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A STUDY CORRELATING INVESTMENT WITH POLITICAL, RELIGIOUS, AND MORAL ATTITUDES

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A STUDY CORRELATING INVESTMENT WITH POLITICAL, RELIGIOUS, AND MORAL ATTITUDES

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By

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ABSTRACT

The study was to determine the correlation between a person's investment in society, as measured by economic factors, and a person's liberal attitudes about that society. The attitude areas used to measure liberal-conservative attitudes were political, religious, and moral.

The hypothesis stated that as investment increased, the scale of liberal attitudes in politics, religion, and morals would decrease. A significant negative correlation would support the hypothesis. A significant positive correlation indicated a reverse of the hypothesis, that is an increase in investment showed an increase in liberal attitudes.

Demeographic factors controlled in this study were, sex, age, marital status and geographic area. Each of these controlled areas was tested for the attitude areas, political, religious, and moral.

The statistical test used was the Pearson Product-Moment Correlation. This was computed from the raw data by the IBM 1401 computer and the Monroe Epic 3000 memory calculator. A level of .05 or 5% was determined as the level of significance.

The study showed there was no significant correlation between the two major variables of investment in society and a decrease in liberal attitudes. When the component variables of politics, religion, and morals were correlated with the independent variable, investment in society, morals did show a -.3910 correlation in the direction predicted, which was significant at the .01 level.

The population for the study was six extension classes from Kansas State College of Pittsburg, and one Lions Club, of the organization of Lions International, from Girard, Kansas.

When certain demeographic factors were controlled some areas showed a .05 level of significance to support the hypothesis. These areas were: geographic areas, Girard and Shawnee Mission; age groups, 25 to 34 and Over 65; sex, females; and marital status, Never Married.

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CHAPTER I

INTRODUCTION

Introduction to the Problem

In working with college students, the writer became aware of an attitudinal change while conversing with returning students after they had become established in the general society, and those students who were still in the specific society of a college community. There seemed to be a more conservative position taken by those who had a greater investment such as, a new home, a new car or items of this nature, than those who had not purchased or invested in the material items of society.

The course of this study, then, was to define the problem in such a manner that a research could be designed and carried out. Although the problem was many faceted and certainly not simple in construction, it was reduced to two variables: "X" - the amount of investment in society and "Y" - attitudes regarding that society (Figure 1.). The attitude variable was then subdivided equally (as to number of questions) into Political attitudes, Religious attitudes and Moral attitudes. The actual design of the study will be found in Chapter III.

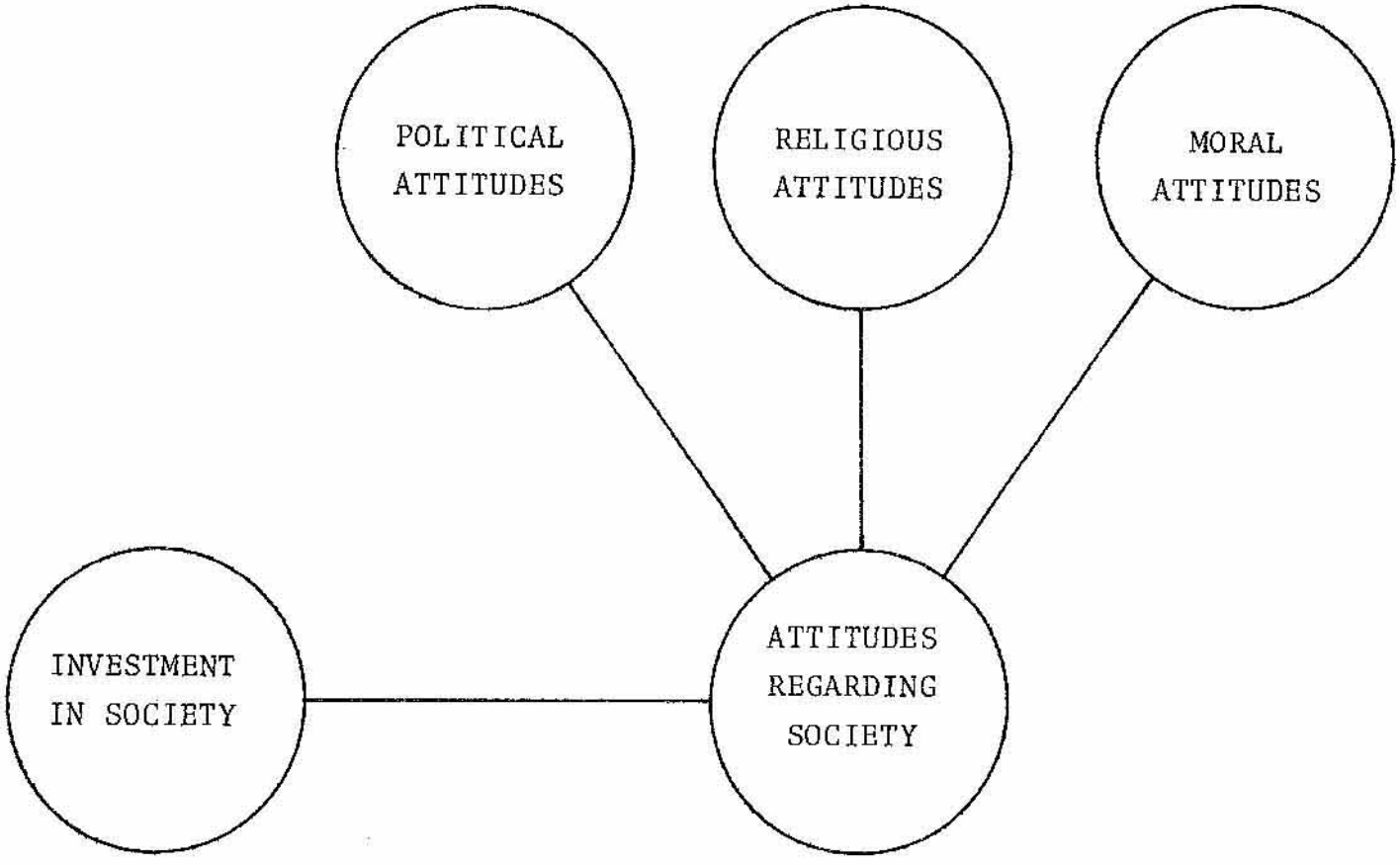

Figure 1

Diagram of the Study

Statement of the Problem

There has been evidence in American society that the principle of the worth of the individual over against the worth of property is slowly being reversed. Many of today's youth problems are quieted by a five dollar bill instead of the time to listen and help of the parents.

Rev. Tom Skinner, former head of the Harlem Lord's gang, said in a speech at the University of Illinois, December 1970, when a young black in anger and frustration throws a brick through the landlord's window because his little sister died of rat bites the night before, he is arrested, but when the landlord met the building inspector and gave him a payoff, the landlord nor the building inspector were arrested. Property values are more important than people.

Youth feels that they will be corrupted if they invest materially in society, or at least a society that puts the emphasis on property over people. For this reason youth puts more interest in handmade items, natural foods, and informal dress than in the fancy and fashionable. In vocations there is a higher involvement in Peace Corps, VISTA, and other such people-oriented groups.

Purpose of the Study

It has been voiced by many people that the status quo is maintained by those people who have the greatest investment in that society. The reason being that they have the

most to lose if the society should change its values or attitudes. Whether or not these charges could be substantiated by empirical research was the main purpose of this study. The study could then show that the assumptions were correct. If neither of these conclusions could be ascertained by the study, there might be some indications of changes developing within certain geographical areas. Thus, the purpose of the study could be meaningful whether or not the hypothesis was validated.

Delimitations of the Study

With the exception of one test group, the population was composed of individuals in extension classes. This group of 168, out of the total population of 178, was enrolled as extension students at Kansas State College of Pittsburg.

Although it was stated verbally to each test group that all the questions should be answered from their own experience, yet it appeared that some of the younger members of the group answered some questions based upon parental investment.

For example, if the individual answered question number 6 living with parents, and then proceeded to answer questions number 7 and number 8, it would appear that these were being answered on the basis of their parents'

home or the home in which they lived but did not own. These answers, then, were not included in the computations.

The time of the study was the spring of 1972. The first questionnaire was given on Wednesday, March 1, 1972, and the final group was tested on Thursday, March 23, 1972.

One test group, of the ten groups tested, were all members of a Lions Club International, a civic club of Girard, Kansas.

Values were assigned to each question so that a composite score could be determined. Attitude questions were valued at from one to five with three being no opinion.

Limitations of the Study

The greatest limitation was that the vast majority of the sample was in the field of education. This group although typical of their own field were probably not typical of the population at large.

Another limitation would be the reluctance of some individuals to answer personal questions about income, house valuation, etc., in a classroom situation with other students perhaps able to see the answers.

Wives who had to answer certain questions from the standpoint of joint ownership, may have had to guess at questions such as, "How many oil company credit cards to you have?", or "How much is your spouse insured for?". There is

no way of distinguishing between a guess and a knowledgeable answer. Certainly, the opposite would be true for husbands on certain questions.

Scoring the investment portion of the questionnaire put certain limitations on the study. For example, ownership of an automobile gave a higher score than did ownership of stocks and bonds. Two reasons can be given for doing this. First, it was felt that the type of automobile should be taken into consideration. To do this, four classification levels of automobiles were established: high priced, medium priced, low priced, and economy classes. Added to the score derived from classification levels of automobiles was a classification value by year of the vehicle. Secondly, since the composite score was going to be formed from the same basis for all, this numerical difference in the value of certain questions would not affect the score.

Definition of Terms

So that the terms which are used in this study might be uniformly understood, it will be necessary to define terms. The following are the terms which need defining as used in this study.

Investment referred to only those items which were measured by the questions six through thirty-eight of the first half of the questionnaire. Investment did not refer

to any given area alone, i.e., home ownership, income, etc., but rather to the composite score derived from the responses to the questions cited above.

Opinion and attitude were used interchangeably and were considered synonymous. Used to define the study, they meant those attitudes reflected in the answers to questions one through twenty-seven, of the last half of the questionnaire.

Religious attitudes referred to only those attitudes expressed in questions eleven, sixteen through twenty-two, and twenty-five. These questions were concerned with belief in God, religion in the family, and religion and the state.

Moral attitudes referred to only those attitudes expressed in questions five through eight, fifteen, twenty-three and twenty-four, and twenty-six and twenty-seven. Moral attitudes include sex, drugs, truth, marriage, and abortion.

Political attitudes referred to only those attitudes expressed in questions one through four, nine, ten, twelve through fourteen. These attitudes were concerned with the federal government.

All of the questions referred to in the last three paragraphs were located in the last half of the questionnaire.

"Liberal" referred to a score of four or five on any given question in the opinion section of the questionnaire, or to a composite score of 108 or above for the entire section. It also referred to a composite score of thirty-six or above for any of the subsections: Political, Religious, or Moral.

"Conservative" referred to a score of one or two on any given question in the opinion section of the questionnaire, or to a composite score of fifty-four or less for the entire section. It also referred to a composite score of eighteen or below for any of the subsections: Political, Religious, or Moral.

CHAPTER II

THEORETICAL AND HISTORICAL FRAMEWORK

Since theories are really the apex or capstone of sociological thought, they are probably the least likely area to be easily defined. It would be presumptuous to say that there are five or six basic theories in sociology or for that matter, that there is one underlying or basic theory. But even in this seemingly vague area, that of sociological theory, there seems to be a strange cement or bonding material which unifies most theorists together. For as one reads the literature he finds one writer cataloguing a theorist in a certain camp while the next writer catalogues him with a seemingly opposing group. Perhaps if one reduced theorists to their least common denominator one might say the unanimity results from the fact of working from the same beginnings, the interactions of social beings. But this reasoning is too basic and general since all sciences have this in common. To be more specific then, there must be another cohesiveness that unifies theorists.

Wallace uses a diagram to show the components and processes of Scientific Sociology (Figure 2.), and as one moves clockwise around the diagram, one sees that each area

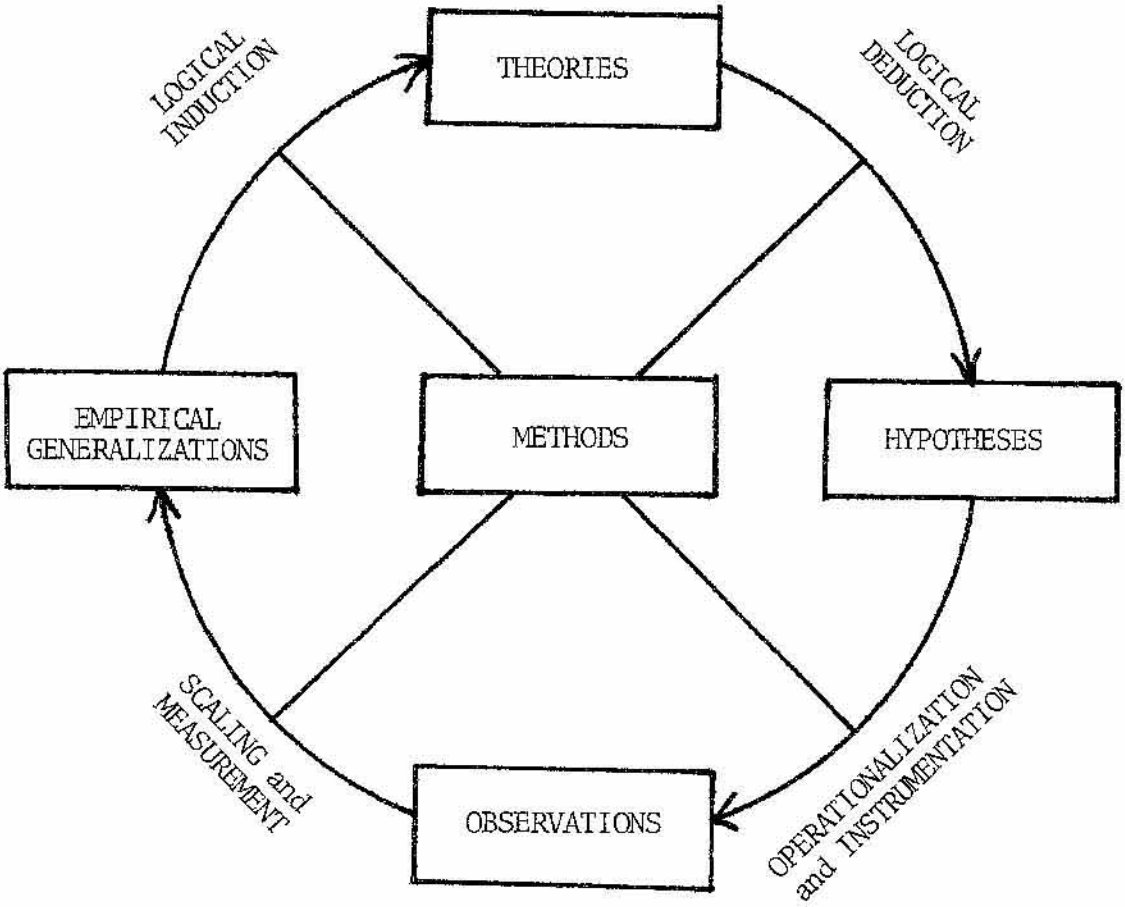

Figure 2. The Components and Process of Scientific Sociology. After Wallace, p. ix.

of the circle is controlled by a particular kind of method. For example, observations become empirical generalizations by the method of scaling and measurement, and so on, around the process. To carry this over into the area of the unity of sociological theory, Wallace says:

> But the scientific uses of theory extend beyond being a passive storehouse of large amounts of information; indeed, the above diagram (fig. 2) suggests that theory itself actively performs two crucial roles in generating the information that is stored within it: (1) theory specifies the factors one should be able to measure before doing research (i.e., before formulating hypotheses and making observations), and (2) theory serves, after the research is done, as a common language into which the results (i.e., the empirical generalizations) may be translated for purposes of comparison and logical integration with the results of other researches.[1]

Thus, by implication, theory is a building block and no one building block will suffice in a complex science such as sociology. Each theory and theorist brings to the discipline at his particular point of insertion, a unique set of building tools, a methodology determined by theory to be shaped by the results of that methodology.

At the particular point of insertion of this research, it seemed justifiable to use the structural theory as the definition of what was to be observed. It was defined one step further to functional approach to structuralism,

[1]Walter L. Wallace, Sociological Theory (Chicago: Aldine Publishing Co., 1969), p. ix.

although concepts were used from both the exchange and conflict areas of structuralism.

Functionalism is much more easily said than defined. Most will agree that it is the relationships of parts to the whole and probably vice versa. It is these relationships which become critical to the phenomena called the social system. Each individual part functions in a particular way and that particular way is dependent upon another part functioning in its unique way. In return, the part makes up the whole with its function. In biology, this leads to an organ-organism relationship, thus in society, it is an individual-social system relationship.

Wallace defined it as follows, "Functional structuralism seeks to explain the social as being a consequence of the behavior of at least one participant (individual or group) toward others."[2]

The dictionary of social science defines it thusly:

> A methodological the theoretical framework for the analysis of social phenomena in terms of both the structure of the society and the functional relation of its parts. Structural-functional analysis presumes that social units (groups, institutions, etc.) that are in interaction mutually influence and adjust to each other, so that through the various social processes, including cooperation, competition, conflict, and

[2]Ibid., p. 161.

> accommodation, the various groups and segments of a society form a relatively unified social system.[3]

Even though these definitions differ in semantics it can be seen that there is a relationship between individuals or groups and the role they play in the social system and that at points, that relationship is reciprocal.

The history of the functional approach like most other theoretical schools in sociology, trace their concepts back to the founding fathers of sociology. But, in order to trace it as it is today, one must go back to the works of Cooley, Durkheim, Thomas and Pareto.

Durkheim was the first to use the functional concept which, up to this point, had been used in biology to make an analogy between social life and organic life. This is seen in his definition that the function of a social institution is the correspondence between it and the needs (besoins, in French) of the social organism.[4]

[3]George A. Theodorson and Achilles G. Theodorson A Modern Dictionary of Sociology (New York: Thomas Y. Crowell Co., 1969), p. 422.

[4]A.R. Radcliffe-Brown, "Structure and Function in Primitive Society," in Sociological Theory: A Book of Readings, ed. by Lewis A. Coser and Bernard Rosenberg (London: The Macmillan Co., 1969), p. 624.

Durkheim also pointed out that given the same environment, each individual will react and adapt to it in his own way. One may adjust his desires to correspond to the environment while another may seek to change the environment and make it conform to his desires.[5]

Pareto added some terms to the theory to help one define the situation as suggested by Thomas. These terms are subjective and objective. While these words seem to be readily defined in common usage, in reality, most of the conflict of society is over a misclassification of social phenomena as to its objectivity or its subjectivity. What is meant, then, is what is objective is objective on the basis of factual knowledge of the item being catalogued. As our knowledge increases, then our classification as to objective or subjective may also change.[6]

As this thinking becomes a part of the social system then logical actions can be the basis of social order (mores, laws, etc.). Logical actions are then the majority of the social system accepting the classification either subjective or objective. If an action is to be considered logical, it must be the means to an end, observable from

[5]Emile Durkheim, "Causal and Functional Analysis," in Sociological Theory: A Book of Readings, ed. by Lewis A. Coser and Bernard Rosenberg (London: The Macmillan Co., 1969), p. 620.

[6]Vilfredo Pareto, "Objective End and Subjective Purpose," in Sociological Theory: A Book of Readings, ed. by Lewis A. Coser and Bernard Rosenberg (London: The Macmillan Co., 1969), p. 646.

the standpoint not only of the subject performing the action but also from the standpoint of those who have a more extensive knowledge of means to the end.

Cultural anthropology influenced the structural-functional approach greatly. A. R. Radcliffe-Brown has written regarding the transition of function from the life of an organism to the life of a social community.

> To turn from organic life to social life, if we examine such a community as an African or Australian tribe we can recognize the existence of a social structure. Individual human beings, the essential units in this instance, are connected by a definite set of social relations into an integrated whole. The continuity of the social structure, like that of an organic structure, is not destroyed by changes in the units. Individuals may leave the society, by death or otherwise; others may enter it. The continuity of structure is maintained by the process of social life, which consists of the activities and interactions of the individual human beings and of the organized groups into which they are united. The social life of the community is here defined as the functioning of the social structure. The function of any recurrent activity, such as the punishment of a crime, or a funeral ceremony, is the part it plays in the social life as a whole and therefore the contribution it makes to the maintenance of the structural continuity.[7]

As early as 1887, Franz Boas wrote that to understand the characteristic style of a people one had to examine the whole of the product. Others were using the approach

[7]Radcliffe-Brown, "Structure in Primitive Society," in Sociological Theory, p. 625.

such as the Gestalt theory in psychology, during the last of the nineteenth century and the beginning of the twentieth. Functional sociology was greatly stimulated by the trends in other fields such as biology, psychology and cultural anthropology. Ideas of the parts integrating as a whole were seen in Comte's Consensus Universalis, into Spencer's seeing it as compensating for differentiation, in Cooley's organic theory and as has been mentioned, in Pareto's view of society as a system in equilibrium. Znaniecki's The Polish Peasant was probably the first modern sociological work written from a functional viewpoint.[8]

In modern times the theory has been put to practical application by such sociologists as Robert and Helen Lynd and their research on Muncie, Indiana, published as Middletown. This and its subsequent volume, Middletown in Transition, aroused others interest in similar studies, one of which was the six volume report of a small New England community by William L. Warner, entitled, Yankee City. Warner talked of the reciprocal interaction, when organized, producing formal and informal groupings which are the social structure and regulate the social behavior of the individuals. Each structure developed its own

[8]Nicholas S. Timasheff, Sociological Theory: Its Nature and Growth, (New York: Random House, 1967), p. 218.

formal or informal sanctions for the betterment of its members (family, church, social, economic, and so on.) Finally, the various social structures were so integrated they formed a dynamic totality. This was brought about by the emphasis being placed on one structure until that structure gave form to the total unity and integrated into the other structure to meet its own needs. This structure is similar to a skeleton providing a framework for the other parts of the body.[9]

One other structural functionalist whose work has greatly aided the position that this school of thought has in sociology is Robert K. Merton. He distinguished between manifest and latent functions.

Manifest functions are those which are objective consequences contributing to the adjustment or adaptation of the system which are intended and recognized by participants in the system; latent functions, correlatively, being those which are neither intended nor recognized. One other concept which Merton introduced was dysfunction, those observed consequences which lessen the adaptation or adjustment of the system. There might also be non-functional consequences, which are simply irrelevant to the system under consideration.[10]

[9]Ibid., pp. 218-219.

[10]Robert K. Merton, Social Theory and Social Structure, (New York: The Free Press of Glencoe, 1957), pp. 50-51.

The functionalist adds another dimension to the causal approach which asks, "WHY?", when it asks, "WHAT FOR?". It seeks to view the utility of a system with the same critical analysis as it would the problem of causality.[11] This makes the functional approach able to use a number of methodological approaches. In Weber's mental experiment, the problem area was "thought away" and mental adjustments were made to evaluate the consequences. The comparative method may also have been used with this theory. Observation and analysis were also used in structural functional theory methodology.

So far the discussion has hinged on the fact that the individual and the social system were integrated, and that the interaction of both gave rise to the society and its institutions and structure. This, then, lays the ground work for exploring the hypothesis which follows.

Today in American society, it's fairly obvious that there exists a generation gap. The news media have capitalized on the idea and constantly parade it before the hungry public. Business has exploited it and has been able to turn it into a profitable venture.

John F. Kennedy said in his inaugural address that one

[11]Alvin W. Gouldner, "Reciprocity and Autonomy in Functional Theory," in Llewellyn Gross, ed., Symposium on Sociological Theory (Chicago: Row, Peterson, 1959) as cited in Timasheff, Sociological Theory. p. 227.

would experience in the 60's a new generation of American youth. This generation has seen race riots leave the ghetto, mass murder leave the battlefield of war and enter the campus, murder control the change of government and progress pollute the very air they breathe.

One explanation for the generation gap comes from the Census Bureau. They reported that from 1965 to 1970, college students increased from 4.6 million to 7.4 million. In the last thirty years, young adults with high school diplomas have leaped from 38% to 75%. Those with a college degree have nearly tripled, from 6% to 16%. Perhaps the generalization made by Herman Miller of the Census Bureau would be a fair summary, "It's entirely possible that some, if not much, of what we call the generation gap is related to education."[12]

Other areas of social life seem to have some bearing on the generation gap, family life and its breakdown. Increases in the divorce rates of the nation, higher suicide rate among young adults - some of this might be brought about by what Professor Urie Bronfenbrenner of Cornell University's Department of Psychology and Child Development said was a child-oriented society that neglects children. Professor Bronfenbrenner went on to say, It's

[12]Herman Miller as quoted in "Youth Today", newsletter of Inter-Varsity Press, (Madison, March 1971), p. 2.

not that we don't care (about children.) It's that the pattern of life in western society does not permit people to become interested in children. He cited the following reasons:

1. The amount of time spent at work and going to work and social obligations, exclude time for one's children.

2. The fetish for professionalization - the notion that other prople know better.

3. Parents' role is reduced to coordinator of schedules.

4. Without contact with older children or adults, children wind up in an age-segregated group centering on momentary gratification and anti-social behavior.

5. Result: a generation which has not learned what compassion is - and compassion is essential for survival.[13]

Perhaps the blame has been placed too much to one side, that of adults, for there still are families who care as seen in a recent article by Dr. Dana Farnsworth, Director of Student Health Services at Harvard. "Of two hundred of the best applicants at Tulane University who rebelled verbally, constructively and not destructively, 70% identified their families as the most important motivational factor in determining the direction of their lives." Important things they found in their families included: firmness, direction without dictation,

[13]Urie Bronfenbrenner as quoted in "Youth Today", newsletter of Inter-Varsity Press, (Madison: May 1970).

rules that made sense, high expectations, and mutual trust and respect. They "highly prized" being taught how to make decisions, how to think on their own, and how to defend rationally their point of view. They noted an emphasis on the importance of work, which was rewarded. They believed their parents' practices were consistent with their precepts, and although they were at odds with their parents on various matters, communications were kept up.[14]

Merton, in his article, "Social Structure and Anomie" said in essence that in some societies the society allows the end to justify the means. In some other societies there is an element in the society which defines, regulates and controls the acceptable modes of reaching out for these goals.[15] In American society there seems to be a double standard regarding the modes or methods of reaching those goals. It's the type of thing one hears after a scandal like the "Bobby Baker Case" of a decade ago; "If you're going to steal you better make it a million, or you'll end up behind bars," or "If I had done that, they would have locked me up and thrown away the key." This

[14]Dana Farnsworth as quoted in "Youth Today", newsletter of Inter-Varsity Press, (Madison: December 1970).

[15]Robert K. Merton, "Social Structure and Anomie," in Sociological Theory: A Book of Readings ed. by Lewis A. Coser and Bernard Rosenberg (London: The Macmillan Co., 1969), p. 535.

obviously reflects that people feel that there is a double standard with the law depending on one's social or economic position.

Ramsey Clark, in his book, Crime in America, talked about white collar crimes as those crimes which one commits and gets away with, as being crimes which the peer group praises rather than condemns. Listed in this category of crime are such crimes as a payoff for a traffic violation, cheating the government out of some taxes, etc.[16]

All societies have norms governing the methods of achieving cultural goals. But, said Merton, they do differ in the way that they have integrated effectively institutional controls with the goals and cultural values being sought. When the society causes an overbalance of emotional and motivational convictions to be placed on the ends as opposed to the means, then the stress is felt at what length the means can be allowed to deviate from the norm. This is probably in direct proportion to the amount of emphasis placed on the ends. As this process of attenuation continues, the society becomes unstable and there develops what Durkheim called "anomie" (or normlessness.)[17]

[16]Ramsey Clark, Crime in America, (New York: Simon and Schuster, 1970), pp. 36-37.

[17]Robert K. Merton, "Social Structure and Anomie" in Sociological Theory, Coser and Rosenberg, p. 537.

This was where the hypothesis fits into the theory. If the society places its emphasis on the obtaining of material goods and economic status as success in that society, then the society will protect the means or value system used to obtain that success. Therefore as an individual's investment in that society, (position on the ladder of success as measured by economic and material gain) increases the individual will become more conservative toward the value system used to gain that success. The reverse should also be true that the less one's investment is, the more liberal will be one's attitude toward political, religious and moral values. The main criteria for determining one's investment in society will have to be economic. This course of action was substantiated by Merton, "It would, of course, be fanciful to assert that accumulated wealth stands alone as a symbol of success just as it would be fanciful to deny that Americans assign it a place high in their scale of values."[18] In large measure, money has been consecrated as a value in itself, over and above its expenditure for articles of consumption or its use for the enhancement of power. "Money" has been peculiarly well adapted to become a symbol of prestige.

[18]Merton, "Social Structure and Anomie," in Sociological Theory, Coser and Rosenberg, p. 538.

From the broad theoretical framework two variables emerged: investment in society and conservative or liberal attitudes towards politics, religion, and morals. An instrument was designed for the purpose of measuring these two variables on an interval scale. The community to which the instrument was given was representative of a wide age span and also wide economic differences. The pretesting of the instrument led to a redefining of some of the areas covered and of a broadening of the picture at which the study hopes to arrive.

CHAPTER III

METHODOLOGY OF THE STUDY

The purpose of this chapter is to set forth the methods used in the research to compare the attitudes of extension class students in three categories: political, religious, and moral, with the amount of investment they had in their society. The research used geographical areas, age, sex, and marital status as control variables.

Statement of the Hypothesis

As one's investment in society increases, one will become more conservative in attitude toward politics, religion, and morals. Thus, as "X" (investment) increases, "Y" (attitudes) will decrease in numerical score. Mathematically stated $a + X = a - Y$, a positive change in "X" will equal a negative change in "Y".

The Design of the Research

The hypothesis was applied to various points of the research and was not limited to the total population only. By design, then, the study was subdivided so that a number of third variables could be observed.

The questionnaire was a two part questionnaire, part one to ascertain an investment score and part two, a modified Likert-type questionnaire to determine an attitude score.

The research data collection was designed to be obtainable in the classroom situation. Questionnaires were then scored. Each question was given a numerical score and the sum of those scores for X, Y, Y_1, Y_2, and Y_3 was recorded. The questionnaires were maintained in their geographical groupings so that geography could be used as a demeographic variable.

The design of the Y variable was twenty-seven questions divided equally with nine questions on each subtopic: political, religious, and moral.

The research instrument also included some items which were to be used as variables for the consideration of the study but because of the small amount of core space available on the computer which was used to correlate the data, these items were not used as variable controls. These included educational attainment, income, and civic involvement.

Because of the limitations of the computer and the amount of computer time allowed, it was decided to limit the subdivisions to those on the attitude portion of the questionnaire. It was felt that these would have more application to the study and for this reason could not be left out of the study. The other variables could be deleted as separate variables from the present study and subdivided at a later time if a larger computer became available.

The attitude portion of the questionnaire contained twenty-seven questions each with five possible choices: Strongly Agree, Agree, No Opinion, Disagree, and Strongly Disagree. Each answer had a numerical equivalent the sum of which became the total Y score. The numerical equivalents were from one to five and the direction of the equivalents was determined by whether the question was considered to be liberally or conservatively stated. Conservatively stated questions gave "Strongly Agree" a one numerical equivalent, while a liberally stated question gave "Strongly Agree" a five numerical equivalent.

The complete numbering and scoring system is found in brackets () beside each question or answer space in the questionnaire located in the appendix.

The Population

The population was six extension classes from Kansas State College of Pittsburg, and one Lions Club, of the organization of Lions International, from Girard, Kansas. The seven groups were located in seven different cities. The cities, all located in Kansas, in alphabetical order are: Fort Scott, Galena, Girard, Iola, Ottawa, Parsons, and Shawnee Mission. These extension classes were open to qualified students and the naming of the city does not imply that every member of the class resided in that city.

It does imply that these members were from the general surrounding area to that city. No one attending class on the day of the distribution of the questionnaire refused to engage in the study even though the option was given. The total population was 178; this was then subdivided by certain demeographic factors.

This population was chosen because of its ready availability and because it showed an appreciable range of age and economic success.

Method of Statistical Analysis

The method of statistical analysis used in this study was the Pearson Product-Moment Correlation Coefficient. The Pearson Product-Moment Correlation Coefficient gives the degree to which the two variables vary and it also gives the direction, either a positive or negative correlation. The range of this correlation coefficient was from a +1.0 to a -1.0, both of these ends being perfect correlations.

The level of significance was .05 on the t test which was used to determine the significance of r, the Pearson Coefficient.[1] A valuation table is found in

[1]Frederick Williams, Reasoning With Statistics (New York: Holt, Rinehart and Winston, Inc., 1968), p. 130.

Appendix B.[2]

The interpretation of the statistical information still remains a subjective problem. The subjective interpretation of the problem and statistics are discussed in chapter five.

A Pearson Product-Moment Correlation Coefficient was determined for the three subdivisions of the Y - variable (1-Political Attitudes, 2-Religious Attitudes, and 3-Moral Attitudes) for each of the three variables: sex, marital status, and age.

Two different means were used to compute the data, the main one was the use of the IBM 1401 Computer and the other was the use of the Monroe Epic 3000 Memory Calculator. A different variation of the formula for computing the Pearson Product-Moment Correlation was used with each machine. These formulas are found in Figure 3. One formula uses the deviations from the mean to compute the Correlation while the other uses the Raw data. In the formulas, capital letters refer to Raw data and lower case letters refer to deviations from the mean. The following formulas are the same,

[2]Robert K. Young and Donald J. Veldman, Introductory Statistics For The Behavioral Sciences (Holt, Rinehart and Winston, Inc., 1965), p. 420. This table was used to determine level of significance rather than compute a t score for each Pearson Product-Moment, for the sake of convenience. The Pearson Product-Moment can be read directly on the table and the sample size minus two will give the level of significance.

$$r_{XY} = \frac{N\Sigma XY - \Sigma X \cdot \Sigma Y}{\sqrt{N\Sigma X^2 - (\Sigma X)^2} \cdot \sqrt{N\Sigma Y^2 - (\Sigma Y)^2}}$$

$$r_{XY} = \frac{xy}{\sqrt{\Sigma x^2 \cdot \Sigma y^2}}$$

Figure 3. Formulae to Compute the Pearson Product-Moment Correlation.

only the method of computation differs. The top formula[3] in Figure 3 was the formula used to comput the Pearson Product-Moment Correlation using the Monroe Epic 3000 while the lower formula[4] was the formula used to compute the Pearson Product-Moment Correlation using the IBM 1401 computer. The same formula was used to compute the Y_1, Y_2, and Y_3 by interchanging the values.

[3]Ibid., p. 361.

[4]Williams, Reasoning With Statistics, p. 130.

CHAPTER IV

PRESENTATION OF THE DATA

The basis of the problem and the methods of attacking the problem have been described in the preceding chapters.

The data of the study are presented in this chapter so that some analysis and conclusions of the study may be derived. Some of the data may lead to statistical conclusions which may or may not lead to the same psychological significance. This area of interpretation was handled in Chapter V.

The data have been arranged in a series of tables from which the analysis of the data was taken. The tables were developed to best show the comparisons which the study made.

The extension classes used as the population were in Fort Scott, Galena, Girard (this was not an extension class, but was referred to as such in the remainder of the paper), Iola, Ottawa, Parsons and Shawnee Mission, all cities in the state of Kansas.

Each of these cities in the study was handled as a separate group as well as being a part of the total population. Thus, in Table I each of the geographical areas

TABLE I

GEOGRAPHICAL GROUPINGS

Subdivided by Age

Geographical Areas (Population Size)	AGE											
	17 to 24		25 to 34		35 to 44		45 to 54		55 to 64		Over 65	
	Number	%	Number	%	Number	%	Number	%	Number	%	Number	%
Ft. Scott (30)	6	20.0	7	23.1	8	26.6	5	16.6	4	13.3	0	0.0
Galena (33)	3	9.1	11	33.3	6	18.4	8	24.2	4	12.1	1	3.3
Girard (10)	0	0.0	1	10.0	3	30.0	2	20.0	1	10.0	3	30.0
Iola (24)	1	4.1	4	16.6	8	33.3	8	33.3	3	12.5	0	0.0
Ottawa (17)	2	11.7	7	41.2	6	35.2	2	11.7	0	0.0	0	0.0
Parsons (35)	3	10.5	9	31.5	6	21.0	9	31.5	8	29.0	0	0.0
Shawnee Mission (29)	4	11.6	13	44.8	10	34.5	1	2.9	1	2.9	0	0.0
TOTALS (178)	19	10.6	52	29.2	47	26.4	35	19.6	21	11.8	4	2.2

was divided by the number of questionnaires which were taken by those in the various age categories asked in the questionnaire. By showing the number of individuals and the percentage which that number was to the sample size for that geographical area, one was able to see the overall age spread for the various areas. Age comparison between areas can also be visualized in Table I. Although the questionnaire did contain a subdivision for individuals under 16 years of age, no one in the entire population qualified for this category. The highest percentage of one age category was from Shawnee Mission, Kansas, for the age range of 25 to 34 which showed 44% of the twenty-nine sample size. The total population also showed the greatest number in that same age category with fifty-two out of one hundred seventy-eight, for 29.2%.

Only two geographical groups had members of the population over the age of sixty-five, Galena and Girard. Ottawa had no member of the population over fifty-five and Girard had no member of the population under twenty-five. Other than the above mentioned areas, the population was fairly evenly distributed through the age categories.

By comparing Tables I and II, the Pearson Product-Moment Correlation was compared for each age classification with the percentage which that classification had to the total population.

TABLE II

PEARSON PRODUCT-MOMENT CORRELATION
FOR TOTAL POPULATION

Subdivided by Age

(Population Size)						
Y-Variable	AGE					
	17 to 24	25 to 34	35 to 44	45 to 54	55 to 64	Over 65
Political Attitudes	+.1534	-.6278	-.2535	+.3046	+.0048	-.1304
Religious Attitudes	+.2583	-.3362	-.2209	+.1579	+.0677	-.9134
Moral Attitudes	+.1922	-.2799	-.0202	+.4492	+.3420	-.8355
Total Y Pearson Product-Moment Correlation	+.2625	-.3501	-.1926	+.3746	+.1768	-.9177

Table II gives the correlation between the "X" variable (investment) and the "Y" variable (attitudes). The "Y" variable was broken down further to reveal the correlation between the "X" variable (investment) and the "Y_1" variable (Political attitudes), the "Y_2" variable (Religious attitudes) and "Y_3" variable (Moral attitudes). By subdividing the "Y" variable the strengths or weaknesses of the correlation of "X" and "Y" can be graphically shown.

For interpretive purposes, Table II must be interpreted in the scope of Appendix B, which shows the values of r_{xy} beyond which the 5 percent or 1 percent of the area falls.

Even though statistically the correlations found in Table II do not all fall within the .05 level of significance, some psychological interpretation within the "Y" variable seems evident.

Table III shows the total population, subdivided by geographical areas, separated into the number and percentage of males and females for each area, and for the total population. The Girard Sample was entirely a male population. Galena and Shawnee Mission show opposite sex population percentages with Galena being 78.8% female and Shawnee Mission being 82.8% male. The remainder of the population was evenly distributed between the sexes. Even

TABLE III

GEOGRAPHICAL GROUPINGS

Subdivided by Sex

	(Population Size)	Number	Male %	Number	Female %
Ft. Scott	(30)	12	40.0	18	60.0
Galena	(33)	7	21.2	26	78.8
Girard	(10)	10	100.0	0	0.0
Iola	(24)	11	45.8	13	54.2
Ottawa	(17)	9	53.0	8	47.0
Parsons	(35)	10	28.6	25	71.4
Shawnee Mission	(29)	24	82.8	5	17.2
TOTALS:	(178)	83	46.6	95	53.4

though there was wide variation within the subgroupings, the total population showed a very even division with 46.6% male and 53.4% female.

The Pearson Product-Moment Correlation for the total population is presented in Table IV. Again the "Y" variable was broken down to reveal the correlation between sex and Political attitudes, Religious attitudes, and Moral attitudes.

TABLE IV

PEARSON PRODUCT-MOMENT CORRELATION
FOR TOTAL POPULATION

Subdivided by Sex

(Population Size)	(83)	(95)
Y-Variable	SEX	
	Male	Female
Political Attitudes	-.0320	-.5105
Religious Attitudes	-.1403	-.1160
Moral Attitudes	-.2362	-.0107
Total Y Pearson Product-Moment Correlation	-.1401	-.0988

By comparing Tables III and IV the percentage of males or females in a given geographical area can be compared with the overall correlation for males or females. The Pearson Product-Moment Correlation was not a ratio of the figures involved, therefore, a subjective interpretation must follow the above mentioned comparison.

TABLE V

GEOGRAPHICAL GROUPINGS

Subdivided by Marital Status

Geographical Areas	(Population Size)	Marital Status					
		Married		Never Married		Unmarried*	
		Number	%	Number	%	Number	%
Ft. Scott	(30)	26	86.8	2	6.6	2	6.6
Galena	(33)	27	81.9	2	6.0	4	12.1
Girard	(10)	8	80.0	2	20.0	0	0.0
Iola	(24)	21	87.5	3	12.5	0	0.0
Ottawa	(17)	15	88.3	2	11.7	0	0.0
Parsons	(35)	25	71.5	7	20.0	3	8.5
Shawnee Mission	(29)	21	72.5	5	17.2	3	10.3
Total Population	(178)	143	80.4	23	12.9	12	6.7

* Includes Divorced, Separated, and Widowed.

The next set of data is found in Table V. This shows the geographical areas subdivided by Marital Status. Three classifications of Marital Status were used in the computations: Married, Never Married, and Unmarried. The questionnaire divided marital status into five classifications: Never Married, Married, Divorced, Separated, and Widowed. For computation purposes the last three (divorced, separated, and widowed) were put together to form one classification, that of Unmarried. This was done because of the small sample size of each of the three classifications. By knowing the number and percentage of Married, Never Married, or Unmarried for each geographical area and comparing them with the Pearson Product-Moment Correlation for Marital Status in Table VI, one can visualize the correlation between the investment of these classifications and their attitudes toward Politics, Religion, or Morals.

As the hypothesis has been stated, an increase in "X" will bring a decrease in "Y", this will then produce in the Pearson Product-Moment a - (negative direction). Throughout the various tables it can be seen that certain relationships have produced a + (positive direction) in the Pearson Product-Moment. This condition is seen in Fort Scott and Galena in Table VII. Table VII shows the total Pearson Product-Moment Correlation for the total population, subdivided by Geographical Grouping but without a third

TABLE VI

PEARSON PRODUCT-MOMENT CORRELATION
FOR TOTAL POPULATION

Subdivided by Marital Status

(Population Size)	(143)	(23)	(12)
Y-Variable	Marital Status		
	Married	Never Married	Unmarried*
Political Attitudes	-.0721	-.1406	+.3687
Religious Attitudes	-.1720	-.2995	-.5597
Moral Attitudes	-.0237	-.4315	-.3595
Total Y Pearson Product-Moment Correlation	-.0927	-.3679	-.2760

* Includes Divorced, Separated, and Widowed.

TABLE VII

PEARSON PRODUCT-MOMENT CORRELATION
FOR TOTAL POPULATION

Subdivided by Geographical Groupings

(Population Size)	(30)	(33)	(10)	(24)	(17)	(35)	(29)
Y-Variable	Geographical Groupings						
	Ft. Scott	Galena	Girard	Iola	Ottawa	Parsons	Shawnee Mission
Political Attitudes	+.2177	+.0001	-.6174	+.0545	-.4807	-.0296	-.2730
Religious Attitudes	+.2061	+.0704	-.5252	-.0748	-.0870	-.1932	-.4260
Moral Attitudes	+.1644	+.1200	-.6241	-.2277	-.3141	+.0440	-.2476
Total Y Pearson Product-Moment Corr.	+.2530	+.0944	-.6314	-.1181	-.3206	-.0750	-.4027

TABLE VIII

PEARSON PRODUCT-MOMENT CORRELATION
FOR TOTAL POPULATION

(Population Size) (178)	
Y-Variable	Total Population
Political Attitudes	-.0520
Religious Attitudes	-.1239
Moral Attitudes	-.3910
Total Y Pearson Product-Moment Correlation	-.0966

variable involved. It also indicated the variation within the "Y" variable. Table VII can be compared with Tables I, III, and V to obtain the demeographic make-up of the geographic sample. This comparison then, could indicate the reasons for the strengths or weaknesses of the Pearson Product-Moment Correlation for the specific area.

The data contained in Table VIII show the relationship of the total population on Political, Religious, and Moral attitudes to the investment of the total population.

By comparing these data with the data contained in Tables II, IV, VI, and VII the relationship of the subdivisions can be graphically shown.

This chapter has set forth through the use of various tables all of the data that were computed for this study. To be interpreted correctly, most of these tables must be used in conjunction with one another. The degree of statistical significance must be read by use of the Pearson Product-Moment from the Table in Appendix B. The following chapter will interpret the data from both a statistical nature and from a psychological interpretation of indication derived from the study.

CHAPTER V

ANALYSIS OF THE DATA

This chapter deals with the analysis of the data which were collected and computed for this study. These data were examined both from a statistical or objective point of view and from a subjective point of view.

It appears obvious from an initial look at the data, that the data do not all fulfill or substantiate the hypothesis. The subject of this chapter was not to defend the hypothesis but rather to allow the data, which were observed by good scientific research methods, dictate the interpretation both objective and subjective.

The first segment of the data that was analyzed was the data collected and computed on the total population of 178 questionnaires. These data are shown in Table VIII. The Pearson Product-Moment Correlation (hereafter called the Pearson Product in this chapter) for the total "Y" - attitudes was not statistically significant according to the value found in Appendix B. This was also true for the subdivisions "Y_1" and "Y_2", Political and Religious attitudes, respectively. Yet when the Pearson Product for "Y_3", Moral attitudes, was calculated it was significant to the .01 level. Using Guilford's rough

guide to correlation relationships found in Appendix C, that a .3910 Pearson Product had a low correlation; definite, but small relationship. One way this could be interpreted was to assume that the total population had stronger feelings toward Moral attitudes than it did toward Political or Religious attitudes when correlated with investment levels. Because Pearson Products are not percentages, no interpretation was made as to the strength of one attitude as a percentage or ratio for the attitude of another.

When the data were subdivided by sex, the sample size was eighty-three males or 46.6% of the total population, and ninety-five or 53.4% of the total population. The total Pearson Product for both males and females was not significant. When the "Y" variable was subdivided, a significance was noted in Moral attitudes for males and Political attitudes for females. This seemed to be the reverse of what would be expected; males would be expected to be more politically oriented while females would be expected to be more morally oriented. This might have been the common sense norm but it failed to take into account the direction of the hypothesis. When investment increased for a woman, whether due to her effort or that of her spouse, she was probably more likely to develop better defined attitudes regarding politics than she had possessed

before. In the same context, a male might tend to become better defined in his Moral attitudes than he was when his investment was not as great. Both of these correlations were in the area of low to moderate correlation range, with the -.5105 of the female "Y_1" being a substantial relationship. Sex did not seem to play a role in the Pearson Product differences based on geographical divisions. If there was a role it would have been detected in Galena with 78.8% female or Girard with 100% male. It is true that Girard did have its highest Pearson Product in the sub-category of Moral attitudes but the whole sample of Girard gave a high correlation. This was analyzed later in this chapter. Galena showed no significance in Political attitudes, even though the direction was on the positive side of the correlation (reverse of the hypothesis), it was the lowest Pearson Product of the entire sample.

Marital status was divided into five categories on the questionnaire (Appendix A). These were: Never Married, Married, Separated, Divorced and Widowed. The last three of these categories had only a sample size of twelve. For this reason, it was decided to place Separated, Divorced, and Widowed into one category and call it Unmarried. With a sample size of twelve, they showed a level of significance for Religious attitudes only. The Pearson Products for Unmarried had a range of correlation from low to moderate

and from small relationship to substantial relationship. In political attitudes, they reversed the hypothesis by computing a positive correlation. Due to the nature of the contacts that this sample would have in common, some interpretation as for the reason of the close similarity to the magnitude of the Pearson Product scores for the subdivisions of the "Y"-variable might be obtained. In the subdivision of Politics, it seems possible that all three groups of people in this subclass could have had contacts with the legal profession and the courts, which could have helped to define their attitudes in this direction. Similarly, they might have had contacts with religious professionals as counselors in the role of pastoral guidance and care. Thirdly, personal crisis may lead one to redefine or examine one's attitudes including one's moral attitudes, especially in relationship to the opposite sex.

Never Married people had a Pearson Product for the total "Y" of -.3679 which was very close to being significant at the .05 level, which would have been a .413 Pearson Product. When comparing the total Pearson Product for Never Married with that for Unmarried and Married, there was an indication that this group, Never Married, conforms closer to the hypothesis than either of the other groups. It can probably be said without much contradiction

that the Never Married group was probably younger than the other two groups on the average. If this was true, and it would be fair to assume this, then the reason for the Never Married group having a higher correlation was that they had a lower investment and, being more idealistic, tended to be more liberal in their attitudes. It should logically follow that the age group from 17 to 24 should contain most of the Never Married. Yet, in reality, less than half of the Never Married sample were in the 17 to 24 age group. The Never Married group showed a substantial relationship for Moral attitudes and a small relationship for Religious and total "Y" Pearson Product. Political attitudes showed no correlation.

In analyzing the Married grouping of 143 sample size, only one Pearson Product was significant and that for Religious attitudes which was a slight, almost negligible, relationship but yet was statistically significant. There certainly was no ready explanation for this except to say that this conformed closely to the total population Pearson Product for Religion, which was -.1239. The fact that this study was done in the Midwest, which was supposed to have a religious orientation, might have been a factor to account for this data. Had the study been accomplished in a large urban area or in coastal regions, the results might have given completely different indications.

Age was divided into seven categories: Under 16, 17 to 24, 25 to 34, 35 to 44, 45 to 54, 55 to 64, and Over 65. No member of the population was in the Under 16 category. Only four members were in the Over 65 category; this group was analyzed and a Pearson Product computed. The Under 16 group was not included in the tables because there were no samples in this area.

Three of the age groupings (17 to 24, 45 to 54 and 55 to 64), had positive Pearson Products, and three of the age groupings (25 to 34, 35 to 44, and Over 65), had negative Pearson Products. In the entire group of ages having positive Pearson Products only two correlations are statistically significant: +.4492 for moral attitudes in the age grouping 45 to 54, and the total "Y" Pearson Product, +.3746, for the same age category.

Age grouping 17 to 24 showed no significant Pearson Products. When looking at the raw scores for this group, there was definitely a lower investment than the other age groups and also a higher total score for attitudes, indicating a more liberal attitude. Yet, when these figures were correlated, they showed that as the investment increased, the attitude scale went from the more liberal end of the range to the more conservative end of the scale. The only interpretation that might be given at this point was a flaw in the instrument to adequately measure a small

sample size with a small range of variation within it.

The next age grouping to be considered was the group from 25 to 34. This group showed a sample size of fifty-two. The Pearson Products for this age grouping were all statistically valid at the .05 level of significance; one was significant at the .01 level and two were very close to the .01 level. The total Pearson Product of -.3501 was very close to the .01 level and seemed to indicate that the investments of this age were in the beginning stages. For example, those in this age category may have purchased a home, bought some stocks and bonds on an investment plan, and may have had more job security. All of these could have led to an over-protection of investments, even to the changing of one's attitudes: Politically, Religiously, or Morally. In order to protect those newly acquired investments, they would tend to be more conservative in attitudes. Religious attitudes were the most significant, probably due to the new involvement which this age group would have within the community religious structure. Political attitudes were becoming more defined and involved during this time. It is probably safe to say a change in the amount of investments was higher during the age grouping 25 to 34 than during any other time.

One of the limitations of the Pearson Product-Moment Correlation was where there was a small range of differences

in the numerical equivalents with a small sample size, the direction of the Pearson Product may be the reverse of the expected. This phenomena was evidenced in the age groupings: 35 to 44, 45 to 54, and 55 to 64. Two of these reversed the expected negative correlation while the 35 to 44 age group gave a negative correlation, with an almost negligible relationship if not a negligible result. This age, from 35 to 64 inclusive, was probably the most stable, investment-wise. By this, it was meant that in a group in which the same occupation was shared by the majority, it was doubtful that there would be a wide difference in investment. Similarly, the attitudes of the age scope would probably be consistent with a smaller amount of scaled value difference. Although this explanation makes no attempt to give explanation for the Pearson Product, it did indicate part of the reason for the direction, in this case a positive direction.

When the age grouping, Over 65, was examined, it was seen that there was no statistical significance to any of the Pearson Products of the group. The marked increase in the magnitude of three out of the four "Y"-attitude categories needed interpretation. Firstly, the sample size was very small, only four. Secondly, this group would not be as stable in investment due to retirement. Some items, such as stocks and bonds, may even have been on the decrease.

Their living styles could have changed to adjust to a fixed income. Thirdly, their attitudes would have been rather firmly set. Although in the realm of religion one might tend to be more conservative as age increases, the same would hold true for Moral attitudes. In the area of Politics, the low Pearson Product could be reflective of attitudes becoming more liberal due to certain increased benefits the aged have derived from the more liberal end of the political spectrum.

The major area for analysis in this chapter was the area of geographical subdivisions. The sample sizes for this grouping was fairly uniform and represented areas of low economy to areas of rather high economy. It was not known how these areas ranked from the standpoint of liberal and conservative attitudes. No conclusions were drawn from the findings of this study for the entire town from which the sample was taken. Any statements concerning the results can only reflect on the particular sample. It could be restated that over 90% of the total population was involved in the field of education either as faculty, administration, or students.

The first of these geographical areas that were analyzed was Galena, Kansas. Galena was a town of under 4,000 population, industrial with a depressed economy. The sample size was thirty-three, 21.2% which were male and 78.8% which were female. Of this sample, 45.4% were

in age groupings which showed positive correlations. Galena showed the lowest percentage of "Never Married" for any sample, with 6.0%; 81.9% were married.

The Pearson Products for Galena were the closest to "0" correlation which were a perfect lack of correlation. All of the correlations were positive and none had any statistical validity. As will be seen further as one analyzes other geographical areas, Galena may have been indicative of certain things because of it's economic and depressed conditions.

Parsons, Kansas, was a city of approximately 14,000 in population, industrial, small farms, and a sizable retired population. The sample size was thirty-four: 71.4% females and 28.6% males. Marital status was 71.5% Married, 20.0% Never Married and 8.5% Unmarried.

None of the areas of attitude correlation showed statistical significance. The largest numerical correlation of the "Y"-variable occurred in the subdivision of Religion. The only explanation may perhaps lay in the fact that Parsons had a conservative school system, therefore, attitudes were not dependent upon investment. In this case then, the hypothesis would not hold true for a city in which there was little fluctuation in attitudes. If the means of computing the data had been sufficient to store all of the data from the questionnaire,

the fluctuation of answers to the attitude question could be controlled and more easily determined.

Fort Scott, Kansas, a city of 10,000 population, had small local industry and a community junior college. This geographical area showed a Pearson Product in the positive direction. The "Y" subdivisions were fairly evenly dispersed with regard to correlation product. None of the Pearson Product-Moment Correlations were statistically significant at the .05 level of significance. The sample size was thirty. There was no apparent reason for the results obtained at Fort Scott. Fort Scott did have a higher income for this sample than most of the other sample areas, but it did not follow that this would have appreciably changed the Pearson Product to a positive correlation. Therefore, the only explanation was that because the results were not significant they occurred by chance in the direction which resulted.

Iola, Kansas, also had a community junior college. It was a city of little over 7,000 population, industrial and farm oriented. A sample size of 24 showed no statistically significant Pearson Products. Moral attitudes seemed to have the greatest strength with a slight, almost negligible, relationship. Political and Religious attitudes showed almost no correlation, Political in a slightly positive direction while Religious in a slightly negative direction.

The next three areas analyzed all had at least one subdivision which showed statistical significance. Ottawa, Kansas, a city of 12,000 population, located just 25 miles from the University of Kansas, had its own four year church-related college. Small businesses made up the bulk of the city's economy. Ottawa showed significance in Political attitudes. Religious attitudes showed almost no correlation, while Moral attitudes and the total Pearson Product showed a low correlation, definite, but small relationship. Perhaps because of the church-related college, which might have influenced the school district, Religious attitudes remained static throughout the investment range, and for this reason no correlation between the fluctuations of investment and Religious attitudes was determined. Moral attitudes and the total Pearson Product, while not statistically valid, never the less showed a strength in the direction of the hypothesis for this small a sample size. It could be speculated that a given sample size of 100 plus, this group might tend to validate the hypothesis. This, of course, is purely speculation.

The Girard sample differs from the others, which were all extension classes, in that it was a civic club. The club was part of the organization known as Lions International. The all male club ranged in age from 25 to Over 65,

with 30.0% of the club in the "Over 65" category. Although all the Pearson Products were in the "moderate correlation; substantial relationship" area of Appendix C, only the overall Pearson Product was statistically significant at the .05 level. Since 20.0% of the small population of 10 were over 65 and since this represented 75.0% of that age category, it was deducted, then, that Girard showed moderate correlations because of the high correlations of these three individuals. If the study could be conducted on a larger sample of those "Over 65", it would be interesting to compare those results with the ones obtained in this study.

The final sample area showed the highest correlations. Shawnee Mission, Kansas, was a suburb of Kansas City, Kansas, and a part of the Greater Kansas City Metropolitan area. It was a very affluent area, mostly residential, with white collar rather than blue collar work areas. Males composed 82.8% of the population and 44.8% of the population were from the age grouping, 25 to 34. Both of these percentages were significant in this study because males had higher correlations than females and the age grouping, 25 to 34, showed a higher correlation than the other grouping, with the exception of the "Over 65" grouping. Both the total "Y" Pearson Product and the Religious Pearson Product showed statistical significance at the .05 level. The

other two areas, Political and Moral, showed a definite but small relationship. Since this group was in the area of greatest affluence it seemed reasonable that they would become more conservative as their investment increased because they would have the most to lose if attitudes changed or reversed.

The next chapter will make some observations and conclusions on the data presented and analyzed in this and the preceding chapter.

CHAPTER VI

SUMMARY AND CONCLUSIONS

Summary

The study showed there was no significant correlation between one's investment in society and one's liberal attitudes. Investment in society was measured primarily by one's economic factors. The areas used to measure conservative-liberal attitudes were political, religious, and moral. When each of these areas was tested separately for the total population, there continued to be no significant correlation at the .05 level of significance, with the exception of moral attitudes.

Four general demeographic factors were then used as control variables. They were sex, age, marital status, and geographical location. Some correlations, at the level of significance, did emerge as those variables were held constant. Those having the most significant correlations were ages 25 to 34 and Over 65, Females, Never Married, and geographical locations: Girard and Shawnee Mission.

In re-examining the patterns which emerged by using the control variables, one of the areas which could lead to further investigation was the area of age. There seemed to be a relationship between investment and attitudes at certain age levels. Specifically the ages, 25 to 34 and Over 65.

Two other areas which gave some indications that further study could develop interesting correlations were affluence and educational level. There was some indication that had these areas been controlled in the study, a more valid explanation of some of the differences in geographical areas seemingly would have been possible.

The "X" variable could have been subdivided similar to the "Y" variable to enable a broader analysis of the data. In this study it was limited due to the core capacity of the IBM 1401.

Conclusions

Although there were many areas of the study which did not show statistical significance, there were definitely some things that can be concluded from the study.

When the attitude variable was subdivided, the area Moral attitudes showed a correlation at the .05 level, between investment and these attitudes. It was concluded then that for the population studied, Moral attitudes were more closely correlated to investment than were either Political or Religious attitudes. Moral attitudes also showed a significant correlation when the total population was controlled for sex. It was concluded then that for males of the population Moral attitudes were significant, correlated to the amount of one's investment. One Marital status grouping, Never Married, likewise showed a correlation between Moral attitudes and investment when the total population was

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When the attitude variable was subdivided, the area Moral attitudes showed a correlation at the .05 level, between investment and these attitudes. It was concluded then that for the population studied, Moral attitudes were more closely correlated to investment than were either Political or Religious attitudes. Moral attitudes also showed a significant correlation when the total population was controlled for sex. It was concluded then that for males of the population Moral attitudes were significant, correlated to the amount of one's investment. One Marital status grouping, Never Married, likewise showed a correlation between Moral attitudes and investment when the total population was

controlled for marital status. A possible explanation could have been that the Never Married group had only one income and generally would not have as great an investment such as, number of cars, houses, leisure property, as the other members in the grouping, therefore they would tend to be more liberal in their attitudes, thus substantiating the hypothesis.

When the attitude variable was subdivided for Political attitudes, a significant correlation between investment and Political attitudes showed that females had a greater correlation between these variables than males when the total population was controlled for sex. When investment increased for a woman, she was more likely to develop better defined attitudes regarding Politics than she had before. Since the geographical area of Ottawa was composed of 47% females and 41% in the age 25 to 34, it was concluded that these factors led to a correlation between investment and Political attitudes for the geographical area Ottawa.

When Geographical area was used as a control variable, Shawnee Mission showed a significant correlation in two areas; Religious attitudes and overall attitude variable. It was concluded that because that area was very affluent, this would have followed closely the theory which developed the hypothesis.

It could be concluded from the study that some relationship exists between investment and liberal attitudes when certain demeographic factors were controlled or component variables of attitude were analyzed.

APPENDIX A

QUESTIONNAIRE

Please check the answer which applies to you in the following questions. Thank you.

1. Age:	Under 16	(1)
	17 to 24	(2)
	25 to 34	(3)
	35 to 44	(4)
	45 to 54	(5)
	55 to 65	(6)
	Over 65	(7)
2. Sex:	Male	(1)
	Female	(2)
3. Marital Status:	Never Married	(1)
	Married	(2)
	Divorced	(3)
	Separated	(4)
	Widowed	(5)
4. Number of Children:	_____	(The number given
Other Dependents:	_____	equals the score.)
5. Student Classification:	Freshman	(1)
	Sophomore	(2)
	Junior	(3)
	Senior	(4)
	Graduate Student	(5)
	Other	(6)

2

6. Do You:

Live with relatives?	(1)
Rent a room?	(2)
Own your own home?	(3)
Rent a home?	(4)
Rent an apartment?	(5)

7. If you own your own home, what would you say the fair market value of it would be:

$ 5,000	to	$ 10,000	(1)
11,000	to	15,000	(2)
16,000	to	20,000	(3)
21,000	to	25,000	(4)
26,000	to	30,000	(5)
31,000	to	35,000	(6)
36,000	to	40,000	(7)

Other (Please name amount) _____

8. Would you say this was higher, lower, or average of the valuation of the homes in your neighborhood?

Higher	(3)
Lower	(1)
Average	(2)

9. How many motor vehicles do you own? _____
(The number given equals the score.)

10. Please give the make and year of the newest motor vehicle you own. _____

(1)	(2)	(3)	(4)		
Datsun	Amer Mtrs	Chrysler	Cadillac	1972-70	(5)
Motorcycle	Chevrolet	Buick	Imperial	1969-67	(4)
Volkswagen	Dodge	Mercury	Lincoln	1966-64	(3)
	Ford	MG	Mercedes	1963-61	(2)
	Plymouth	Pontiac		1960-Below	(1)
	Truck	Olds			

3

11. Do you have a:
    a. Checking account only (2)
    b. Savings account only (1)
    c. Savings and checking account (3)
    d. None of the above _____

12. Do you have a:
    a. Bankamericard (1)
    b. American Express Card (2)
    c. Master Charge (1)
    d. Diners Club Card (2)
    e. None of the above _____

13. How many oil company credit cards do you have? _____

1 - 3	4 - 6	7 - 9
(1)	(2)	(3)

14. How many other charge accounts, such as Sears, Penneys, or local stores, do you have? _____

1 - 3	4 - 6	7 - 9
(1)	(2)	(3)

15. How much life insurance are you insured for?
    a. $ 1,000 (1)
    b. 5,000 (2)
    c. 10,000 (3)
    d. 25,000 (4)
    e. Other (Please name amount)_____
    d. No life insurance_____

16. If married, how much is your spouse insured for?
    a. $ 1,000 (1)
    b. 5,000 (2)
    c. 10,000 (3)
    d. 25,000 (4)
    e. Other (Please name amount)_____
    f. No life insurance_____

4

17. Do you have some type of health or hospitalization insurance?

Yes (1)
No (0)

18. What type of property insurance have you?

a. Home owners (3)
b. Renters insurance (2)
c. Car, truck, or motorcycle insurance (1)
d. No property insurance _____

19. In the course of one year would you say you charge on your credit cards or accounts, approximately: (This would not include mortgages on home or car.)

a. $ 100. (1)
b. 250. (2)
c. 500. (3)
d. 1,000. (4)
e. Other (Please name amount) _____
f. None _____

20. Is there a mortgage on your home? (If you own your home)

Yes (1)
No (2)

21. Is there a mortgage on your car?

Yes (2)
No (1)

5

22. Would you say your total income for a year (including all employment, if married give family income) is:

Under $5,000	(1)
$5,000 to 10,000	(2)
11,000 to 15,000	(3)
16,000 to 20,000	(4)
21,000 to 25,000	(5)
26,000 to 30,000	(6)
Above $30,000	_____

23. How many telephones do you have in your home? _____
(The number given equals the score.)

24. Are you covered by Social Security?

Yes	(1)
No	_____

25. Are you covered by any other retirement insurance plan?

Yes	(1)
No	_____

26. What type of leisure-time property do you own?

a. Lake Property	(6)	with cabin	(1)
b. Mountain Property	(6)	with cabin	(1)
c. Rustic Property	(6)	with cabin	(1)
d. Motor Home	(5)		
e. Pick-up Camper	(4)		
f. Travel Trailer	(3)		
g. Tent Camper	(2)		
h. Tent	(1)		
i. None	_____		
j. Other	_____		

27. Do you own property, purchased mainly for retirement?

Yes (1)
No _____

28. Do you have some investments in: (Check as many as apply to you)

a. Mutual Funds (2)
b. Stocks (3)
c. Bonds (4)
d. Gov't Savings Bonds (1)
e. Land (4)
f. Other (Please name) _____
g. None _____

29. Do you own, or are you a partner in any type of business? (Examples: Farm, store, janitorial service.)

Yes (1)
No _____

30. What is the highest educational accomplishment you have gained?

a. High School Diploma (1)
b. Junior College degree (2)
c. Bachelor's degree (3)
d. Master's degree (4)
e. Doctor of Philosophy (5)
f. Doctor of Education (5)
g. Doctor of Dental Surgery (6)
h. Medical Doctor (7)
i. Other (Please name) _____

7

31. Do you belong to any Civic Clubs:
(Examples: Kiwanis, Rotary, League of Women Voters, Jaycees, Women's Study Clubs)

Yes (1)
No _____

32. Have you ever been a volunteer worker for:

a. Red Cross (1)
b. United Fund (1)
c. Heart Fund (1)
d. Cancer Fund (1)
e. Boy or Girl Scouts (1)
f. March of Dimes (1)
g. Y.M.C.A. (1)
h. Salvation Army (1)
i. Mental Health (1)
j. Other (Please name) _____

33. Do you belong to any fraternal organizations?
(Examples: IOOF, Masons, Eastern Star, Elks, American Legion, VFW.)

Yes (1)
No _____

34. Do you either hold membership or would you be considered a member of a church or synagogue?

Yes (1)
No _____

35. Do you or have you ever belonged to a social fraternity or sorority?

Yes (1)
No _____

8

36. What percentage of your income would you say you contribute per year to charitable organizations including church or synagogue? (Include all members of your household)
($10. per $1000. of income = 1%)
($100. per $1000. of income = 10%)

Less than 1%	(1)
1% to 2%	(2)
2% to 5%	(3)
5% to 10%	(4)
Over 10%	(5)
None	

37. In voting in the primary elections, everyone must declare a political party. What party did you declare in the last election?

a. Republican	(2)
b. Democrat	(1)
c. Other	
d. Did not register	

38. Have you ever actively campaigned for a political candidate?

Yes	(1)
No	

9

In the next series of questions, we are looking for opinions. Please check the opinion that mostly nearly represents your opinion. The opinions are:

Strongly Agree	(SA)	Disagree	(D)
Agree	(A)	Strongly Disagree	(SD)
No Opinion	(NO)		

1. The federal government is too big; more control should be at the local level.
   SA (1) A (2) NO (3) D (4) SD (5) Pol.

2. The federal government is spending too much money on welfare and poverty programs.
   SA (1) A (2) NO (3) D (4) SD (5) Pol.

3. Most Congressmen and Senators are not really the voice of the people, but vote things in for their own advantage.
   SA (5) A (4) NO (3) D (2) SD (1) Pol.

4. The Vietnam War was mainly fought to make money for big business.
   SA (5) A (4) NO (3) D (2) SD (1) Pol.

5. Most of what we hear or read in the news media is the truth.
   SA (1) A (2) NO (3) D (4) SD (5) Mor.

6. Young people get away with too much today.
   SA (1) A (2) NO (3) D (4) SD (5) Mor.

10

7. Sex education classes should be included in every public school curriculum.
   SA (5) A (4) NO (3) D (2) SD (1) Mor.

8. The use of a drug like marijuana should be one's personal choice.
   SA (5) A (4) NO (3) D (2) SD (1) Mor.

9. The United States is spending too much money on the space program.
   SA (5) A (4) NO (3) D (2) SD (1) Pol.

10. Politicians have used the Vietnam War as a political football.
    SA (5) A (4) NO (3) D (2) SD (1) Pol.

11. The public schools should not allow any type of religious teaching in their curriculum.
    SA (5) A (4) NO (3) D (2) SD (1) Rel.

12. The Communist as a political party should not be allowed to put candidates on the public ballot.
    SA (1) A (2) NO (3) D (4) SD (5) Pol.

13. Civil Rights leaders should take things slowly and not push for instant reform.
    SA (1) A (2) NO (3) D (4) SD (5) Pol.

14. The Black Panther Organization is doing a good job for Black people in getting their civil rights.
    SA (5) A (4) NO (3) D (2) SD (1) Pol.

11

15. Civil Disobedience (breaking the law) is all right if done to aid the cause of civil rights.
SA (5) A (4) NO (3) D (2) SD (1) Mor.

16. A person should follow their religious beliefs even if that means breaking the law.
SA (5) A (4) NO (3) D (2) SD (1) Rel.

17. The religious inscription "In God We Trust" should be taken off the United States currency.
SA (5) A (4) NO (3) D (2) SD (1) Rel.

18. Everyone should have some religion if they are going to be successful and happy.
SA (1) A (2) NO (3) D (4) SD (5) Rel.

19. Certainly leaders, such as teachers and governmental officials should believe in God.
SA (1) A (2) NO (3) D (4) SD (5) Rel.

20. People should stay true to the religion of their parents.
SA (1) A (2) NO (3) D (4) SD (5) Rel.

21. People should marry people of their own religious belief.
SA (1) A (2) NO (3) D (4) SD (5) Rel.

22. The "Jesus Movement" is just a fad, and should not be considered a spiritual revival.
SA (1) A (2) NO (3) D (4) SD (5) Rel.

12

23. Inter-racial marriages have too much prejudice against them to ever work out well.
SA (1) A (2) NO (3) D (4) SD (5) Mor.

24. People should live with each other for a period of time before marriage to make sure they are compatible.
SA (5) A (4) NO (3) D (2) SD (1) Mor.

25. Marriages are sacred and should be performed by a Priest, Rabbi, or Minister only.
SA (1) A (2) NO (3) D (4) SD (5) Rel.

26. Marriages between families in the same social level in the community work best.
SA (1) A (2) NO (3) D (4) SD (5) Mor.

27. Abortion, for any reason, is wrong.
SA (1) A (2) NO (3) D (4) SD (5) Mor.

***

APPENDIX B

VALUES OF r_{xy} BEYOND WHICH 5 PERCENT OR 1 PERCENT OF THE AREA FALLS

Number of pairs -2	.05	.01	Number of pairs -2	.05	.01
1	.997	1.000	24	.388	.496
2	.950	.990	25	.381	.487
3	.878	.959	26	.374	.478
4	.811	.917	27	.367	.470
5	.754	.874	28	.361	.463
6	.707	.834	29	.355	.456
7	.666	.798	30	.349	.449
8	.632	.765	35	.325	.418
9	.602	.735	40	.304	.393
10	.576	.708	45	.288	.372
11	.553	.684	50	.273	.354
12	.532	.661	60	.250	.325
13	.514	.641	70	.232	.302
14	.497	.623	80	.217	.283
15	.482	.606	90	.205	.267
16	.468	.590	100	.195	.254
17	.456	.575	125	.174	.228
18	.444	.561	150	.159	.208
19	.433	.549	200	.138	.181
20	.423	.537	300	.113	.148
21	.413	.526	400	.098	.128
22	.404	.515	500	.088	.115
23	.396	.505	1000	.062	.081

APPENDIX C

GUILFORD[1] ROUGH GUIDE FOR CORRELATION EVALUATION

.20	slight; almost negligible relationship
.20 - .40	low correlation; definite but small relationship
.40 - .70	moderate correlation; substantial relationship
.70 - .90	high correlation; marked relationship
.90	very high correlation; very dependable relationship

[1]J. P. Guilford, Fundamental Statistics in Psychology and Education (New York: McGraw-Hill, Inc., 1956), p. 145.

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