

SOCIAL JUDGEMENT, THE SEMANTIC DIFFERENTIAL,
AND ATTITUDE INTENSITY

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The basic problem of this study is whether or not the semantic differential attitude instrument may be used to measure attitude intensity. The method of determining this is to use an instrument which is known to measure attitude intensity in conjunction with the semantic differential and determine whether or not a significant correlation exists between the two.

The data collected for this thesis came from a study of the Bush-Bentsen senatorial race in the 1970 Texas election. In this study, the semantic differential was given along with an instrument which measured attitude intensity, the social judgement instrument.

The thesis is divided into four chapters. The first concerns other studies which have been done in this area and also includes a statement of the hypothesis to be tested: Persons responding with a high degree of ego-involvement on the social judgement instrument will tend to respond to the extreme position of the semantic differential.

The second chapter outlines the procedure for testing the hypothesis. That procedure was to determine whether or not a correlation existed between the latitude of rejection, (a measure of ego-involvement on the social judgement instrument),

and the number of extremes marked on the semantic differential instrument.

The third chapter of the study concerns the results of the experiment. A correlation of 0.1648 was found between the latitude of rejection and the number of extreme positions marked. These findings indicate that the relationship between the two was directional but not statistically significant.

The conclusions of the study are found in chapter four. These are that (1) there is only a slight tendency for the semantic differential to be used as an indicator of attitude intensity, and (2) the semantic differential is more responsive in reflecting an attitudinal shift in pre and post configuration than in a single measurement of attitude intensity.

SOCIAL JUDGEMENT, THE SEMANTIC DIFFERENTIAL,
AND ATTITUDE INTENSITY

THESIS

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By

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CHAPTER I

INTRODUCTION

Two of the most important instruments used to conduct studies in attitude intensity and attitude change have been the social judgement-involvement instrument developed by Muzafer Sherif and others, and the semantic differential originally designed by Charles Osgood. Essentially, the social judgement instrument has been shown to measure attitude intensity to a certain degree (2). According to Sherif, the social judgement approach measures ego-involvement, which he basically defines as "the arousal, singly or in combination, of the individual's commitments or stands in the context of appropriate situations, . . ." (2, p. 65). For clarification, this means that ego-involvement is basically the arousing of strong feelings or commitments which a person has toward a given concept. Ego-involvement may be viewed as attitude intensity. Sherif and others have conducted studies which seem to prove that the social judgement instrument does measure ego-involvement and is an indicator of attitude intensity (2, pp. 27-59).

The semantic differential has been primarily utilized to measure attitude change. For the reader who is unfamiliar with the studies of Osgood and others, it is suggested that some of his work be consulted (3).

Basis of the Study

In studies utilizing both attitudinal instruments, there seemed to be a demonstrated correlation between the attitude intensity which a person experienced (as measured by the social judgement instrument), and the number of extreme or polar positions which he marked on the scale of the semantic differential. It seemed, theoretically, that the more "ego-involved" a person was in an issue, the more extreme he was in marking the semantic differential scale.

The 1970 senatorial race between George Bush and Lloyd Bentsen brought an opportunity to observe this relation as seen in persons responding to both instruments.

Purpose of Study

On the basis of the theoretical possibilities mentioned above, the purpose of this study was formulated. Taking the data used in the Bush-Bentsen study, would persons who responded on the social judgement instrument with a high degree of ego-involvement also tend to mark the extreme positions of the semantic differential? Would they do this more than a person with low ego-involvement? The purpose of this study was to answer these questions.

Background Studies

Before going into the statement of hypothesis and the method of testing it in this study, some attention should be given to two other studies which have been done in this area.

The first of these studies concerns some research conducted by Lufty Diab on Arab unity (1, pp. 154-57). Diab sought some means of determining whether or not a person who responded in the "middle-of-the-road" position on the semantic differential might be ego-involved or have high attitude intensity on the concept which was under consideration.

Though the study cited does not indicate any concrete research utilizing the semantic differential to measure attitude intensity, Diab basically makes a suggestion for how this might be accomplished. Utilizing the semantic differential scale, Diab suggests that an individual be instructed to first, place a mark in the position which comes the closest to his feelings about a particular concept, thus:

Richard Nixon

Good: ___ : ___ : ___ : ___ : ___ : X : ___ : ___ : Bad

Then Diab suggests that he mark other positions which he might also accept. Next, Diab suggests that the individual indicate which position he finds most unacceptable, then mark any others which he might also find unacceptable.

The number of acceptable positions would then become the latitude of acceptance, the number of unacceptable positions would be the latitude of rejection, and the number of positions which were not responded to at all would be the latitude of non-commitment.

Though Diab does not make clear the exact means of administering the instrument, one manner might be to do the following: (1) Prepare four scales as shown in Figure 1. This could be done for as many concepts as one wished to use. (2) Instruct the respondent to mark in the first scale his most favored position. (3) Have him then mark in the second scale other positions he might favor. (4) Next, have him mark in the third scale his most unfavored position. (5) Last, have him place marks in the fourth scale on other positions he considers unfavored.

Richard Nixon

Good: ___ : ___ : ___ : ___ : ___ : X : ___ : ___ : Bad
 Good: ___ : ___ : ___ : ___ : X : ___ : X : ___ : Bad
 Good: X : ___ : ___ : ___ : ___ : ___ : ___ : ___ : Bad
 Good: ___ : X : X : ___ : ___ : ___ : ___ : X : Bad

Fig. 1-- Suggested Model for Diab's Social Judgement - Semantic Differential Synthesis

If the person who responded to the example in Figure 1 were to be assessed, it can be seen that his latitude of acceptance would be three; his latitude of rejection would be four, and his latitude of non-commitment would be one.

It can be observed here then, that the semantic differential might have possibilities for being an indicator of attitude intensity, but utilizing it as such gets away

perhaps, from its original use. Using it in this manner, of course, Diab might define a high degree of rejection an indicator of high ego-involvement; this is the usual case with the social judgement instrument. In fact, Sherif defines a latitude of rejection of five or more to be an indicator of high ego-involvement (2, pp. 57, 156, 234). As such, the semantic differential would pick up high attitude intensity, but its main function would then be its use as a social judgement instrument.

What this method of utilizing the semantic differential as an attitude intensity measuring instrument does not show is whether or not persons who mark the extreme position of the scale on a one time basis are highly ego-involved. The next study sheds more light on this as does the study under consideration in the main part of this thesis.

The second study which lends itself to the area under consideration was conducted by Weksel and Hennes in 1964 (4, pp. 91-94). As opposed to Diab's suggestion of synthesizing the two instruments, Weksel and Hennes sought to test whether or not scores on the semantic differential as used in the usual sense would indicate attitude intensity. The basic argument of their paper seemed to be that indeed, "polarization score does not represent attitude intensity" (4, p. 91).

The procedure of Weksel and Hennes in their study was to take first, a group of 73 college students, and second,

a group of college freshmen, tenth grade students, and sixth grade students. The first group was given a set of semantic differential scales with the added instruction to place a number from one to seven beside the scale to indicate how strongly they held that view. For example, the following was used in the paper: (4, p. 92)

LATIN AMERICANS

disreputable ___ : ___ : ___ : ___ : ___ : ___ : ___ reputable ()

A subject would place a mark in the blank coming closest to his attitude as he perceived it; then he would indicate in the space to the right how strongly he felt about this attitude on a scale from one to seven. Weksel and Hennes did a correlation between the polarity of the choice and the intensity of the attitude. This correlation was found to be .31 (4, p. 93).

The second group was administered a similar set of semantic differential scales with the added instruction to mark on a scale just below each semantic differential scale just how sure they were of that attitude. This was measured on the continuum of the scale from a possible 0 to 120.

WORLD HISTORY

good ___ : ___ : ___ : ___ : ___ : ___ : ___ bad

sure 100 80 60 40 20 unsure

The above example shows how the second group was given the instrument. The numbers, of course, were added to help give a numerical idea of how intensely each respondent was sure of his choice on the semantic differential. Weksel and Hennes did a correlation on the second group comparing the polarity of the semantic differential choice with the sure-unsure "score." The correlations were found to be .43 for the college freshmen, .47 for the tenth grade students, and .62 for the sixth grade students (4, p. 93).

The basic conclusions from the study of Weksel and Hennes were that "polarity scores should not be equated with intensity," and that "independent intensity measures should, in some cases, be used in conjunction with the semantic differential" (4, p. 91).

In the above two studies, an idea is given for how the semantic differential might be used as an attitude intensity measure if it is synthesized with the social judgement approach, and how it fails to be a reliable indicator of intensity if the judgement is based solely on the polarization score. The main purpose of this thesis is to study a similar concept as that of Weksel and Hennes, but from a different approach. The basic purpose of this paper, as related before, is to see if persons who are known to be ego-involved or to have intense attitudes as measured by the social judgement instrument, will tend to mark the extremes of the semantic differential.

Statement of Hypothesis

In order to accomplish the purpose of this thesis, the following hypothesis will be tested: Persons responding with a high degree of ego-involvement on the social judgement instrument will tend to respond to the extreme positions of the semantic differential. The procedure for testing this hypothesis will be outlined in the next chapter.

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CHAPTER II

PROCEDURE

Context of the Study

The study under consideration in this thesis dealt with data collected in the Bush-Bentsen senatorial campaign of 1970. The two instruments were given in a packet to persons about one week before the election day. In all, 219 responses were evaluated in the study.

The test given consisted of the two instruments mentioned in Chapter One, with the addition of some questions concerning political leanings. The Appendix may be consulted for a view of the entire set of instruments used. For purposes of understanding, the following explanation is given: the social judgement portion of the test consisted of four pages each with nine statements. Statement A was the extreme position that the election of George Bush was "absolutely essential" for the state and nation. Statement I was the opposite extreme position that the election of Bentsen was absolutely essential. The middle statement, i. e., E, was a middle position, the position that it was hard to decide which candidate would be better. In between these statements, the remaining six positions were listed representing varying degrees of intensity toward either extreme.

The respondent was asked to "draw a line under the statement" which came closest to his most preferred position on the first page. On the second page, he was instructed to circle the letters of other positions which he might also accept. On the third page, he was instructed to "cross out" the one most objectionable position, and on the fourth page, to cross out the letters of other positions he might also find objectionable.

For this study, the latitude of acceptance was the sum total of all acceptable positions, the latitude of rejection the total of objectionable positions, and the latitude of non-commitment was the total number of positions which were not responded to at all. Also, as concerns this study, the determination of "ego-involvement" was based upon the latitude of rejection. As mentioned in Chapter One, Sherif defined ego-involvement as a latitude of rejection of five or more. In this study, the more statements rejected, the more committed a person was considered to be toward his "own position." This was also considered to be an indicator of attitude intensity.

The semantic differential portion of the test consisted of two pages of bi-polar adjectives, one on each candidate. The bi-polar adjective sets were identical, but the concept was different on each page, (Bush on one and Bentsen on the other).

As an example of the semantic differential portion, the following is given:

Rate the following concept:

Lloyd Bentsen

Harmful _____; _____; _____; _____; _____; _____; _____; _____ Beneficial

The other adjective sets used were ethical-unethical; negative-positive; phony-authentic; forward-backward; hawkish-dovish; progressive-regressive; image is real-image is fabricated; principled-unprincipled; flexible-unflexible; bland-vibrant; sincere-insincere; qualified-unqualified; produces harmony-produces conflict; incompetent-competent; above board-under handed; separating-unifying; independent-controlled; unprofessional-professional; responsible-irresponsible; leader-follower; weak voice in Washington-strong voice in Washington; right political party-wrong political party.

Numerical Method of Evaluation of Responses

When the total number of 219 responses was obtained, the results were placed on computer cards for calculation. At this point, the following procedure was adopted: (1) For each of the 219 persons responding, the latitude of rejection was found. As stated before, this was the prime basis for definition of "ego-involvement." (2) Next, the scale on the semantic differential was evaluated. Each of the eight blanks separating the two opposite adjectives was numbered from one to eight. Since there were two candidates and twenty-three adjective sets for each, this made a total of forty-six sets. Each respondent was evaluated to see how many times

he tended to mark an extreme position. This was done as follows: If the respondent made his mark in blank one, two, seven, or eight, this was considered to be an extreme marking. A number was then established based upon the number of times the person responded to each of the forty-six sets with either a one, two, seven, or eight. (3) The next step involved in this procedure was to establish a correlation coefficient between the numerical value of the latitude of rejection and the number of times the person marked one of the four extreme positions.

In order for the hypothesis to be supported, there had to be a correlation between the two. As ego-involvement increased, that is, as the latitude of rejection numerically became larger, the number of extreme positions marked should also become larger. The results of the calculations may be found in the next chapter.

CHAPTER III

RESULTS

Formulation of Coefficients

Calculations for a correlation were made between the latitude of rejection and the number of extreme positions marked by each person.

The correlation between the latitude of rejection and the number of extreme positions marked was 0.1648. (See Table I.)

TABLE I

CALCULATIONS OF DATA
OBTAINED IN STUDY

Variable	n	Means	Standard Dev.	Correlation
Latitude of Rejection	219	3.1279	1.6924	0.1648
Number of SD Extremes	219	19.2466	12.0272	0.1648

The table also shows the means and standard deviation for the data. Graphing the two variables we have the following:

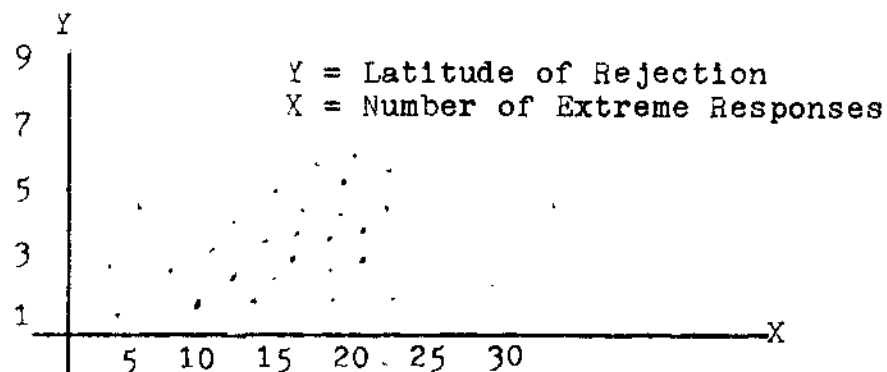


Fig. 2-- Graph of Correlation

The correlation was significant to the .05 level of confidence. The graph shows that there is only a slight tendency for a correlation to exist between the numerical value of the latitude of rejection and the numerical value of the extreme positions marked. Thus, the correlation is only directional.

Statistical Significance

Since the correlation value of 0.1648 was a significant one so far as being valid, it would seem that it would have to be considered so slight that almost no correlation would exist. A conclusion for the study will be found in the next chapter, but a few observations should first be made.

First, it was observed that on some of the data cards, persons who showed a great amount of "ego-involvement," as measured by the latitude of rejection, would tend to mark the middle positions of the semantic differential. Second, some persons who marked the extreme positions of the semantic differential would have very low latitudes of rejection. Third, some of the respondents who were high in ego-involvement would mark the extremes of one page of the adjective sets and hit the middle positions of the scales for the other page. Fourth, it was observed that some of the respondents failed to answer the instrument adequately, that is, it seemed that they did not always follow the directions and thus distorted their responses.

The significance of these facts will be discussed along with the conclusion in the next chapter.

CHAPTER IV

CONCLUSION

From the results seen in the previous chapter, it seems that there is no statistical correlation between the amount of ego-involvement, as based on the latitude of rejection, and polarity on the semantic differential. Thus, it would seem that the hypothesis has not been supported. It would seem likely that the conclusions of Weksel and Hennes that the semantic differential indeed cannot be used as a measure of attitude intensity based upon polarity may be true.

It would also seem that one could draw the conclusion that the semantic differential is inadequate to measure intensity of attitude when used solely by itself. It should probably remain a means for assessing changes of attitude rather than for determining "attitude intensity."

Why was the correlation coefficient so low? Why was there a tendency for some individuals observed to mark the extremes of the semantic differential, yet not be "ego-involved"? Why did some "ego-involved" persons tend to mark the semantic differential near the middle of the scale? An attempt will be made in this conclusion to determine some of the reasons for the outcome of the study.

First, as was observed in the previous chapter, the tendency of some of the respondents was to be either very ego-involved and "middle-of-the-road" on the semantic differential or extreme on the semantic differential while not ego-involved as measured by the social judgement instrument. This obviously would have something to do with the results obtained in the correlation study. Supposing that the hypothesis was possibly true, why did they do this? It should be observed here that other variables were acting in the situation.

Most of the respondents who took the instruments had formerly supported Ralph Yarborough, who had been defeated in the primary by Bentsen. Hence, it might be possible to conclude that they disliked both candidates, looked at them as rather "bland" persons, and, though they rejected many of the statements on the social judgement instrument, marked both candidates near the middle of the semantic differential instrument. They were ego-involved, but perhaps not with either of the two candidates.

It might be possible to conclude that some of these "Yarborough supporters" disliked both candidates intensely, and they tended to mark them in extremes on both the semantic differential scales, yet they were not ego-involved in either of the two candidates and thus had a low latitude of rejection.

Both of the above "variables" could have had definite effects upon the results of the study. It might be argued by some, however, that persons who disliked both of the candidates should have been ego-involved with their "middle-of-the-road" position and contrasted both to the "bad" extremes of the semantic differential. One of the bases of the social judgement approach is, of course, that a person might prefer a middle position between both candidates, yet if he rejected both extremes with a high latitude of rejection, would be "ego-involved" in that middle position.

It would seem from the above observations, that a person just might have an intense attitude toward one of the middle positions of the semantic differential similar to having a preferred position of E on the social judgement instrument, yet being highly "ego-involved" in that position. This person would have a high latitude of rejection yet would not respond to the extreme positions of the semantic differential. This person would, of course, affect the outcome of the correlation study.

Another reason for the outcome of the study might be that some persons saw one of the candidates as extremely "good" and marked him as such on the semantic differential. This person might also have a high degree of "ego-involvement" as measured by the social judgement instrument. He

might see the other candidate as a rather bland person and mark him neither "good" or "bad" but rather in the middle of the scale. This would account for the person who was ego-involved, perhaps, marked the extremes of one candidate's scale, the middle of the other's, and thus affected the outcome of the study.

One last possible reason for the outcome, though there may be others, is the fact that several persons responding failed to adequately read directions and thus distorted their responses. Such persons might have contaminated the study though their responses on the surface appeared to be all right. An example of this was seen in about twenty persons, known to be strong Nixon supporters, who were taken out of the 219 and studied. These persons had marked the semantic differential in extremes on both candidates, "good" marks for Bush, "bad" for Bentsen on the whole. A correlation coefficient was calculated between their latitude of rejection and the number of times they marked poles of the semantic differential. This coefficient was found to be -0.13 which basically showed that there was not only no correlation but perhaps a slight negative correlation.

On looking at the data cards for this group, it was seen that several failed to properly follow directions. Whether or not this significantly affected the results must, of course, remain in question.

An attempt has been made to determine what might have caused the low correlation between the latitude of rejection, the determining factor for ego-involvement on the social judgement instrument, and the number of times extreme positions were marked on the semantic differential scales. These reasons may be opened to question, and whether or not any had some significant effect on the results must also remain debatable.

Regardless, it must become the conclusion of this study, utilizing the Bush-Bentsen data, that polarity of the semantic differential scale does not represent intensity of attitude any more than does the choosing of one of the extremes of the social judgement instrument. A person may choose an extreme position on the social judgement scale and not be ego-involved in that position just as a person may choose one of the middle positions of the semantic differential, yet be very committed to that position and thus have high attitude intensity.

Whether or not this will become the final conclusion of the matter will remain to be seen. Other studies must follow to determine under what conditions, if any, the semantic differential must be given to be an indicator of attitude intensity.

APPENDIX

ATTITUDE STUDY OF THE 1970 SENATORIAL CAMPAIGN

This is part of a scientific study of the attitudes of various groups toward the major candidates for U.S. senator from Texas. It is not a commercial survey or a partisan poll sponsored by any political party, candidate or interest group. It is not undertaken nor will it be used to invade your privacy in any way. The research project is being financed by a Faculty Research Grant from North Texas State University, Denton, Texas.

If you have any doubts or reservations about this study please feel free not to put your name below. Other information requested below will be used only to classify your answers with other persons of similar age, etc. for scientific analysis. Please fill in or check each of these items.

Name (optional) _____ Male _____ Female _____

Date _____

Age (check one):

21-25 _____

26-30 _____

31-40 _____

41-50 _____

Over 50 _____

Day and Month of Birth _____

_____ I am a registered voter for the 1970 Senatorial Election.

_____ I am not a voter for the 1970 U.S. Senatorial Election.

I consider myself to be a (check one):

_____ Democrat

_____ Republican

_____ Independent

_____ (Put name of party if different from above)

For further information concerning this study contact Dr. Don Edward Beck, North Texas State University, Denton, Texas 76203.

Questionnaire #1

The statements below represent positions concerning the Senatorial election in the State of Texas.

Please read all of the statements carefully before making any marks on this page.

Now that you have read all of the statements carefully, draw a line under the one statement that comes closest to your point of view on this matter. Underline only one statement on this page

-
- A. The election of George Bush is absolutely essential in the interests of the state and nation.
 - B. On the whole the interests of the state and nation will be served best by the election of George Bush.
 - C. It appears that the interests of the state and nation will be served better if George Bush were elected in November.
 - D. Although it is hard to decide, there would be a slight advantage in electing George Bush in November.
 - E. It is difficult to decide between George Bush and Lloyd Bentsen in the November Senatorial election.
 - F. Although it is hard to decide, there would be a slight advantage in electing Lloyd Bentsen in November.
 - G. It appears that the interests of the state and nation will be served better if Lloyd Bentsen were elected in November.
 - H. On the whole the interests of the state and nation will be served best by the election of Lloyd Bentsen.
 - I. The election of Lloyd Bentsen is absolutely essential in interests of the state and nation.

The statements below are the same statements as on the last page.

Please read all statements once more before making any marks on the page.

There may be another statement or other statements which are also acceptable from your point of view. If there are, put a circle around the letter in front of such a statement or statements which are also acceptable.

-
- A. The election of George Bush is absolutely essential in the interests of the state and nation.
 - B. On the whole the interests of the state and nation will be served best by the election of George Bush.
 - C. It appears that the interests of the state and nation will be served better if George Bush were elected in November.
 - D. Although it is hard to decide, there would be a slight advantage in electing George Bush in November.
 - E. It is difficult to decide between George Bush and Lloyd Bentsen in the November Senatorial election.
 - F. Although it is hard to decide, there would be a slight advantage in electing Lloyd Bentsen in November.
 - G. It appears that the interests of the state and nation will be served better if Lloyd Bentsen were elected in November.
 - H. On the whole the interests of the state and nation will be served best by the election of Lloyd Bentsen.
 - I. The election of Lloyd Bentsen is absolutely essential in interests of the state and nation.

The statements below are the same as those on the two preceding pages.

Please read the statements again and select the one statement which is most objectionable from your point of view. Cross out that one statement which is most objectionable--draw lines through the statement to cross it out.

-
- A. The election of George Bush is absolutely essential in the interests of the state and nation.
 - B. On the whole the interests of the state and nation will be served best by the election of George Bush.
 - C. It appears that the interests of the state and nation will be served better if George Bush were elected in November.
 - D. Although it is hard to decide, there would be a slight advantage in electing George Bush in November.
 - E. It is difficult to decide between George Bush and Lloyd Bentsen in the November Senatorial election.
 - F. Although it is hard to decide, there would be a slight advantage in electing Lloyd Bentsen in November.
 - G. It appears that the interests of the state and nation will be served better if Lloyd Bentsen were elected in November.
 - H. On the whole the interests of the state and nation will be served best by the election of Lloyd Bentsen.
 - I. The election of Lloyd Bentsen is absolutely essential in the interests of the state and nation.

The statements below are the same as those on the three preceding pages.

Please look over the statements again before making any marks on this page.

There may be another statement or other statements which you find objectionable from your point of view. If there are, show which are objectionable by crossing out the letter in front of such a statement or statements.

A. The election of George Bush is absolutely essential in the interests of the state and nation.

B. On the whole the interests of the state and nation will be served best by the election of George Bush.

C. It appears that the interests of the state and nation will be served better if George Bush were elected in November.

D. Although it is hard to decide, there would be a slight advantage in electing George Bush in November.

E. It is difficult to decide between George Bush and Lloyd Bentsen in the November Senatorial election.

F. Although it is hard to decide, there would be a slight advantage in electing Lloyd Bentsen in November.

G. It appears that the interests of the state and nation will be served better if Lloyd Bentsen were elected in November.

H. On the whole the interests of the state and nation will be served best by the election of Lloyd Bentsen.

I. The election of Lloyd Bentsen is absolutely essential in interests of the state and nation.

INSTRUCTIONS

Please Read Carefully

We would like to know how you feel about the two U.S. Senatorial candidates from Texas. Please judge the two candidates in terms of what descriptive scales mean to you. Of course, there are no "right" or "wrong" answers and we urge you to be as accurate as possible in your ratings.

For purposes of illustration, suppose you were asked to evaluate John Doe using the "fair-unfair" scale. If you judge him to be extremely unfair, you would put a check-mark as follows:

UNFAIR ✓ : ___ : ___ : ___ : ___ : ___ : ___ FAIR

If you judge him to be substantially fair, you would put a check-mark as follows:

UNFAIR ___ : ___ : ___ : ___ : ___ : ✓ : ___ FAIR

If you judge him to be moderately "unfair", you would put a check-mark as follows:

UNFAIR ___ : ✓ : ___ : ___ : ___ : ___ : ___ FAIR

If you judge him to be slightly fair, you would put a check-mark as follows:

UNFAIR ___ : ___ : ___ : ✓ : ___ : ___ : ___ FAIR

After you have checked each item go back and place a check-mark with a circle around it to the left of the three (3) items you feel are the most representative of your feelings.

For example:

⓪ UNFAIR ___ : ___ : ✓ : ___ : ___ : ___ : ___ FAIR

In summary.

1. Be sure you check every scale of all concepts. Never put more than one check-mark on a single scale.
2. Make each item a separate and independent judgement.
3. Work at a fairly high speed through this survey; we want your first impressions--the way you actually feel at the present time toward the candidates.
4. When you finish please go back and check the three items you feel best represent your true feelings about the concept.

PERCEPTION OF POLITICAL PHILOSOPHY

1. Indicate by crossing the line below the way you view your own political philosophy on the basis of the contemporary liberal versus conservative distinction.
(example _____)

Very Liberal _____ Very
Middle of
the Road Conservative

2. Indicate by crossing the line below the way you view the political philosophy of Lloyd Bentsen on the basis of the contemporary liberal versus conservative distinction.

Very Liberal _____ Very
Middle of
the Road Conservative

3. Indicate by crossing the line below the way you feel about the political philosophy of George Bush on the basis of the contemporary liberal versus conservative distinction.

Very Liberal _____ Very
Middle of
the Road Conservative

Prior to the primary elections, which one of the following candidates did you most strongly favor?

Ralph Yarborough _____

Lloyd Bentsen _____

George Bush _____

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