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The Affect of an Individual's Membership Segment on Attitude Orientation, Values, and Political Participation

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THE AFFECT OF AN INDIVIDUAL'S MEMBERSHIP SEGMENT ON ATTITUDE
ORIENTATION, VALUES, AND POLITICAL PARTICIPATION

by

James H. Larson

Ph.B. in Social Sciences, University of North Dakota 1966

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in partial fulfillment of the requirements

for the Degree of

Master of Science

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1968

This Thesis submitted by James H. Larson in partial fulfillment of the requirements for the Degree of Master of Science from the University of North Dakota is hereby approved by the Faculty Advisory Committee under whom the work has been done.

Chairman

Dean of the Graduate School

Permission

 THE AFFECT OF AN INDIVIDUAL'S MEMBERSHIP SEGMENT ON ATTITUDE
Title ORIENTATION, VALUES, AND POLITICAL PARTICIPATION

Department Sociology

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ABSTRACT

The purpose of this study is to discover the effect of a voluntary association on the individual's political behavior, attitudes, and values. If the process of internalizing norms, attitudes and values of the association does occur, it should occur in relation to the various types of psychological membership segments of the relationship-space model. In addition, the purpose of the study is to relate the membership segments of the r-space model to reference group theory.

The voluntary associations of Grand Forks, listed with the Chamber of Commerce, were grouped according to the classification scheme of Gordon and Babchuk: degree of accessibility; status conferring capacity; and the function of the association. This scheme must be modified by subjective determination of the values and orientation of the associations. From this cluster of associations, four voluntary associations were selected for study. The entire membership of the voluntary association received a mailed questionnaire.

The hypothesis that the membership segments are significantly related to the attitude orientation, values, and political behavior received some support. In addition, membership segments appear to function as reference groups to some degree and this received slight support from the data collected. In conclusion, a voluntary association can be represented by the r-space model. Membership in a voluntary association can be formal and psychological which indicates the

presence of membership segments. Voluntary associations affect individual behavior, but the degree is dependent to some slight extent on the membership segment of the individual.

INTRODUCTION

Ludwig Gumpolwicz, a sociological conflict theorist, viewed individual thinking as a product of the influences to which he has been subject from childhood.

The individual is like a prism that receives rays of influence from the surrounding social world and transmits them according to fixed laws. In his actions in the aggregate or the group, the individual has a sheep-like character.¹

Today, sociologists would agree that the social individual reflects the socialization process that has internalized the norms of his or her primary group. However, as the individual moves from the realm of the primary group into the realm of contact, active participation, and relationships which are influenced by secondary group life, he experiences a reorientation which is the result of total group forces acting on him. These forces may be similar to or contrast with the other forces in his general environment, personality, and sub-culture.

Research in this area is rather slight. It is possible to find many published materials which deal with the influence of the group upon the members; however, there are few sources which differentiate between the individuals within the group and how the group influences each individual in response to the stimulus of the group. Jay M. Jackson is one of the few researchers who has published a conceptualization of the

¹Don Martindale, The Nature and Types of Sociological Theory (Cambridge, Mass.: The Riverside Press, 1960), p. 182.

person-group relationship.² His relationship-space (r-space model) concept has specified the conceptual dimensions employed in the social structure of a group, and has made it possible to order situations analytically or experimentally along the lines of the membership structure of the group. Thus, there has been created a logical construct which enables the researcher to apply the theoretical framework of group dynamics to empirical situations in order to ascertain the true significance of the social structure of the group in the "real world."

The r-space model is divided into nine types of "group memberships" and the individual can be located in one of the nine segments by means of knowledge of the individual's attraction to the group and the acceptance by the group of the individual. It provides an instrument for the measurement of group influence upon the different types of psychological members. Among the research that has been done on group influence, the relationship between political participation and voluntary association membership has received some, but not extensive attention in the past twenty years. Studies conducted in the early 1950's found that members, whether active or passive, of voluntary associations were more likely to vote than were non-members. During this period they were finding further evidence that voluntary associations are extensions of the primary group in the socialization process which determines the political behavior of the individual and the level of political participation that would be exhibited by the individual.³

²Jay M. Jackson, "A Space for Conceptualizing Person-Group Relationships, Human Relations, XII (Spring, 1959), 3-14.

³Political behavior is the behavior which affects or is intended to affect the decisional outcomes of government. Lester W. Milbrath, Political Participation (Chicago, Ill.: Rand McNally, 1965), p. 3.

Conclusions were drawn from the theory that the normative structure and the attitudinal orientation and values of the association were important factors in the political socialization of the individual. The earlier studies have been supported by later studies; however, little has been done in differentiating the types of voluntary associations to find out the effect of the particular type of association on the individual political behavior.

It is possible to hypothesize that the attitudinal orientation, values, and the personality of the individual can be modified by psychological membership in a secondary group. It is the purpose of this thesis to discover the effect of a voluntary association on the individual's political behavior, attitudinal orientation, and values. If the socialization process of internalizing the norms, attitudes, and values of the association does occur, it should occur in relation to the various types of psychological membership. Therefore, the purpose of this paper is to find out if there is a difference between the different membership segments of the r-space model in terms of political behavior and attitude orientation-values.

CHAPTER I

CONCEPTUAL APPROACH TO GROUP MEMBERSHIP

Group Process of Attraction and Acceptance

Some conceptual clarification of group membership is necessary before examination of the attraction and acceptance processes of groups. Jay M. Jackson's differentiation of formal and psychological membership will be utilized for the clarification purposes. A person is formally a member of a group if his name appears on the legal roster of members; however, the fact of formal membership in itself tells nothing about the person's commitment to the values and goals of the group nor the strength of the expectations in the group about the person's attitudes or behavior. Two minimal conditions tend to be required if a person is to have psychological membership: (1) he must be sufficiently attracted to membership to want to belong to the group more than he wants not to belong to it; (2) the group must assign a member's role to the person, to some degree at least.⁴ Attraction is defined as the resultant of forces acting on a member to remain a member of a group rather than leave the group. Acceptance is defined as the degree to which there exists role prescriptions in a group regarding an individual's behavior or a person's belongingness and ascription to a person the ability to contribute to the group.⁵

⁴Jackson, "Person-Group Relations," p. 3.

⁵Ibid., p. 4.

According to Kurt Lewin, "the phase space is a system of coordinates, each corresponding to different amounts of intensities of one property."⁶ This does not represent all the forces in the social field, but instead allows the researcher to represent them in graphs or equations, the quantitative representation of the social situation, without having to explain the other mediating or conditioning factors in the total field. Thus, the researcher can use the concepts of attraction and acceptance to describe certain characteristics of a large number of complex phenomena including psychological membership or non-membership, caste relationships, marginality, rebellion, and psychological war category.

The r-space model treats the concepts of attraction and acceptance as orthogonal dimensions, implying that every point in space is theoretically conceivable. Attraction and acceptance are treated in this model as variables that can assume positive, zero, and negative values on a continuum from high to low values. Attraction is positive when forces to remain or or move towards a group are greater than forces to leave or move away from the group. When the former forces are exactly counterbalanced by the latter, attraction is zero. Negative attraction results from a situation where forces to leave the group or move away from the group are greater than the forces to stay or move toward the group. When role prescriptions in a group define a person's membership behavior, the person has positive acceptance in the group. If the members of a group fail to prescribe role behavior to a person in terms of conformity to group norms or contribution to

⁶Kurt Lewin, Field Theory in Social Science (New York: Harper and Bros., 1951), p. 31.

the group, then his acceptance is zero. If, when a person starts to move toward the group, restraining forces arise to oppose his entry into the group, the person's acceptance is negative.⁷

Utilizing attraction and acceptance dimensions, the r-space model can be divided arbitrarily into nine segments of group membership. The conditions of positive attraction and acceptance denote "psychological membership." However, within the segment there are varying person-group relationships and as attraction and acceptance become less positive the relationship changes into "psychological non-membership." This is characterized by non-acceptance of a member by the group and the person's attraction to the group is zero. Thus a person could be a formal member of the group, but psychologically he might not belong to the group.

When attraction to the group is positive and acceptance is zero, the relationship to the group is called "preference group membership."⁸ The individual perceives the group capable of fulfilling directly or indirectly, some of his needs and he would prefer to belong to the group, but he is not a member.

Marginal group membership is one of high acceptance and low attraction to the group. The members of the group accept the individual as a member, but because he has little or no attraction to the group, he does not take the role of member.

Where a person is motivated to become a member, but the restraining forces arise to deny him membership, a caste 1 relationship is

⁷Jackson, "Person-Group Relations," p. 4.

⁸An example of this relationship would be a replacement in a combat unit in the time of war.

established⁹ in that the person would have high attraction and negative value of acceptance. A caste II relationship is one that exhibits the characteristics of a caste I relationship except that the individual does not have high attraction to the group.¹⁰

The three remaining membership categories are the rebellion, crank, and war relationships. The rebel is a person who is accepted by the group; however the resulting attraction forces are such that they drive the individual away from the group. The rebel is expected to conform to the norms of the group whereas the crank does not take the role expectations seriously. The difference between the rebel and the crank is that the rebel is punished for deviation while the crank is considered a nuisance. The rebel has high acceptance by the group, but the crank has none. A war relationship is produced when a person is negatively accepted and attracted by the group in a situation where groups are trying to incorporate all the persons in a particular area into their orbit of power.

Jackson and Saltzstein used the r-space model in studying conformity process in groups.¹¹ It had been previously established by Festinger, Thibant, Schachter, and others that forces to conform were derived from pressures toward uniformity in a problem solving group.

⁹An example of this relationship would be the Bantu of the Union of South Africa which feel attracted to a group, but acceptance is denied by law.

¹⁰An example of this relationship is reflected in the Negro in the United States in his relationship to separate but equal facilities of the Southern White.

¹¹Jay M. Jackson and Herbert D. Saltzstein, "The Effects of Person-Group Relations on the Conformity Process," Journal of Abnormal and Social Psychology, LVII (January, 1958), pp. 17-24.

These forces, generated by a process called "group locomotion," are induced upon all persons who belong to the group and especially upon any deviant who may be blocking the group's progress toward its goal. The more attractive a group is for a member the stronger are the forces from this source acting upon him to conform.¹² Jackson and Saltzstein were interested in verifying the theoretical assumption about social reality forces and group locomotion utilizing the r-space model. They utilized two types of settings--the modal and normative. A normative situation is one in which group members are interdependently working towards a common goal, and consensus, therefore, takes on a prescriptive or normative value for the members. A modal situation is one in which either there is no common goal, or the task is not relevant to group achievement.¹³ Jackson and Saltzstein found that conformity is greater in the normative as compared to the modal condition for both members. Marginal members conform more in the modal condition than do marginals in the normative situation. In relation to the group locomotion, they found that when the group is interdependent with respect to a common goal, marginals apparently consider others who they accept as members to be more appropriate targets of communication than those whom they do not accept. There was no noticeable difference in

¹²Leon Festinger, "Informal Social Communication," Psychological Review, LVII (January, 1950), pp. 271-282. Leon Festinger and J. Thibaut, "Interpersonal Communication in Small Groups," Journal of Abnormal and Social Psychology, XLVI (March, 1951), pp. 92-99. S. Schachter, "Deviation, Rejection, and Communication," Journal of Abnormal and Social Psychology, XLVI (March, 1951), pp. 190-207.

¹³Jay M. Jackson and Herbert D. Saltzstein, "Conformity Process," p. 23.

the conformity levels of the preference membership segments in both the normative and modal conditions. Contrasting the preference membership segments and non-members with the members and marginals in modal conditions produced a significant difference in the conformity behavior. They also found that persons in the non-acceptance conditions clearly estimated their ability to be less than do those in the high acceptance conditions. In summary, the highly accepted and highly attracted persons behave as expected (high degree of conformity), but the non-accepted and low attracted to the group conform more than the persons slightly more attracted to the group.

Kiesler in a study of group attraction and conformity found that: (1) attraction to the group varies directly with the level of acceptance of the individual by the group; the less he is accepted by the group, the less he is attracted to it, (2) people who are negatively attracted to the group should not conform, but it seems that low attraction to the group enables them to continue in the group, (3) the relationship between attraction to the group and conformity to the group's norms is curvilinear; as the attraction increases conformity increases up to a leveling point and proceeds to decrease. He also found that individual conformity depends upon the amount of information he has in possession; the less information the more he conforms.¹⁴ These findings would tentatively indicate that if an individual in a group has limited or no information about an issue or candidate, he is likely to conform to the political norms of the group.

¹⁴Charles A. Kiesler, "Attraction to the Group and Conformity to Group Norms," Journal of Personality, XXXI (December, 1963), pp. 559-569.

Dittes indicates that the strength of need in the individual and the level of gratification available in the group were determinants of the attractiveness of a group and thus the influence of the group upon the individual.¹⁵

Festinger suggests that a member's attraction to the group will have positive influence upon his tendencies to communicate with other members, to conform to group demands for opinion change, and to reject non-conformers. Balance theory has derived similar propositions (Cartwright and Harary, 1956; Newcomb, 1953, 1959).

In the process of seeking balance and avoiding imbalance, individuals who are positively oriented toward the group will tend to be attracted to each other; and, alternatively members attracted to each other will tend to develop similar orientations toward relevant objects (such as the group). Basically, the processes implied by these models involve a number of interrelated variables which, in concert, lead to uniformity; attraction to the group, interaction-communication, and the tendency to send and receive influence or pressure.¹⁶

Activity also appears to be a major dimension which is related to uniformity within groups. March, 1954, found that the more active members of an organization will tend to exhibit a higher degree of conformity to group norms than will less active members. Tannenbaum and Kahm, in 1958, in a study of four local unions, found that union actives were more uniform than inactives in certain of their relevant views and behaviors. Festinger applied the above relationships in a study of the League of Women Voters and found that active members are more likely

¹⁵J. E. Dittes, "Attraction of the Group as A Function of Self Esteem and Acceptance by the Group," Journal of Abnormal and Social Psychology, LIV (July, 1959), pp. 77-82.

¹⁶Paven H. Bertramm, "Social Influences on Opinion and Communication of Related Content," Journal of Abnormal and Social Psychology, LVIII (December, 1959), pp. 119-128.

than inactive members to be high in attraction to the group or to have potency of involvement, exercise influence, exert pressures and have pressures exert over them, to communicate and to be communicated to. All of these relationships were significant beyond the .01 level of significance.¹⁷

An interesting observation can be made from this study that the person's opinions may remain private, insofar as his group is concerned, there will be pressures to change toward the group, and these will be accelerated if he must communicate content that is related to the opinions. Thus the more the individual must communicate regarding the object of opinion, the greater will be the pressure to change his opinion toward the group norm.

Hagstrom and Selvin state that the two underlying dimensions of cohesiveness are: (1) social satisfaction or instrumental attractiveness of the group or the opportunity to meet and make friends, (2) sociometric cohesion or intrinsic attractiveness--the degree to which members are attracted by the values internal to the group. This is contrasted with J. S. Cloyd's view that the voluntary association or small group has some institutional characteristics. These characteristics are: (1) that it is recognized as a distinctive context for social behavior, (2) valued for its own sake and integrated with the values of other important institutions, (3) and the fact that its values give rise to norms that assign meanings to the behavior of groups and to behavior within the group.¹⁸

¹⁷Arnold S. Tannenbaum and Jerald G. Backman, "Attitude Uniformity and Role in a Voluntary Organization," Human Relations, XIX (August, 1966), pp. 309-322.

¹⁸Ibid., p. 310.

CHAPTER II

THE INFLUENCE OF VOLUNTARY ASSOCIATIONS ON THE MEMBER

Verba states that the processes of political socialization takes place within the face-to-face group where the norms and values associated with the political system are transmitted downward to the individual members of that system.¹⁹ A basis proposition in this orientation is that human beings derive their norms from the groups with which they identify, not simply from the groups to which they are exposed or of which they are a member. Individuals learn the appropriate norms of conduct from the groups which they feel are significant to them. Numerous small group studies document the influence of the group on the individual and verify the proposition that when group opinion is revealed to the individual, he will usually change his views to conform more closely to that of the group. Using this as a preface, we now turn to the voluntary association and its effect on its members.²⁰

As the United States is becoming a relatively urbanized nation, the voluntary association appears as an important part in the lives of many persons. The actual per cent of individuals over sixteen years belonging to associations was 57 per cent in 1962, with 14 per cent

¹⁹Sidney Verba, Small Groups and Political Behavior (Princeton, New Jersey: Prentice-Hall, 1961), p. 14.

²⁰A voluntary association is a group of persons relatively freely organized to pursue mutual and personal interests or to achieve common goals usually non-profit in nature.

belonging to trade unions, 4 per cent in business, 4 per cent in professional, 3 per cent in farm, 13 per cent in social, 3 per cent in charitable, 19 per cent in religious, 11 per cent in civic-political, 6 per cent in cooperative, 6 per cent in veterans, 13 per cent in fraternal, and 6 per cent in other associations.²¹ The typical member can be characterized as one who: (1) attends about 1.02 times per month, (2) has been a member for ten years approximately, (3) is male (actually 75 per cent are men who average 2.1 memberships as compared to 56 per cent women who average 1.4 memberships), (4) women attend meetings more frequently than men, and have the highest per cent of membership in religious voluntary associations and the lowest percentage in labor associations as compared to men where the highest percentage is in fraternal associations and the lowest in the mutual benefit associations, (5) increases participation with an increase in education. Active participants are characterized by non-manual occupations, married without any children, and own their homes. The non-affiliated individual is characterized as Catholic, lower social class, manual worker, with an elementary education.²²

The function of the voluntary association has been noted as a mediating organization which stands between the isolated individual and the massive power of the state. This plural organization of society is a precondition for individual choice and freedom by mobilizing the

²¹Gabriel Almond and Sidney Verba, The Civic Culture (Princeton, New Jersey: Princeton University Press, 1963), p. 18. They utilized a national sample (NORC) which asked if any member of the family belonged to a voluntary association.

²²J. C. Scott, "Membership and Participation in Voluntary Associations," American Sociological Review, XXII (June, 1957), pp. 315-26.

the population in such a way to limit the administrative state.

The associations range from the B'nai Brith or the C.Y.O. to the garden and 4-H clubs, from the industrial association and labor union to the philatelist or madrigal society. They are ongoing organizations, based on the routine of everyday life, which represent an area of autonomous social value, and can represent that value in political terms if necessary. Therefore, we shall call such voluntary form associations "parapolitical," though not specifically orientated to politics in their major activities, they may become overtly political.²³

This parapolitical structure of a society allows for the translation of norms, commitments, and interests into political behavior. For the individual citizen, political information, influence, and identification require such a sub-set of organizations in which he may participate. His participation, in turn, allows him to be represented at the crux of decision making. Thus the parapolitical organizations are a precondition for the translation of individual "attitude" into social action. Though these organizational structures, everyday life may derive a wide range of activities, important sources in the role the individual plays in the world of work, the necessities of the household, and the consequences of ascribed ethnic identity. Each has salience for specific sub-populations, and each is the basis for strong groups, since out of the interdependence entailed in such associations come group communication, norms, and constraint. They in turn allow a dependable structure for mobilizing political opinion and action.²⁴

A number of studies in the early 1950's made an attempt to ascertain the influence of voluntary associations upon members. Howard

²³Ibid., p. 316.

²⁴Scott Greer and Peter Orleans, "Mass Society and the Parapolitical Structure," American Sociological Review, XXVII (October, 1962), pp. 634-46.

Freeman and Morris Shorvel found that the continuous and intimate nature of the social interaction within the association make them an effective determinant of the individual political behavior. In some instances, associations exert positive influence, i.e., they influence the electorate, be it made up of members and/or non-members, to follow policies advocated by the association. In other instances, associations exert negative influence, i.e., they influence the electorate, be it made up of members or non-members to follow a path contrary to that advanced by the association.

They found of the 13 associations listed, eight had positive scores revealing a positive influence and five associations had negative influence scores.²⁵ It is interesting to note that the influence of a group in the political sphere is not dependent upon the specific "interest complex" for which it may have been organized. When the 13 associations were ranked on a basis of the evaluation of their members only, all 13 associations scored on the positive end of the influence continuum. This suggests that regardless of the particular interests manifested in the association, its members are likely to follow its lead when seeking direction in a political contest. This may reflect the influence exerted by the association upon the individuals once they have joined and/or become a reflection of the manner in which associations attract to themselves individuals with like political orientation. This latter reason would support the thesis that individuals join groups that are like themselves as opposed to the thesis

²⁵Howard E. Freeman, and Morris Shorvel, "Differential Political Influence of Voluntary Associations," Public Opinion Quarterly, XV (No. 4, 1951), pp. 703-814.

that individuals join groups in order to facilitate their goals and find themselves changing to fit the group normative structure.

Campbell in the American Voter states that a group is a psychological reality that exerts greater or lesser attractive force upon its members. There is a great deal of variation in the psychological membership and a measure of group identification will indicate the (cohesiveness (attraction) or "we feeling" that an individual senses with regard to his membership group. Campbell found support for the hypothesis that the higher the identification (attraction) of the individual with the group, the higher the probability that he will think and behave in ways that distinguish members of his group from non-members. He took all members of groups that voted distinctly Democratic and found that the least identified one-third voted 43 per cent, a figure not very different from the vote proportion in the population as a whole. Medium identifiers voted 56 per cent Democratic and those most highly identified with these groups voted 69 per cent Democratic.²⁶ It is also proposed that a change in one factor can lead to a change in other factors under certain conditions. An increase in identification of a group member is likely to increase the range of group goals to which he subscribes and the value which he places on their attainment. Hence we would expect an increase in the perceived relevance of politics to the group and more attentiveness to communication which defines standards. It is only because both relevance and clarity of standard have independent sources of variation apart from

²⁶Angus Campbell; et al., The American Voter (New York, New York: John Wiley and Sons, 1964), p. 168.

identification that they need be introduced at all. It is possible that a change in the relevance of politics for a group can in turn lead to change in member identification, but we have assumed this is a relatively unusual circumstance, and have treated identification more completely as an independent variable. The author concludes by saying that identification would account for little short term variation in group vote. It is a fairly stable attribute of an individual, and its net change in an aggregate should be slow indeed.²⁷

Philip Converse and Angus Campbell found that the relationship between union identification and presidential vote for union members reflected little systematic variation in the behavior of the weakly identified in the internationals of differing standards. It was among the highly identified that the character of group standards which are disseminated effects behavior.²⁸ The relationship of union identification and presidential vote for union members, by the strength of standards is represented in Table 1.

The individual who has membership in a voluntary association is more likely to be more politically active, in voting for example, after having taken part in voluntary association activities than before.²⁹ This gives initial support to the earlier relationship that Festinger found between group activity and attraction to the group.

²⁷Philip Converse, *Group Influence in Voting*, unpublished dissertation.

²⁸Philip Converse and Angus Campbell, *Group Dynamics*, ed. by D. Cartwright and A. Zander (New York: New York, 1959), pp. 290-310.

²⁹Arthur P. Jacoby, "Voter Turnout and Instrumental Association Member," unpublished paper.

TABLE 1

THE RELATIONSHIP OF UNION MEMBERSHIP AND PRESIDENTIAL VOTE
FOR UNION MEMBERS BY STRENGTH OF GROUP STANDARDS

Union Identification	Standard			Weak Rep.	Total N
	Strong Dem.	Weak Dem.	None		
High	81%	66%	59%	43%	(121)
	(21)	(56)	(37)	(14)	
Low	50%	42%	41%	45%	
	(18)	(50)	(32)	(11)	(111)
Number of cases	(39)	(106)	(69)	(25)	(239)
T_b Identification x vote	+ .33	+ .25	+ .18	- .02	

Notes:

The entry in each cell indicates the percentage voting Democratic of the two party vote for the president in the 1956 election for the designated group. Number of cases involved in each proportion are indicated in parentheses below each entry. Rank order correlation coefficients (tau-beta) between union identification and vote have been calculated for each category of political standard, and are entered in the bottom row. Source: D. Cartwright and A. Zander, Group Dynamics (New York, 1959), p. 309.

Jacoby has differentiated between the instrumental and expressive association and found that there is a statistically significant difference (P .01) between the instrumental and expressive members. Members of instrumental associations vote significantly more often than expressive association members. He also stated that the instrumental members who do not vote are much more likely to have been

unable to vote rather than unwilling to vote.³⁰

Hausknecht, in his study of American voluntary associations, revealed that 35 per cent of the Democrats and 46 per cent of the Republicans are members of voluntary associations, but only 32 per cent of the Independents and 12 per cent of the "don't knows (party identification)" are members. This finding would tentatively indicate that there is a greater sense of efficacy for the individuals who identify with the Republicans contrasted with the lower efficacy of the Democrats who seem less concerned with the status quo.³¹

Maccoby established that participation in one voluntary association is related to political activity in both its static and dynamic dimensions: participants were more likely to be voters than were non-participants, they were more likely to remain voters, and they were more likely to become voters if they had been non-voters. In the association studied, the same pattern of differential political activity generally distinguished service participants from financial participants, and the more active from the less active. Evidence from the study supports the plausibility of the following explanation for this pattern: (1) because the objective of the association was community action, the persons attracted to it were fundamentally predisposed to participate in activities, (2) participants were in contact with highly concentrated groups of politically predisposed and politically active persons both within the particular association, and more especially within other organizations to which they belonged,

³⁰Ibid.

³¹Hausknecht, The Joiners

(3) these contacts with voters tended to activate or reinforce those latent predispositions of participants which were favorable to political involvement, (4) this same process affected non-participants proportionately less because they were both less predisposed to political involvement and in less contact with politically active persons.³² Thus it appears that some associations appear to be able to positively influence non-members as well as members. For other associations, positive influence is confined to their membership. Business, political, and veterans associations appear to exert the widest influence (positive), while labor and church associations exert the narrowest (neutral) influence.³³

Most of the studies that have been sighted have attempted to relate voting and membership in voluntary associations. They are primarily concerned with finding out whether a member of a voluntary association will vote significantly different than a non-member. All studies verify the relationship.

Ronald Freeman and Morris Arelrod report that the higher the level of formal group participation claimed by Detroit residents, the more likely they were to state that they had voted in national, state, and local elections. Also the more active persons in organizations are the same individuals that discuss politics, register to vote, contact public officials and take part in political campaigns at a relatively higher rate.³⁴

³²Herbert Maccoby, "The Differential Political Activity of Participants in Voluntary Associations," American Sociological Review, XXIII (May, 1958), pp. 524-32.

³³Ibid.

³⁴Ronald Freeman and Morris Arelrod, "Who Belongs to What in a Great Metropolis," Adult Leadership, II (November, 1952), pp. 6-9.

A study of Pittsfield, Massachusetts revealed that the level or degree of voting participation constitutes but one manifest indication of the degree to which an individual is both psychologically and behaviorally involved in the political process of his community. The results of the 1952 election study in Pittsfield indicate a positive correlation between the amount of voting participation and the amount of: (1) voluntary group membership, (2) exposure to political communication, (3) acquired political information. They also established that persons indicating membership in some kinds of voluntary associations were more likely to state that they voted regularly than non-members, and that those indicating membership in some kinds of voluntary associations were more likely to make this claim than were others.³⁵

Robert Agger and Vincent Ostrom found that the inhabitants of a rural Oregon community differed in the extent of membership in associations which was found to be related to the differences in the kind of political involvement. They were able to classify the inhabitants into four categories: advisors, talkers, listeners, and workers. In the advisors' category, all of them belonged to at least two associations in the community with most of them belonging to at least six associations. They were most frequently voters in both school and city elections. Talkers had a relatively high rate of voting and belonged to associations although less extensively than the advisors. They contacted officials of the school and city and constituted the largest single aggregate of political participants. The listeners

³⁵Philip K. Hastings, "The Non-Voter in 1952, A Study of Pittsfield, Mass.," Journal of Psychology, XXXVII (Fall, 1954), 301-12.

associated with the school personnel more than any other group except the advisors, and fewer voted in the school elections, but their local government votes equaled the talkers. Fewer listeners and talkers were members of associations with almost one-quarter of the listeners reporting no association membership. The workers had the lowest rate of voting and membership in associations.³⁶ It is interesting to note the similarities between the above categories and the r-space model's membership segments.

A study of voters and non-voters provide the rationale for the explanation of the above studies that the non-voter is perhaps not even willing to think for himself as far as political issues are concerned. If he is not willing to think, he possibly views those with prestige in his community as politically knowledgeable people with whom to identify himself and follow in voting. The non-voter would tend to be a self-oriented rather than environment-centered individual whose interest would focus primarily upon the political issues of most immediate and practical concern to him. The politically active respondents prove to be more concerned with foreign affairs while the non-voter was more concerned with taxation and the cost of living.³⁷ This is the anti-thesis of the political efficacy theory which states that the greater the vested interest of the individual in his community the more active he will become in order to protect his investment. However, if interest

³⁶Robert E. Agger and Vincent Ostrom, "The Political Structure of a Small Community," XX, American Sociological Review, (Spring, 1956), pp. 81-89.

³⁷Philip K. Hastings, "Voter and Non-Voter," American Journal of Sociology, LXII (November, 1956), pp. 302-07.

in foreign affairs can be interpreted as protection of vested interest, then the theory would coincide with the above explanation.

What effect does location of the voluntary association have upon the individual political participation? Zimmer and Hawley established a relationship between voluntary associations and political participation; however they found that there was a significant difference between the individuals who lived in the central city and the fringe areas. The study of Greer and Orleans verified these findings in their study of the "Mass Society and the Parapolitical Structure." Hawley and Zimmer were able to divide the inhabitants into three categories: community actors, neighbors, and isolates. The study reveals that a larger proportion of the suburban residents than the city residents have a higher level of political involvement in the national level. The residents of suburban areas are more apt to rely on other people for political information and are not only involved in political affairs, but are also involved at a higher level of competence.³⁸

There has been some research done in the area of association size and most of the findings reflect a significant negative relationship between size and member participation. Indik found that in larger organizations there are more potential and necessary communication linkages among members and that adequate communication among members is therefore likely to be achieved. When less than adequate communication is affected, the member becomes disinterested and the attraction for the group declines and participation declines.³⁹ Tannenbaum in his study states that the

³⁸Scott Greer and Peter Orleans, "Parapolitical Structure," p. 311.

³⁹Bernard P. Indik, "Organization Size and Participation," Human Relations, XVIII (November, 1965), pp. 339-50.

reaction of the member of a voluntary association tends to correlate more highly with the logarithmic size of the group than with the linear size. When the group is small, adding to its size by a given amount may have the effect of adding significantly to the stimuli bearing on each member. but for larger groups, the effective environment for many members is fairly constant though the size of the group may increase markedly.⁴⁰

The findings of the local studies of American communities seem to be validated by a cross-national study by Almond and Verba. They found that there is considerable evidence that organizational membership is associated with political participation and involvement. The cross-national survey whose results are reported in The Civic Culture found that in all five nations studied, the association member is more likely to be politically active, to be more informed about politics, to be involved and care about political affairs, to believe himself to be a competent citizen, and to express support for democratic norms. The type of organization to which an individual belongs, the number to which he belongs, and the extent of his activities within the group (association) are all related to his political activity and involvement. Members of organizations that are somewhat involved in politics, members of more than one organization, and active members tend to be more politically involved. The most important finding is that any membership-- even if the member is passive or if the organization has no political content--is associated with higher levels of political involvement and activity.⁴¹

⁴⁰A. S. Tannenbaum, "Reaction of Members of Voluntary Groups: A Logarithmic Function of the Size of a Group," Psychological Report, X (January, 1962), pp. 113-14.

⁴¹Gabriel Almond and Sidney Verba, The Civic Culture, p. 34.

CHAPTER III

DERIVATION OF PROPOSITIONS AND TRANSLATION INTO HYPOTHESIS

In this study, we are interested in finding out what effect the person-group relationship will have on the individual attitude orientation, values, and political behavior. The person-group relationships are represented by the different membership segments of the r-space model. The membership segment associated with the individual is determined by the individual's attraction to the group and acceptance by the group. Thus the r-space model makes it possible to place an individual in one of the nine membership segments, which collectively represent the group.

In the review of the literature, attraction was defined as the resultant of forces acting on a member to remain a member of the group rather than leave the group. Acceptance was defined as the degree to which there exist role prescriptions in a group regarding an individual's behavior or a person's belongingness and ascription to a person the ability to contribute to the group. It has been established that association members are: (1) more politically active, (2) may accept or reject the influence of the association, (3) unique in their voting behavior, (4) more active politically than those who are not active, (5) indirectly effected by greater exposure to political communication and acquired information, (6) vary in political participation level in association with the type of voluntary association, (7) differentiated

by the degree of attraction and acceptance, (8) differ in membership composition in the instrumental and expressive association. Therefore, we are interested in exploring the relationship between membership segment and conformity to normative standards of the association. A few questions must be raised in order to clarify the orientation of this thesis. Does the individual who reflects a high degree of attraction and acceptance represent to a high degree the norms of the association and manifest these norms in his interaction with the members of the association and social environment? Or do the expectations the individual brings into the group closely represent the expectations or normative structure of the group? In other words, is the individual attracted to the group because his attitudes and values are similar to that of the group? These questions provide the underlying phenomena for this study; however we are interested in establishing that each membership segment differs from the others in attitude orientation, values, and political behavior.

This type of research can be properly called exploratory as compared to explanatory, as we are interested in finding the existence of a certain relationship and not the explanation of the association. Hans Zetterberg terms this type of research, ordinary propositional (low level significance) as compared to the theoretical propositional (yields a very significant contribution). In this respect, the theory of group conformity does not yield itself to the axiomatic model. The substantive domain is concerned with the normative structure and conformity, membership and membership segments that make up the group. The basic premise of the axiomatic model is that the assertions of the relationships between the variables of the system are chosen on the basis of existing

empirical knowledge or some justifiable deductive process. In this research, we cannot validly claim to use the axiomatic model because of the exploratory nature of the research.

One very plausible explanation for the expectation that the different membership segments of the r-space model will be related to the attitude orientation, values and political behavior can be found in reference-group theory. A person's reference group are those groups to which he looks for guidance in his thoughts and his actions. They are the groups from which the individual learns his "way of life."⁴² Robert Merton points out that reference-group theory has long been an established branch of sociological thought, as sociology is always concerned with the concept of group determination of behavior.⁴³ Merton explicitly distinguishes two major types of reference groups:

The first is the "normative type" which sets and maintains standards for the individual, and the second is the comparison type which provides a frame of comparison relative to which the individual evaluates himself and others. The first is a source of values assimilated by designated individuals (who may or may not be members of the group).⁴⁴ The second is instead a context for evaluating the relative position of oneself and others.⁴⁵

In each of the above types of reference groups, Merton proposes four factors for differentiating members and non-members. The differentiation can be made on the basis of: (1) eligibility and ineligibility for membership, (2) attitudes toward becoming a member, (3) open and

⁴²James C. Colman, Personality Dynamics and Effective Behavior (Chicago, Ill.: Scott Forsman and Company, 1960), p. 54.

⁴³Robert K. Merton, Social Theory and Social Structure (Glencoe, Illinois: The Free Press, 1957), p. 234.

⁴⁴This characteristically represents the preference membership segment of the r-space model.

⁴⁵Ibid., p. 283.

closed groups, (4) time perspectives on non-membership, including former members and continued non-members. By combining the two attributes of the group-defined eligibility status of non-members and self defined attitudes of non-members, it becomes possible to establish a systematic array of identifiable types of psycho-social relations of non-members to designate groups.⁴⁶

TABLE 2

PSYCHO-SOCIAL RELATIONS OF NON-MEMBERS TO DESIGNATED GROUPS

Group-defined Status of Non-members		
Non-members' attitudes toward membership.	Eligible for membership	Ineligible
Aspire to belong	Candidate for membership	Marginal man
Indifferent to affiliation	Potential member	Detached non-member
Motivated not to belong	Autonomous non-member	Antagonistic non-member (out-group)

Merton subsequently explains the four types of behavior:

The eligible aspirant for membership—who has been identified as the "candidate" for membership is both motivated to select the non-membership group as his reference group and apt to be rewarded by the group for doing so. The ineligible aspirant, however, engaging in this anticipatory socialization becomes a marginal man, apt to be rejected by his membership group for repudiating its values and unable to find acceptance by the group which he seeks to enter.⁴⁷

⁴⁶Ibid., p. 290.

⁴⁷Ibid., p. 291.

The second class of non-members--those who are wholly indifferent to the prospect of group-membership--consists of those who do not orient themselves at all to the group in question. They are entirely outside its orbit. It constitutes no part of their reference groups. Nevertheless, this type can instructively be subdivided into those who are eligible for membership and may therefore become points of reference for the group which may seek to draw them into its orbit, and the ineligible and indifferent non-members who constitute conditions for action by the group.⁴⁸

The third class of non-members are oriented toward the group in question but are variously motivated not to seek membership in it. As Simmel has implied, the eligible individuals who expressly reject membership pose more of a threat to the group in certain respects than the antagonists, who could not in any case become members. Rejection by eligibles symbolizes the relative weakness of the group by emphasizing its incompleteness of membership just as it symbolizes the relative dubiety of its norms and values which are not accepted by those to whom they should in principle apply. For both these motivated non-affiliates, the group is a negative reference group.⁴⁹

Thus Merton's analysis of reference groups provides a certain degree of support for the r-space model, and the relationship between membership segment (as a reference group) and the attitude orientation, values, and political behavior. Brooks using reference group influence as an independent variable found that party preference varied with significant others (reference group) at the .01 significance level with a measure of association (Q) of .69. The study gives some empirical verification to the relationship of membership segment and political behavior.⁵⁰

Therefore, using the reference group perspective, it is possible to tentatively state that each of the nine membership segments functions

⁴⁸Ibid., p. 291.

⁴⁹Ibid., p. 291.

⁵⁰Richard S. Brooks, "Reference Group Influence on Political Party Preference," in Symbolic Interaction: A Reader in Social Psychology, ed. by Jerome G. Manis and Bernard N. Meltzer (Boston: Allyn and Bacon, 1968), pp. 472-480.

as a "reference group" for the individual members of the membership segment. The membership segment functions as a normative type, the theory of cognitive dissonance (Leon Festinger) can provide a theoretical framework that can give us some insight into the conformity process. Festinger has hypothesized that when an individual is faced with an inevitable consequence of a decision, the individual is in a state of dissonance. The magnitude of the post decision dissonance has been hypothesized to depend upon the: (1) the importance of the decision, (2) the relative attractiveness of the unchosen alternative to the chosen one, (3) the degree of overlap of the cognitive elements corresponding to the alternatives. Once the dissonance exists following a decision the pressure to reduce it will manifest itself in attempts to increase the relative attractiveness of the chosen alternative, and to decrease the relative attractiveness of the unchosen alternative, to establish cognitive overlap or possibly to revoke the decision psychologically.⁵¹ The individual who occupies the psychological membership segment will conform to the group's normative structure; however, if the individual in conforming to the group's expectations finds that the decision has caused dissonance and cannot resolve this dissonance, he may become less attracted or accepted by the group and locomotes to a membership segment where he can minimize the dissonance resulting from the conformity process. Thus the amount of dissonance can be considered a factor in the determination of the amount of attractiveness or acceptance of a particular group for the individual.

⁵¹Leon Festinger, A Theory of Cognitive Dissonance (Stanford, California: Stanford University Press, 1957), pp. 1-31.

Alternatively, if the reference group is comparative in nature, then the theory of social comparison can provide the insight into the group process. Underlying the theory is the assumption that people are driven to find out whether their opinions are correct. It also assumes this is true for their own abilities.

Further the theory postulates that since people want an accurate evaluation of their opinions and abilities, they will be more likely to compare themselves with people whose opinions or abilities are similar to their own, rather than widely descriptant. The assumption is that the greater the accuracy of evaluation is possible when differences are small rather than gross. Festinger proceeds to state that the drive to evaluate accurately one's own opinions, may lead one to change them so as to make them more congruent with the others. An increase in the importance of the comparison group as reflected by an increase in attractiveness will increase the pressure toward uniformity.⁵²

Utilizing this framework, we would expect the various membership segments to be fairly homogeneous or similar in attitudinal orientation, values and political behavior. We could predict a difference between the combined membership segments of psychological-preference and the marginal-non-member segments.⁵³

The general proposition that we intend to empirically verify is that the membership segment will usually be a factor in determining or reflecting the individual's attitude orientation, values, and political behavior. The proposition using Zetterberg's terminology is reversible in that the individual attitude orientation, values, and political behavior can also be a factor in determining the membership segment that

⁵²Morton Deutsch and Robert M. Kraus, Theories in Social Psychology (New York, New York: Basic Books, 1965), pp. 62-68.

⁵³The theory has been questioned on three aspects: (1) the accuracy of opinions when compared with other similar individuals, (2) the need for homogeneity, (3) processes are derived from a need to be objective in one's opinions.

the individual occupies. The proposition is also a stochastic, coextensive, necessary and contingent in that the relationship will probably be valid and that other intervening variables (dissonance) are necessary to establish the relationship. Implicit in the above proposition is the proposition that the type of psychological membership can be determined by the association of individual attraction and acceptance of the group with the degree of conformity to the normative or comparative processes. In other words, a relationship exists between the membership segments and the normative or comparative processes of a voluntary association.

The variables in this study can be divided into four segments:

(1) antecedent variables of income, education, occupation, religious preference, age and residence in North Dakota and Grand Forks, (2) independent variables of attraction and acceptance (membership segments, (3) intervening variable of length of membership, (4) the dependent variables of attitude orientation, values, and political behavior.

It now becomes possible to formulate several hypotheses which can empirically test the relationship between the membership segments and the individual attitude orientation, values, and political behavior. Recalling the discussion of reference group theory, it is possible to state that a voluntary association is made up of membership segments which are related to certain normative or comparative processes of conformity. With this in mind, we can hypothesize that there is a significant relationship between membership segments and the dependent variables. Using this same frame of reference, we can hypothesize that there will be a significant relationship between the membership segments and the antecedent variables if an individual is attracted to membership segments

because of the similarity in characteristics between the individual and the membership segment.

In specific, we would expect to find that the psychological membership segment of the Lions Club is significantly related to social and economic values. We can also hypothesize that the psychological membership segments of the 18th District Democratic Women's Organization (hereafter called the 18th District) and the League of Women Voters (hereafter the League) to be significantly related to theoretical and political values. The Barbers' Local should be significantly related to the economic values. There should also be a significant relationship between the psychological membership segments of all four associations and a liberal attitude orientation. In addition, a significant relationship should be reflected between the psychological-preference membership segments and party identification, political participation, voting consistency, and friends party preference.

The data should verify the hypothesis that the membership segments are significantly related to certain antecedent variables such as education, residence, and religious preference. However fewer persons under 30 years of age and over 50 years of age should be found in the psychological-marginal segments as compared to the preference and non-membership segments. In addition, it is predicted that there is a significant relationship between the perceived instrumental or expressive nature of an association and the psychological membership segments of the association.

In addition to the reference group theory, the above hypotheses are supported by the empirical findings reported in Human Behavior which

state that people hold opinions, attitudes, and beliefs in harmony with their group memberships and identifications:

A basic finding of social psychology is that the attitudes a person holds depends in part upon his social contacts and particularly upon the groups in which he holds membership. People tend to join organizations that crystallizes their latent judgments. The more homogeneous the social environment of the individual, the more intensely he holds his opinions, attitudes, and beliefs and the more likely he is to act on them. By and large, a cross pressured person tends to change toward the prevailing attitude of his most favored reference group.⁵⁴

Thus the stated hypotheses seem to be in congruence with the stated theoretically and empirical frame of reference.

CHAPTER IV

RESEARCH DESIGN AND IMPLEMENTATION OF RESEARCH

Methodology

The population represented in this study includes the members of four voluntary associations located in Grand Forks, North Dakota. The city has approximately 45,000 population and is located in the north-eastern part of the state. The economic base of the city is agriculture, agri-business, railroad, small industry, and a state university. The occupational structure is reflected by a large white collar class, semi-skilled and skilled labors, with a small number of professionals coming predominantly from the state university. The class structure is represented by two classes, the lower and the middle.

A list of the voluntary associations of Grand Forks was obtained from the local Chamber of Commerce. The associations were grouped according to the classification scheme of Gordon and Babchuk: degree of accessibility, status conferring capacity, and the function of the association. This scheme was modified by subjectively deciding the predominant values and orientation of the association. The voluntary association population is predominantly middle class (Warner's lower middle and upper middle) and is distributed through an age range of 25 to 65. (Table 3) The education level varied from high school to post graduate level; approximately 68 per cent had a college degree. (Table 4) The length of membership varied from less than one year to twenty years.

TABLE 3

AGE BY MEMBERSHIP SEGMENTS OF THE THREE ASSOCIATIONS

Age	Membership Segments											
	Psychological			Preference			Marginal			Non-Member		
	18th District	Lions	League	18th District	Lions	League	18th District	Lions	League	18th District	Lions	League
20 to 30	0	0	2	0	1	4	0	0	1	1	1	2
30 to 40	0	0	3	0	2	5	0	1	1	1	0	2
40 to 50	0	4	3	1	4	2	2	3	5	3	0	4
50 to 60	0	10	2	1	0	0	0	1	0	1	0	1
60 to 70	0	1	0	1	0	0	0	1	0	1	0	1

TABLE 4

EDUCATIONAL LEVEL BY MEMBERSHIP SEGMENTS FOR THE THREE ASSOCIATIONS

Education	Membership Segments											
	Psychological			Preference			Marginal			Non-Member		
	18th District	Lions	League	18th District	Lions	League	18th District	Lions	League	18th District	Lions	League
Some college or less	0	1	1	4	0	6	1	0	2	6	1	6
College degree or more	0	15	9	1	9	8	4	5	6	3	1	8

The residence in North Dakota and Grand Forks was divided into two segments, one to five years and ten to twenty or more years. The majority of the occupations were professional and business related for both men and the husbands of the housewives in the study. (Table 5)

TABLE 5
OCCUPATION BY MEMBERSHIP SEGMENT FOR THE THREE ASSOCIATIONS
BASED ON RETURNS

Occupation	Membership Segments												
	Psychological			Preference				Marginal			Non-Member		
	Lions	League	18th District	Lions	League	18th District	Lions	League	18th District	Lions	League	18th District	
Professional	11	2	0	6	4	0	1	1	0	1	3	2	
Wholesale and retail dealers	0	0	0	1	0	0	2	0	0	1	0	0	
Managers and officials	3	0	0	1	0	0	0	0	0	0	0	0	
Clerical	0	0	0	0	0	0	2	0	0	0	0	0	
Skilled and foreman	0	0	1	0	0	0	0	0	0	0	0	0	
Retired	0	0	0	2	0	0	0	0	0	0	0	0	
Housewife	0	7	0	4	10	4	1	7	5	3	11	7	

The Sample

The sample utilized in this study was derived from the population using the classification scheme stated above for voluntary associations. Four associations were drawn from the population: the 18th District Democratic Women's Organization, the League of Women Voters, the Lions Club, and the Barbers' Local 601.

It was decided that the entire population of the different associations would be included in the study; however a random sample was taken from the Barbers' Local 601.^N Since we were attempting to represent an association using the r-space model, it was necessary that the entire population be included in the study.

A total of 211 respondents received a mailed questionnaire: 30-Barbers' Local, 76-League, 70-Lions Club, and 45-18th District. The response rate was as follows: 4 (16%) from the Barbers' Local, 45 (66%) from the League, 32 (45%) from the Lions Club, and 19 (45%) from the 18th District. The total response was 101 which is approximately 48 per cent.

Research Design

A cross sectional research design was utilized for this study. A cross sectional design is a technique that seeks to ascertain selected information about specific sociocultural phenomena at a specific period in time. In other words, it is a static representation of the dynamic dimensions of the sociocultural phenomena of a society. In terms of the present study, an attempt was made to represent the voluntary association using the r-space model at one period in time and to ascertain the relationship between membership segment and attitude orientation, values, and political behavior.

Operational Definitions

In this study, an individual was defined as being in a specific membership segment if his attraction score (as measured by the Libo

^NA random sample was taken due to the size of the association and cost factor.

attraction scale)⁵⁵ (see Appendix I), and acceptance score (Snoek acceptance scale)⁵⁶ when plotted on the r-space model indicate a certain membership segment. Table 6 presents the respective scores and membership segments.

TABLE 6
DETERMINANTS OF MEMBERSHIP SEGMENTS

Membership Segments	Attraction Scores	Acceptance Scores
Psychological Preference	23-29	8-10
Marginal	23-29	2-7
Non-member	9-22	8-10
Caste I	9-22	2-7
Caste II	23-29	0-2
Rebel	9-22	0-2
Crank	9-22	2-8
War	0-9	8-10
	0-9	0-2

The individual attitude orientation was determined to be conservative or liberal as the result of the respondent's score on the nine item McClousky Conservative-Liberal Scale.⁵⁷ If the individual scored four or less, he was classified as a liberal; however, if his score was five or more, he was classified a conservative.

⁵⁵Lester M. Libo, Measuring Group Cohesiveness (Ann Arbor: Michigan: University of Michigan, 1953), pp. 30-33.

⁵⁶J. D. Snoek, "Some Effects of Rejection Upon Attraction to a Group," Journal of Abnormal and Social Psychology, LXIV (No. 3, 1962), pp. 175-82.

⁵⁷Herbert McClosky, "Conservatism and Personality," American Political Science Review, LII (March, 1958), pp. 27-45.

The Allport-Vernon-Lindsay scale of values was used to determine the individual value formation in six values: theoretical, economic, aesthetic, social, political, religious. The following is a description of an individual who espouses these values:

The Theoretical. The dominant interest of the theoretical man is the discovery of truth. In the pursuit of this goal he characteristically takes a "cognitive" attitude, one that looks for identities and differences; one that divests itself of judgment regarding the beauty or utility of objects, and seeks only to observe and to reason. Since the interests of the theoretical man are empirical, critical, and rational, he is necessarily an intellectualist, frequently a scientist or philosopher.⁵⁸

The Economic. The economic man is characteristically interested in what is useful. Based originally upon the satisfaction of bodily needs (self-preservation), the interest in utilities develops to embrace the practical affairs of the business world--the production, marketing, and consumption of goods, the elaboration of credit, and the accumulation of tangible wealth. This type is thoroughly "practical" and conforms well to the prevailing stereo-type of the average American businessman.⁵⁹

The Aesthetic. The aesthetic man sees his highest value in form and harmony. Each single experience is judged from the standpoint of grace, symmetry, or fitness. He regards life as a procession of events; each single impression is enjoyed for its own sake. He need not be a creative artist, nor need he be effete; he is aesthetic but finds his chief interest in the artistic episodes of life.⁶⁰

The Social. The highest value for this type is love of people. In the Study of Values it is the altruistic or philanthropic aspect of love that is measured. The social man prizes other persons as ends, and is therefore himself kind, sympathetic, and unselfish. He is likely to find the theoretical, economic, and aesthetic attitudes cold and inhuman. In contrast to the political type, the social man regards love as itself the only suitable form of human relationship.⁶¹

⁵⁸Gordon W. Allport, Philip E. Vernon, and Gardener Lindsay, Study of Values (Boston: Houghton Mifflin, 1960), pp. 4-5.

⁵⁹Ibid.

⁶⁰Ibid.

⁶¹Ibid.

The Political. The political man is interested primarily in power. His activities are not necessarily within the narrow field of politics; but whatever his vocation, he betrays himself as a Machtmensch. Leaders in any field generally have high power value.⁶²

The Religious. The highest value of the religious man may be called unity. He is mystical, and seeks to comprehend the cosmos as a whole, to relate himself to its embracing totality. A man whose mental structure is permanently directed to creation of the highest and absolutely satisfying value experience.⁶³

The political behavior of the individual respondents was indicated by several indices. The political participation was defined in terms of a score (inactive 0-3, active 4-12) on the Roper-Woodworth political participation scale.⁶⁴ Party identification and voting consistency were indicated by a response to a seven item scale. The respondents were asked if their parents and friends had similar party preferences for the comparative party identity salience.

Reliability and Validity of Scales

The reliability and validity of the scales used in this research study have been established by previous empirical studies. The Libo attraction scale and the Snoek acceptance scale have intercorrelations among the mean scale values for the groups on the scale comprising the index of cohesiveness ranging from .15 to .70. The validity was found by computing the variance between groups using the scale, which was significant beyond the .001 level of significance.⁶⁵

⁶²Ibid.

⁶³Ibid.

⁶⁴Elmo Roper and Julian L. Woodworth, "Political Activity of American Citizens," American Political Science Review, XLIV (December, 1950), pp. 872-875.

⁶⁵Delbert C. Miller, Handbook of Research Design and Social Measurement (New York, New York: David McKay, 1964), pp. 83-4.

The McClosky conservative-liberal scale of attitude orientation was determined reliable by correlating the results with a similar test which produced an internal consistency correlation of .83. The validation of the scale was based primarily on face validity and by students who were instructed to label each statement either conservative or liberal. Over 90 per cent of the group recognized the items correctly. A number of statements not included in the refined scale were given to the subjects after the administration of the scale. The results of the second set of questions and the scale were highly correlated.

The Allport-Vernon-Lindsay Study of Values has a mean reliability coefficient, using a z transformation, of .90. This measure of the scale was determined by the split-half method. An item analysis was carried out on a group of 780 subjects of both sexes from six different colleges and reflected a positive correlation for each item with the total score for its value, significant at the .01 level of significance. The validity of the scale was determined by correlational analysis between groups whose characteristics are known and their scores on the scale. Content validity was primarily determined by face validity.

The political participation of the subjects, based on the Roper-Woodworth scale, has a reliability coefficient of .71 and the validity is based on "a good deal of face validity."

The questionnaire was pre-tested in December of 1966 in a study of the Kiwanis Club of Grand Forks, North Dakota. The 32 respondents of the study are similar to the population in terms of characteristics listed in this study. The attraction and acceptance scales differentiated the formal membership into 24 psychological members, four preference members, two marginal members and one crank member. The other

items and scales used in both studies are standardized and require any further pre-testing. A significant association was found between the psychological-marginal membership segments and attitude orientation. A difference between party identification and the membership segments was also indicated in the study.

Collection and Processing of the Data

A list of the membership and permission to utilize the association for the study were obtained from the president of each association. A cover letter and a questionnaire were mailed out to the entire membership of the association. A postcard reminder was sent out approximately one and half weeks after the original questionnaire was mailed to the membership.

The responses to the questionnaire were placed on a code sheet and later transferred to scanner sheets which were processed into data processing cards. The data were analyzed by the Data Processing Center at the University of North Dakota for correlations using Pearsonian product-moment correlation (Pearson's r) which was made possible by dichotomizing the variables in the study. This produced correlations between 30 variables in the study.

CHAPTER V

ANALYSIS OF THE DATA

Discussion of the Findings

The rate of return subjectively indicates that the findings of this research project are limited to some degree. The Barbers' Local 601 was not included in the analysis because of the extremely low return rate. The completed questionnaires appear to indicate a select sample of individuals of higher income, greater formal education, professional occupations, more attracted and felt acceptance by the group.⁶⁶ In addition, the utilization of only four of the nine membership segments tentatively provides some verification for thinking that the data are from a select sample. Thus the findings of this study are limited to a great extent.

First Hypothesis

Utilizing reference group theory, we stated that the psychological membership segment of the Lions Club is significantly related to

⁶⁶Ronald L. Johnson, Factors involved in Decision to Migrate and the Impact of Migration upon the Individual and the Sender and Receiver Community, unpublished. Johnson found that a mail-back response was significantly correlated with education and income. Those individuals returning the questionnaire tended toward higher educational attainment and are more represented in the higher status occupations than those who failed to return the questionnaires and who were interviewed in a follow-up party of the study.

the social and economic values. The correlations calculated between the variables were $-.158$ social and $-.217$ economic values which are not significant, therefore we fail to reject the null hypothesis at .05 level of significance that the correlations resulted from a random process or chance. There are also no significant correlations for the other membership segments and values. The correlations are presented in Table 7.

TABLE 7
CORRELATIONS BETWEEN MEMBERSHIP SEGMENT AND VALUES
FOR THE LIONS CLUB

Values	Membership Segments			
	Psychological	Preference	Marginal	Non-member
Theoretical	$-.237$	$.173$	$.064$	$.071$
Economic	$-.217$	$.122$	$.090$	$.086$
Aesthetic	$-.178$	$.116$	$.056$	$.066$
Social	$-.158$	$.060$	$.102$	$.061$
Political	$-.177$	$.034$	$.144$	$.086$
Religious	$-.217$	$.191$	$-.001$	$.097$

$.349$ significant at .05 level

$.449$ significant at .01 level

The hypothesized significant relationship between the psychological membership segment of the League and the political values ($-.049$) is not significant and we again fail to reject the null hypothesis. However, the marginal membership segment is significantly related to the economic ($-.310$) and religious ($.328$) values).

TABLE 8

CORRELATIONS BETWEEN MEMBERSHIP SEGMENTS AND
VALUES FOR THE LEAGUE

Values	Membership Segments			
	Psychological	Preference	Marginal	Non-member
Theoretical	-.103	.158	-.006	-.064
Economic	.00	.012	-.310*	.234
Aesthetic	-.027	-.024	.232	-.144
Social	.050	-.246	.148	.079
Political	-.049	.110	.039	-.101
Religious	-.117	-.237	.328*	.067

*significant at .05 level

.288 significant at .05 level

.372 significant at .01 level

In the 18th District, the hypothesized relationship between the preference membership segment and the political values (.140) was not significant. Thus we must accept the null hypothesis of random occurrence again.

TABLE 9

CORRELATIONS BETWEEN MEMBERSHIP SEGMENTS AND VALUES
FOR THE 18TH DISTRICT

Values	Membership Segments			
	Psychological	Preference	Marginal	Non-member
Theoretical		.188	.188	-.331
Economic		.128	.126	-.226
Aesthetic		.144	.140	-.225
Social		.140	.139	-.248
Political		.112	.172	-.251
Religious		.172	.170	-.303

.456 significant at .05 level; .575 significant at .01 level

In the three voluntary associations sampled, none of the hypotheses were found to be significant in the relationship of the psychological membership segment and the respective values. A serendipitous finding was observed between the marginal membership segment of the League and the economic and religious values. The implications of this finding are discussed in Chapter VI. This leads us to a clarification and reformulation of our hypothesis and frame of reference.

Second Hypothesis

The second hypothesis is that the psychological membership segments are related significantly to a liberal attitude orientation. The rationale for this hypothesis is that reactionary or extreme conservative attitudes are products of situations and experiences in which the common cultural factors of competition, individual isolation, and hostility are found. Liberal attitudes are formed by protection from these factors.⁶⁷

The null hypothesis was accepted in all the associations. The Lions Club data indicate a correlation of .188, the League -.107 and .000 for the 18th District between psychological membership segments and attitude orientation variables. However, the non-member segment of the League is significantly related to attitude orientation (-.320) which is significant at the .05 level. This appears to reflect the type of membership that Jay Jackson had in mind when he formulated the r-space model and the type of behavior or phenomena to be expected of these members.

⁶⁷Gabriel A. Almond, "The Political Attitudes of Wealth," in Politics and Social Life, ed. by Nelson W. Polsby, Robert A. Dentler, and Paul A. Smith (Boston: Houghton Mifflin Co., 1963), pp. 278-97.

TABLE 10
CORRELATIONS BETWEEN MEMBERSHIP SEGMENT AND
ATTITUDE ORIENTATION

Attitude orientation by association	Membership Segment			
	Psychological	Preference	Marginal	Non-member
Lions Club	.188	-.183	.162	-.292
League	.107	.144	.100	-.320*
18th District	.000	.258	.094	-.311

*significant at .05 level

significance levels: Lions .349-.05 level, League .278-.05 level
.449-.01 level .372-.01 level

18th District .456-.05 level
.575-.01 level

Third Hypothesis

The third hypothesis is that the psychological membership segments of the different associations are related significantly to political participation, voting consistency, party identification, and same party preference for friends. Utilizing the data from the Lions Club, we find that we must accept the null hypothesis of no difference or random occurrence of the correlations. The correlation between the psychological membership segment and: political participation is $-.188$; voting consistency is $.051$; party identification is $.120$, Republican, $-.188$, Democratic, $-.144$, Independent; and friends party preference is $.018$. There is one interesting factor, a significant relationship between the preference membership and Democratic party identification.

TABLE 11

CORRELATIONS BETWEEN MEMBERSHIP SEGMENTS AND POLITICAL
BEHAVIOR FOR THE LIONS CLUB

Political Behavior	Membership Segments			
	Psychological	Preference	Marginal	Non-member
Political participation	-.188	.183	-.162	.292
Republican	.120	-.260	.079	.114
Democratic	.188	.394*	-.162	-.097
Independent	.144	-.040	-.049	-.149
Voting-consistency	.051	-.024	-.048	.013
Friends preference	.018	.106	-.009	-.222

*significant at the .05 level
 significance levels: .349-.05 level
 .449-.01 level

The acceptance of the null hypothesis can partially be explained by looking at the relationship between political participation and antecedent variables. We find that political participation is significantly related to education (.683), attitude orientation (-.714), Catholics (.394), Income (.432), and the Democratic party preference (.428). These factors appear to cut-across or produce cross pressures in the various membership segments. Thus, they produce low correlations for each membership segment.

The League as represented by the r-space model, reflects no significant relationships between the membership segments and the dependent political behavior variables. There may appear to be antecedent or intervening variables that would affect the political behavior variables.

TABLE 13

CORRELATIONS BETWEEN MEMBERSHIP SEGMENTS AND POLITICAL
BEHAVIOR FOR THE 18TH DISTRICT

Political Behavior	Psychological	Membership Segments		
		Preference	Marginal	Non-member
Political participation		-.140	-.139	-.248
Republican		-.335	.089	.216
Democratic		.394	-.140	-.223
Independent		-.394	.140	.223
Voting-consistency		.308	-.570*	.231
Friends preference		.220	-.497*	.244

Fourth Hypothesis

The fourth hypothesis states that there is a significant relationship between membership segments and antecedent variables such as education, residence, and religious preference. This hypothesis was verified partially from significant correlations between the preference membership segment and the residence in North Dakota and Grand Forks (.324 and .327) in the Lions Club. The League has significant relationships between the psychological membership segment and education (-.288); preference segment and residence in North Dakota and Grand Forks (.302 and .285). In addition, the non-member segment was significantly related to residence in North Dakota and Grand Forks (-.390 and -.354), and religious preference (Lutheran -.387, Catholic -.410, Protestant -.386). In the 18th District, the marginal membership segment is significantly related to education (.458).

Thus the above results would provide some basis for the statement that the membership segments are functioning as reference groups. They seem to be attracting persons with similar characteristics and appears to support the contention that individuals are attracted to similar trait reflecting groups rather than the individual changing his attitudes and values to conform to the group normative structure.

Fifth Hypothesis

The fifth hypothesis states that fewer persons under 30 years of age and over 50 years of age should be found in the psychological and preference segments when compared to the marginal and non-member segments. The hypothesis was not supported by the data collected. The Lions Club appears to give some tentative partial support with a significant relationship between the psychological-preference membership segments and age (-.442 and .407). This is very tentative support which needs further research to reinforce the findings.

Sixth Hypothesis

The last hypothesis predicts that there is a significant relationship between the perceived instrumentalness or expressiveness of an association and the psychological membership segment. The data in the following tables indicate that the hypothesis is not supported and the null hypothesis was not rejected.

It is interesting to note that the preference membership segment of the League is significantly related to the perceived expressive score. This is possibly related to the low expressive score that appears to represent the League which appears to be a very instrumental type association.

TABLE 14

CORRELATION BETWEEN MEMBERSHIP SEGMENTS AND
INSTRUMENTAL-EXPRESSIVENESS

Association	Membership Segment			
	Psychological	Preference	Marginal	Non-member
Lions				
instrumental	-.081	-.016	.175	.063
expressive	.150	-.281	.150	-.012
League				
instrumental	.011	.016	.073	-.087
expressive	.123	-.377*	.262	.054
18th District				
instrumental		.066	.206	-.240
expressive		-.371	.092	.245

*significant at the .05 level

CHAPTER VI

SUMMARY AND CONCLUSIONS

We have attempted in this study to relate the membership segments of the r-space model to reference group theory. It was felt that the two types of reference groups, comparative and normative, could be related to certain dependent variables such as attitude orientation, values, and political behavior of individuals. If these relationships were verified or valid, then research would have proceeded one step further in clarification of the relationship between man as a social actor and his aggregates, categories, groups and voluntary associations.

Past research has provided an explanation of the effects of voluntary association membership upon its members in terms of participation in other activities such as voting. A further step was taken when associations were classified as either instrumental or expressive or some combination of instrumental-expressiveness. This classification enabled us to relate differing characteristics of the voluntary associations to the membership of the association. This study proposes to move one step further, to state that there is a conceptual scheme for person-group relations which can identify different membership segments. These membership segments are related to certain relevant characteristics which are reflected in voluntary association studies. It was the purpose of the study to note that the

characteristics that appeared to present the whole association was actually a reflection of certain membership segments. Thus, we would have developed a scheme that could have substantially proven the difference between mere formal membership and psychological membership, a much more meaningful concept.

The relationships between the membership segments and the dependent variables (attitude orientation, values, political behavior) appear to be contingent on the type of association. Associations may be distinguished in different ways according to several models: value function, instrumental-expressiveness, and Gordon and Babchuk's ideal typology. The most relevant and meaningful model for this study is the instrumental and expressive model. Gordon and Babchuk define the ideal instrumental and expressive association in the following manner:

The member of the expressive association achieves immediate and continuing gratification from taking part in the organization's activities. The instrumental association member may even find the group's activities distasteful, but he will get satisfaction from the knowledge that they help accomplish certain long-range goals. In other words, personal gratification from participation in the group's activities is more remote (in terms of time) for the member of the instrumental group than for the member of the expressive group.⁶⁸

The activities of the instrumental association tend to be externally oriented, whereas, those of the expressive association are focused inward. Expressive organizations "perform a function primarily for the individual participants through activities which are confined and self-contained within the organization. . . . In contrast, the major function and orientation of the instrumental organization are related to activities which take place outside the organization."⁶⁹

⁶⁸C. Wayne Gordon and Nicholas Babchuk, "A Typology of Voluntary Associations," American Sociological Review, XXIV (February, 1959), pp. 22-29.

⁶⁹Ibid.

Activities by members of expressive associations represent ends in themselves, while instrumental association members see participation in the group's activities as a means of accomplishing external, long range goals.⁷⁰

Therefore, we have two types of members, the instrumentally oriented member or the member of an instrumental association, and the expressive association member. The instrumental member:

. . . engages in activities that affect persons other than group members; regards long-range, external goals as important; is willing to take part in activities that do not provide immediate and personal gratification in order to accomplish these goals.⁷¹

Jacoby elucidates this phenomena further in relating primary relationships with expressive associations.

Since the activities of the expressive associations are focused inward, and since they are ends in themselves rather than means toward other ends, it must be assumed that relationships among members of expressive associations tend to be considered as ends, or as desirable in themselves. This is one characteristic of the primary relationship. Thus, it would seem that the individual finds in activities of the expressive association, at least to some degree, the same kinds of gratification available in primary relationships with others.⁷²

When members of instrumental and expressive associations were compared according to whether they were living alone or with others at the time of joining the group, a significant tendency was noted for persons living in the same household with others to join expressive associations to a greater degree than in the case of those living alone (P .02). Of course, these data confirm our theory only if we consider that living with others is indicative of more primary relationships than is living alone.⁷³

⁷⁰Ibid.

⁷¹Arthur P. Jacoby, "Some Correlates of Instrumental and Expressive Orientations to Association Membership," Sociological Inquiry, XXXV (Spring, 1965), pp. 163-175.

⁷²Ibid., p. 165.

⁷³Ibid., p. 166.

Regardless of the measure of friendship used, our theory is confirmed. Members of expressive associations (or, alternatively, those with high expressive scores) were overrepresented among respondents with many friends in the city ($P .05$). Those who had a large number of confidants were more likely than others to have high expressive scores and belong to expressive associations ($P .02$).⁷⁴

Therefore, we find that expressive association members appear to have more primary relationships and identify membership in an expressive association, to some degree, as a primary relationship.

How do persons become members of associations? Jacoby reports that: "Most persons join by means of other people. Impersonal media are relatively unimportant in terms of motivating people to join formal voluntary associations."⁷⁵

Previously we reported that people joined expressive associations through personal influence more often than they did instrumental associations. There are two reasons for expecting this difference: (1) joining an expressive association rests on gratifications to be achieved through interpersonal relationships with other members; therefore, personal influence, which in itself represents this personal type of relationship, is likely to be quite effective; (2) having more friends than the instrumental association member (as suggested above), the member of the expressive association has greater opportunity for a personal introduction to the group.⁷⁶

It appears that individuals may join expressive associations through personal influence of a member, possibly in one's immediate primary relationship.^N

Utilizing the above material to distinguish types of associations, types of relationships within the associations, and the

⁷⁴Ibid.

⁷⁵Ibid.

⁷⁶Ibid.

^NA contradiction, p. 173.

recruitment process, we can discover some theoretical implications of this study. It appears that the instrumental associations are, to some degree, uniform or homogeneous in their membership socialization to the normative standards of the association. The members use other reference groups as more relevant determinants of their behavior as compared to the reference group function of the instrumental association which functions only in the capacity as outlined as a means to an end. Applying this perspective to this study, we would expect to find that the membership segments are not related to the dependable variables. This is verified by the data collected in this study.

The expressively oriented association appears to be heterogeneous, and primary relationship oriented, as related to the explicit normative standards or social comparison type. The r-space model can empirically represent the person-group relationships. The rationale for this is provided by orientation of the association as a means-end, or for personal gratification to the member and constitutes a primary relationship. Harturg further clarifies the rationale by his discussion of group values:

A common analysis of social structure distinguishes two principles of organization. These types are based predominantly on homogeneity and heterogeneity of groups within societies. In the case of the former, a common value system possess the members, so that they tend to react similarly in similar conditions. In the case of the latter, the common value system still retains its hold upon the individuals. But free standing groups have developed, which are emancipated from the common value system in respect to conditions with which they are especially concerned. There is thus a societal condition in which all persons tend to behave similarly in certain similar situations and differently in certain other similar situations.^N

^NFrank E. Harturg, "Common and Discrete Group Values," Journal of Social Psychology, XXXVIII (August, 1953), pp. 3-22.

Thus, the expressive association functions as a comparative reference group for the members of the association. Therefore, we would expect the expressive scores of the members to be related to the normative standards of the group or other variables. In the present study, the expressive scores are significantly related to the values of the members in the Lions Club and 18th District which have the most expressive of the three associations sampled. In addition, we would expect that the membership segments are related to the dependent variables in an expressive association. The 18th District appears to verify this relationship, to some degree, by significantly ($P .05$) relating the marginal segments to the voting consistency and friend's political party preference.

Although the empirical evidence is not complete, it appears that personal influence does function in the expressive association to facilitate the comparison type of reference group. Thus the r-space model can represent the membership of the expressive association and not the uniformly appearing instrumental association.

Implications for Further Research

A study that utilized a range of associations from instrumental to expressively orientated and that interviewed the entire membership of the association would provide verification and clarification for the theoretical implications stated in the above paragraphs. The study should empirically indicate the cross-pressures of other reference groups upon the membership segments. Converse in his research refers to the individual as requiring elucidation of the person-group problem involving three relational dimensions: (1) the relationship of the

individual to the world of politics, (2) the relationship of the individual to the group, and (3) the relationship of the group to the world of politics. He states, in addition, that proper dependent variables were not the response to the variables, but the difference in response of non-members which is similar to the scheme used in this study.

Converse found:

The relationship of the individual to the group was summarized by a valence dimension. Members highly identified with any of the groups voted more strongly Democratic than less identified members, although the latter still remained more Democratic than the control groups. The relationship of the group to the world of politics was summarized by the proximity or relevance of politics to the group. Several more nearly operational dimensions were suggested here. Variations in strength of group standard were measured across union internationals. Among highly identified members, the Democratic vote proportion increased sharply with increase in strength of standards; little or no relationship appeared among low identifiers. Group salience was defined as a heightened awareness of the group where the important political objects (candidates, issues, and parties) have transparent group relevance.⁷⁷

Therefore, the variables that Converse includes have functioned as cross-pressures in this study, and became confounding variables.

The above mentioned study would overcome the confounding variables of a low return rate and selected sample due to the use of a questionnaire as the instrument of research in this study. The proposed study, in addition, could clarify the several implications for research given in the preceding paragraphs.

⁷⁷Philip E. Converse, "Group Influence in Voting Behavior," unpublished dissertation, University of Michigan.

APPENDIX I

COVER LETTER

Dear :

We are asking you, as a member of , to take part in a social survey being conducted under the auspices of the Department of Sociology of the University of North Dakota. We have talked with Mr. , the organizations president. He has given this research his approval.

All information you provide will be held in the strictest confidence. Individual names will never be included in any published material.

If you have any questions concerning the authenticity of this request for information or problems in answering certain items, please call 777-2187 and ask for me. I very much appreciate your help.

Dear

Last week you received a questionnaire from the Dept. of Sociology and Anthropology. The success of this research project depends on the number of completed questionnaires we receive. We would very much appreciate your filling out this questionnaire at your earliest convenience. If you need another questionnaire call 777-2187 and one will be promptly mailed to you.

Thank you for your assistance.

James H. Larson
Dept. of Sociology and Anthropology
University of North Dakota

To help me to classify your answers statistically, would you please answer the following questions about yourself and your family?

1. Age: 20 to 30____, 30 to 40____, 40 to 50____, 50 to 60____.
2. Education: Grade School____, High School____, Some College____, College Degree____, Graduate____
3. Did your education take place in a public____or parochial school____?
4. How long have you lived in North Dakota____? and in Grand Forks____?
5. What is your occupation?_____

Next, may I ask you about your association and membership in this association.

A A I D
 G G N I
 R R S
 E E P A
 E E A G
 R R
 T E
 E

Directions: Of the following statements, please check in the "Agree" column those which express YOUR VIEWPOINT OF THIS ASSOCIATION. Check in the "Agree in part" column for all statements with which you are in substantial agreement, but about which you have some doubt. Use the "Do not agree" column for all statements which, from your point of view, do not suit the association.

- | | | | |
|-------|-------|-------|--|
| _____ | _____ | _____ | 6. The club's activities may or may not be much fun in themselves, but I get much satisfaction from knowing that in the long run, worthwhile and desirable results are accomplished. |
| _____ | _____ | _____ | 7. The activities of the group in which I take part are valuable in and for themselves regardless of any other purpose they may accomplish. |
| _____ | _____ | _____ | 8. I participate in this organization because it attempts to accomplish purposes for which I stand. |
| _____ | _____ | _____ | 9. Some of the activities of this organization allow me to let myself go and have real fun. |
| _____ | _____ | _____ | 10. One reason why I participate in the activities of this group is because the group seeks to bring about goals which I consider desirable. |
| _____ | _____ | _____ | 11. I take part in the club's activity just for the sake of participation. I really enjoy things with this group. |

12. If this group broke up for a considerable length of time and some people were trying to get it started again, would you want to rejoin?

___yes
 ___no
 ___undecided

If you check "yes" or "no", how strongly did you feel about your preference? ___very strong, ___strong, ___moderate, ___slight, ___very slight.

13. How attractive would you say this group is to you?

very attractive, attractive, moderate attractiveness, slightly attractive, no attractiveness.

14. Do you want to remain a member of this group? yes, no, undecided

If you checked "yes" or "no", how strongly do you feel about your preference? very strong, strong, moderate, slight, very slight.

15. How often would you like to come to meetings of this group?

more than twice a week, twice a week, once a week, once every two weeks, once a month, less than once a month, not at all.

16. How likely do you think it is that other members of this group want you to remain a member?

very likely, likely, don't know, unlikely, very unlikely.

17. Instead of continuing to meet with this group would you like to have the opportunity to meet with another group like this?

very likely, likely, don't know, unlikely, very unlikely.

18. How long have you been a member of this organization? _____

19. In each of the following statements, indicate agreement with (A) or disagreement with (DA).

If you start trying to change things very much, you usually make them worse.

No matter how we like to talk about it, political authority comes not from us, but from some higher power.

It's better to stick by what you have than to be trying new things you don't really know about.

A man doesn't really get to have much wisdom until he's well along in years.

I prefer the practical man anytime to the man of ideas.

I'd want to know that something would really work before I'd be willing to take a chance on it.

If something grows up over a long time there is bound to be much wisdom in it.

All groups can live in harmony in this country without changing the system in any way.

We must respect the work of our forefathers and not think that we know better than they did.

Directions: A number of controversial statements of questions with two alternative answers are given below. Indicate your personal preferences by writing the appropriate figure to the left of the question. Some of the alternatives may appear equally attractive or unattractive to you. Nevertheless please attempt to choose the alternative that is relatively more acceptable to you.

1. If you agree with alternative (A) and disagree with (B), write a three (3) in the blank.
 2. If you have a slight preference for (A) over (B), write a two (2) in the blank.
 3. If you have a slight preference for (B) over (A), write a one (1) in the blank.
 4. If you agree with (B) and disagree with (A), write a zero (0) in the blank.
-
- ___ 20. The main object of scientific research should be the discovery of truth rather than its practical applications.
(A) yes (B) no
 - ___ 21. Taking the Bible as a whole, one should regard it from the point of view of its beautiful mythology and literary style rather than as a spiritual revelation.
(A) yes (B) no
 - ___ 22. Which of the following men do you think should be judged as contributing more to the progress of mankind?
(A) Aristotle (B) Abraham Lincoln
 - ___ 23. Assuming that you have sufficient ability, would you prefer to be:
(A) a banker (B) a politician?
 - ___ 24. Do you think it is justifiable for great artists, such as Beethoven, Wagner and Byron to be selfish and negligent of the feelings of others?
(A) yes (B) no
 - ___ 25. Which of the following branches of study do you expect ultimately will prove more important for mankind?
(A) Mathematics (B) Theology
 - ___ 26. Which would you consider the more important function of modern leaders?
(A) to bring about the accomplishment of practical goals;
(B) to encourage followers to take a greater interest in the rights of others.
 - ___ 27. When witnessing a gorgeous ceremony (ecclesiastical or academic, induction into office, etc.), are you impressed:
(A) by the color and pageantry of the occasion itself;
(B) by the influence and strength of the group?
 - ___ 28. Which of these character traits do you consider the more desirable?
(A) high ideals and reverence;
(B) unselfishness and sympathy.
 - ___ 29. If you were a university professor and had the necessary ability, would you prefer to teach:
(A) poetry;
(B) chemistry and physics?
 - ___ 30. If you should see the following news items with headlines of equal size in your morning paper, which would you read more attentively?
(A) PROTESTANT LEADERS TO CONSULT ON RECONCILIATION;
(B) GREAT IMPROVEMENTS IN MARKET CONDITIONS.

- ___ 31. Under circumstances similar to those of question 30?
(A) SUPREME COURT RENDERS DECISION;
(B) NEW SCIENTIFIC THEORY ANNOUNCED.
- ___ 32. When you visit a cathedral are you more impressed by a pervading sense of reverence and worship than by the architectural features and stained glass?
(A) yes (B) no
- ___ 33. Assuming that you have sufficient leisure time, would you prefer to use it:
(A) developing your mastery of a favorite skill;
(B) doing volunteer social or public service work?
- ___ 34. At an exposition, do you chiefly like to go to the buildings where you can see:
(A) new manufactured products;
(B) scientific (e.g., chemical) apparatus?
- ___ 35. If you had the opportunity, and if nothing of the kind existed in the community where you live, would you prefer to found:
(A) a debating society;
(B) a classical orchestra?
- ___ 36. The aim of the churches at the present time should be:
(A) to bring out altruistic and charitable tendencies;
(B) to encourage spiritual worship and a sense of communion with the highest.
- ___ 37. If you had some time to spend in a waiting room and there were only two magazines to choose from, would you prefer:
(A) SCIENTIFIC AGE;
(B) ARTS AND DECORATIONS?
- ___ 38. Would you prefer to hear a series of lectures on:
(A) the comparative merits of the forms of government in Britain and in the United States;
(B) the comparative development of the great religious faiths?
- ___ 39. Which of the following would you consider the more important function of education:
(A) its preparation for practical achievement and financial reward;
(B) its preparation for participation in community activities and aiding less fortunate persons.
- ___ 40. Are you more interested in reading accounts of the lives and works of men such as:
(A) Alexander, Julius Caesar, and Charlemagne;
(B) Aristotle, Socrates, and Kant?
- ___ 41. Are our modern industrial and scientific developments signs of greater degree of civilization than those attained by any previous society, the Greeks, for example?
(A) yes (B) no
- ___ 42. If you are engaged in an industrial organization (and assuming salaries to be equal), would you prefer to work:
(A) as a counselor for employees;
(B) in an administrative position?
- ___ 43. Given your choice between two books to read, are you more likely to select:
(A) THE STORY OF RELIGION IN AMERICA;
(B) THE STORY OF INDUSTRY IN AMERICA.

- ___ 44. Would modern society benefit more from:
 (A) more concern for the rights and welfare of citizens;
 (B) greater knowledge of the fundamental laws of human behavior?
- ___ 45. Suppose you were in a position to help raise standards of living, or to mould public opinion, would you prefer to influence:
 (A) standards of living;
 (B) public opinion?
- ___ 46. Would you prefer to hear a series of popular lectures on:
 (A) the progress of social service work in your part of the country;
 (B) contemporary painters?
- ___ 47. All the evidence that has been impartially accumulated goes to show that the universe has evolved to its present state in accordance with natural principles, so that there is no necessity to assume a first cause, cosmic purpose, or God behind it.
 (A) I agree with this statement.
 (B) I disagree.
- ___ 48. In a paper, such as the New York Sunday Times, are you more likely to read:
 (A) the real estate sections and the account of the stock market;
 (B) the section on picture galleries and exhibitions?
- ___ 49. Would you consider it more important for your child to secure training in:
 (A) religion
 (B) athletics?

Directions: Each of the following situations or questions is followed by four possible attitudes or answers. Arrange these answers in the order of your personal preference by writing, in the appropriate line, a score of 1, 2, 3, or 4. The statement you prefer the most give a one (1) to and the second most attractive a two (2) and so on.

50. Do you think that a good government should aim chief at: (Remember your first choice 1)

- ___ a. more aid for the poor, sick and old.
 ___ b. the development of manufacturing and trade.
 ___ c. introducing highest ethical principles into its policies and diplomacy.
 ___ d. establishing a position of prestige and respect among nations.

51. In your opinion, can a man who works in business all the week best spend Sunday in--

- ___ a. trying to educate himself by reading serious books.
 ___ b. trying to win at racing, or golf.
 ___ c. going to an orchestral concert.
 ___ d. hearing a really good sermon.

52. If you could influence the educational policies of the public schools of some city, would you undertake--

- ___ a. to promote the study and participation in music and fine arts.
 ___ b. to stimulate the study of social problems.
 ___ c. to provide additional laboratory facilities.
 ___ d. to increase the practical values of courses.

53. Do you prefer a friend (of your own sex) who--

- a. is efficient, industrious and of a practical turn in mind.
- b. is seriously interested in thinking out his attitudes toward life as a whole.
- c. possesses qualities of leadership and organizing ability.
- d. shows artistic and emotional sensitivity.

54. If you lived in a small town and made more than enough income for your needs, would you prefer to:

- a. apply it productively to assist commercial and industrial development.
- b. help to advance the activities of local religious groups.
- c. give it for the development of scientific research in your locality.
- d. give it to Family Welfare Society.

55. When you go to the theater, do you, as a rule, enjoy most--

- a. plays that treat the lives of great men.
- b. ballet or similar imaginative performances.
- c. plays that have a theme of human suffering and love.
- d. problem plays that argue consistently for some point of view.

56. Assuming that you are a man with the necessary ability, and that the salary for each of the following occupations is the same, would you prefer to be:

- a. mathematician
- b. sales manager
- c. clergyman
- d. politician

57. If you had sufficient leisure and money, would you prefer to--

- a. make a collection of fine sculptures or paintings
- b. establish a center for the care and training of the feeble minded
- c. aim at a senatorship or a seat in the Cabinet
- d. establish a business or financial enterprise of your own.

58. At an evening discussion with intimate friends of your own sex, are you more interested when you talk about--

- a. the meaning of life
- b. developments in science
- c. literature
- d. socialism and social amelioration

59. Which of the following would you prefer to do during part of your next summer vacation (if your ability and other conditions would permit)--

- a. write and publish an original biological essay or article.
- b. stay in some secluded part of the country where you can appreciate fine scenery.
- c. enter a local tennis or other athletic tournament.
- d. get experience in some new line of business.

60. Do great exploits and adventures of discovery such as Columbus's, Magellan's, Byrd's and Amundsen's seem to you significant because--
- a. they represent conquests by man over the difficult forces of nature.
 - b. they add to our knowledge of geography, meteorology, oceanography, etc.
 - c. they weld human interests and international feelings throughout the world.
 - d. they contribute each in a small way to an ultimate understanding

61. Should one guide one's conduct according to, or develop one's chief loyalties toward--
- a. one's religious faith
 - b. ideals of beauty
 - c. one's occupational organization and associates
 - d. ideals of charity

62. To what extent do the following persons interest you--
- a. Florence Nightingale
 - b. Napoleon
 - c. Henry Ford
 - d. Galileo

63. In choosing a wife would you prefer a woman who--(Women answer the alternative form below)
- a. can achieve social prestige, commanding admiration from others.
 - b. likes to help people
 - c. is fundamentally spiritual in her attitudes toward life
 - d. is gifted along artistic lines

(For women) Would you prefer a husband who--

- a. is successful in his profession, commanding admiration from others
- b. likes to help people
- c. is fundamentally spiritual in his attitudes toward life
- d. is gifted along artistic lines.

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

Lastly, I would like to ask you some questions that will help me to statistically classify your answers:

65. Do you happen to belong to any organization that sometimes takes a stand on housing, better government, school problems, or other public issues?

yes, (If yes) What organizations? _____

no

66. When you get together with your friends would you say that you discuss public issues like government regulation of business, labor unions, taxes, and farm programs?

frequently, occasionally, never

(If frequently or occasionally) Which of these statements best describes the part you yourself take in these discussions with your friends?

- a. Even though I have my own opinions, I usually just listen.
 b. Mostly I listen, but once in awhile I express my opinions.
 c. I take an equal share in the conversation.
 d. I do more than just hold up my end in the conversation; I usually try to convince others that I am right.

67. Have you ever written or talked to your Congressman or Senator or other public officials to let them know what you would like them to do on a public issue you were interested in?

yes, if yes how many times? _____

no

68. In the last four years have you worked for the election of any political candidate by doing things like distributing circulars or leaflets, making speeches or calling on voters?

yes

no

69. Have you attended any meetings in the last four years at which political speeches were made?

yes

no

70. In the last four years have you contributed money to a political party or to a candidate for political office?

yes

no

71. Probably you cannot remember exactly, but about how many times do you think you have gone to the polls and voted during the last four years? _____

72. What is your religious preference? _____

73. What is your approximate income?

less than \$5,000

\$5,000 to \$7,500

\$7,500 to \$10,000

\$10,000 to \$15,000

\$15,000 to \$20,000

over \$20,000

74. What best describes your political preference?

- strong Republican
 weak Republican
 independent Republican
 Independent
 independent Democrat
 weak Democrat
 strong Democrat

75. Have you voted _____ always or mostly for the same party, or _____ for different parties?

76. Which party did you vote for in the: (Republican=R or Democrat=D)
_____ 1960, _____ 1964 Presidential campaign

_____ 1960, _____ 1962, _____ 1964, _____ 1966 Congressional campaign

77. Do most of your friends have the same party preference that you hold? _____ yes, _____ no, _____ undecided

78. Do your parents have the same party preference that you hold?
_____ yes, _____ no, _____ undecided.

CODING INSTRUCTIONS

1. Organization_____
2. Age_____
3. Education_____
4. Residence- N.D._____, Grand Forks_____.
- 6.-7. Occupation_____.
- 8.-9. North Hatt rank_____.
- 10.11. Instrumental-expressive score_____.
- 12.-13. Attraction score_____.
14. Gross-Martin score_____.
- 15.-16. Acceptance score_____.
17. Length of membership_____.
18. Membership segment_____.
19. Attitude measure_____.
- 20.-21. Theoretical_____.
- 22.-23. Economic_____.
- 24.-25. Aesthetic_____.
- 26.-27. Social_____.
- 28.-29. Political_____.
- 30.-31. Religious_____.

20. R	S	28. R	T	36. S	Y	43. T	X
21. T	Z	29. X	Z	37. X	Z	44. R	X
22. R	X	30. R	Y	38. T	Y	45. X	Z
23. S	Y	31. S	Z	39. R	S	46. R	Y
24. S	X	32. R	X	40. T	X	47. S	T
25. R	Z	33. S	T	41. R	Z	48. X	Y
26. S	X	34. Y	Z	42. S	T	49. T	Z
27. T	Y	35. S	X				

50. Z	T	X	R	58. S	T	R	Y
51. Y	R	S	X	59. T	R	X	Z
52. S	Z	Y	T	60. X	T	Y	S
53. T	X	R	S	61. Z	T	S	X
54. T	X	Y	Z	62. X	Y	S	R
55. R	S	Z	Y	63. Y	X	Z	T
56. T	Z	S	X	64. Z	S	R	T
57. R	Y	X	Z				

- 32-33. Political Participation_____.
34. Religion_____.
35. Income_____.
36. Party Identification_____.
37. Voted_____.
- 38-39. President_____.
- 40-43. Congress_____.
44. Cumulative score_____.
46. Friends_____.
47. Parents_____.

CODE SHEET

- Column 01. Voluntary association: 1. Lions Club
2. 18th District Democratic Women's Organization
3. League of Women Voters
4. Barbers' Local 601
02. Age: 2. 20-29
3. 30-39
4. 40-49
5. 50-59
6. 60-69
7. 70-79
03. Education: 0. less than college degree
1. college degree or higher
04. N.D. residence: 0. less than one year
1. one to five years
2. five to 9 years
3. ten to 15 years
4. life
05. G.F. residence: (same as above)
- 06-07. Occupation: 00. Professional-semi-professional
01. farmer
02. wholesale and retail dealer
03. other proprietors, managers and officials
04. clerical and kindred owners
05. skilled workers and foreman
06. semi-skilled
07. unskilled workers
08. retired
09. unemployed
10. military
11. housewife
99. no response
- 08-09. North Hatt Rank
10. Instrumental score: range 0-6
11. Expressive score: range 0-6
- 12-13. Attraction score: range 0-27.
14. Gross martin question: range 0-5.

- 15-16. Acceptance score: range 0-9
17. Length of Membership: 0. less than one
1. one to four
2. five to nine
3. ten to 14
4. 15-20
5. 20 or more
18. 0. Psychological membership segment
1. All others
19. 0. Preference membership segment
1. All others
20. 0. Marginal membership segment
1. All others
21. 0. Non-member membership segment
1. All others
22. Attitude orientation: 0. liberal
1. conservative
23. Theoretical value - men 34-54-0, women 26-45-0, any other
score - 1
24. Economic value - men 32-53-0, women 28-48-0, any other
score - 1
25. Aesthetic value - men 24-47-0, women 31-54-0 any other
score - 1
26. Social value - men 28-47-0, women 33-51-0, any other
score - 1
27. Political value - men 34-52-0, women 29-46-0, any other
score - 1
28. Religious value - men 26-51-0, women 31-56-0, any other
score - 1
29. Political participation: 0. inactive (0-3)
1. active (4-12)
30. Religious: 0. Lutheran
1. All others
31. Religion: 0 - Catholic
1 - All others
32. Religion: 0 - Protestant (except Lutherans)
1 - All others

33. Income: 1. \$5,000 or less
2. 5,000 to 7,500
3. 7,600 to 10,000
4. 10,100 to 15,000
5. 15,000 to 20,000
6. 20,100 or over
34. Party identifications: 0. Republicans
1. All others
35. Party identifications: 0. Democrats
1. All others
36. Party identifications: 0. Independents
1. All others
37. Voting consistency: 0. Always voted for same party
1. Different parties
- 38-39. Voting record: 0. Republican
1. Democratic
40. Friends have same party preference: 0. yes
1. no
2. undecided
41. Parents have same party preference: 0. yes
1. no
2. undecided

APPENDIX II

TABLE 15
CORRELATIONS BETWEEN MEMBERSHIP SEGMENTS AND
SELECTED VARIABLES FOR THE LIONS

Variables	Membership Segments			
	Psychological	Preference	Marginal	Non-member
Age	-.442*	.407*	.190	-.129
Education	.00	-.160	-.110	.460
Residence N.D.	-.245	.324*	.010	-.110
Residence G.F.	-.294	.327*	.060	-.100
Instrumental	-.081	-.016	.175	.063
Expressive	.150	-.281	.150	-.012
Attitude				
orientation	.188	-.183	.162	-.292
Theoretical	-.237	.173	.064	.071
Economic	-.178	.116	.056	.066
Aesthetic	-.217	.122	.090	.086
Social	-.158	.060	.102	.061
Political	-.177	.034	.144	.086
Religious	-.217	.191	-.001	.097
Political				
participation	-.188	.183	-.162	.292
Lutheran	-.187	.309	.059	-.274
Catholic	-.069	.072	-.077	.125
Protestant	.347*	-.236	-.269	.125
Republican	.120	-.260	.079	.114
Democratic	.188	.394*	-.162	-.097
Independent	.144	-.040	-.049	-.149
Voting	.051	-.024	-.048	.013
consistency				
Parents	.159	-.142	.068	-.166
preference				
Friends	.018	.106	-.009	-.222
preference				
Income	-.193	.245	.007	-.068
Attraction	.531**	.093	-.695**	.228
Acceptance	.582**	-.572**	.037	.085

*significant at .05 level

**significant at .01 level

TABLE 16

CORRELATIONS BETWEEN ATTITUDE ORIENTATION, INSTRUMENTAL, EXPRESSIVE, POLITICAL PARTICIPATION, AND SELECTED VARIABLES FOR THE LIONS CLUB

Variables	Attitude Orientation	Instrumental	Expressive	Political Participation
Age	.189	.472*	.081	-.189
Education	-.292	-.231	-.116	.683**
N.D. residence	.092	-.011	-.115	-.018
G.F. residence	.074	-.031	.235	-.074
Instrumental	.215		.145	-.215
Expressive	-.245	.282		-.086
Attraction	.124	.096	-.176	-.086
Acceptance	-.354*	.175	.150	.201
Theoretical	-.044	.144	-.445*	.104
Economic	-.007	.094	-.513*	.067
Aesthetic	-.097	.127	-.486*	.097
Social	-.089	.187	-.512*	.089
Political	-.127	.223	-.481*	.067
Religious.	-.142	.207	-.449*	.082
Political participation	-.714**	-.215	-.245	
Lutheran	.023	.270	-.178	.165
Catholic	-.183	-.288	.219	.394*
Protestant	-.183	-.378*	-.170	.387*
Republican	-.167	.292	.264	.336
Democratic	-.142	-.338	-.473*	-.093
Independent	.00	-.328	-.202	.016
Friends preference	.042	-.108	-.035	-.042
Parents preference	-.237	-.173	-.065	.035
Vote consistency	-.173	.178	-.222	.173

*significant at .05 level

**significant at .01 level

TABLE 17
CORRELATIONS BETWEEN MEMBERSHIP SEGMENTS AND SELECTED
VARIABLES FOR THE 18TH DISTRICT

Variables	Membership Segments			
	Psychological	Preference	Marginal	Non-member
Age		-.130	-.130	.229
Education		.267	-.458*	.168
N.D. residence		-.037	-.215	.223
G.F. residence		-.145	.052	.082
Instrumental		.066	.206	-.240
Expressive		-.371	.092	.245
Attraction		-.601**	.367	.206
Acceptance		.052	-.639**	.518*
Theoretical		.188	.188	-.133
Economic		.128	.128	-.226
Aesthetic		.144	.144	-.225
Social		.140	.140	-.248
Political		.112	.172	-.251
Religious		.170	.172	-.303
Political participation		-.140	-.140	.248
Lutheran		.084	.213	-.262
Catholic		.227	.044	-.240
Protestant		.130	.194	-.286
Republican		-.335	.089	.216
Democratic		.394	-.140	-.223
Independent		-.394	.140	.223
Vote consistency		.308	-.570*	.231
Parents party preference		.112	.307	-.307
Friends party preference		.220	-.497*	.244
Attitude orientation		.258	.094	-.311

*significant at .05 level

**significant at .01 level

TABLE 18

CORRELATIONS BETWEEN ATTITUDE ORIENTATION, INSTRUMENTAL, EXPRESSIVE, POLITICAL PARTICIPATION, AND SELECTED VARIABLES FOR THE 18TH DISTRICT

Variables	Attitude Orientation	Instrumental	Expressive	Political Participation
Age	-.383	-.026	.052	-.441*
Education	-.076	-.270	-.333	-.276
N.D. residence	.328	-.063	.322	.055
G.F. residence	.320	-.091	.218	.020
Instrumental	.053		.566*	-.029
Expressive	-.184	.566*		.218
Attraction	.035	.309	.464*	.431*
Acceptance	-.097	.346	-.137	.215
Theoretical	-.100	.870**	.520*	.102
Economic	-.136	.839**	.554*	.074
Aesthetic	-.148	.844**	.576*	.080
Social	-.102	.859**	.592*	.055
Political	-.124	.866**	.589*	.067
Religious	-.125	.835**	.544*	.067
Political participation	.102	-.029	.218	
Lutheran	.177	-.215	-.094	.033
Catholic	.062	-.192	-.148	-.006
Protestant	.086	-.314	-.164	.026
Republican	-.379	-.539*	-.076	.107
Democratic	.102	-.029	.016	-.055
Independent	-.102	.029	-.016	.055
Friends preference	-.123	-.294	-.342	-.031
Parents preference	.031	.466*	-.047	.121
Vote consistency	-.046	-.087	-.090	.122

*significant at .05 level

**significant at .01 level

TABLE 19
CORRELATIONS BETWEEN MEMBERSHIP SEGMENTS AND SELECTED
VARIABLES FOR THE LEAGUE

Variables	Psychological	Preference	Marginal	Non-member
Age	.096	.180	-.033	-.235
Education	-.288*	.091	-.036	.187
N.D. residence	.103	.302*	.002	-.390*
G.F. residence	.148	.285*	-.071	-.354*
Instrumental	.011	.016	.073	-.087
Expressive	.123	-.377*	.262	.054
Attraction	-.407**	-.388**	.419**	.394**
Acceptance	-.445**	.218	.437**	.528**
Attitude orientation	.107	.144	.100	-.320*
Theoretical	-.103	.158	-.006	-.004
Economic	.000	.012	-.310*	.243
Aesthetic	-.027	-.024	.232	-.144
Social	.050	-.246	.148	.079
Political	-.049	.110	.039	-.101
Religious	-.117	-.237	.328*	.067
Political participation	.045	-.215	.090	.100
Lutheran	.118	.193	.113	-.387**
Catholic	.118	.215	.113	-.410**
Protestant	.124	.130	.179	-.386**
Income	.124	.167	.002	-.280*
Republican	-.068	-.156	-.023	.235
Democratic	.022	.147	.085	-.237
Independent	.039	-.041	.059	-.041
Vote consistency	.150	-.337*	.055	.161
Parent preference	.213	-.351*	.101	.083
Friends preference	.190	-.137	-.172	-.159

*significant at .05 level

**significant at .01 level

TABLE 20

CORRELATIONS BETWEEN ATTITUDE ORIENTATION, INSTRUMENTAL, EXPRESSIVE,
POLITICAL PARTICIPATION AND SELECTED VARIABLES FOR THE LEAGUE

Variables	Attitude Orientation	Instrumental	Expressive	Political Participation
Age	.155	.006	-.022	-.052
Education	.124	-.033	-.124	-.166
N.D. residence	.138	.137	-.164	-.112
G.F. residence	.084	.157	-.113	-.110
Instrumental	-.486**		-.110	-.112
Expressive	.121	.110		-.005
Attraction	-.157	.169	.341*	.007
Acceptance	-.278*	.114	-.272	-.347*
Theoretical	-.122	.097	.050	-.052
Economic	-.115	-.070	-.329*	-.092
Aesthetic	.161	-.250	-.046	.320*
Social	-.130	-.176	.095	-.137
Political	.100	.090	.035	-.179
Religious	.076	-.168	.283*	.206
Political participation	-.108	.037	-.005	-.087
Lutheran	-.039	-.015	.017	-.016
Catholic	-.091	-.004	.019	.000
Protestant	.020	-.035	-.023	.004
Republican	.134	.083	.120	.111
Democratic	.176	.068	.050	-.122
Independent	-.201	.025	.047	.028
Income	.134	-.160	.095	.028
Friends preference	.246	.021	-.204	-.064
Parents preference	.125	-.011	.182	.233
Vote consistency	.037	-.020	.017	.467**

*significant at .05 level

**significant at .01 level

TABLE 21
MEAN SCORES FOR INSTRUMENTAL AND EXPRESSIVE
SCALES FOR THREE ASSOCIATIONS

Association	Instrumental Score S.D.	Expressive Score-S.D.
Lions	5.3-.78	4.4-1.2
18th District	5.8-.87	3.1-2.3
League	5.0-.94	2.6-1.4

BIBLIOGRAPHY