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BALDWIN, JOYCE ANNE. Comparison of Male and Female College Students' Interpretations of Physical Characteristics, Socioeconomic Status, and Personality Traits Evoked by Selected Women's Fashions. (1971)
Directed by: Dr. Eunice M. Deemer. Pp. 47

The purposes of this study were to ascertain whether individuals ascribe physical characteristics, socioeconomic status, and personality traits to perceived persons based on clothing worn and whether significant differences occur between males and females in terms of the number and types of comments evoked by clothing.

The randomly selected respondents were 25 male and 25 female undergraduate students.

Comments made by respondents relative to four selected women's dress designs were analyzed using a Type I analysis of variance (Lindquist, 1956).

Hypotheses 1(A), 2(A), and 3(A) were confirmed based on the fact that the dress designs did evoke comments pertaining to the response categories of physical characteristics, socioeconomic status, and personality traits of individuals who would wear the designs. Data were significant at the .01 level confirming hypotheses 1(B), 2(B), and 3(B) that the four designs would evoke different numbers of comments for the response categories. Hypothesis 4, that differences would exist between male and female respondents in terms of total numbers of comments evoked within a response category, was not confirmed. Hypothesis 5 was partially confirmed based on the fact that significant interaction between sex and design was found to occur in the category of physical characteristics.

COMPARISON OF MALE AND FEMALE COLLEGE STUDENTS'
" INTERPRETATIONS OF PHYSICAL CHARACTERISTICS,
SOCIOECONOMIC STATUS, AND PERSONALITY
TRAITS EVOKED BY SELECTED
WOMEN'S FASHIONS

by

Joyce Anne Baldwin
,"

A Thesis Submitted to
the Faculty of the Graduate School at
The University of North Carolina at Greensboro
in Partial Fulfillment
of the Requirements for the Degree
Master of Science in Home Economics

Greensboro
1971

Approved by

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APPROVAL PAGE

This thesis has been approved by the following
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I. INTRODUCTION

In the urbanized and mechanized society in which we live today, many of our associations with others are of a single-contact and depersonalized nature; these associations do not provide sufficient time and opportunity for an in-depth study of personality. For this reason, it is often necessary to use a person's physical appearance and other external cues as a basis for personality judgment and evaluation. Clothing is generally recognized as one of the most frequently used external cues; however, little heuristic research has been conducted to determine the extent to which clothing is used in forming impressions and making judgments of persons.

Psychologically, clothing can serve as both a stimulus to the perceptor and as a response on the part of the wearer. Hartmann (1949), a social psychologist, stated that clothing can be a valuable aid in personal development. He suggested that "all clothes evoke some degree of ego-involvement on the part of the wearer and that these clothes are good or right for him insofar as they build rather than destroy his possibilities as a person [Hartmann, 1949, p. 296]." The average person may use clothing to win recognition and admiration; also,

clothing may be used as a compensatory measure for traits or attributes which he believes he lacks.

Unfortunately, our society is not always democratic in the matter of clothing. Many of its citizens in the lower economic scale lack the monetary means of dressing adequately. Class stratification implies stratification in norms of dress for each stratum; and, thereby, creates differences which are easily and readily recognized. Idealistically, in an improved society, clothing "would fade backward into the horizon of social perception to serve largely as a fostering framework or agreeable stage-setting for the other more distinctively advanced achievements of the human spirit [Hartmann, 1949, p. 297]."

Clothing and appearance are often important aspects in obtaining jobs; they may, also, be factors in losing positions. The employee who is inappropriately dressed is a liability to his employer. Personnel interviewers readily admit that they judge a potential employee by his appearance, including clothing, as well as other factors of experience, qualifications, and past record.

It becomes increasingly important to determine what impressions may be derived from clothing, particularly in first-contact situations. It is necessary to ascertain the extent of influence clothing has on an individual's occupational and social acceptance. Knowledge of communication through clothing would be of benefit and interest to

any individual and particularly to such disciplines as
business administration, social psychology, sociology, and
home economics.

II. REVIEW OF RELATED LITERATURE

The review of related literature is presented in three parts: (1) clothing symbolism, (2) influence of clothing on the formation of first impressions, and (3) influence of clothing on perception of personality traits and socioeconomic status.

Clothing Symbolism

Clothing over the centuries has possessed many symbolic meanings for man. The wearing of national costumes served as a cohesive force in building national pride and symbolized the goals and ideals of developing countries. Small states or even towns developed certain articles of clothing indigenous to the particular locale which readily identified the wearer as a citizen of a specific area.

Clothing came to symbolize social and economic prestige as well as national pride. At various periods in history, governing bodies and social leaders passed sumptuary legislation which either proscribed or prescribed the wearing of certain garments, fabrics, and colors by persons in the various social and economic strata.

In a recent attempt to study the perception of certain symbolic cues attached to clothing by individuals, Rosen-
craz (1962) devised a modified Thematic Apperception Test

(TAT) which consisted of seven drawings. Each drawing illustrated incongruities of custom and tradition between clothing and personal characteristics, between clothing of the characters portrayed in interactional situations, or between the clothing and the formality or informality of the background.

The respondents in Rosencranz' study consisted of 82 married women of various socioeconomic classes who were asked to respond to the TAT drawings in a taped interview situation. From their responses, a clothing awareness score for each respondent was compiled by adding the following:

1. The number of typewritten lines of clothing comments
2. The number of characters whose clothing was mentioned
3. The number of cards about which the informant stated that clothing gave her the idea for her story
4. The number of clothing incongruities that were mentioned
5. The number of themes that were expressed in relation to clothing [p. 19].

Rosencranz hypothesized that social class, rural-urban background, and verbal intelligence of respondents would be positively related to clothing awareness scores while age of the respondents would be negatively related.

The most frequently mentioned of 36 themes were age, sex, occupation, socioeconomic status, occasion, criticism of clothing, and clothes of a different culture. Respondents scoring highest on the clothing awareness scores belonged to the upper social and economic classes, had a

higher educational and verbal level, and subscribed to a greater number of magazines than those with lowest scores.

Influence of Clothing on the Formation
of First Impressions

Flugel stated in Psychology of Clothing (1950) that clothing does serve as a basis for the formation of first impressions. Facial features and expressions may only be seen at close range while clothing may be viewed from a much greater distance, permitting an earlier reaction on the part of the viewer. Flugel maintained that it is possible to determine a stranger's sex, occupation, and socioeconomic status from his clothing.

Ryan (1966), in her discussion of the effect of clothing on first impressions, stated that social interaction is greatly influenced by the clothing worn by the perceived person. If clothing were used as a "short-cut" method of evaluating individuals, Ryan believed one might select or reject potential associates and friends on this basis. In addition, clothing could be used as a valuable cue to the actions one would expect from a particular individual and the corresponding reaction of the viewer.

Ryan asked 50 students as a class assignment to describe a person seen during a holiday period to ascertain whether clothing, in addition to physical characteristics, would be used as a cue in the evaluation of an individual. Each student included in his description at least one

characteristic not related to physical appearance; some of the students furnished extensive descriptions of psychological and socioeconomic aspects of the individual indicating that clothing may have had some influence on the formation of the evaluations.

In another class project supervised by Ryan, six girls appeared before high school classes on two different occasions. Different clothing was worn by five models on the two occasions; the sixth model did not change clothing. The garment worn by the sixth model elicited the same personal characteristic rating on the two occasions while the rating of the other five individuals changed, which would appear to indicate that clothing may have affected the change in ratings.

Ryan (1966) stated that an observer may infer at least ten aspects of an individual based on the clothing worn: "sex; age; occupation; socioeconomic status; marital status or relationship to the opposite sex; membership in special groups or organizations; attitudes, interests, and values; mood; personality; and stereotypes [pp. 14-21]."

Jacobson (1945), in an experiment conducted at Ohio University, sought to: (1) "determine the extent of favorableness of the impressions made by freshmen girls upon their classmates and (2) determine the nature of first impressions [p. 143]." Subjects, consisting of 430 women enrolled in a freshman College Problems class, were divided

into 19 groups. In the smaller group situation, each girl acted as both a judge for the other individual members of the group and as a subject. Each individual subject stood before the group while the other members, serving as judges, wrote any impressions they may have formed of the subject, as well as their degree of acquaintance with the subject. Jacobson found that 63% of the comments were favorable, 27% were unfavorable, and 10% were in-between. The total number of responses were categorized into five general groups. In order of highest to lowest frequency of responses, those groups were: (1) psychological characteristics, (2) grooming, (3) physical characteristics, (4) clothing, and (5) intelligence. Jacobson concluded that as degree of acquaintance with the subjects increased, comments on the psychological characteristics of the subjects increased.

Student reaction to dress worn by the teacher in a first-day college class on clothing selection was studied by Lones (1953). The class, consisting of freshman through senior levels in different majors, was requested to write first impressions of the teacher. These were placed in sealed envelopes which were opened at the completion of the semester. While 25% of the students did not mention clothing, 68% did indicate that the appearance of the instructor influenced their initial evaluation of her ability to teach the subject matter of clothing selection. Over 90% of the students correlated total appearance, though not necessarily

clothing, with teaching ability. Lones concluded that "these results lend some support to the belief that the way one dresses is very important and might even result in 'success' or 'failure' in one's particular field [p. 742]."

A review of literature dealing with the influence of clothing on the formation of first impressions indicates that clothing does appear to serve as a cue to a person's socioeconomic status and personality traits. First impressions of clothing and appearance also seem to have a bearing on the success of an individual's interpersonal relationships as well as profession.

Influence of Clothing on Perception of Personality Traits and Socioeconomic Status

An experiment conducted by Douty (1962) dealt with the effect of clothing on the perception of social status and personal traits. A Personal Assessment Form was developed, which consisted of two parts: (1) Personal Characteristics and Behavior and (2) Socioeconomic Status. Four groups of subject-judges were randomly selected from white, middle class women's civic organizations in Tallahassee, Florida. Using the Personal Assessment Form, the judges rated four stimuli-persons shown on projected color photographs. Each group of judges rated each of the stimuli-persons in one of four costumes and a control smock.

Change of clothing was found to significantly affect both socioeconomic scores and personal trait scores of three

of the four women, which would seem to indicate that clothing does influence the impressions formed of others in first-contact situations.

Two experiments were conducted by Hoult (1954) in an attempt to measure the influence of clothing on selected social ratings of college men. In the first experiment, thirteen single male Caucasians, aged 18-23 years, were rated by 46 student judges for six specified informally expressed factors: (1) "best looking, (2) man I'd most like to date (or double date with), (3) man I'd like to have as my class president, (4) has the best personality, (5) is the most likely to succeed after college, and (6) is the most intelligent [p. 325]." For the first rating, the subjects wore clothing of their own choosing. After scoring the total ratings of each individual subject, a second rating was requested for the four men who had scored highest, the four men who had scored lowest, and the five men who had received average ratings. The highest scoring group was asked to wear old clothing; the lowest scoring group to wear dress-up clothing; and the average rating group to wear the same clothing. Results of the two ratings indicated that there was no significant change in social ratings as influenced by the clothing worn. Hoult observed that, while clothing did not appear to influence the social ratings, "the results indicated a fairly high degree of correlation ($+0.67 \pm .11$) between the rank of a man on his

social ratings and his rank on social closeness with the raters [p. 326]."

In a second experiment conducted at two colleges (Hoult, 1954), 254 student judges were asked to rate for "attractiveness" pictures showing only the heads of ten college-age men. The ratings were computed and the student judges divided into experimental and control groups. The control groups were again asked to rate the same pictures for "attractiveness"; the experimental groups were asked to rate pictures which had been altered by superimposing the same pictured heads on separately ranked clothing outfits. Results from the second experiment indicated that "clothing appeared to be markedly associated with the ratings of the pictures of some college-age men when the pictures were rated by college students unacquainted with the men pictured [p. 328]." Hoult noted, however, that various limitations of the studies would not permit the generalization that the degree of acquaintance with the subjects was the influencing factor in his findings.

The review of literature dealing with clothing symbolism, with the effect of clothing on perception of persons, and particularly with the effect of clothing on formation of first impressions indicated that the disciplines of home economics, psychology, and sociology are only beginning to realize the potential contributions and hindrances that visual impressions of clothing may bring to interpersonal relations.

Additional research, through replication of techniques previously used, development of new procedures, and the use of a more varied range of subjects, is needed to broaden and solidify the base of empirical findings now known.

REFERENCES

The objectives of this study were: (1) to ascertain whether structural changes in the visual system of subjects wearing contact lenses would be used by the subjects as a basis for the evaluation of physical characteristics, such as height, weight, and personality traits; (2) to determine whether the visual system of subjects wearing contact lenses would be used by the subjects as a basis for the evaluation of physical characteristics, such as height, weight, and personality traits; (3) to determine whether the visual system of subjects wearing contact lenses would be used by the subjects as a basis for the evaluation of physical characteristics, such as height, weight, and personality traits.

APPENDIX

Appendix 1. (A) Responses will derive from the design shown in the diagram and will be related to the characteristics of the person wearing the contact lenses. (B) The variables will differ in the manner of response in relation to physical characteristics such as height, weight, and personality traits. Appendix 2. (A) Responses will derive from the design shown in the diagram and will be related to the characteristics of the person wearing the contact lenses. (B) The variables will differ in the manner of response in relation to physical characteristics such as height, weight, and personality traits.

III. SPECIFIC STATEMENT OF THE PROBLEM,
HYPOTHESES, AND DEFINITIONS

Problem

The objectives of this study were: (1) to ascertain whether structural lines and decorative details of selected clothing designs would be used by the subjects as an external cue in the evaluation of physical characteristics, socio-economic status, and personality traits, (2) to ascertain the most frequently stated observations or verbal reactions made by respondents to the selected designs, and (3) to ascertain and compare the differences, if any, in the number and types of comments made by male and female respondents to the selected designs.

Hypotheses

- Hypothesis 1. (A) Respondents will derive from the designs shown to them comments relative to the physical characteristics of the person who would wear the garment.
- (B) The various designs will differ in the number of responses pertaining to physical descriptions which they evoke.
- Hypothesis 2. (A) Respondents will derive from the designs shown to them comments relative to the

socioeconomic status of the person who would wear the garment.

- (B) The various designs will differ in the number of responses pertaining to socioeconomic descriptions which they evoke.

Hypothesis 3. (A) Respondents will derive from the designs shown to them comments relative to the personality traits of the person who would wear the garment.

- (B) The various designs will differ in the number of responses pertaining to personality traits descriptions which they evoke.

Hypothesis 4. There will be a difference between the male and female respondents in terms of the total number of comments evoked within a response category.

Hypothesis 5. There will be a difference between the male and female respondents in terms of the total number of comments evoked by the designs.

Definitions

Present-day women's fashion: a design or garment appearing in women's fashion magazines, newspapers, pattern books, or sold on the retail market during the period January 1, 1969 to May 31, 1969.

Physical characteristic: any comment made by a respondent indicating awareness of or pertaining to physical appearance, age, or sex.

Socioeconomic status: any comment made by a respondent indicating awareness of or pertaining to occupation, financial standing, social class, or membership in special groups or organizations.

Personality trait: any comment made by a respondent indicating awareness of or pertaining to habits; attitudes, interests, or values; beliefs; sentiments; or emotional states.

Other comments: any comment made by a respondent which could not be logically grouped according to the experimenter, under physical characteristic, socioeconomic status, or personality trait categories.

IV. PROCEDURE OF THE INVESTIGATION

The procedure of the investigation was treated under the following headings: (1) development of the instrument, (2) pretesting, (3) selection of the subjects, (4) collection of data, and (5) statistical treatment of data.

Development of the Instrument

Twenty-six designs of present-day women's fashions were selected from fashion magazines, newspapers, pattern books, and actual garments available on the retail market and then sketched with black ink on a white background. Only the structural and decorative details of the designs were drawn, eliminating such variables as fabric texture, fabric design, and color. Current fashions, as opposed to more classic stereotyped designs, were selected by the experimenter in an attempt to eliminate or decrease the possibility of the respondents describing the wearer of the design as conservative, outdated, or not caring about her appearance.

The fashions were presented to the experimenter's advisory committee and the final decision was to use four designs judged to be most illustrative of such contrasting qualities as femininity, conservatism, and sophistication, as well as suitability for casual to dressy wear.

(Appendix A)

The four designs selected were then sketched with black ink on white cardboard. Each design was a straight-forward front view of the garment design. Hints relative to a postural stance and the model's head and limbs were eliminated. This control was imposed to eliminate the variables of physical appearance, including such factors as facial expressions, hair arrangement, body build, or posture.

A biographical data sheet requesting the following information was developed: class level, age, and extent of agreement or disagreement with the statement: "Most people make judgments of others from the clothing they wear and from their appearance." The extent of agreement or disagreement was designated by the following five categories: (1) strongly agree, (2) agree, (3) undecided, (4) disagree, and (5) strongly disagree. (Appendix B)

Pretesting

A pretest was administered to one male and one female to assess whether persons would respond to the statement asked and to two of the four designs selected for the study. Comments of the two respondents included statements relative to the person who would wear the garment which could be categorized as physical descriptions, socioeconomic status, and personality traits.

Selection of the Subjects

The subjects consisted of fifty undergraduate students, twenty-five males and twenty-five females, aged 17 to 25, enrolled in the University of North Carolina at Greensboro for the 1969 Summer Session. The subjects were selected from the registrar's list of enrolled students using a table of randomized numbers.

The subjects, both on-campus and off-campus students, were contacted by telephone, at which time they were asked to participate in a tape-recorded interview which would last approximately one-half hour. At the same time, the age of the potential respondent was ascertained. He was then asked to suggest a convenient time and choice of location for an interview. (Appendix C)

Collection of Data

An open-end taped interview for data collection was used based on the results of a study by Sarbin, reported in Person Perception and Interpersonal Behavior. In an informal classroom experiment, members of a class were asked to note characteristics of specified class members. It was found that "women differed from men in that they tended to use 'personality' variables in describing these people, such as 'aggressive' or 'pleasant', whereas men tended to employ 'role' categories, such as 'doctor' or 'chairman', in describing the stimulus people. These data suggest

differences between men and women in the way they see people when an experimenter is not specifying the terms in which they should see them [p. 56]." Only by not listing or specifying characteristics could the experimenter hope to attain a relatively total and accurate personal impression from the individual respondents.

Subjects were given the opportunity to choose the time and place for the taped interview sessions. Twenty-five of the individuals were interviewed in a small, private room in the Student Union for the convenience of students living off-campus. Most students living on campus chose to be interviewed in either their dormitory rooms or lounges. It should be noted that while the variable of interview location was not strictly controlled, other conditions were kept as uniform as possible. All the rooms were quiet, reasonably private areas, and free from distractions. The lounges were larger in size than the dormitory rooms but relatively quiet and free of distractions.

The interviewer spoke briefly with the individual respondents at the beginning of each interview in an attempt to establish an informal, relaxed atmosphere. (Appendix D) The respondent was then shown each of the four designs and asked to respond to the following statement: "Please tell me all you can about the person you believe would wear the garment shown on this card." This statement was repeated prior to the showing of each design. The designs were

numbered and shown in a randomized order for the various subjects.

After the interviewee had responded to each of the four designs, in cases of statements which were judged as unclear or ambiguous to the experimenter, clarification of the statement was requested. When it was evident that the respondent did not wish to make any additional comments, each respondent was asked to complete a biographical data sheet. Interviews ranged in time from fifteen minutes to forty-five minutes with the average interview being approximately thirty minutes in length. Selected students who indicated a desire to discuss the investigation further were asked the reasons why they "strongly agreed" or "agreed" with the statement: "Most people make judgments of others from the clothing they wear and from their appearance."

The comments of each interview were transcribed from the tape to the reverse side of the corresponding biographical data sheet to facilitate identification of the respondent's comments.

Statistical Treatment of Data

Frequency distributions, based on information obtained from the biographical data sheet, were analyzed for class level of participants, age of participants, and extent of participant's agreement or disagreement with the statement.

The comments of the individual respondents were categorized by the experimenter into the following four groups: (1) responses pertaining to physical descriptions or characteristics of the person who would wear the illustrated garment, (2) responses pertaining to socioeconomic status of the wearer, (3) responses pertaining to personality descriptions of the wearer, and (4) all other responses which could not be logically classified as belonging to the first three groups.

Comments which were categorized as physical descriptions included physical appearance, age, and sex. Comments categorized as pertaining to socioeconomic status included the wearer's occupation, financial standing, social class, rural or urban background, and membership in special groups or organizations. Responses pertaining to personality traits included such comments as habits, attitudes and values, beliefs, and emotional state of the wearer. Some of the most frequent responses categorized as "other comments" included occasion for wearing and artistic or aesthetic evaluation of the garment itself.

A Type I analysis of variance (Lindquist, 1956) was performed on the data.

V. FINDINGS AND CONCLUSIONS

The findings and conclusions are presented in three parts: (1) selected biographical data about the subjects, (2) extent of agreement or disagreement of the subjects concerning the statement that people judge others by the clothing they wear, and (3) analysis of comments made by the subjects relative to the designs shown.

Selected Biographical Data about the Subjects

The subjects who participated in this study included twenty-five male and twenty-five female undergraduates enrolled in the Summer Session of 1969 at the University of North Carolina at Greensboro.

Table 1 shows the distribution of participants, both frequency and percentages, by class level. Forty-four % of the male participants were sophomores, while 44% of the females were juniors; with 66% of the total number of participants belonging in the sophomore and junior categories.

The majority of the subjects were 19, 20, and 21 years of age. The ages of participants ranged from 18 to 24 years. Although the biographical data sheet was designed to include freshmen of 17 years of age and entering college for the Summer Session, none of the subjects qualified for this category. The distribution of the age range is found in Table 2.

TABLE I
 Frequency and Percentage Distribution
 of Participants by Class Level

Class Level	Males	%	Females	%
Freshman	2	8	0	0
Sophomore	11	44	7	28
Junior	4	16	11	44
Senior	8	32	7	28
Total	25	100	25	100

TABLE 2
 Frequency Distribution of Participants by Age

Age	Males	Females
17	0	0
18	3	3
19	7	4
20	5	12
21	7	2
22	2	3
23	1	0
24	0	1
Total	25	25

Extent of Agreement or Disagreement of the
Subjects with the Statement

Of the twenty-five males interviewed, 100% either strongly agreed or agreed with the statement: "Most people make judgments of others from the clothing they wear and from their appearance." Ninety-six % of the females responded with strong agreement or agreement with the statement. The experimenter questioned the one female respondent who disagreed with the statement. By probing the experimenter discovered that this respondent agreed that people do judge others from their clothing but that she did not condone this practice.

Distribution of responses to the statement is given in Table 3.

TABLE 3
Frequency Distribution of Participants by Extent
of Agreement or Disagreement with the Statement

Extent of Agreement	Males	Females
Strongly Agree	12	9
Agree	13	15
Undecided	0	0
Disagree	0	1
Strongly Disagree	0	0
Total	25	25

Selected students who indicated a desire to discuss the investigation further or who made comments of an unusual nature were asked for an explanation of their response to the statement: "Most people make judgments of others from the clothing they wear and from their appearance." Some of the more interesting reactions included the following remarks.

A male respondent who strongly agreed with the statement expressed his opinion of the attitude of an individual symbolized by his clothing by saying, "Usually a certain class will dress in a certain way and you can usually judge a person by his dress. If you're dressed neat, you have a tendency to act like a smoother person. A person who is dressed real bad, really doesn't care what he looks like and probably has the same feelings about everything else."

Another male who agreed with the statement also indicated that he formed opinions of the attitudes, interests, and values of others from their clothing. He commented, "Over all, most people's clothes show how they think, how they feel about things, their train of thought, and how they will act. I usually judge people by what they wear--I can tell how they feel toward a lot of things."

The following comment pertaining to an individual's values as expressed by his clothing was made by a female strongly agreeing with the statement. "If I see a person who is dressed sloppily and looks like they don't care about

their appearance, to me that's the kind of person they are; they just sort of wander through life never having any particular objectives. A person who is well-dressed (and I don't mean expensively) to me is a person that has some goals and objectives and somebody that looks kind of interesting. I think people wear the kind of clothes they are; I think the way they look is pretty much the way they react to life."

Another female who strongly agreed remarked on her impressions of the personality of an individual and the effect of clothing on success in the business world. She stated, "A person dresses according to the way they feel and the way they act. When you look at a person, you can almost completely tell their personality. A person not nicely dressed doesn't care what others think about him. In the business world, appearance is the first thing you have to communicate with people; if one doesn't have the personality and appearance to make the person have respect for them, they're not going to get anything out of that person. When I look at a person, I draw a personality from how they look."

One of the most spirited and interesting explanations of strong agreement with the statement was made by a female respondent who expressed herself in the following manner: "Unless they know the person, they have nothing else to go on. I've been doing a little bit of mental gymnastics with

seeing if I can tell what a person's major is by what they wear--I think that pretty soon I'll be able to hit it pretty closely. I judge people by their appearance; I know that I am judged by my appearance. Morally, I feel this is definitely wrong and I don't feel you should turn your judgment into an emotion. I think rather that you should make a judgment for the fun of it or to see if you're right or play with your mind. It's perhaps the shallowest thing you can do, and yet everyone does it. You can't help it; if anyone can help it, I'd like to meet them. It's obvious from the way people dress; you can tell people that probably have some pizzazz and people that are shy or conservative. I think it's fun--you have all these marvelous people walking around you and you might as well have fun looking at them."

Analysis of Comments Made by the Respondents
Relative to the Designs Shown

Table 4 lists the means of responses pertaining to physical descriptions which were given by the male respondents, female respondents, and the combined groups for all four designs. It can be seen that hypothesis 1(A) is supported in that the designs did evoke comments relative to the physical characteristics of the person who would wear the designs shown.

A Type I analysis of variance for repeated measures as described by Lindquist (1956) was performed on the data. The analysis, summarized in Table 5, indicates that there were

significant differences in the number of responses pertaining to physical descriptions evoked by the different designs confirming hypothesis 1(B). Table 5 also shows that there was a significant interaction between sex and design; thereby, confirming hypothesis 5 that there would be a difference between the male and female respondents in terms of the total number of comments voluntarily evoked by the designs. Hypothesis 4 was not confirmed.

TABLE 4

Means of Responses Pertaining to Physical Descriptions
Made by the Respondents for All Four Fashion Designs

	Design I	Design II	Design III	Design IV
Males	1.08	1.28	1.20	1.20
Females	1.56	1.52	1.36	.88
Total	1.32	1.40	1.28	1.04

TABLE 5

Summary of Analysis of Variance for Responses
Pertaining to Physical Descriptions

Source of Variation	df	SS	MS	F
1. Designs	3	3.60	1.20	8.57**
2. Designs X Sex	3	4.22	1.41	10.07**
3. Error (W)	594	84.68	.14	
4. Sex	1	.98	.98	2.39
5. Error (B)	198	81.00	.41	

** p. < .01

* p. < .05

The means of socioeconomic responses for male respondents, female respondents, and the combined groups are given in Table 6. The fact that socioeconomic responses were evoked by the designs supports hypothesis 2(A).

TABLE 6
Means of Socioeconomic Responses Made by the Respondents for All Four Fashion Designs

	Design I	Design II	Design III	Design IV
Males	.44	.68	.44	.40
Females	.44	.64	.32	.36
Total	.44	.66	.38	.38

Table 7 summarizes the analysis of variance for the responses judged by the experimenter to belong in the socioeconomic category. It was found that the designs differed significantly in the number of responses pertaining to socioeconomic comments evoked, thereby, confirming hypothesis 2(B). Table 7 shows also that there were no significant sex differences in the total number of socioeconomic comments evoked within a response category; therefore, hypothesis 4 was not confirmed. Furthermore, there was no interaction between sex and designs, thereby, failing to confirm hypothesis 5.

TABLE 7
 Summary of Analysis of Variance for
 Socioeconomic Responses

Source of Variation	df	SS	MS	F
1. Designs	3	2.65	.88	11.00**
2. Designs X Sex	3	.10	.03	.38
3. Error (W)	594	48.50	.08	
4. Sex	1	.12	.12	1.00
5. Error (B)	198	24.38	.12	

**p. < .01

* p. < .05

The means of responses pertaining to personality descriptions evoked by the four designs are given in Table 8. Based on the fact that both males and females did make comments regarding the personality of the person who would wear the illustrated designs, hypothesis 3(A) was confirmed.

The summary of analysis of variance for responses pertaining to personality descriptions is given in Table 9. Significant differences were found for the number of personality comments relative to the various garments thereby confirming hypothesis 3(B). Hypotheses 4 and 5 were rejected.

TABLE 8

Means of Responses Pertaining to Personality Descriptions
Made by the Respondents for All Four Fashion Designs

	Design I	Design II	Design III	Design IV
Males	1.36	1.00	1.72	1.56
Females	1.52	1.44	2.00	1.52
Total	1.44	1.22	1.86	1.54

TABLE 9

Summary of Analysis of Variance for Responses
Pertaining to Personality Descriptions

Source of Variation	df	SS	MS	F
1. Designs	3	10.61	3.54	14.75**
2. Designs X Sex	3	1.54	.51	2.13
3. Error (W)	594	143.10	.24	
4. Sex	1	2.20	2.20	1.88
5. Error (B)	198	232.50	1.17	

**p. < .01

* p. < .05

Table 10 represents a summary of analysis of variance of all other responses which could not be categorized by the experimenter as physical descriptions, socioeconomic

descriptions, or personality descriptions. A significant difference was found to exist in the number of other comments pertaining to the four designs. Significant sex differences in the total number of other comments were evident. Thus, hypothesis 4 was confirmed. It can be seen, also, in Table 10 that there was significant interaction between sex and designs, thus confirming hypothesis 5.

TABLE 10
Summary of Analysis of Variance for Other Responses

Source of Variation	df	SS	MS	F
1. Designs	3	7.88	2.63	12.52**
2. Designs X Sex	3	3.16	1.05	5.00**
3. Error (W)	594	126.46	.21	
4. Sex	1	6.48	6.48	16.20**
5. Error (B)	198	80.02	.40	

** p. < .01

* p. < .05

VI. SUMMARY

The purposes of this study were: (1) to ascertain whether structural lines and decorative details of four selected present-day women's dresses would be used by respondents as cues in the evaluation of physical characteristics, socioeconomic status, and personality traits of the individuals who would wear the garments; (2) to ascertain the observations or reactions most frequently made by respondents; and (3) to ascertain whether males and females respond differently in the number and categories of comments made.

Review of Related Literature

The review of related literature was concerned with symbolism attached to clothing, the influence of clothing on the formation of first impressions, and the influence of clothing on perception of socioeconomic status and personality traits.

Procedure of the Investigation

The respondents were twenty-five male and twenty-five female undergraduate students enrolled in the University of North Carolina at Greensboro. In a taped interview situation, the subjects were shown four selected sketches of present-day

women's clothing and asked by the experimenter to respond freely to the statement: "Please tell me all you can about the person you believe would wear the garment shown on this card." Each respondent completed a biographical data sheet which contained the following information: (1) class level, (2) age, and (3) extent of agreement or disagreement with the statement: "Most people make judgments of others from the clothing they wear and from their appearance."

The responses of the subjects were grouped by the experimenter into four categories: (1) comments pertaining to physical appearance of the person who would wear the garment, (2) comments pertaining to socioeconomic status of the wearer, (3) comments pertaining to personality traits of the wearer, and (4) all other comments not pertaining to the first three categories.

A Type I analysis of variance was performed on the data.

Findings and Conclusions

Based on the hypotheses, the following conclusions were drawn:

Hypothesis 1(A): Respondents will derive from the designs shown to them comments relative to the physical characteristics of the person who would wear the garment.

The mean total responses for all respondents was 1.26 comments pertaining to physical characteristics, thereby, confirming hypothesis 1(A).

Hypothesis 1(B): The various designs will differ in the number of responses pertaining to physical descriptions which they evoke.

Hypothesis 1(B) was confirmed based on the fact that there was a significant difference greater than the .01 level in the number of responses evoked by the four different designs.

Hypothesis 2(A): Respondents will derive from the designs shown to them comments relative to the socioeconomic status of the person who would wear the garment.

The mean total responses for all respondents was .47 comments pertaining to the socioeconomic status of the wearer, thus supporting hypothesis 2(A).

Hypothesis 2(B): The various designs will differ in the number of responses pertaining to socioeconomic descriptions which they evoke.

Differences in the number of comments evoked by the designs were significant at the .01 level; therefore, the hypothesis was confirmed.

Hypothesis 3(A): Respondents will derive from the designs shown to them comments relative to the personality traits of the person who would wear the garment.

The four designs evoked a mean total response of 1.52 comments pertaining to the personality traits of the wearer, thereby, confirming the hypothesis.

It should be noted that the fewest comments occurred in the socioeconomic category. The mean total of responses for the physical descriptions category and the personality traits category were very similar with slightly more comments pertaining to personality traits.

Hypothesis 3(B): The various designs will differ in the number of responses pertaining to personality traits descriptions which they evoke.

The hypothesis was confirmed based on the fact that a significant difference greater than the .01 level was found to exist among the number of responses evoked by the four different designs.

Hypothesis 4: There will be a difference between the male and female respondents in terms of the total number of comments evoked within a response category.

In the response categories of physical descriptions, socioeconomic status, and personality traits, there were no significant differences between the total number of responses made by the male respondents and the female respondents. The hypothesis was rejected for these three categories. A significant difference greater than the .01 level was found between the male and female respondents in the total number of "other" comments; therefore, hypothesis 4 was confirmed for this category.

Hypothesis 5: There will be a difference between the male and female respondents in terms of the total number of

comments evoked by the designs.

Hypothesis 5 was partially confirmed based on the fact that significant interaction between sex and design was found to occur in two of the four categories: (1) physical descriptions and (2) "other" comments.

Suggested Uses of the Study

It is hoped that the techniques and results of this study will be of value to researchers in home economics, psychology, and sociology who are concerned with the part clothing plays in the formation of impressions and evaluations of individuals.

It is suggested that this study be replicated with a panel of judges to categorize the comments of respondents.

Recommendations for Further Research

The following recommendations are made on the basis of this study:

1. Additional studies using the same type of stimuli designs with larger samples of respondents would confirm or disconfirm the results of this study.
2. Various methods of evoking comments, such as a check list, should be devised and the results compared with the oral ones obtained in this study.
3. The student's major or area of concentration should be recorded to ascertain whether there is any correlation

between major and the nature of the categories the student uses to describe others. For example, a student majoring in psychology may tend to describe an individual chiefly in terms of his personality while a sociology major may emphasize sociological characteristics of the perceived person.

4. The responses of additional samples of respondents should be compared to determine whether such factors as socioeconomic class, educational level, or age influence the number of statements and types of descriptive terms used.

5. Additional forms of stimuli might be tested and evaluated. Other stimulus suggestions would include the use of live models or photographs.

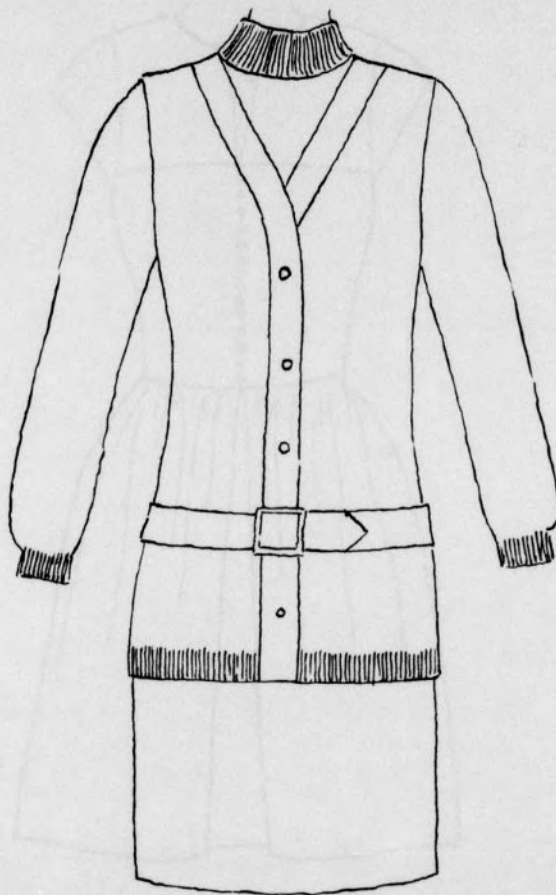
6. Additional research might help to ascertain the specific factors or features of an individual's appearance and/or clothing that influence the impressions formed of an individual.

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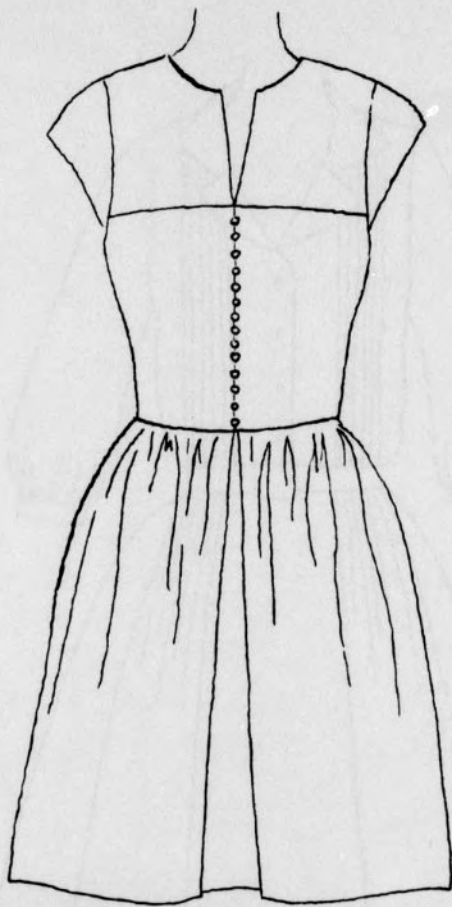
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APPENDIX A



Design 1



Design II

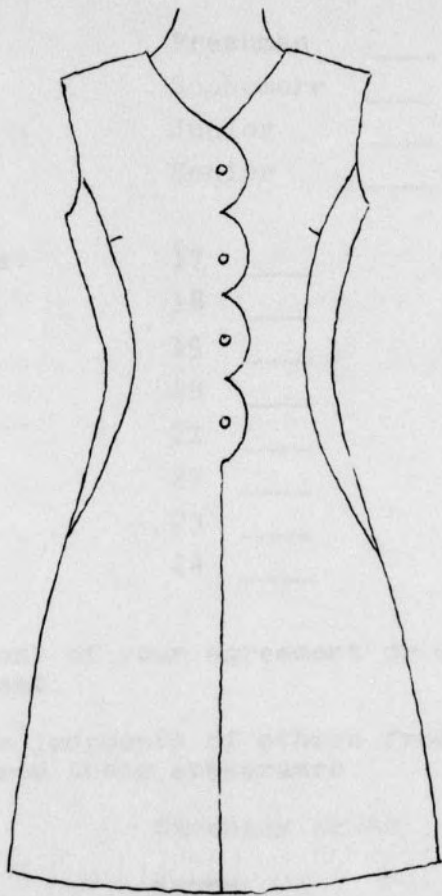


Design III

APPENDIX B

BIOGRAPHICAL DATA SHEET

Please check your class level:



Please state your age:

Please check the status of your present employment with the following statement:

Most people make several changes in their employment during their life span.

Design IV

APPENDIX B
BIOGRAPHICAL DATA SHEET

Please check your class level:

Freshman _____
Sophomore _____
Junior _____
Senior _____

Please check your age:

17 _____
18 _____
19 _____
20 _____
21 _____
22 _____
23 _____
24 _____

Please check the extent of your agreement or disagreement with the following statement:

Most people make judgments of others from the clothing they wear and from their appearance.

Strongly agree _____
Agree _____
Undecided _____
Disagree _____
Strongly disagree _____

APPENDIX C
TELEPHONE CONVERSATION

Hello _____,

This is Joyce Baldwin speaking; I am a graduate student in Home Economics, completing my thesis this summer.

Would you consent to participate as a respondent in the study I am conducting? This will involve a tape-recorded interview approximately one-half hour in length. Of course all information will be strictly confidential; your name will appear neither on the data sheet or in the completed study. I will be happy to play the tape back for you. Would you agree to participate?

The one requirement for respondents is that they be at least 17 years old but under 25. Do you classify in that respect?

Would you like to suggest an hour, perhaps between classes or whenever is most convenient for you, when we can meet? In the interest of keeping conditions as nearly alike as possible, it would be best if we could meet in either your dormitory or in Elliott Hall.

APPENDIX D

INTERVIEW CONVERSATION

I am going to show you four pictures to which you should respond freely. After you have looked at the pictures, there is a brief data sheet to be filled out. Do you have any questions which you would like to ask at this time?

I will show you some designs of current fashions for women. Will you please tell me all you can about the girl or woman you believe would wear the garment illustrated?

(Repeat last sentence before showing each card.)