from 25 to 59 years. Again, the largest group was in the age range of 31 to 40 years.

Table 2--Age of Respondents

Age	Men		Working Women		Non-Working Women	
	N	%	N	%	N	%
25 - 30	27	12.6	12	12.7	26	20.5
31 - 40	94	43.8	50	52.8	60	47.2
41 - 50	69	32.2	28	29.6	28	22.0
51 - 60	21	9.8	5	5.4	10	7.9
Over 60	2	.9				
Missing Data	1	.5			3	2.4
TOTAL	214	100.0[a]	95	100.0[a]	127	100.0

[a]May not equal 100 percent due to rounding.

Education

Education was coded in an interval manner. The table below indicates the years of education held by

the respondents. For the men, 51.8 percent of the sample fell in the post-secondary range of 13 to 18 years. An additional 39.2 percent reported reaching or completing secondary school. For the total sample of women, the largest group, 61.2 percent had reached and/or completed secondary school. Approximately 35.6 percent of the sample had reached a post-secondary educational level.

Table 3--Educational Background of Respondents

Years of Education	Men		Working Women		Non-Working Women	
	N	%	N	%	N	%
6 - 8	10	4.7	3	3.2	3	2.3
9 - 12	84	39.2	55	57.9	81	63.8
13 - 18	111	51.8	36	37.9	43	33.9
19 - 22	8	3.7	1	1.1		
Missing Data	1	.5				
TOTAL	214	100.0[a]	95	100.0[a]	127	100.0

[a]May not equal 100 percent due to rounding.

Employment Status

Almost all of the men in the sample were working for pay with only eight unemployed at the time of data collection. Only 42.8 percent of the women were employed.

Table 4--Employment Status of Respondents

	Men		Women	
	N	%	N	%
Employed for Pay	214	96.4	95	42.8
Unemployed	8	3.6	127	57.2
TOTAL	222	100.0	222	100.0

Classification of Main Occupation

The classification of occupations was broken into three categories. For the men, 53.7 percent were employed in white collar positions, and of these 44 percent were in upper level professional, technical or managerial positions. Blue collar positions accounted for 44.9 percent of the sample.

For the women, there was a fairly even distribution of people in each occupational classification. Blue collar comprised the largest group with 34.7 percent of the sample of women employed in this classification.

Table 5--Classification of Main Occupation of Respondents

Occupation	Men N	Men %	Employed Women N	Employed Women %
Upper level white collar, professional tech, managerial & administrative	95	44.4	30	31.6
Lower level white collar, sales & clerical	20	9.3	31	32.6
Blue collar	96	44.9	33	34.7
Missing data	3	1.4	1	1.1
TOTAL	214	100.0	95	100.0

Personal Income

The sample ranged in personal income from under $3,000 to over $50,000. For the men, the largest group was in the $20,000 to $29,000 income bracket. This group comprised 38.8 percent of the sample. The largest income group for the women was in the category under $5,000.

Table 6--1977 Income of Respondents

Income	Men N	Men %	Working Women N	Working Women %	Non-Working Women N	Non-Working Women %
Under 5,000	4	1.9	36	37.9	16	12.6
5,000 to 9,999	7	3.3	29	30.5	2	1.6
10,000 to 14,999	24	11.2	17	17.9		
15,000 to 19,999	49	22.9	7	7.4		
20,000 to 29,999	83	38.8	3	3.2	1	.8
Above 30,000	43	20.1	1	1.1		
Missing data or unemployed	4	1.9	2	2.2	108	85.0
TOTAL	214	100.0[a]	95	100.0[a]	127	100.0

[a]May not equal 100 percent due to rounding.

Comparison of Story-Situations

The objectives of this research project were to study the perceptions and attributions of the men and women after their exposure to these story-situations and to determine how selected factors affect their perceptions and attributions. Comparisons of these two story-situations as shown in Tables 7 and 8 reveal that differences exist across the two cases when the attributions variable and the appearance/clothing saliency were examined.

For the construction worker situation, clearly appearance/clothing is not salient for most men and women responding. An increased number of the sample responded that clothing was salient in the typist story-situation. While appearance/clothing was not salient for 73.4 percent of the men in the construction worker case, only 60.3 percent responded that it was not salient for the typist. For over half of the women, appearance/clothing was salient in the typist story-situations. The respondents may have become more attuned to the clothing cues in the typist situation or the questions about appearance/clothing might be responsible for the increases in saliency for both men and women.

For the construction worker story-situation, most of the respondents made internal attributions to the key person. Only 49 of the men and a total of 39 women did not make attributions to the key person. In comparison, 158 women did not make attributions to others and 157 women did not attribute anything to the situation. It would appear that the respondents viewed Carol as the motivating force within the construction worker story-situation, thereby designating her as causal agent. This could be due in part to the fact that the position was unusual for a woman.

Table 7--Appearance/Clothing Saliency Dimension for the Two Story-Situations

Carol - Construction Worker	Men		Working Women		Non-Working Women	
	N	%	N	%	N	%
1) Appearance/Clothing is Salient	41	19.2	30	31.6	31	24.4
2) Appearance/Clothing not Salient	157	73.4	62	65.3	95	74.8
Missing Data	16	7.5	3	3.2	1	.7
TOTAL	214	100.0	95	100.0	127	99.9*
Bob/Ann - Typist						
1) Appearance/Clothing is Salient	72	33.6	48	50.5	66	59.9
2) Appearance/Clothing not Salient	129	60.3	43	45.3	60	47.3
Missing Data	13	6.1	4	4.2	1	.7
TOTAL	214	100.0	95	100.0	127	99.9*

*Does not equal 100.0 percent due to rounding.

Table 8--Number of Attributions in Each Story-Situation

Carol - Construction Worker	Men N	Men %	Working Women N	Working Women %	Non-Working Women N	Non-Working Women %
1) Attributions to Key Person (Carol)	157	73.4	76	80.0	104	81.9
No Attributions to Key Person	49	22.9	17	17.9	22	17.3
Missing Data	8	3.7	2	2.1	1	.1
Total	214	100.0	95	100.0	127	99.3*
2) Attributions to Others	55	25.7	28	29.5	33	26.0
No Attributions to Others	151	70.6	65	68.4	93	73.2
Missing Data	8	3.7	2	2.1	1	.1
Total	214	100.0	95	100.0	127	99.3*
3) Attributions to Situation	18	8.4	25	26.3	37	29.1
No Attributions to Situation	188	87.9	68	71.6	89	70.1
Missing Data	8	3.7	2	2.1	1	.1
Total	214	100.0	95	100.0	127	99.3*
Bob/Ann Typist						
1) Attributions to Key Person (Bob/Ann)	182	85.0	88	92.6	114	89.8
No Attributions to Key Person	18	8.4	1	1.1	5	3.9
Missing Data	14	6.5	6	6.3	8	6.3
Total	214	100.0	95	100.0	127	100.0

Table 8 (cont'd)

	Men		Working Women		Non-Working Women	
	N	%	N	%	N	%
2) Attributions to Others	182	85.0	82	86.3	103	81.1
No Attributions to Others	19	8.9	7	7.4	16	12.6
Missing Data	13	6.1	6	6.3	8	6.3
Total	214	100.0	95	100.0	127	100.0
3) Attributions to Situation	51	23.8	36	37.9	32	25.2
No Attributions to Situation	150	70.1	53	55.8	87	68.5
Missing Data	13	6.1	6	6.3	8	6.3
Total	214	100.0	95	100.0	127	100.0

*Does not equal 100.0 percent due to rounding.

An examination of the typist story-situation, revealed that respondents made attributions to the key person and others. The women responded similarly as shown in Table 8. Also, attributions to situation increased for the typist story. While 8.4 percent of the men made attributions to the situation for the construction worker story, 23.8 percent attributed causality to the situation for the typist. Increases were noted in attributions to situation (typist) for working women, but non-working women's attributions to the situation (typist) decreased when the two story-situations are compared.

Increases in attributions to the key person and others for the typist story-situation could be due to the specific mention of the office manager and co-workers. In addition, those questions regarding them would influence the respondents to make external attributions to those minor characters. Perhaps, the respondents felt that the locus of causation should be shifted to the others due to the situation. It could have been a combination of these two factors.

Chi Square analysis performed on the sample of men and women for the appearance/clothing saliency and attributions variables revealed that a significant difference existed for only one variable. Comparisons

of men's and women's responses to appearance/clothing saliency for the construction worker story-situation resulted in a statistically significant difference.

The Chi Square test performed on the men's and women's data for the other variables did not reveal any significant differences. A discussion of differences between working and non-working women will follow in the text.

Testing of the Saliency and Attribution Hypotheses for Men and Women

Stepwise discriminant function analysis was performed with the inclusion of eight predictor variables. Personal clothing constructs, occupational appearance requirements and the formality of occupational dress were hypothesized to have an influence on the respondents perception of appearance and clothing saliency and his/her attributions in the two story-situations. Therefore, these three variables were included. The wearing of a uniform, a dummy variable, was also a possible predictor. Additionally, four demographic variables, listed in research question one: age, occupational prestige, income and education were entered into the analysis as possible discriminators.

Pearson product moment correlations were run to examine the relationship between these eight independent

variables. As shown in Tables 9 and 10, the independent variables have some statistically significant inter-correlations, but they are not extremely high. For employed women, the highest correlations occurred between occupational appearance requirements and the uniform variable and between occupational prestige and education with r^2's of .56 and .55 respectively. For men, the highest inter-correlation was between occupational prestige and education with an r^2 of .37. With the exception of the relationships just mentioned, it was assumed that correlations between the eight independent predictor variables did not influence the analysis. Thus, it was thought that each variable provided the discriminant function with different information.

Discriminant analysis was the statistical method utilized to test the first two hypotheses. Analysis was performed separately on the samples of men (N = 214) and employed women (N = 95). An overall significance of .05 or better was necessary for the acceptance of the discriminant function.

Testing of Appearance/Clothing Saliency Hypothesis

Hypothesis 1a

H_0: An individual's personal clothing constructs, formality of occupational dress, and occupational appearance requirements will not influence his/her perceptions of the saliency of appearance and clothing in the construction worker story-situation.

Table 9--Pearson Product Moment Correlations of Independent Variables for the Men

	Occupational Prestige	Income	Education	Age	Uniform	Occupational Appearance Requirements	Formality of Occupational Dress	Personal Clothing Constructs
Occupational Prestige								
Income	.1451 .018 (N=208)							
Education	.6120 .001 (N=211)	.3030 .001 (N=209)						
Age	N.S.	.1911 .003 (N=209)	N.S.					
Uniform	.2082 .001 (N=210)	.1453 .018 (N=208)	.2214 .001 (N=211)	N.S.				
Number of Appearance Requirements	.1712 .006 (N=212)	.1478 .016 (N=210)	.1300 .029 (N=213)	-.3078 .001 (N=212)	N.S.			

Table 9 (cont'd)

	Occupational Prestige	Income	Education	Age	Uniform	Occupational Appearance Requirements	Formality of Occupational Dress	Personal Clothing Constructs
Formality of Occupational Dress	.5474 .001 (N=197)	.3694 .001 (N=195)	.5243 .001 (N=198)	N.S.	.3516 .001 (N=199)	.2864 .001 (N=199)		
Personal Clothing Constructs	.2663 .001 (N=212)	N.S.	.2604 .001 (N=213)	N.S.	N.S.	.1540 .012 (N=214)	.3694 .011 (N=199)	

Table 10--Pearson Product Moment Correlations of Independent Variables for Working Women

	Occupational Prestige	Income	Education	Age	Uniform	Occupational Appearance Requirements	Formality of Occupa-pational Dress	Personal Clothing Constructs
Occupational Prestige								
Income	N.S.							
Education	.7398 .001 (N=94)	N.S.						
Age	N.S.	.1998 .027 (N=94)	N.S.					
Uniform	N.S.	N.S.	.2703 .004 (N=94)	N.S.				
Number of Appear-ance Require-ments	N.S.	N.S.	N.S.	N.S.	-.7457 .001 (N=94)			

Table 10 (cont'd)

	Occupational Prestige	Income	Education	Age	Uniform	Occupational Appearance Requirements	Formality of Occupational Dress	Personal Clothing Constructs
Formality of Occupational Dress	.2400 .012 (N=88)	.2333 .014 (N=88)	N.S.	N.S.	N.S.	N.S.		
Personal Clothing Constructs	N.S.	N.S.	N.S.	N.S.	-.2242 .015 (N=95)	.2224 .015 (N=95)	N.S.	

H_1: An individual's personal clothing constructs, formality of occupational dress and occupational appearance requirements will influence his/her perceptions of the saliency of appearance and clothing in the construction worker story-situation.

Stepwise discriminant analysis was performed on data for the sample of men (N = 178) and revealed that only one variable, the personal clothing constructs entered the equation. The function using this variable was statistically significant overall, (p = .005) as a predictor of appearance/clothing saliency for the construction worker situation. Thus, appearance/clothing was perceived as being more salient for those respondents with a higher score on the personal clothing construct index. As shown in Table 11, this variable had a discriminant function coefficient equal to 1.000. If only one variable enters the equation it will always have a coefficient of 1.000. As this was the only resulting predictor, it cannot be compared to any others within the function.

For this function, Box's M equal to 4.843 was statistically significant (p = .028). Therefore, an unequal variance - covariance matrix existed within the groups but it is assumed that it has not signficantly altered the results obtained "since discriminant analysis is robust with respect to this assumption (Klecka, 1975, p. 435)."

Table 11--Discriminant Analysis of Appearance/Clothing Saliency[a] for Men in the Construction Worker Story-Situation

Variables Entered	Discriminant Function Coefficients	Wilk's Lambda	Significance of Wilk's Lambda	Rao's V	Significance of Rao's V	Change in Rao's V	Significance of Change in Rao's V
Personal Clothing Constructs	1.000	.9324	.0005	12.760	.0004	12.760	.0004

Canonical Correlation of the Discriminant Function = .2600

Overall Significance of the Discriminant Function = .0005

Box's M = 4.843, Significance of Box's M = .0287

Percentage Correctly Classified = 57.07

[a]Number of Cases in Each Group

Appearance/Clothing is Salient N = 41
Appearance/Clothing is not Salient N = 137

Total Number of Cases Entered into Analysis = 178

When this discriminant function (composed of the personal clothing constructs) was used to predict group membership, only 57.07 percent of the individuals were correctly classified into the groups to which they were originally assigned. Thus, although the variable was a significant predictor, it was not very successful at dichotomizing persons on the basis of appearance/ clothing saliency. "When one group is much larger than the other, almost all individuals are classified into the larger group." (Morrison, 1969, p. 161). Without knowledge of prior probabilities it is difficult to interpret the classification table in that it is hard to determine how well the discriminant function has correctly classified individuals into groups.

Discriminant analysis performed on the sample of working women (N = 84) resulted in a discriminant function with an overall significance of .0335 (Table 12). The dummy variable dealing with whether or not the subjects wore a uniform was the first to enter the equation with a discriminant function coefficient of .7572. The second variable entered, the index of personal clothing constructs, had a discriminant function coefficient of .7926. The final variable to enter the equation was age. It's coefficient of -.4642 makes a negative contribution to the function in that it opposes the direction

of the first two variables. Appearance/clothing was perceived as being more salient as the respondents ages decreased and as their personal clothing construct indices increased. Additionally, uniform wearers were more apt to respond that appearance/clothing was salient.

Although the overall function was statistically significant, the uniform variable was not significant for Rao's V., indicating that by itself wearing or not wearing a uniform was not significant in separating those for whom clothing was salient from those for whom it was not. However, in combination with the other variables it contributed significantly to the classification.

Personal clothing constructs as a predictor provided the best discrimination with the highest coefficient. Age, the variable contributing the least to the function, was approximately half as powerful of a discriminator as was personal clothing constructs. The resulting discriminant function correctly classified 61.54 percent of the group.

For both men and women, neither formality of occupational dress nor occupational appearance requirements were included in the discriminant function. Yet, the presence of personal clothing constructs in the discriminant function for both men and women partially

Table 12--Discriminant Analysis of Appearance/Clothing Saliency[a] for Employed Women in the Construction Worker Story-Situation

Variables Entered	Discriminant Function Coefficients	Wilk's Lambda	Significance of Wilk's Lambda	Rao's V	Significance of Rao's V	Change in Rao's V	Significance of Change in Rao's V
1) Uniform	.7572	.9683	.1051	2.685	.1013	2.685	.1013
2) Personal Clothing Constructs	.7926	.9175	.0306	7.370	.0251	4.685	.0304
3) Age	-.4624	.8975	.0335	9.362	.0248	1.992	.1581

Canonical Correlation of the Discriminant Function = .3201

Overall Significance of the Discriminant Function = .0335

Box's M = 4.764, Significance of Box's M = .6049

Percentage Correctly Classified = 61.54

[a]Number of Cases in Each Group

Appearance/Clothing is Salient N = 27
Appearance/Clothing is not Salient N = 57

Total Number of Cases Entered into Analysis = 84

supports the hypothesis. Therefore, the null hypothesis is only partially rejected.

Hypothesis 1b

H_0: An individual's personal clothing constructs, formality of occupational dress, and occupational appearance requirements will not influence his/her perceptions of the saliency of appearance and clothing in the typist story-situation.

H_1: An individual's personal clothing constructs, formality of occupational dress and occupational appearance requirements will influence his/her perceptions of the saliency of appearance and clothing in the typist story-situation.

Discriminant analysis was performed on the sample of men (N = 180) with the appearance/clothing saliency dimension for the typist. Personal clothing constructs, age, occupational prestige and the wearing of a uniform, were significant discriminators. Age, with a discriminant function coefficient of -.6280 and personal clothing constructs with a coefficient of -.6037 rank first and second as the predictors providing the best discrimination. Occupational prestige with a coefficient of -.4422 and uniform with a coefficient of .3119 also contribute to the function as shown in Table 13. The negative coefficients all oppose the direction of the positive coefficient of the uniform variable. Those individuals who were younger and uniform wearers, with higher occupational prestige and with a higher index on

personal clothing constructs were more apt to respond that appearance/clothing was salient. Occupational prestige and the uniform variable do not provide as much discriminating power, nor do they contribute as much separation of those for whom clothing was salient from those for whom it was not, as the first two variables entered (Table 13).

Although statistically significant, the discriminant function derived for appearance/clothing saliency correctly classified only 56.6 percent of the individuals into groups. Again, the ability of the function to correctly classify individuals would appear not to be very successful.

Analysis of the saliency of appearance/clothing dimension for the typist did not derive a statistically significant discriminant function for employed women.

In the analysis of men's responses to appearance/clothing saliency for the typist, neither the formality of occupational dress or occupational appearance requirements entered the discriminant function. Personal clothing constructs was the only hypothesized variable found to distinguish among the groups. Thus, although a discriminant function was not derived for women and only one of the three variables entered the equation for men, partial support of the hypothesis exists. Therefore, the null hypothesis must be partially rejected.

Table 13--Discriminant Analysis of Appearance/Clothing Saliency[a] for Men in the Typist Story-Situation

Variables Entered	Discriminant Function Coefficient	Wilk's Lambda	Significance of Wilk's Lambda	Rao's V	Significance of Rao's V	Change in Rao's V	Significance of Change in Rao's V
1) Personal Clothing Constructs	-.6037	.9631	.0098	6.813	.0091	6.813	.0091
2) Age	-.6280	.9352	.0027	12.324	.0021	5.511	.0189
3) Occupational Prestige	-.4422	.9248	.0032	14.480	.0023	2.156	.1420
4) Uniform	.3119	.9178	.0045	15.947	.0031	1.467	.2259

Canonical Correlation of the Discriminant Function = .2867

Overall Significance of the Discriminant Function = .0045

Box's M = 12.943, Significance of Box's M = .2489

Percentage Correctly Classified = 56.57

[a]Number of Cases in Each Group

Appearance/Clothing is Salient N = 66
Appearance/Clothing is not Salient N = 114

Total Number of Cases Entered into Analysis = 180

Testing of the Attribution Hypotheses

Hypothesis 2a

H_0: An individual's personal clothing constructs, formality of occupational dress and occupational appearance requirements will not influence his/her attributions to Carol in the construction worker story-situation.

H_1: An individual's personal clothing constructs, formality of occupational dress and occupational appearance requirements will influence his/her attributions to Carol in the construction worker.

Discriminant analysis of men's and women's attributions to Carol revealed that significant functions were not derived for either sex. Therefore, the null hypothesis cannot be rejected.

Hypothesis 2b

H_0: An individual's personal clothing constructs, formality of occupational dress and occupational appearance requirements will not influence his/her attributions to others in the construction worker story-situations.

H_1: An individual's personal clothing constructs, formality of occupational dress and occupational appearance requirements will influence his/her attributions to others in the construction worker story-situations.

Discriminant analysis of men's and women's attributions to others in the construction worker story-situation failed to derive a statistically significant function with which to distinguish individuals. Therefore, the null hypothesis cannot be rejected.

Hypothesis 2c

H_0: An individual's personal clothing constructs, formality of occupational dress and occupational appearance requirements will not influence his/her attributions to the situation in the construction worker story-situation.

H_1: An indiviudual's personal clothing constructs, formality of occupational dress and occupational appearance requirements will influence his/her attributions to the situation in the construction worker story-situation.

Discriminant analysis performed on the sample of men (N = 185) derived a discriminant function with an overall significance of .0310. Personal clothing constructs, first to enter the equation with a coefficient of -.7036 was followed by occupational appearance requirements and age with coefficients of .6150 and -.5248 respectively. The second variable, occupational appearance requirements contributed the greatest overall separation between groups who did and did not make attributions to the situation. This was indicated by the change in Rao's V. (Table 14). Again, personal clothing constructs and age are providing the function with negative contributions, thereby opposing the direction of the posivite coefficients. Thus, attributions to the situation increased as the personal clothing constructs and age increased and as the number of occupational appearance requirements decreased.

Although the discriminant function with the inclusion of personal clothing constructs, occupational appearance

requirements and age, was significant overall, it correctly classified only 58.54 percent of the groups.

Discriminant analysis performed on the sample of working women (N = 85) derived a significant function (p = .0233) composed of four variables. The first variable to enter was occupational prestige with a discriminant function coefficient of -.8605 (Table 15). The second variable to enter the equation, formality of occupational dress, had a coefficient of .5677. The last two variables to enter, personal clothing constructs and occupational appearance requirements had coefficients of .5175 and -.4241 respectively. Occupational prestige and occupational appearance requirements provide negative contributions to the function, and work in opposition to the positive coefficients. Therefore, increases in attributions to situation were influenced by increases in occupational prestige and occupational appearance requirements and decreases in the personal clothing construct index and formality of occupational dress. The first variable occupational prestige constributes the most to the discrimination between those who made attributions to the situation and those who do not as indicated by the size of the coefficients. Occupational prestige also creates separation among the groups as indicated by the significant change in Rao's V. The last variables all provide some separation among the

Table 14--Discriminant Analysis of Attributions to Situation[a] for Men in the Construction Worker Story-Situation

Variables Entered	Discriminant Function Coefficient	Wilk's Lambda	Significance of Wilk's Lambda	Rao's V	Significance of Rao's V	Change in Rao's V	Significance of change in Rao's V
1) Personal Clothing Constructs	-.7036	.9826	.0735	3.241	.0718	3.241	.0718
2) Occupational Appearance Requirements	.6150	.9650	.0389	6.647	.0360	3.405	.0650
3) Age	-.5248	.9523	.0310	9.170	.0271	2.523	.1122

Canonical Correlation of the Discriminant Function = .2184

Overall Significance of the Discriminant Function = .0310

Box's M = 4.500, Significance of Box's M = .6490

Percentage Correctly Classified = 58.54

[a]Number of Cases in Each Group

Attributions to Situation N = 18
No Attributions to Situation N = 167

Total Number of Cases Entered into Analysis = 185

groups, but their discriminating power was reduced in comparison to that of the first variable. The discriminant function, although significant, correctly classified only 61.63 percent of the individuals into the groups to which they had been originally assigned.

In an examination of the two functions derived for men and women's attributions to situation, it is evident that the three hypothesized predictors, (personal clothing constructs, occupational appearance requirements and formality of occupational dress) enter into one or both of the discriminant functions. This provides partial support of the hypothesis. Therefore, the null hypothesis must be partially rejected.

Hypothesis 2d

H_0: An individual's personal clothing constructs, formality of occupational dress and occupational appearance requirements will not influence his/her attributions to Bob/Ann in the typist story-situation.

H_1: An individual's personal clothing constructs, formality of occupational dress and occupational appearance requirements will influence his/her attributions to Bob/Ann in the typist story-situation.

Discriminant analysis of the men's (N = 131) attributions to typist revealed an overall significant function ($p = .0191$). Occupational appearance requirements, first to enter the equation, had a discriminant function coefficient of .8052. The second variable to enter, personal clothing constructs, provided a negative contribution to the function with a coefficient of -.7101 which

Table 15--Discriminant Analysis of Attributions to Situation[a] for Women in the Construction Worker Story-Situation

Variables Entered	Discriminant Function Coefficient	Wilk's Lambda	Significance of Wilk's Lambda	Rao's V	Significance of Rao's V	Change in Rao's V	Significance of Change in Rao's V
1) Occupational Prestige	-.8508	.9457	.0318	4.766	.0290	4.766	.0290
2) Formality of Occupational Dress	.5677	.9109	.0218	8.123	.0172	3.356	.0670
3) Personal Clothing Constructs	.5175	.8838	.0223	10.380	.0156	2.258	.1330
4) Occupational Appearance Requirements	-.4241	.8696	.0233	12.441	.0144	2.062	.1510

Canonical Correlation of the Discriminant Function = .3612

Overall Significance of the Discriminant Function = .0233

Box's M = 9.801, Significance of Box's M = .5241

Percentage Correctly Classified = 61.63

[a]Number of Cases in Each Group

Attributions to Situation N = 23
No Attributions to Situation N = 62

Total Number of Cases Entered into Analysis = 85

signifies that the two variables are moving in opposite directions. Thus, an increase in attributions to typist was associated with an increase in the personal clothing constructs index and a decrease in occupational appearance requirements. Both variables help in separating the groups. Each variable has a significant Rao's V and a significant change in Rao's V as shown in Table 16.

This discriminant function composed of occupational appearance requirements and personal clothing constructs, was slightly better at classifying individuals than the previous functions. When this discriminant function was used to predict group membership, 67.50 percent of the respondents were correctly classified into those groups to which they had originally been assigned.

Discriminant analysis of working women revealed that a function could not be derived for women's attributions to the typist. Even though only one function was derived, there was partial support for the hypothesis due to the presence of occupational appearance requirements and personal clothing constructs in the men's discriminant function. Therefore, the null hypothesis is partially rejected.

Hypothesis 2e

H_0: An individual's personal clothing constructs, formality of occupational dress and occupational appearance requirements will not influence his/her attributions to others in the typist story-situation.

H_1: An individual's personal clothing constructs, formality of occupational dress and occupational appearance requirements will influence his/her attributions to others in the typist story-situation.

A significant discriminant function was not derived for men or women's attributions to others. Therefore, the null hypothesis cannot be rejected.

Hypothesis 2f

H_o: An individual's personal clothing constructs, formality of occupational dress and occupational appearance requirements will not influence his/her attributions to the situation in the typist story-situation.

H_1: An individual's personal clothing constructs, formality of occupational dress and occupational appearance requirements will influence his/her attributions to others in the typist story-situation.

Discriminant analysis performed on the sample of men (N = 182) resulted in the derivation of an overall statistically significant function ($p = .0346$) for attributions to situation. Two predictors entered the discriminant equation. (Table 17). The first, occupational appearance requirements, with a coefficient of .6678, provided the most separation among groups with a significant Rao's V and a significant change in Rao's V. The second variable to enter, occupational prestige, with a coefficient of .6493 contributes to the separation also indicated by the significant Rao's V, but the change in Rao's V was not significant. As occupational prestige and occupational appearance requirements increase, attributions to situation increased.

Table 16--Discriminant Analysis of Attributions to Typist[a] for Men in the Typist Story-Situation

Variables Entered	Discriminant Function Coefficient	Wilk's Lambda	Significance of Wilk's Lambda	Rao's V	Significance of Rao's V	Change in Rao's V	Significance of Change in Rao's V
1) Occupational Appearance Requirements	.8052	.9776	.0441	4.110	.0426	4.110	.0426
2) Personal Clothing Constructs	-.7101	.9565	.0191	8.143	.0171	4.033	.0445

Canonical Correlation of the Discriminant Function = .2086

Overall Significance of the Discriminant Function = .0191

Box's M = 4.336, Significance of Box's M = .2489

Percentage Correctly Classified = 67.50

[a]Number of Cases in Each Group

Attributions to Typist N = 165
No Attributions to Typist N = 16

Total Number of Cases Entered into Analysis = 131

The discriminant function with the inclusion of occupational appearance requirements and occupational prestige, although significant, correctly classifies only 63.5 percent of the individuals into the groups.

An analysis performed on the sample of working women (N = 85) derived a discriminant function with an overall significance (p = .0134). Four predictors entered the equation. (Table 18). Occupational prestige and age, the first two predictors to enter the equation, with coefficients of -.5785 and -.5316 respectively, contribute negatively to the function. Both provide significant group separation as indicated by Rao's V and the change in Rao's V. The last predictors, personal clothing constructs and income entered the equation with coefficients of .4710 and -.4647 respectively. Again, income contributed negatively to the function. The last two variables significantly contribute to separation of those who made attributions to the situation and those who did not. A decrease in discriminating power should be noted. Therefore, an increase in attributions to situation was influenced by increases in age, occupational prestige and income and decreases in the personal clothing construct index.

The discriminant function derived with the four predictors (occupational prestige, age, personal clothing

Table 17--Discriminant Analysis of Attributions to Situation[a] for Men in the Typist Story-Situation

Variables Entered	Discriminant Function Coefficient	Wilk's Lambda	Significance of Wilk's Lambda	Rao's V	Significance of Rao's V	Change in Rao's V	Significance of Change in Rao's V
1) Occupational Appearance Requirements	.6678	.9780	.0456	4.054	.0441	4.054	.0441
2) Occupational Prestige	.6493	.9631	.0346	6.891	.0319	2.838	.0921

Canonical Correlation of the Discriminant Function = .1920

Overall Significance of the Discriminant Function = .0346

Box's M = 2.292, Significance of Box's M = .5223

Percentage Correctly Classified = 63.50

[a]Number of Cases in Each Group

Attributions to Situation N = 44
No Attributions to Situation N = 138
Total Number of Cases Entered into Analysis = 182

Table 18--Discriminant Analysis of Attributions to Situation[a] for Women in the Typist Story-Situation

Variables Entered	Discriminant Function Coefficients	Wilk's Lambda	Significance of Wilk's Lambda	Rao's V	Significance of Rao's V	Change in Rao's V	Significance of Change in Rao's V
1) Occupational Prestige	-.5785	.9428	.0274	5.039	.0248	5.039	.0248
2) Age	-.5316	.9032	.0154	8.891	.0177	3.852	.0497
3) Personal Clothing Constructs	.4710	.8817	.0165	11.137	.0110	2.246	.1340
4) Income	-.4676	.8559	.0134	13.973	.0074	2.836	.0922

Canonical Correlation of the Discriminant Function = .3796

Overall Significance of the Discriminant Function = .0134

Box's M = 13.691, Significance of Box's M = .2286

Percentage Correctly Classified = 72.73

[a]Number of Cases in Each Group

Attributions to Situation N = 35
No Attributions to Situation N = 50

Total Number of Cases Entered into Analysis = 85

constructs and income) had the highest percentage correctly classified of all the functions. This function correctly classified 72.73 percent of the individuals into the groups to which they had been assigned originally. Even though personal clothing constructs was the only hypothesized predictor to enter the discriminant function, partial support of the hypothesis exists. Therefore, the null hypothesis must be partially rejected.

Testing of the Hypotheses Involving Occupation

Hypothesis 3

H_o: An individual's occupation will not influence his/her perceptions and attributions in the story-situations.

H_1: An indiviudal's occupation will influence his/her perceptions and attributions in the story-situations.

Spearman rank order correlations were utilized to determine the relationships between the respondent's main occupation and his/her perceptions of appearance/clothing saliency and attributions in the two story-situations. For the men, appearance/clothing saliency and the classification of main occupation had a low negative correlation although statistically significant ($p = .022$). The negative correlation signifies that as the level of occupation decreases, clothing became more salient. Men's attributions to situation for the typist and the

classification of main occupation were positively correlated at a significance level of .0124. Therefore, as the respondent's occupational level increased, attributions to situation for the typist increased.

Spearman rank order correlations revealed only those two significant relations as shown in Table 19. The lack of high correlations for men and the absence of any correlations for women suggest that relationships between the respondent's occupation as represented in these data, and their perceptions of appearance/clothing saliency and attributions to the story-situations do not exist. Therefore, the null hypothesis cannot be rejected.

Testing of the Hypotheses Involving Employment Status

Hypothesis 4

H_o: The employment status of the female respondents will not influence their perceptions and attributions in the story-situations.

H_1: The employment status of the female respondents will influence their perceptions and attributions in the story-situations.

Chi Square analysis was performed to examine the relationship between the employment status of the respondents and their perceptions of the saliency of appearance/clothing and attributions in the story-situations. For the construction worker and typist story situations, no significant relationships were found between employment status and perceptions of appearance/clothing saliency

Table 19--Spearman Rank Order Correlations of Occupation and Dependent Variables

Dependent Variables	Men	Women
Construction Worker Story		
Appearance/Clothing Saliency	N.S.	N.S.
Attributions to Carol	N.S.	N.S.
Attributions to Others	N.S.	N.S.
Attributions to Situation	N.S.	N.S.
Typist Story-Situation		
Appearance/Clothing Saliency	-.1430 .200 (N = 201)	N.S.
Attributions to Typist	N.S.	N.S.
Attributions to Others	N.S.	N.S.
Attributions to Situation	.1401 .024 (N = 201)	N.S.

or attributions to key person, others or situation. Therefore, the null hypothesis cannot be rejected.

CHAPTER 5

SUMMARY AND CONCLUSIONS

The main purpose of this research study was to examine how an individual's selected work-related experiences and attitudes will affect his/her perceptions of clothing and attributions in a hypothetical occupational setting. The study consisted of a sample group of husband and wife pairs residing together in Oakland County, Michigan. Each husband/wife pair had at least one school age child (5-18 years) residing with them. Separate but similar analyses were performed on the data obtained from the husbands and wives. There were 214 men and 222 women included in the analysis.

The data for this research study were collected in a self-administered questionnaire between November 1977 and March 1978. The data collection instrument included five occupational story-situations, two of which were utilized for this study. Each story-situation was composed of one main character and several additional minor characters who were referred to or mentioned specifically. The appearance and clothing

of the main character were clearly stated in all stories. Each respondent answered a series of short open-ended questions after reading a brief paragraph describing the occupational story-situations. Dependent variables of appearance/clothing saliency and attribution were developed from the respondents' answers to the open-ended questions. Additionally from the questionnaire, predictor variables were developed from portions of the occupational clothing section and basic demographics.

The objectives of this study were to:

1. Examine the perceptions and attributions of men and women upon exposure to selected story-situations.

2. Examine the selected factors affecting an individual's perceptions and attributions in the story-situations.

3. Examine the selected factors affecting the respondents' perceptions of clothing in occupational situations.

Conclusions by Major Hypotheses

Major Hypotheses One

An individual's personal clothing constructs, formality of occupational dress, and occupational appearance requirements will influence his/her perceptions of the saliency of appearance/clothing in the story-situations.

For both men and women, personal clothing constructs, was the only hypothesized predictor found to have discriminating power for appearance/clothing saliency in the

two story-situations. (Table 20). The dummy variable, wearing a uniform to work, and two demographic variables, age and occupational prestige entered the discriminant function as additional predictors. Appearance and clothing was perceived as being salient as values increased for the personal clothing constructs indices, and occupational prestige and as the age of the respondent decreased.

The absence of the two variables, occupational appearance requirements, and formality of occupational dress from the discriminant function, indicates that these two predictors as measured do not influence the perceptions of appearance/clothing saliency. Also the presence of the dummy variable wearing a uniform to work suggests that additional clothing related experiences besides those hypothesized may be useful in explaining the importance of appearance/clothing cues.

It is evident that a combination of personal clothing constructs and demographics distinguishes individuals into salient and not salient clothing categories. Although, the accuracy with which group membership could be predicted with these variables was little better than if the individuals had been classified into the groups at random.

Table 20--Summary of Discriminant Analysis for the Two Story-Situations

	Standardized Discriminant Function Coefficients							
	Occupational Prestige	Income	Education	Age	Uniform	Occupational Appearance Requirements	Formality of Occupational Dress	Personal Clothing Constructs
Men								
Appearance/ Clothing Saliency								
Construction Worker								1.000
Typist	-.4422			-.6280	.3119			-.6037
Construction Worker Attributions to Situation				-.5248		.6150		-.7036
Typist Attributions to Key Person						.8052		-.7101
Attributions to Situation						.6678		.6493
Women								
Appearance/ Clothing Saliency								
Construction Worker				-.4624	.7572			
Construction Worker Attributions to Situation	-.8508					-.4241	.5677	.5175
Typist Attributions to Situation	-.5735	-.4676		-.5316				.4710

Major Hypothesis Two

An indiviudal's personal clothing constructs, formality of occupational dress and occupational appearance requirements will influence his/her attributions in the story-situations

Discriminant analysis resulted in the derivation of significant discriminant functions for attributions to key person(typist) for men and attributions to situation (construction worker and typist) for both men and women. (Table 20). Analyses could have derived a total of twelve functions for men and women, but only five were actually derived as mentioned above. The three hypothesized variables, personal clothing constructs, occupational appearance requirements and formality of occupational dress, appear in one or more of the functions as predictors of attribution to situation. Increases in attributions to the key person and situation were generally associated with increases in occupational prestige, age and personal clothing construct index. Combinations of the hypothesized predictors and demographics do influence attributions to situation, but again the accuracy with which individuals can be correctly classified into groups was not very successful.

Since only one function resulted for attributions to key person(typist) it would appear that the eight predictors do not discriminate well among these groups. In fact, the hypothesized predictors, along with the dummy variable of wearing a uniform to work and the

demographic variables, do not distinguish among groups at all for attributions to others. Therefore, additional variables would be needed to discriminate between those individuals who make attributions to key person and others and those who do not.

Major Hypothesis Three

An individual's occupation will influence his/her perceptions and attributions in the story-situations.

The investigator believed that an individual's life experiences would influence his/her perceptions and attributions in certain situations. Specifically it was thought that the respondent's own experiences in an occupation, would influence his/her perceptions of the importance of appearance/clothing in an occupational setting. Also, the researcher hypothesized that the life experiences of an occupation would influence the way in which the respondents attributed causality in an occupational situation. As indicated by Spearman rank order correlations, one can conclude that the main occupation of a respondent when represented as one of three levels (upper level white collar, lower level white collar and blue collar) does not influence the manner in which s/he perceives the importance of appearance and clothing, nor does it affect his/her attributions in the hypothetical story-situations.

Major Hypothesis Four

A female individual's employment status will influence her perceptions in the story-situations.

The employment status of the respondents did not influence their perceptions of appearance/clothing saliency or their attributions in the two story-situations. Although chi square analysis did not show significant differences between the perceptions and attributions between employed and unemployed women, several factors may have influenced the results.

If respondents were employed for pay, laid off or on sick leave, they were considered employed. All others were considered unemployed. The nonworking group in the sample may have been employed in various occupations prior to the study. If the currently employed women had worked previously, they might have been socialized in the same manner as the employed group. These nonworking women would have already been exposed to similar occupational experiences in terms of dress expectations, as those who were considered employed at the time of the study. This could account for the lack of differences between the two groups.

Discussion of Results

The researcher theorized that the experiences and expectations of an occupation along with its socialization process would be influencing factors on an individual's

perceptions of events in an occupational situation and also her/his attributions of causality in that situation. Therefore, it was hypothesized that an individual's clothing attitudes developed during the occupational socialization (personal clothing constructs) and dress expectations (as reflected in occupational appearance requirements and formality of occupational dress), along with the respondent's occupation itself would influence that individual's perceptions of appearance/clothing saliency and his/her attributions in an occupational story-situation. Thus, it was believed that an unemployed individual would be without these experiences of an occupation and dress expectations, and would, therefore, respond differently to the occupational story-situations. As shown in the conclusions of the major hypotheses, portions of that theory were partially supported.

From an examination of the discriminant analysis, performed a total of sixteen times for men and women utilizing the same eight predictors, it is possible to conclude the following results. Formality of occupational dress appeared in a discriminant function only once. Additionally, the demographic variable of education did not appear in an equation at all and income entered only one time. Although formality of occupational dress and income contribute to the functions in which they appear, they did not enter as consistently as other predictors.

This suggests that those three variables in their present form do not aid in the discrimination of appearance/clothing saliency and attributions in the story-situations.

The dummy variable regarding whether or not the respondent wore a uniform to work entered twice in functions derived to distinguish between appearance/clothing saliency. This suggests that the dummy uniform variable, an additional measure of the respondents appearance requirements in itself, further supports what had theorized.

Personal clothing constructs, occupational appearance requirements, occupational prestige and age were found to be the most powerful discriminators. Each appeared four or more times in functions. The presence of the first two variables make it possible to conclude that attitudes toward occupational clothing, and occupational appearance requirements are significant in influencing perceptions and attributions in occupational settings. Additionally, it should be noted that as an occupational level increases, occupational prestige also increases. Therefore, if one considers that the variables of occupation and occupational prestige are somewhat similar in what they measure, it is possible to suggest that occupational prestige also represent the life experience of an occupation. Thus, even though Spearman rank order correlations did

not relate occupational level to perceptions of appearance/clothing saliency and attributions to the story-situation, one can see through occupational prestige that this condition may exist.

From an examination of the analysis, it is possible to conclude that a combination of the hypothesized variables and demographics do result in the derivation of significant discriminant functions. Basically, certain combinations of the predictor variables did distinguish between the saliency of appearance/clothing and attributions in the story-situations. When one examines the success of these discriminant functions, it is realized that although they are significant, they are not very useful in dichotomizing individuals. At best, the percentage correctly classified was 72.7. Thus, even the derivation of a significant function does not insure that it will correctly classify a large percentage of the individuals. As mentioned previously, the unequal group sizes hinder the interpretation of the classification table, thus making it difficult to determine the success of a discriminant function.

Several factors should be considered in order to derive an increased number of significant functions with large percentages correctly classified. First of all, the absence of formality of occupational clothing as a predictor would seem to suggest that this variable might

not have been accurately represented or it may just not be important. Perhaps a level of formality scale should have been created and tested for reliability, independent of the research study. The same is true for personal clothing constructs and occupational appearance requirements. Also, employment status as a variable needs to take into account whether an individual had ever worked, the number of occupations s/he had held, the length of time in each and length of time since s/he became unemployed.

The presence of the dummy variable of wearing a uniform to work indicates that more precise variables might aid in the power of discrimination. Additionally, as in regression, variables should not overlap in terms of the information they contribute to the function. If occupational prestige were not entered into analysis as a predictor, income and education might have appeared as more powerful discriminators.

The researcher can conclude that occupational experience as reflected in personal clothing constructs and appearance requirements are influencing factors on an individual's perceptions of a characters use of appearance/clothing in a hypothetical story-situation. These two variables also influence a person's attributions to key person and to situation. To derive a more

successful discriminant function, it would appear that perfection of these predictors is necessary, and therefore, additional research is required to identify and measure these variables.

Limitations of the Findings

The SPSS discriminant analysis program used did not have the capacity to handle missing data, therefore, if cases had any variables with missing values they were excluded from the analysis. This resulted in the exclusion of a substantial number of cases from the analysis.

Even though each story-situation varied, the clothing of each character was specifically mentioned. As the respondents were exposed to additional story-situations, it is possible that they were more attuned to the clothing cues. If the increased exposure stimulated attention, it might have encouraged the respondents to mention appearance and clothing more frequently in their answers. Also, the presence of previous questions within the questionnaire may have had some influence on the respondents' answers to the open-ended questions.

If the researcher had been present during data collection, the respondents' questions and uncertainties about the story-situations could have been clarified. Additionally, if data had been collected in an interview,

the researcher could have probed the respondent for further information and insured that the respondents' intentions were clearly recorded. This would have allowed the researcher to make sure that interpretations of the respondents' answers were complete.

Suggestions for Further Study

If a researcher were to pursue a similar study with these two or other story-situations and discriminant analysis, better results might be obtained with a slightly different combination of demographic and experiental variables. The researcher could consider age of the respondents, number of years on the job, types of previous occupations, etc. It is likely that a grouping of demographics and experiential variables might prove to be a more power discriminator. Additionally, with discriminant analysis, the researcher should consider the effects of group size on the percentage correctly classified. It is likely that groups closer in size would be more successful in dichotomzing individuals.

Further analysis of these story-situations might include the derivation of a variable that would span all five of the story-situations. For example, a researcher might examine the group of who continually made attributions to the key person in all story-situations.

Similar comparisons could be made between those who always made attributions to others, to the situation or those who responded that clothing was salient or not salient in all stories.

Another study could involve an attempt to quantify the degrees of deviancy exhibited by each character's costume. A relationship could exist between the degree of deviancy of the costume, the perception of saliency and the attributions made by the respondents in that story-situation. This would entail developing the variable independent of the situation and testing it for reliability. Additionally, the circumstances within the situation would need to be studied.

APPENDICES

APPENDIX A

PORTION OF QUALITY OF LIFE QUESTIONNAIRE USED IN THIS STUDY

INTERPERSONAL SITUATIONS

The following five situations may occur. Please respond to the questions following each one and add any comments you would like to make.

10.1 Carol read that a local company was hiring workers for their construction crews. Since she had several years experience, she felt confident that she would get a job. After making an appointment for an interview, she arrived at the personnel office wearing a skirt and blouse and was surprised to see that she was the only female in the roomful of applicants. Carol felt that her interview with the personnel director had gone well and was certain that she would be hired. The following day she received a phone call and was told that all the positions on the construction crews had been filled.

10.1a How would you have felt if you were Carol? _____

_____

_____

_____

10.1b Why do you think that she was not hired? _____

_____

_____

_____

10.1c Other comments _____

_____

_____

10.3 Bob got a job working as a typist in an office. At first, he got along well with the other people. He liked to wear good, new clothes to the office. As a result, he spent most of his salary on clothes and was the best dressed person in the office. After a short time, Bob was promoted to the job of receptionist, a job that some of the older people wanted. They complained to the office manager. He told them that Bob was given the job because he was always so well-dressed, and that it was important to have someone at that job who would make a good impression on the public.

10.3a What do you think of the office manager who promoted Bob because of his appearance? _____

_____

_____

Why? _____

_____

_____

10.3b What do you think of Bob's use of clothing to get ahead on the job?

_____

_____

_____

Why? _____

_____

_____

10.3c How do you feel about his co-workers and their response to his promotion?

_____

_____

_____

10.3d Other comments _____

_____

10.3 Ann got a job working as a typist in an office. At first, she got along well with the other people. She liked to wear good, new clothes to the office. As a result, she spent most of her salary on clothes and was the best dressed person in the office. After a short time, Ann was promoted to the job of receptionist, a job that some of the older people wanted. They complained to the office manager. He told them that Ann was given the job because she was always so well-dressed, and that it was important to have someone at that job who would make a good impression on the public.

10.3a What do you think of the office manager who promoted Ann because of her appearance? _____

_____

_____

Why? _____

_____

_____

10.3b What do you think of Ann's use of clothing to get ahead on the job?

_____

_____

_____

Why? _____

_____

_____

10.3c How do you feel about her co-workers and their response to her promotion?

_____

_____

_____

10.3d Other comments _____

_____

GENERAL CLOTHING INTERESTS

This section contains statements on clothing interests which some people have. For each statement, please indicate how much you disagree or agree with the statement as a description of YOU. Read each statement, and CIRCLE THE NUMBER that best describes YOUR feelings. For example, circle "1" if you strongly disagree with a statement, circle "3" if your feelings are in between (that is, you equally agree and disagree), and circle "5" if you strongly agree with it. Please be sure to answer every question.

		Strongly disgree	Moderately disargee	In between (equally agree and disagree	Moderately agree	Strongly Agree
5.4	The way people dress for a job interview makes a difference in whether or nor they are hired.	1	2	3	4	5
5.11	It is important to wear clothing that is appropriate for the occasion.	1	2	3	4	5
5.16	People judge your work performance by the way that you are dressed.	1	2	3	4	5
5.21	The way people dress on the job can make a difference in their opportunities for advancement.	1	2	3	4	5
5.26	Employers or supervisors notice how workers dress on the job.	1	2	3	4	5

OCCUPATIONAL CLOTHING

For many people a large number of hours each day are spent working. In various parts of the questionnaire we ask about your work, and in this part we focus on your occupational clothing.

If you work at two jobs, please answer the following questions with respect to your main job, that is, the one in which you spend the most time. If you spend an equal amount of time on two jobs, it is the one which provides the most income.

12.1a Do you wear a uniform for your job?

( ) No → GO TO QUESTION 12.2a ON NEXT PAGE.

( ) Yes →

12.1b Please describe the uniform. What garments, styles or colors, or what equipment do you wear?

_____

_____

_____

12.1c Why do you wear a uniform? CHECK AS MANY AS APPLY.

( ) Required by employer
( ) Personal preference
( ) Safety
( ) Health
( ) Custom; generally expected
( ) Practical
( ) Provided by employer
( ) Provides identification
( ) Other _____
(please specify)

12.1e Besides the uniform, are there any appearance requirements for your job?

( ) Yes ⟶ 12.1f Please describe any other appearance requirements.

_____

_____

_____

( ) No

12.1g Are these requirements specified in writing by the employer?

( ) Yes

( ) No

( ) DOES NOT APPLY

GO TO QUESTION 12.5a ON THE NEXT PAGE.

12.2a Are people in your position expected by your employer to dress in a particular manner or present a particular appearance for work?

( ) Yes ⟶ 12.2b If YES, are the requirements specified in writing?

( ) Yes

( ) No

( ) DOES NOT APPLY

12.2c Please list the dress requirements. What garments, styles or colors, or aspects of appearance are specified or understood?

_____

_____

_____

_____

12.3 Describe what you usually wear for work. What garments, styles or colors, or what equipment do you wear?

_____

_____

11.5 Are you presently self-employed, employed for pay, either full- or part-time, or are you receiving some pay while temporarily laid off, on strike or on sick leave?

( ) No ——→ GO TO QUESTION 13.1 ON PAGE 33.
( ) Yes ——→ CONTINUE ON TO QUESTION 12.1a ON THE NEXT PAGE.

13.2a How old were you on your last birthday?

_____Age at last birthday

13.9b If you are working now OR are temporarily laid off OR on strike OR on sick leave, what kind of work do you do? What is your main occupation called? (If you have two jobs, your main occupation is the job on which you spend the most time. If you spend an equal amount of time on two jobs, it is the one which provides the most income.)

Main occupation _____

13.7a What is the highest level of formal schooling that you have completed? CHECK ONE.

( ) Less than 8 grades of elementary school
( ) 8 grades of elementary school
( ) 1-3 years of high school
( ) Completed high school and received diploma or passed high school equivalency exam
( ) College graduate, bachelor's degree
( ) Post bachelor's course work
( ) Master's degree
( ) Post master's course work
( ) Ph.D., Ed.D.
( ) Other professional degree (such as MD, DO, JD, DDS):

_____
(please specify)

13.11b About how much of this total family yearly income do you estimate that YOU will earn in 1977?

ESTIMATED PORTION OF TOTAL FAMILY INCOME, 1977, EARNED BY YOURSELF

( ) Does not apply, not employed in 1977

( ) Under $3,000

( ) $ 3,000 - $ 3,999	( ) $12,000 - $14,999
( ) $ 4,000 - $ 4,999	( ) $15,000 - $19,999
( ) $ 5,000 - $ 5,999	( ) $20,000 - $24,999
( ) $ 6,000 - $ 6,999	( ) $25,000 - $29,999
( ) $ 7,000 - $ 7,999	( ) $30,000 - $34,999
( ) $ 8,000 - $ 8,999	( ) $35,000 - $49,999
( ) $ 9,000 - $ 9,999	( ) $50,000 - $74,999
( ) $10,000 - $11,999	( ) $80,000 and over

APPENDIX B

INTERVIEWER PROCEDURES AND FORMS USED IN THE FIELD

November, 1977

OAKLAND COUNTY LIFESTYLE

Interviewer Instructions

TYPE OF INTERVIEWING TECHNIQUE

For this study you will not be doing any actual interviewing with a respondent. You will, however, screen households within each area to determine eligibility for placement of questionnaires, and you will be required to return to those households to pick up and verify completion of those questionnaires.

ELIGIBLE RESPONDENT/HOUSEHOLD

In order for a household to be eligible for placement of questionnaires, the following criteria must be met:

1.) The household must be occupied by a married couple.
2.) The couple must have one or more children from five years of age through 18 years of age.
3.) The husband and wife must both consent to filling out a questionnaire.

In order for a household to be considered complete, BOTH questionnaires are to be completely filled out and must be accompanied by a signed consent form.

RESPONDENT INCENTIVE

In order to show their appreciation for respondent's co-operation, Michigan State University will issue a $10.00 check to each family who participates in this study. These checks will be mailed directly to the household approximately four to six weeks after they have completed the questionnaires. Additionally, a summary report of the findings of this research project will be mailed to the participating households upon completion (this will be a couple of months after receipt of the check.)

QUOTA

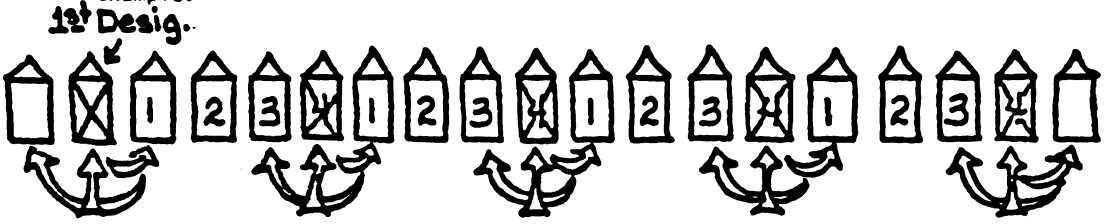
Each area has a quota of four completed households. This means that four husband/wife sets and consent forms will be completed for a total of eight questionnaires per area.

SAMPLING PROCEDURE

Standard sampling procedure is to be used for this study. Proceed to the corner indicated by a red X on your area mapsheet. Begin at the household indicated in the bottom right-hand corner of your mapsheet, this becomes your first designated household and should be written in on your first call record. If you are unable

Oakland County Lifestyle
Interviewer Instructions

to place the questionnaires at the designated household, you will substitute by going to the residence to the right, then to the left, then by skipping four households from your designated one, and continuing this pattern until you have placed them with an eligible household. Please look at the following example:



This is the pattern that you will follow in covering your blocks to determine eligibility for placement.

CALLBACKS

There are three callbacks required on the first household attempted for each set of questionnaires to be completed. Let's examine some possible field situations. Since you can only place your questionnaires in households meeting certain criteria it would be futile to make three callbacks on a household containing a widow over 65. When you begin work in an area and run into a no answer at one of your designated households, check with the residence to the right, explain the purpose of your visit and ask if their neighbor meets the eligibility requirements. If they do, you should continue to call on that household; if not, ask the person you are speaking to if they meet the requirements and attempt placement. In other words, screen your neighborhood efficiently for eligible households before attempting callbacks and you will minimize the number of trips made to an area considerably.

INTERVIEWING HINTS

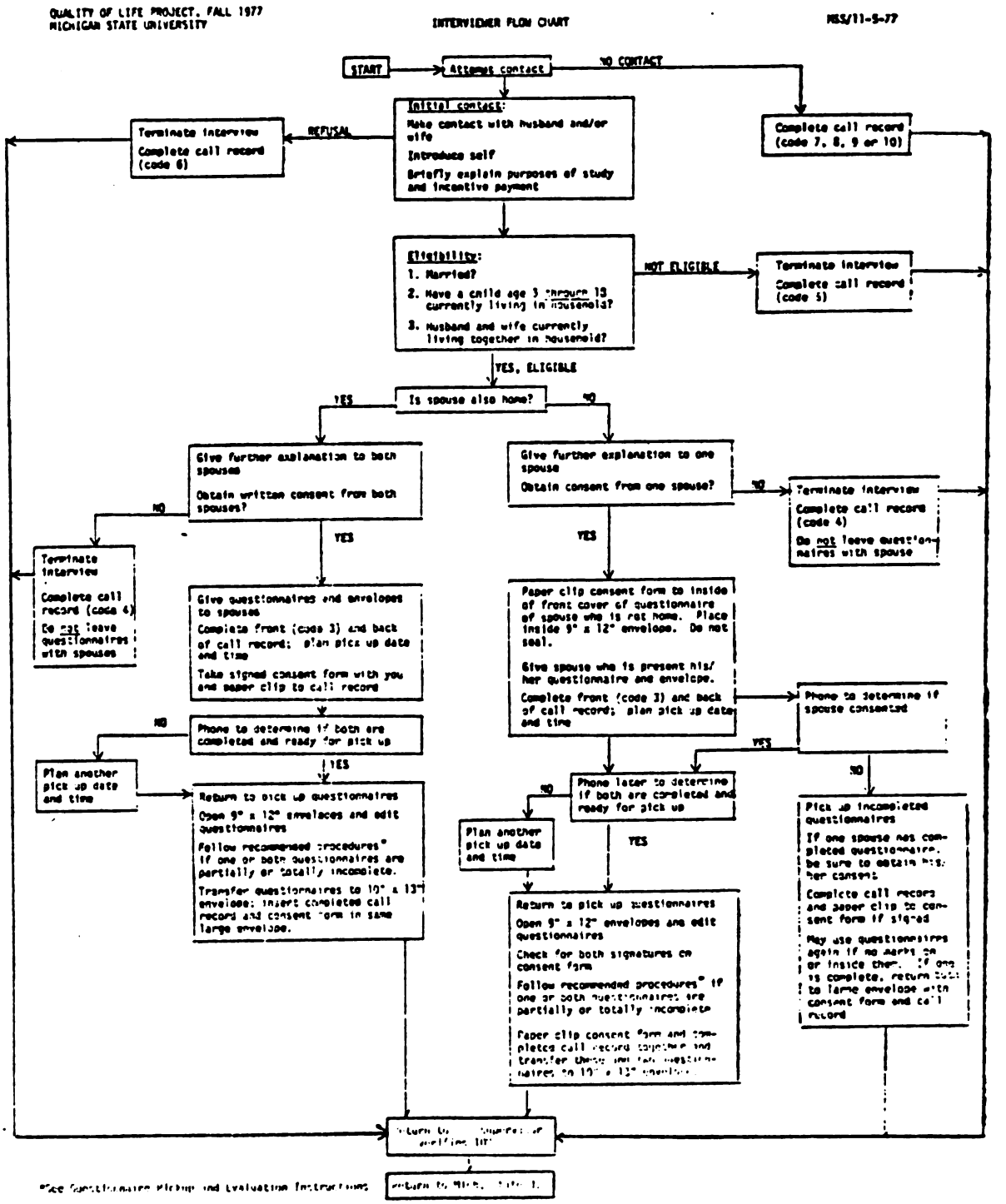
* Make sure that at least one (either husband or wife) has signed the consent form and is certain that the other spouse will do so before leaving the questionnaires.

* Stress confidentiality.

* Remind respondents that the $10.00 and the summary report will only be sent to households who successfully complete both questionnaires and sign the consent form.

* State a specific date and time for pick-up of questionnaires and arrange for both spouses to be present if possible.

* Call your respondents before you return to your area to pick-up the questionnaires.


QUALITY OF LIFE PROJECT, FALL 1977
MICHIGAN STATE UNIVERSITY
INTERVIEWER FLOW CHART
MSS/11-9-77
START
Attempt contact
NO CONTACT
Initial contact:
Make contact with husband and/or wife
Introduce self
Briefly explain purposes of study and incentive payment
REFUSAL
Terminate interview
Complete call record (code 6)
Complete call record (code 7, 8, 9 or 10)
Eligibility:
1. Married?
2. Have a child age 3 through 13 currently living in household?
3. Husband and wife currently living together in household?
NOT ELIGIBLE
Terminate interview
Complete call record (code 5)
YES, ELIGIBLE
Is spouse also home?
YES
NO
Give further explanation to both spouses
Obtain written consent from both spouses?
NO
YES
Terminate interview
Complete call record (code 4)
Do not leave questionnaires with spouses
Give questionnaires and envelopes to spouses
Complete front (code 1) and back of call record; plan pick up date and time
Take signed consent form with you and paper clip to call record
Phone to determine if both are completed and ready for pick up
NO
YES
Plan another pick up date and time
Return to pick up questionnaires
Open 9" x 12" envelopes and edit questionnaires
Follow recommended procedures* if one or both questionnaires are partially or totally incomplete.
Transfer questionnaires to 10" x 13" envelope; insert completed call record and consent form in same large envelope.
Give further explanation to one spouse
Obtain consent from one spouse?
NO
YES
Terminate interview
Complete call record (code 4)
Do not leave questionnaires with spouse
Paper clip consent form to inside of front cover of questionnaire of spouse who is not home. Place inside 9" x 12" envelope. Do not seal.
Give spouse who is present his/her questionnaire and envelope.
Complete front (code 1) and back of call record; plan pick up date and time
Phone to determine if spouse consented
YES
NO
Phone later to determine if both are completed and ready for pick up
NO
YES
Plan another pick up data and time
Return to pick up questionnaires
Open 9" x 12" envelopes and edit questionnaires
Check for both signatures on consent form
Follow recommended procedures* if one or both questionnaires are partially or totally incomplete
Paper clip consent form and completed call record together and transfer these and the questionnaires to 10" x 13" envelope
Pick up incompleted questionnaires
If one spouse has completed questionnaire, be sure to obtain his/her consent
Complete call record and paper clip to consent form if signed
May use questionnaires again if no marks on or inside them. If one is complete, return that to large envelope with consent form and call record
*See questionnaire Pickup and Evaluation Instructions

MICHIGAN STATE UNIVERSITY

COLLEGE OF HUMAN ECOLOGY EAST LANSING · MICHIGAN · 48824

November 15, 1977

This is to introduce an interviewer from (name of market research agency). interviewer is asking your participation in a study of the quality of life of families in Oakland County, Michigan. The research project and questionnaire have been developed by the Departments of Family and Child Sciences and Human Environment and Design, College of Human Ecology at Michigan State University. The project has been funded by the Michigan Agricultural Experiment Station.

You and your spouse's cooperation in granting a short interview and in completing self-administered questionnaires will be sincerely appreciated, and your names will in no way be linked to your responses.

Sincerely,

Margaret M. Bubolz

Margaret M. Bubolz, Professor
Family and Child Sciences

Ann C. Slocum

Ann C. Slocum, Assistant Professor
Human Environment and Design

MICHIGAN STATE UNIVERSITY

COLLEGE OF HUMAN ECOLOGY EAST LANSING • MICHIGAN • 48824

Fall 1977

CONSENT FORM

We, the undersigned, willingly consent to participate in a study about the quality of life of Michigan families. We do so with the understanding that our responses will contribute to the goals of the research project being conducted by the College of Human Ecology at Michigan State University and the Michigan Agricultural Experiment Station. The purposes of the study have been explained to us, and they are repeated in the letter attached to the questionnaire. Thus, we have knowledge of the aspects of the study.

We agree to complete the questionnaires as accurately and completely as we are able. We further understand that our names will in no way be linked to the answers we have given, and we reserve the right to withdraw from the study at any time. We desire to participate in this research and consent and agree.

PLEASE SIGN YOUR FIRST AND LAST NAMES.

Wife's Signature	Date	Husband's Signature	Date
Street Address		City/Town, State	Zip Code

We, the undersigned, guarantee complete anonymity to the persons whose signatures are above. Their names will in no way be linked to the responses given. We further agree to pay the abovesigned family an amount of $10.00 upon receipt of the two completed questionnaires. We will be happy to answer any questions they might have about completing the questionnaires. Please call 517-353-5389 or 517-355-1895.

Margaret M. Bubolz

Dr. Margaret M. Bubolz, Professor
Family and Child Sciences

Ann C. Slocum

Dr. Ann C. Slocum, Assistant Professor
Human Environment and Design

APPENDIX C

CODING PROCEDURES FOR SELECTED RESPONSES TO STORY-SITUATIONS

CONSTRUCTION WORKER STORY-SITUATION

Attributions to Key Person as Causal Agent

"Because she was a female."

"She did not project the image of a construction worker."

"Maybe not physically strong enough for jobs available."

"Would like to believe she was not hired because her experience did not equate to those who were."

Attributions to Others as Causal Agents

"Better qualified applicants."

"The other applicants had more experience."

"Someone had better experience than her."

"Evidently, the interviewer felt that Carol was not the best person for the job offered."

Attributions to the Situation as Causal Agent

"The obvious is that the employer was biased in his assessment of Carol as her appearance was femimine."

At the time they (company) didn't want to hire any females."

Appearance/Clothing Saliency Dimension

1. Appearance/clothing is salient

   "Because her appearance did not reflect that of a construction worker."

   "Her appearance may have given her the look of not being able to do the job."

2. Appearance/clothing is salient qualified.
   "Perhaps she looked too femimine and they thought her not capable of outdoor work."
3. Appearance/clothing is not salient.
   "I don't think the way she dressed cost her the job."
4. Appearance/clothing is not salient qualified.
   "You are trying to imply that Carol was not hired because she wore a skirt and blouse. I don't feel that is the case. There might have been something else about her person that was wrong."

BOB/ANN TYPIST STORY-SITUATION

Attributions to Key Person as Causal Agent

"If the receptionist job was her goal she used her dress very appropriate."
"I think Ann did the right thing, if that's what it took to get ahead."

Attributions to Others as Causal Agents

"They (co-workers) had put good years into the company and hard work, but that with family and bills they had, how they dress was what they could afford."
"Manager should never admitted promotion based on clothes."
"They (co-workers) should have dressed like Bob."
"I think he (office manager) promoted Bob because he got along well with people."

"I think he was a good manager who was concerned about the company."

Attributions to the Situation as Causal Agent

"Having time and experience should entitle you to a better job before others trying to buy their way up."

"Seniority is of value."

Appearance/Clothing Saliency Dimension

1. Appearance/clothing is salient

   "That job should be filled by someone who cared about his appearance."

   "Good appearance is important."

2. Appearance/clothing is salient qualified

   "I think a person should look neat, but he also should have the qualifications."

   "A person should make a good employee first and how they dress should be second."

   "Bob likes clothes and the job requires it."

3. Appearance/clothing is not salient qualified

   "Clothes alone don't get the job done."

APPENDIX D

CODING PROCEDURE FOR FORMALITY OF OCCUPATIONAL DRESS

FORMALITY OF OCCUPATIONAL DRESS

Men

1 = Sweatshirt, tee-shirt or work shirt and/or work pants, jeans or Levis or coveralls or special sport clothing.

2 = Shirt or sport shirt and slacks with no mention of tie or sports coat (shirt or sport shirt worn with jean, Levis or work pants coded "1").

3 = Shirt, slacks and special jacket or sports coat with no mention of tie or shirt, tie and slacks with no mention of sports coat.

4 = Shirt, slacks, jacket and tie (no mention of suit).

5 = Choice of suit or sports coat with tie (tie assumed if not specified).

6 = Suit and tie, business suit, 3-piece suit, or vested suit.

Women

1 = Jeans, Levis, special sport clothing.

2 = Slacks with blouse, top or sweater (uniforms called "pantsuits" were assumed to be slacks and tops).

3 = Choice of pantsuit (i.e., slacks and top or dress).

4 = Shirt and top or dress (no mention of slacks or pantsuit).

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