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## The effect of issue involvement and discrepancy on latitude width as an individual difference variable in attitude change.

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THE EFFECT OF ISSUE INVOLVEMENT AND DISCREPANCY ON LATITUDE  
WIDTH AS AN INDIVIDUAL DIFFERENCE VARIABLE IN ATTITUDE CHANGE

A dissertation Presented

By

Kathleen Ann Telaak

Submitted to the Graduate School of the  
University of Massachusetts in  
partial fulfillment of the requirements for the degree of

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August 1971

Psychology

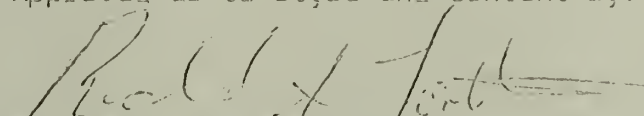
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Kathleen Ann Telaak


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(Head of Committee)

  
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August 1971

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## TABLE OF CONTENTS

	page
ACKNOWLEDGEMENTS.....	iii
LIST OF TABLES.....	vi
INTRODUCTION.....	1
General Background to Social Judgment Theory.....	3
Discrepancy.....	8
Involvement.....	12
Latitude of Acceptance as an Individual Difference Variable.....	17
METHOD.....	23
Overview.....	23
Subjects.....	23
Design.....	24
Procedure.....	24
Discrepant Messages.....	26
Involvement.....	27
Measure of Latitude Width.....	28
Measurement of Dependent Variables.....	29
Attitude change.....	29
Veridicality.....	29
Evaluation of message and source.....	30
Debriefing.....	30
RESULTS.....	31
Overview.....	31

Relationships Between Latitude Widths, Attitude Position and Involvement.....	33
Relationship of Latitude of Acceptance Width to Responses.....	35
Latitude of acceptance calculated on a five- point scale.....	35
Latitude of acceptance calculated on a seven- point scale.....	37
Relationship of Latitude of Rejection Width to Responses.....	39
Latitude of rejection calculated on a five- point scale.....	39
Latitude of rejection calculated on a seven- point scale.....	44
Summary.....	47
Additional Effects.....	49
DISCUSSION.....	54
BIBLIOGRAPHY.....	61
APPENDICES	
APPENDIX A.....	66
APPENDIX B.....	76
APPENDIX C.....	80



## LIST OF TABLES

Cell Means for Dependent Variable of Veridical Perception of Message with Latitude of Acceptance Calculated on a Five-Point Scale.....	36
Cell Means for Dependent Variable of Change in Latitude of Rejection Width with Latitude of Acceptance Calculated on a Five-Point Scale.....	38
Cell Means for Dependent Variable of Change in Latitude of Rejection Width with Latitude of Acceptance Calculated on a Seven-Point Scale.....	40
Cell Means for Dependent Variable of Veridical Perception of Message with Latitude of Acceptance Calculated on a Seven-Point Scale.....	41
Cell Means for Dependent Variable of Veridical Perception of Message with Latitude of Rejection Calculated on a Seven-Point Scale.....	43
Cell Means for Dependent Variable of Change in Latitude of Rejection Width with Latitude of Rejection Calculated on a Five-Point Scale.....	45
Cell Means for Veridical Perception of Message with Latitude of Rejection Calculated on a Seven-Point Scale.....	46
Cell Means for Dependent Variable of Change in Latitude of Rejection Width with Latitude of Rejection Calculated on a Seven-Point Scale.....	48

Mean Rating of Message Evaluation as a Function of Discrepancy and Issue Involvement with Latitude of Acceptance Calculated on a Five-Point Scale.....	51
Mean Change in Width of Latitude of Rejection as a Function of Direction of Discrepancy and Issue Involvement with Latitude of Acceptance Calculated on a Five-Point Scale.....	53

## ABSTRACT

The effects of issue involvement, discrepancy and latitude width on attitude change were studied in a social judgment framework. Subjects were female students enrolled in undergraduate introductory psychology courses at the University of Massachusetts. Measures of latitude of acceptance width, latitude of rejection width, latitude of non-commitment width, most preferred attitude position and amount of issue involvement were calculated for each subject on each of eight social issues; campus unrest, legalization of marijuana, social welfare, gun control legislation, high and low involvement aspects of the women's liberation and equal rights issue, tenants' rights to maintain pets, and public transportation in the city of Greenfield, Massachusetts.

In a subsequent session subjects were given a persuasive communication on both the high and low involvement aspects of the women's liberation issue. The persuasive communications advocated a position on women's liberation either mildly, moderately, or strongly discrepant from the subject's initial attitude and in a direction either more favorable or less favorable to the issue. Analyses were performed using both latitude of rejection width and latitude of acceptance width as the independent variable of latitude width.

The prediction that latitude of acceptance width would be correlated across all issues varying in level of

involvement was not found to be significant. Degree of extremity of initial opinion was not found to be related to latitude width or issue involvement. While there were no significant changes in subjects most preferred attitudinal positions, changes in latitude of rejection width was found to be related to the direction of the advocated discrepancy. Those subjects receiving a discrepant message advocating a more favorable stand on the issue tended to widen their latitude of rejection range; while subjects receiving a discrepant message less favorable to the issue than the subject's initial opinion tended to narrow their rejection range. Also, the within subjects variable of issue involvement proved to be related to change in latitude of rejection width, with low involvement issues producing a narrowing of the latitude of rejection range. No significant changes in latitude of acceptance width was found. The failure to find attitude change was explained by the tendency for all subjects to assimilate.

# EFFECT OF ISSUE INVOLVEMENT AND DISCREPANCY ON LATITUDE WIDTH AS AN INDIVIDUAL DIFFERENCE VARIABLE IN ATTITUDE CHANGE<sup>(1)</sup>

Kathleen Ann Telaak

Traditional theoretical approaches in the general area of attitude modification and change (e.g. Thurstone, 1929) have shown little interest in the underlying psychological processes by which such change occurred. More recent approaches taken by Heider (1958), Osgood & Tannenbaum (1955) and Festinger (1957) recognize the importance of such underlying processes to the understanding of change. Sherif & Hovland (1961) attempt to base their approach to attitude change, that of social judgment theory, on such basic underlying psychological processes. These authors show the importance of the underlying process of judgment. How an individual judges attitudinal statements depends on his prevailing reference scale and the judgment process. This refreshing approach to attitude change views one's attitude more realistically in terms of a range rather than a single scalar position.

Experimental research based on this notion has centered around the relevant variables of issue involvement and communicator-communicatee discrepancy. Until the present, no single experiment has sought to investigate the relationships between attitude change, latitudes of acceptance, latitudes of rejection, issue involvement and discrepancy size. At this

point it is crucial to social judgment theory that answers be sought to questions which past research in this area has left unanswered.

The present experiment seeks to determine, first, what, if any, relationship exists between latitudes of acceptance and latitudes of rejection. Past experimental inquiries have suggested that it could conceivably be more fruitful to view latitude of rejection as an issue-involvement related variable (Miller, 1965; Miller & Devine, 1968; Sherif, Sherif & Nebergall, 1965). If this is the case, both latitude of acceptance and latitude of rejection would relate to attitude change in independent ways. This also suggests that involvement, while being issue specific and highly related to latitudes of rejection, is, at the same time, unrelated to latitudes of acceptance. The communicator-communicatee discrepancy at which optimum attitude change occurs is likely to differ with varying levels of issue involvement. While several studies have found non-significant trends implying this discrepancy  $\times$  involvement interaction (Eagly, 1967; Koslin, Stoops & Loh, 1967), it had not yet been investigated with respect to social judgment theory. By investigating the correlations between latitude widths on a number of issues varying in involvement and determining their effect on attitude change, while using involvement as a within subjects variable, it was hoped that the present study would provide answers to these highly relevant questions.



## General Background to Social Judgment Theory

The study of attitude change in relation to latitudes of acceptance and rejection has received a significant amount of attention in social psychological research. The basis of such research lies in Sherif & Hovland's (1961) social judgment theory. This theory of judgmental processes hypothesized that the judgment of any stimulus is particularly dependent on the perceiver's background or history of experience with other similar stimulus items. Thus, the individual utilizes a reference scale which is unique to him, built up from a series of encounters with stimulus items somehow related to the specific item presently being judged. When the formation of a psychological reference scale has occurred, subsequent judgment of similar stimulus items is greatly influenced by the scalar position of the stimulus item relative to the established reference scale.

Sherif's (1935) classic research on the autokinetic phenomenon provides supporting evidence for such reference scale formation for the judgment of a physical stimulus when no veridical stimulus exists. The application of the use of individual reference scales in the psychological judgment of socially relevant attitude items was pioneered by Hovland & Sherif (1952) and carried on by Hovland, Harvey & Sherif (1957).

According to psychophysics, a stimulus which acts as a standard against which other stimuli are judged, or

significantly influences the judgment of other stimuli, can be called an anchor. The process of assimilation is said to have occurred if such an anchor causes the judgment of a stimulus to be shifted closer to the anchor than it veridically is. Conversely, if the judgment of a stimulus is shifted away from the anchor, contrast has occurred. These anchors can be either internal, such as one's attitude; or external, such as the responses of the group members in the Sherif autokinetic experiments.

Sherif & Hovland (1961) maintain that such a judgmental process involving assimilation and contrast effects caused by an anchoring stimulus occurs not only in the judgment of physical stimuli but also in the judgment of social stimuli. The formation and use of such internalized social reference scales greatly influences the perception and processing of incoming socially relevant information. Viewing the judgment of social stimuli according to such an interpretation, the individual's pre-existing attitude acts as an internal anchor against which forthcoming communications are judged or compared. Consequently, the presentation of a persuasive communication not very discrepant from the individual's pre-existing anchor attitude would tend to be judged as similar to the anchor, or assimilated. A communication extremely discrepant from the pre-existing anchor would tend, according to the theory, to be judged as significantly different and to be contrasted. How one judges a persuasive communication with respect to his



existing opinion will have an effect on his receptivity to attitude change attempts (Hovland, Harvey & Sherif, 1957; Atkins, 1966).

The concepts of latitude of acceptance and latitude of rejection (Sherif & Hovland, 1961; Sherif, Sherif & Nebergall, 1965) are relevant to this process of judgment and receptivity to persuasive communications. The concept of latitude of acceptance refers to the range of items the individual views as acceptable to him. This is operationalized by asking him to indicate on the latitude scales, the position most favorable to him and also other positions which are acceptable. The latitude of rejection constitutes the range of items viewed as unacceptable to an individual. This concept is operationalized by asking the subject to indicate the item which is most objectionable to him as well as other unacceptable items. A latitude of non-commitment refers to a range of items not included in the above specifications. Using a range of statements to determine one's attitude seems to be more accurate and less artificial than using a single scalar position. In reality, an attitude is unlikely to be accurately reflected by a single statement.

Susceptibility to attitude change attempts can also be reflected by using these concepts of latitude width. If a persuasive communication falls close to one's initial or anchor attitude it is more likely to lie in the latitude of

acceptance; whereas, a communication advocating a position of extreme discrepancy from the initial attitude will most likely lie outside one's latitude of acceptance or inside one's latitude of rejection. Kiesler, Collins & Miller (1969) in their discussion of social judgment theory assume a two-stage model. The perceiver in the judgment process uses either assimilation or contrast to determine the placement of the message. Placement of the message then determines the amount of attitude change, since the amount of judged discrepancy between the subject's initial anchor attitude and the message will influence his acceptance or rejection of it.

If, in judging, the message is placed in the latitude of acceptance, at least two possibilities exist. The assimilation might work in favor of attitude change and the subject might move toward the message; or, if the message is judged as being almost identical to his initial opinion, that is, assimilated all the way toward his most favored position, attitude change will be stifled due to the fact that the subject perceives no need to change since his attitude is already perfectly consistent with the advocated communication. This is most likely to occur at extremely small discrepancies between the opinion of the subject and the advocated message. This possible inhibition of attitude change is dependent on the judgment process and is not a limitation due to ceiling effects where there is no room for further change. If, in the judgment process, contrast occurs and the subject views

the communication as falling in his latitude of rejection, which is most likely to occur at large discrepancies, there will be less chance for attitude change to occur.

The measurement of latitudes of acceptance and rejection has changed since the concept was originally formulated. Hovland et al. (1957) used a frequency count of the number of statements to measure latitude width. Atkins, Deaux & Bieri (1967) have since called for a reformulation of the concept of latitude size. They noted that two latitudes containing the same number of items do not necessarily have to be the same in scalar distance size. Thus, the width of the latitude of acceptance should be measured by taking the scalar distance covered by those items perceived as acceptable to a subject. A similar operation is recommended for measuring the width of the latitude of rejection. Atkins et al. (1967) used the notion of range rather than frequency count in the measurement of latitudes. Consistent with this approach, the present experiment employs for each subject, individually, latitude widths for acceptance and rejection, based on the acceptable and unacceptable statements and the scalar range covered by these pre-scaled statements.

In comparing studies using a range criterion with those using a frequency criterion, conflicting results have been noted. Atkins et al. (1967), using a range criterion, found non-significant trends for subjects holding moderate initial attitudes, which is inconsistent with Sherif & Hovland's (1961)

finding that extreme subjects reject more items than those subjects holding more moderate attitudes. That is, using a frequency count criterion resulted in extreme or involved subjects having wider latitudes of rejection, while a range criterion shows no real significant difference in width of latitude of rejection for extreme and moderate subjects. Furthermore, using the range measure of latitudes, extreme subjects were found to show as much attitude change as moderates. That is, despite extremeness of own position, a subject tended to show attitude change when he perceived the communication as falling within his individual latitude of acceptance.

### Discrepancy

The importance of the size of the discrepancy between the advocated position and the subject's own initial opinion in attitude change research has long been noted. In some instances, a curvilinear relationship in the shape of an inverted-U function has been found to relate opinion change and discrepancy (Bochner & Insko, 1966; Johnson, 1966; Brewer & Crano, 1968). A significant positive linear relationship between discrepancy and attitude change has also been found (Eagly, 1967; Bochner & Insko, 1966; Johnson, 1966). Sampling different segments of the discrepancy continuum can produce differential results. In instances where a linear relationship occurs, one could hypothesize that carrying the discrepancy level to a further

extreme would eventually produce a curvilinear function.

When discrepancy has been varied in research involving latitude size, similar conflicting results have occurred. In general, social judgment theory would predict a curvilinear relationship between attitude change and discrepancy such that, after an initial increase, influence decreases as the communicator-communicatee discrepancy increases. Extremely discrepant communications would be affected by contrast effects while communications of small discrepancy would be affected by the assimilation process. Hovland, Harvey & Sherif (1957) found displacement away from the subject's initial attitude with highly discrepant messages, as predicted by social judgment theory. Other experimental research (Atkins, Deaux & Bieri, 1967; Deaux & Bieri, 1967) has shown the predicted assimilation process and more attitude change to occur when the persuasive communication fell inside the latitude of acceptance.

A study by Peterson & Koulack (1969) used a large number of discrepancy levels. Seventy-two subjects were selected from a population of one thousand possible subjects, so that each would have identical latitudes of acceptance and rejection and identical most favored positions. Each subject received a communication at one of six discrepancies from his initial opinion. Maximum opinion change was found to occur when the persuasive message fell slightly within the latitude of rejection and change was found to decrease as discrepancy became more extreme.



The authors argue that the subjects extended their latitude of acceptance until they contained the advocated position.

The Peterson & Koulack (1969) study initially appears inconsistent with the Atkins et al. (1967) study where maximum change occurred when the communication fell inside the latitude of acceptance. However, a methodological difference enables Peterson & Koulack to interpret their study in a way consistent with the Atkins et al. results. That is, since the subjects in the Atkins et al. study scaled the persuasive communication after it was presented to them, it is possible that the communication was originally in their latitude of rejection and during the scaling process the latitude of acceptance was broadened to include the advocated position.

The importance of discrepancy is apparent in light of these two studies. As emphasized by Atkins et al. (1967), in order for degree of discrepancy to be meaningful, it is important to consider the width of the latitudes for each individual subject.

This research regarding discrepancy with respect to latitudes of acceptance and rejection is consistent with the recent theoretical work by the Sherifs (Sherif & Sherif, 1967) which hypothesizes a curvilinear relationship between discrepancy and attitude change where the hump of the curve indicating maximum change lies at the point dividing the latitudes of acceptance and rejection.

Experimental evidence also exists which predicts that lowered involvement raises the discrepancy level at which this hump occurs. Two experiments (Eagly, 1967; Koslin, Stoops & Loh, 1967) have found this interaction between discrepancy and involvement in the predicted direction with marginal or non-significant results.

Koslin, Stoops & Loh (1967), while varying the degree of uncertainty with which an individual holds an initial attitude, found unstable or uncertain subjects to show more attitude change than stable subjects when presented with discrepant communications. The predicted discrepancy x certainty of initial opinion interaction approached significance with unstable subjects tending to show more change than stable ones at extreme levels of discrepancy.

A similar non-significant trend was found by Eagly (1967), ( $F < 1.0$ ,  $df = 1/34$ , n.s.). While high involvement subjects were found to show less change than low involvement subjects in negative discrepancy conditions; low involvement subjects were found to show increasing change with increasing discrepancy despite the fact that high involvement subjects showed maximum change at medium discrepancies.

An analysis of the above experiments leads one to make the following predictions with respect to the relationship between attitude change and discrepancy in the present experiment: discrepancy is expected to relate to attitude change in the form of a curvilinear function with optimum change

occurring at medium communicator-communicatee discrepancy levels. That is, optimum attitude change should tend to occur at the end of the latitude of acceptance or beginning of the latitude of rejection. Furthermore, the discrepancy level at which optimum change occurs is predicted to be related to issue involvement. An involvement x discrepancy interaction was predicted such that increasing involvement should tend to lower the discrepancy level at which optimal attitude change occurs due to a wider latitude of rejection.

### Involvement

How one conceptually defines involvement is a crucial factor. The term 'involvement' has come to mean a wide variety of things in an equally wide variety of contexts. Such concepts as personal involvement, ego-involvement, commitment, importance, social support, personal or social relevance, have all been equated with the term 'involvement'.

According to the original formulation of the theory by Sherif & Hovland (1961), the extent to which one is involved in or committed to an issue should be reflected in the size of one's latitude width. A highly involved subject should typically have a narrow latitude of acceptance, a broad latitude of rejection and should be less receptive to attitude change attempts for his own attitude would act as a strong anchor in the assimilation-contrast process. The authors found that the attitude of



the highly involved subjects tended to be more extreme than those of other subjects and less likely to change attitude position. Defining involvement in terms of group membership, or in terms of the size of the latitude of acceptance, rejection or non-commitment is a self-defeating operation because greater issue involvement does not necessarily follow from group membership or a specific latitude width. Hence, involvement should be defined independent of such factors.

The confounding of position extremity and size of latitude of acceptance, by using members of extreme groups can have serious detrimental consequences. It can be argued (Kiesler, Collins & Miller, 1969) that those persons attracted to extreme groups such as the Salvation Army and Women's Christian Temperance Union women, could naturally be more dogmatic, rigid, or closed minded and thus more resistant to attitude change attempts. Consequently, one cannot reliably know which of these factors is responsible for any attitude change effects. Latitude width on both acceptance and rejection ranges is supposedly a function of the subject's involvement in the issue, correlated with extremity of his position, and directly related to the probability of attitude change on that issue, according to the original formulation of the theory.

The early research using group membership to define issue involvement (Hovland, Harvey & Sherif, 1957; Hovland &

Sherif, 1961) did find that those highly involved subjects with narrow latitudes of acceptance tended to show less attitude change than less highly involved subjects with broad latitudes of acceptance. And this finding is easily interpretable in terms of the assimilation-contrast processes of social judgment theory.

While earlier studies tended to show that communications falling outside the latitude of acceptance would tend to be rejected or contrasted causing a low probability of attitude change (Atkins, 1966), the Peterson & Koulack (1969) study, where a persuasive communication falling just inside the latitude of rejection produced optimal opinion change, drew this finding into question. Other initially accepted predictions regarding involvement and social judgment theory have been questioned also. Sherif, Sherif & Nebergall (1965) propose that high involvement is correlated with increased latitudes of rejection and decreased latitudes of non-commitment; while latitudes of acceptance remained unaffected by involvement. That is, increasing issue involvement tended to increase latitudes of rejection and decrease the probability of attitude change while not affecting latitudes of acceptance.

Partially consistent with this is the 1965 Miller study where involvement was experimentally manipulated in a way that appeared to include commitment in the definition of involvement. To increase involvement subjects read a communication on the importance of the issue, were given

social support for such a stand, were asked to present reasons supporting their position and were asked to commit themselves by promising to distribute literature on the issue to their family and friends.

The results indicate that increasing involvement on the relevant issue, that is, an issue on which an attitude change attempt was made, tended to reduce opinion change on that issue. Increasing the involvement on an issue for which no persuasive communication was given, allows one to study the effect of involvement without the influence of the persuasive communication. While increasing involvement on an irrelevant issue increased the extremity of the subject's attitude, this manipulation produced no significant change in size of latitude of acceptance. Thus, latitude of acceptance appears to be independent of involvement. However, since only latitudes of acceptance were analyzed and latitudes of rejection and non-commitment were not analyzed, one does not know what effect, if any, involvement had on them, or how they relate to attitude change in this particular study.

A number of questions concerning this study arise. Since the publication of this paper occurred before the Atkins et al. (1967) reformulation of the measure of latitudes, one can assume the author to have used a frequency count rather than a range criterion of latitude size. It is important to determine what effect involvement has on latitude of acceptance, latitude of rejection, and latitude of non-commitment using a range

criterion as the relevant measure.

Also, the use of only one discrepancy level, that of high discrepancy according to the author, causes one to wonder exactly where such a message fell in a particular subject's latitude range; that is, inside the latitude of acceptance, or inside the latitude of rejection, and how far in the range. These are all relevant questions. Knowledge of the degree of discrepancy used is a crucial factor in a study relating attitude change and latitude widths.

The topic of issue involvement and attitude change was referred to by Atkins, Deaux & Bieri (1967) in their study in which they claimed that research on attitude change had generally dealt with issues of a technical, scientific and unfamiliar nature which are unrelated to the daily experiences of the students used as subjects. If this is accurate such issues certainly do not appear to be involving for the subject. The authors chose the issue of fraternities on campus which they state to be of significant importance on that particular campus at that particular time, and consequently ego-involving for their subjects. Their claim that their research shows that attitude change is not restricted to non-involving issues is relevant to the topic of issue involvement. However, no attempt was made in this study to show a direct relationship between latitude size and issue involvement.

Another study investigating the relationships between attitude change and issue involvement was done by Miller &

Zimbardo (1964). Involvement was defined in terms of two types of subject's self-report, the degree to which he was personally involved in an issue (issue-type involvement) and the relative number of issues in which he was involved, (subject-type involvement). However, the authors report that their results were probably confounded by interest and attentional factors, with subjects paying more attention to the messages concerning the involving issues than they did to those related to the non-involving issues.

This previous experimental research investigating the influence of involvement on attitude change, in the framework of social judgment theory, led to the following predictions with respect to the present experiment. An involvement main effect was hypothesized with high involvement resulting in a lowered susceptibility to attitude change attempts on that issue. It was also predicted that latitude of rejection would be found to be related to issue involvement; the greater the degree of issue involvement, the wider the latitude of rejection. Latitude of acceptance was hypothesized to be an individual difference variable unrelated to issue involvement.

#### Latitude of Acceptance as an Individual Difference Variable

A number of studies have provided support for viewing latitudes of acceptance as a personality or individual difference variable. More specifically, they indicate that latitudes of acceptance should be seen as a cognitive style



variable. That is, latitude size should tend to be consistent within an individual, over a variety of issues inspite of involvement in the issue. Miller (1965) while showing involvement rather than dogmatism to inhibit attitude change found latitudes of acceptance to be a rather consistent variable independent of involvement. By experimentally increasing issue involvement both an increase in the extremity of the existing attitude and an increase in the resistance to attitude change occurred. Latitudes of acceptance, however, were not changed by this effective manipulation of involvement. Miller argues that if attitude change was mediated by width of the latitude of acceptance then involvement should also have restricted one's latitude of acceptance. This, of course, is inconsistent with Sherif & Hovland's (1961) original theory that increasing issue involvement tends to narrow the latitude of acceptance, broaden the latitude of rejection, increase the extremity of the existing attitude and increase resistance to attitude change attempts. In concluding, the author suggested that a more fruitful approach might be to view "latitudes of acceptance as a stable attribute of the individual", that is, as a personality or individual difference variable.

Another attempt at viewing latitudes as a personality variable was made by Miller & Devine (1968). In this case latitudes of rejection rather than latitudes of acceptance were used as independent measures. According to Kiesler,

Collins, & Miller (1969), subjects having typically broad or typically narrow latitudes of rejection received a persuasive communication on four issues, two on which he had broad and two on which he had narrow latitudes of rejection. Contrary to the expectations in terms of social judgment theory, no difference was found in attitude change within a subject between the issue on which the subject had a broad or narrow latitude of rejection.

Support for an individual difference approach to latitude size was strengthened by significant differences found between subjects, but not within subjects, who had typically broad latitudes of rejection and those who had typically narrow latitudes of rejection. Those with typically broad latitudes of rejection tended to resist persuasion. However, it should be noted that comparing communications on which the subject had a broad or narrow latitude of rejection does not imply that these are issues on which he has either high or low involvement. Also, nothing can be said from this study about the subject's latitude of acceptance and its possible relations to attitude change.

Some experimental evidence (Sherif, Sherif & Nebergall, 1965) supports the notion that latitudes of rejection and latitudes of acceptance are independent. And furthermore, that size of the latitude of rejection is related to degree of issue involvement. Increasing issue involvement would tend to increase the size of the latitude of rejection and

consequently decrease the probability of attitude change. Furthermore, if latitude of rejection is affected by degree of issue involvement, and latitude of acceptance is a personality variable, affected by one's cognitive style, the two factors could be relating to attitude change in different ways.

The above research provides reasonable evidence for viewing latitudes of acceptance as a cognitive or individual difference variable. It is predicted that width of latitude of acceptance will be found to be consistent within an individual over a large number of issues varying in degree of issue involvement. The width of the latitude of acceptance is hypothesized to relate to attitude change in a way such that the broader the latitude of acceptance the greater the attitude change.

An investigation combining a within and between subjects design was designed to answer questions relevant to social judgment theory which past research in this area had left unanswered. Do latitudes of acceptance tend to be consistent across issues varying in level of involvement? Research suggesting such an individual difference approach to latitude width (Miller, 1965) indirectly predict that this is the case. Whether latitudes of rejection are related to issue involvement as predicted by the research of Sherif, Sherif & Nebergall (1965) was studied by comparing the latitudes of rejection of an individual over high and low involving issues.



How latitudes of acceptance and rejection relate to each other and how each relates to attitude change on both high and low involving issues within the same subject are investigated. The effects of involvement and discrepancy on attitude change and change in width of latitude of acceptance, latitude of rejection and latitude of non-commitment are also studied. Examining the relationship between discrepancy and involvement with involvement as a within subjects variable should help to determine the effect of involvement on the level of discrepancy at which optimum attitude change occurs.

A summary of the above hypotheses follows:

Hypothesis 1: Latitude of acceptance will be found to be an individual difference variable correlated across different degrees of issue involvement.

Hypothesis 2: Width of latitude of acceptance will be found to relate to attitude change in such a way that the broader the latitude of acceptance the greater the attitude change.

Hypothesis 3: Latitude of rejection will be found to be related to, or dependent upon, the degree of issue involvement. The greater the degree of issue involvement the wider the latitude of rejection.

Hypothesis 4: Increasing involvement will tend to produce greater resistance to attitude change.

Hypothesis 5: Discrepancy will relate to attitude change in the form of a curvilinear function. Optimum attitude change will occur at the end of the latitude of acceptance or beginning of the latitude of rejection.

Hypothesis 6: An involvement x discrepancy interaction is predicted such that increasing involvement will tend to lower the discrepancy level at which optimum attitude change occurs.

## METHOD

### Overview

In the first session, a questionnaire designed to measure the subject's initial attitudes, latitudes of acceptance, latitudes of rejection and latitudes of non-commitment on Sherif-type scales with respect to a variety of issues was administered. The subject also rated her degree of involvement with the issues on eleven-point Thurstone rating scales.

In a second session, the subject received a persuasive communication on both a high and a low involvement issue both of which were components of the more inclusive women's liberation and equal rights issue. The persuasive communications were either slightly, moderately or strongly discrepant from her initial attitude on these issues. Each subject then responded to a questionnaire which assessed attitude change on Sherif-type latitudes scales as well as on scales to assess source rejection, message rejection, and veridical perception of the message.

### Subjects

98 female students enrolled in psychology courses at the University of Massachusetts participated as subjects in the present experiment in return for extra class credit toward their course grade. Subjects were randomly assigned to experimental conditions.

### Design

The design of the present experiment was a 2x2x3x2 mixed, between and within subjects design with two levels of latitude width, two levels of issue involvement, three levels of communicator-communicatee discrepancy, and two levels of direction of discrepancy. Separate analyses were done using both latitudes of acceptance and latitudes of rejection as the relevant latitude width variable. The variable of issue involvement (high versus low) was used as the within subjects variable; while latitude width (broad versus narrow), discrepancy (slight, moderate and strong), and direction of discrepancy (pro- versus anti-women's liberation) acted as the between subjects variables.

### Procedure

In the first experimental session subjects were requested to respond to eight Sherif-type latitudes scales - two on issues of generally high involvement, campus unrest and the legalization of marijuana; two of moderate involvement, gun control legislation and the social welfare program; and two of low involvement, tenants' rights to maintain pets in their apartments and the need for public transportation in the city of Greenfield, Massachusetts; and two regarding the general issue of women's liberation and equal rights for women, one designed to be of high involvement and one designed to be of low involvement to females.

An analysis of the subject's responses on this initial questionnaire enabled E to determine the subject's initial attitude or most preferred position, the width of the latitudes of acceptance, rejection and non-commitment as measured by Sherif-type attitude scales and degree of involvement in the issue as measured on eleven-point Thurstone rating scales. Analyses enabled E to determine if there was a general personality variable of latitude of acceptance and if latitude of rejection was related to degree of involvement in the issue.

In the first session subjects were told that the experimenter was a member of the National Organization for Women in the Social Sciences and as a member was polling female students at the University of Massachusetts about their opinions on social issues in order to present a report to the organization at a national convention. At this time they were asked to fill out the pre-test questionnaire and told that they would be scheduled to return for a second session.

When the subjects returned for the second session they were given persuasive communications on the high and low involvement issues of the women's liberation and equal rights issue. The communications were disguised as copies of position statements of sub-committees in the National Organization for Women in the Social Sciences. Subjects were told that we would like to have them read the statements and

respond to them so that the committees could assess the reactions of the population of college-age educated females to these statements. At this point subjects were given a booklet containing two persuasive communications, each followed by the veridicality, source and message evaluation scales. Subjects were then told that due to the time delay between sessions they would be asked to respond once again to the eight scales that they filled out in session one, since it was necessary to know exactly how they felt about an issue at the the same time that they rated the messages.

#### Discrepant Messages

A total of thirty-eight pro-and anti-women's liberation messages on both the high and low involving issues were constructed in order to create, as nearly as possible, discrepancies 1.0, 2.5 and 4.0 points away from each subject's most preferred position in the small, medium and strong discrepancy conditions, respectively. The messages were judged on an eleven point scale of favorability to women's liberation by 25 pre-test subjects from social psychology courses who acted as Thurstone judges.

Messages advocating a position more favorable to women's liberation than the subject's initial attitude were used for 54 of the subjects; while messages advocating a position less favorable to women's liberation than the subject's initial attitude were used for the remaining 43 subjects.



## Involvement

Issue involvement functioned as a within subject's variable to compare attitude change on issues of both high and low importance, within the same subject. Thus, it was possible to investigate whether people with the same cognitive styles react to persuasive communications on issues of differing degrees of involvement in the same or similar ways.

The topic of women's liberation and equal rights for women was chosen because the population of young college females used as subjects in the study would most likely be similar with respect to certain aspects of the topic; general information, extent of social support for their opinion, amount of commitment and experience in defending their point of view on the issue.

The fact that people are generally more interested in and have more information about those issues with which they are involved, generally produces problems for research studying involvement effects. Information might by definition be a natural component of involvement. Thus, using two completely different issues, one of high and one of low involvement generally leads to a confounding effect of informational, interest and attentional factors (Miller & Zimbardo, 1964). An attempt to alleviate such problems was made in the present experiment by using high and low involving components of the same general issue of women's liberation

and equal rights for women. Pre-testing showed the issue of equal education and job opportunities to be highly involving for females; while beauty contests, advertisements and such things as television's portrayal of females etc. to be of lower involvement.

#### Measure of Latitude Width

The nine-item Sherif-type latitudes of acceptance and rejection attitude scales (Sherif & Hovland, 1961) were constructed for each of the eight social issues chosen from a list of issues which were pre-judged with respect to their level of involvement by 43 judges. The scale values for each of the items were determined by an equal-appearing intervals procedure from judgments of a larger set of items rated by the 43 judges. Nine items with scale values spaced approximately evenly along the scale were chosen for each of the eight scales. Scale items were ordered on the questionnaire from pro- to anti- for each issue. To specify her latitude width, the subject selected the statement on the scale which was closest to her own stand on the issue, those others with which she agreed, that which was most objectionable to her, and those others with which she disagreed. To further differentiate amount of agreement and disagreement, the subject was asked to indicate which items, if any, she agreed with or objected to more strongly than the others within the groups she had labeled as other agreeable and other objectionable items.



Analyses of the data were performed using both the usual five-point differentiation between most agreeable and most objectionable items and also the more differentiated seven-point scale.

Latitude width was defined by the scalar range type criterion advocated in the Atkins et al. (1967) study rather than by the Sherif definition using the number of statements as the relevant criterion.

### Measurement of Dependent Variables

#### Attitude change

Attitude change on a subject's most preferred position or initial attitude was determined by the difference between the items checked as closest to the subject's own position in the first session and that item checked in the second session. Change in width of latitude of acceptance, rejection and non-commitment from session one to session two were calculated using a difference in latitude ranges where each range is defined by the Atkins et al. (1967) scalar value criterion.

#### Veridicality

Each subject judged the messages she received on an eleven-point rating scale, the same as that used by judges who pre-rated the messages and scale items. Each subject's rating was compared to the pre-judged scale value of the

message to determine whether she had assimilated or contrasted it, ie. perceived it as closer to or further from her own position than the pre-judged scale value indicated.

#### Evaluation of the message and source

Subjects were asked to indicate how effective, well-written and fair the communication was and also how biased, well-informed and expressive the source of the message was, on seven-point rating scales to determine possible message and source rejection.

#### Debriefing

Due to the fact that the present experiment was run over a number of weeks and in order to insure credibility of the cover story, debriefing occurred by mail after the data were collected.

## RESULTS

Overview

In seeking to determine whether latitude of acceptance is a general and consistent cognitive style variable and what relationships exist between latitude widths, issue involvement and initial attitude, Pearson Product Moment correlations were performed on the pre-test data measuring latitudes of acceptance, latitudes of rejection, latitudes of non-commitment, most preferred position and involvement ratings. Multivariate analyses of variance using a least squares technique were performed on the dependent measures which included veridicality, message and source evaluation and change scores derived from the difference between session one and session two data on such variables as latitude of acceptance width, latitude of rejection width, latitude of non-commitment width, most preferred position and issue involvement.

In one half of the analyses the average latitude of acceptance width of the eight issues was used as an independent variable along with discrepancy, direction of advocated movement and issue. Subjects were divided by a median split into wide and narrow groupings. All such analyses were done twice, with the same data first being interpreted according to the traditional five-point rating scale and then re-interpreted according to a seven-point scale which defined the latitude of acceptance, rejection

and non-commitment ranges in a more narrow sense. The possibility of individual differences in the way subjects interpreted the instructions for filling out latitudes scales prompted the use of such a procedure. The use of two scales would enable E to determine if both definitions of latitude range would relate to the dependent variables in the same way.

The traditional five-point rating scale to interpret the instructions and determine latitude width used the response alternatives of most preferred, agreeable, no-commitment, objectionable, and most objectionable. The more restricting seven-point scale used response alternatives of most preferred, more agreeable, other agreeable, no-commitment, other objectionable, more objectionable, and most objectionable. The range of the latitude of acceptance as calculated on this seven-point scale covered only those items scored as most preferred and more agreeable as compared to the latitude of acceptance on a five-point scale where all agreeable items would be considered in the latitude range. Similarly, the range of a latitude of rejection on such a scale covered only those items scored as most objectionable and more objectionable compared to a five-point scale where all objectionable items would be included in the range of latitude of rejection.

A second complete set of analyses on these dependent variables was also performed using the average latitude of

rejection width of the eight issues as an independent variable. Subjects were again divided by a median split into wide and narrow groupings. These analyses were also performed using both the five-point and seven-point scales with latitude of rejection on a five-point scale covering the range of items scored as objectionable and most objectionable while on a seven-point scale the range was limited to include only those more objectionable and most objectionable items. The results reported on such analyses meet the criterion of significance on both the multivariate and univariate tests of significance, (Hummel & Sligo, 1971).

#### Relationships Between Latitude Widths, Attitude Position and Involvement

The data resulting from session one underwent a correlational analysis in order to determine whether latitude widths showed consistency over a number of issues and whether initial attitude or degree of involvement was related to latitude widths. There were no significant overall correlational trends in the data when using either a five or a seven-point rating scale for analyses. While a few latitude of acceptance widths were found to be correlated with width of latitude of acceptance on another issue (eg. Latitude of acceptance width on social welfare correlated with latitude of acceptance width on campus unrest,  $r=.34$ ,  $df=96$ ,  $p<.001$ ), there was no consistency in width of latitude of acceptance across all

eight issues; nor was there consistency with issues of the same level of involvement. Similar non-consistent correlations held for width of latitudes of rejection and non-commitment. The most preferred position was not consistently found to be highly correlated with the width of latitude of rejection or non-commitment. Similarly, inconsistent correlations were found between involvement ratings and most preferred positions, width of latitude of acceptance, rejection and non-commitment when averages were calculated for each subject over all eight issues. However, average width of latitude of acceptance was found to correlate to a low degree with average width of latitude of rejection ( $r = .23$ ,  $df=96$ ,  $p < .05$ , on the five-point scale;  $r = .42$ ,  $df=96$ ,  $p < .001$  on the seven-point scale) and with average width of latitude of non-commitment ( $r = -.38$ ,  $df=96$ ,  $p < .001$  on the five-point scale;  $r = -.13$ ,  $df=96$ , n.s. on the seven-point scale.). Average width of latitude of rejection and average width of latitude of non-commitment correlated fairly highly ( $r = -.48$ ,  $df=96$ ,  $p < .001$ ) on the five-point scale. On the seven-point scale the correlation was lower ( $r = -.25$ ,  $df=96$ ,  $p < .05$ ).

Contrary to the hypotheses there existed no consistency in latitude of acceptance width across issues varying in degree of issue involvement. Nor was degree of issue involvement found to be correlated with width of latitude of rejection within issues.



Relationship of Latitude of Acceptance Width to ResponsesLatitude of acceptance calculated on a five-point scale

Subjects were divided by a median split into narrow and wide groupings on average width of latitude of acceptance. Those having an average latitude of acceptance width equal to or greater than 3.274 were classified as having wide latitudes of acceptance while those with average latitude widths less than 3.274 were classified as narrow.

The means appearing in Table 1, where positive numbers indicate perception of the message as more favorable than its pre-scaled position, indicate the tendency for subjects in both the pro-and anti-women's liberation conditions to assimilate significantly greater than zero ( $t=10.75$ ,  $df=195$ ,  $p<.001$ ). Subjects for whom the persuasive message advocated a position more favorable to women's liberation than the subject initially did, tended to rate the message as less favorable to women's liberation than it was when judged by pre-scale subjects. Those subjects who received a message less favorable to women's liberation than the subject's initial point of view saw the message as more favorable than it actually was.

The independent variable of direction of message discrepancy (more or less favorable to women's liberation than the subject's initial opinion) has a significant effect on the dependent variable of change in width of latitude of rejection ( $F=15.10$ ,  $df=1/86$ ,  $p<.001$ ). Subjects receiving

TABLE 1

Cell Means for Dependent Variable of Veridical  
Perception of Message with Latitude of Acceptance  
Calculated on a Five-Point Scale

		Issue Involvement			
		High		Low	
		Latitude Width		Latitude Width	
Discrepancy	Direction	Wide Latitude of Acceptance	Narrow Latitude of Acceptance	Wide Latitude of Acceptance	Narrow Latitude of Acceptance
		Small	Medium	Medium	Strong
Medium	Anti Pro	.751 <sup>a</sup> (8) <sup>b</sup>	.240 (11)	1.098 (8)	-.121 (11)
	Pro Anti	1.919 (7)	1.043 (8)	1.052 (7)	.408 (8)
	Anti Pro	-1.831 (5)	-2.146 (13)	.019 (5)	.844 (13)
	Pro Anti	1.070 (11)	-.352 (3)	.533 (11)	2.707 (3)
Strong	Anti Pro	.437 (5)	.177 (13)	-1.285 (5)	-2.358 (13)
	Pro Anti	1.345 (12)	2.788 (2)	-.183 (12)	-.600 (2)

a Positive numbers indicate perception of the message as more favorable than its pre-scaled value

b Cell n's are given in parentheses

a message more favorable to women's liberation than their initial opinion tended to slightly widen their latitude of rejection. Those who received a communication less favorable to women's liberation than their initial opinion tended to narrow their latitude of rejection. Means for this analysis appear in Table 2 where positive numbers indicate a narrowing of the latitudes of rejection range while negative numbers indicate a widening of the latitude range.

The within subjects variable of issue involvement also had a significant effect on the dependent variable of change in width of latitude of rejection ( $F=17.76$ ,  $df=1/86$ ,  $p<.001$ ). Means for this analysis also appear in Table 2. Thus, with a high involvement issue, subjects tended to widen their rejection range while they narrowed the latitude of rejection range under low involvement.

#### Latitude of acceptance calculated on a seven-point scale

When defining the latitude of acceptance by the more restrictive requirement of the most agreed with and more agreeable items, rather than all agreed with items, a cut-off point of .798 defined the median split which divided subjects into wide and narrow latitude groups. Subjects having an average latitude width greater than or equal to .798 were placed in the wide latitudes group while subjects having an average latitude of acceptance range of less than .798 were placed in the narrow range group.

TABLE 2

Cell Means for Dependent Variable of Change in  
Latitude of Rejection Width with Latitude of  
Acceptance Calculated on a Five-Point Scale

		Issue Involvement					
		High			Low		
		Latitude Width			Latitude Width		
Discrepancy	Small	Direction	Pro	Wide Latitude of Acceptance	Narrow Latitude of Acceptance	Wide Latitude of Acceptance	Narrow Latitude of Acceptance
			Anti	-.289 <sup>a</sup> (8) <sup>b</sup>	-.153 (11)	.237 (8)	4.272 (11)
	Medium	Direction	Pro	-.105 (7)	-.329 (8)	.542 (7)	.980 (8)
		Anti	.000 (5)	.008 (13)	1.221 (5)	4.251 (13)	
	Strong	Direction	Pro	.746 (11)	.000 (3)	.378 (11)	-1.491 (3)
		Anti	-2.358 (5)	.000 (13)	4.168 (5)	3.664 (13)	
		Direction	Pro	2.426 (12)	.000 (2)	-1.487 (12)	-2.684 (2)
		Anti					

a Positive numbers indicate a narrowing of the latitude of rejection range

b Cell n's are given in parentheses

Using this basis for determining categories of the independent variable of latitude of acceptance width resulted in the significance of one of the two results found on the five-point scale analysis.

Issue involvement showed significant differences in change in width of latitude of rejection ( $F=49.49, df=1/86, p<.001$ ). Subjects tended to slightly narrow their latitude of rejection under a high involvement issue and more severely narrow this range under a low involvement issue. Means for this analysis appear in Table 3 with more positive numbers indicating a more severe narrowing of the latitude of rejection range.

Unlike the five-point analysis, in the seven-point analysis the variable of direction of advocated message discrepancy was not significantly related to change in latitude of rejection width ( $F=1.80, df=1/86, p<.182$ ). However, as in the five-point scale analysis, means (see Table 4) indicate the tendency for subjects in the pro- and anti-women's liberation conditions to assimilate the message, viewing it closer to their own initial attitude position than its pre-scaled value would indicate.

#### Relationships of Latitude of Rejection Width to Responses

##### Latitude of rejection calculated on a five-point scale ..

This time using average width of latitude of rejection

TABLE 3

Cell Means for Dependent Variable of Change in  
Latitude of Rejection Width with Latitude of  
Acceptance Calculated on a Seven-Point Scale

Discrepancy		Issue Involvement				
		High		Low		
		Latitude Width		Latitude Width		
		Wide Latitude of Acceptance	Narrow Latitude of Acceptance	Wide Latitude of Acceptance	Narrow Latitude of Acceptance	
Small	Direction	Anti Pro	-.041 <sup>a</sup> (9) <sup>b</sup>	3.251 (9)	6.210 (9)	1.362 (9)
	Direction	Anti Pro	.978 (7)	-.441 (8)	4.624 (7)	5.723 (8)
Medium	Direction	Anti Pro	.351 (6)	-.680 (12)	3.254 (6)	.934 (12)
	Direction	Anti Pro	.491 (9)	-.116 (5)	6.836 (9)	6.052 (5)
Strong	Direction	Anti Pro	1.953 (10)	2.434 (8)	2.568 (10)	3.954 (8)
	Direction	Anti Pro	-1.600 (5)	-.052 (9)	5.989 (5)	7.327 (9)

a Positive numbers indicate a narrowing of the latitude  
of rejection range

b Cell n's are given in parentheses



TABLE 4

Cell Means for Dependent Variable of Veridical  
Perception of Message with Latitude of  
Acceptance Calculated on a Seven-Point Scale

		Issue Involvement					
		High		Low			
		Latitude Width		Latitude Width			
Discrepancy	Small	Direction	Wide Latitude of Acceptance	Narrow Latitude of Acceptance	Wide Latitude of Acceptance	Narrow Latitude of Acceptance	
			Anti Pro	-.028 <sup>a</sup> (9) <sup>b</sup>	.510 (9)	1.181 (9)	-.464 (9)
	Medium	Direction	Pro	1.288 (7)	1.595 (8)	1.022 (7)	.434 (8)
			Anti Pro	-4.167 (6)	-1.004 (12)	1.916 (6)	-.036 (12)
	Strong	Direction	Pro	.760 (9)	.784 (5)	.752 (9)	1.435 (5)
			Anti Pro	-.334 (10)	.403 (8)	-1.585 (10)	-2.654 (8)
			.830 (5)	1.951 (9)	.000 (5)	-.378 (9)	

a Positive numbers indicate perception of the message  
as more favorable than its pre-scaled value

b Cell n's are given in parentheses

range as the independent variable, subjects were divided by a median split into wide and narrow groupings. Those having an average latitude of rejection width greater than or equal to 5.485 were classified in the wide latitude of rejection group; while those with a range less than 5.485 were classified as narrow.

Using latitude of rejection width as the relevant independent variable rather than latitude of acceptance width brought results much like those obtained with the latitude of acceptance analysis.

Means appearing in Table 5, where positive numbers indicate perception of the message as more favorable than its pre-scaled position, indicate the tendency for subjects moved both towards and away from women's liberation to assimilate. Subjects for whom the persuasive message advocated a position more favorable to women's liberation than the subject initially did, tended to rate the message as less favorable to women's liberation than it was when judged by the pre-scale judges. Those subjects who received a message less favorable to women's liberation than the subject's initial opinion saw this message as more favorable than it actually was pre-judged to be.

The independent variable of direction of discrepancy showed significant differences in change in width of latitude of rejection range ( $F=23.66, df=1/86, p<.001$ ). Thus subjects receiving the message more favorable to women's liberation

TABLE 5

Cell Means for the Dependent Variable of Veridical  
Perception of Message with Latitude of Acceptance  
Calculated on a Seven-Point Scale

		Issue Involvement			
		High		Low	
		Latitude Width		Latitude Width	
		Wide Latitude of Rejection	Narrow Latitude of Rejection	Wide Latitude of Rejection	Narrow Latitude of Rejection
Discrepancy	Small	Direction	Anti Pro		
		.028 <sup>a</sup> (8) <sup>b</sup>	.652 (13)	.084 (8)	.534 (13)
		2.387 (7)	.633 (8)	.834 (7)	.598 (8)
	Medium	Direction	Anti Pro		
		-1.000 (10)	-3.381 (8)	.327 (10)	.974 (8)
		1.324 (9)	-.241 (5)	2.196 (9)	-1.155 (5)
Strong	Direction	Anti Pro			
		.040 (10)	-.064 (8)	-1.287 (10)	-3.027 (8)
	Anti Pro	2.493 (5)	1.027 (9)	.000 (5)	-.378 (9)

a Positive numbers indicate perception of the message  
as more favorable than its pre-scaled value

b Cell n's are given in parentheses

than their initial position tended to widen their latitude of rejection range. Subjects receiving a communication advocating a less favorable stand on women's liberation than the subject's initial opinion significantly narrowed their latitude of rejection range. Means for this analysis appear in Table 6 where positive numbers indicate a narrowing of the latitude of rejection range.

Issue involvement led to significant differences in change in width of latitude of rejection ( $F=17.54$ ,  $df=1/86$ ,  $p<.001$ ). A highly involving issue resulted in a widening of latitudes of rejection while a low involving issue produced a narrowing of the range. (See Table 6 for means for this analysis.).

#### Latitude of rejection calculated on a seven-point scale

Analyses where latitude of rejection was defined by the more restrictive seven-point scale brought results consistent with the five-point scale analysis. In this analysis the dividing point for the median split was 2.225 with ranges greater than or equal to this number considered as wide; while ranges of lesser values were termed narrow.

As in the other analyses, the means appearing in Table 7, where positive numbers indicate perception of the message as more favorable than its pre-scaled value, indicate the tendency for subjects in both the pro- and anti-women's liberation conditions to view the message

TABLE 6

Cell Means for Dependent Variable of Change in  
Latitude of Rejection Width with Latitude of  
Rejection Calculated on a Five-Point Scale

		Issue Involvement			
		High		Low	
		Latitude Width		Latitude Width	
Discrepancy	Small	Wide Latitude of Rejection	Narrow Latitude of Rejection	Wide Latitude of Rejection	Narrow Latitude of Rejection
	Direction	Pro	Anti	Pro	Anti
	Pro	-1.527 <sup>a</sup> (8) <sup>b</sup>	.397 (13)	1.728 (8)	2.963 (13)
	Anti	-.316 (7)	-.145 (8)	1.481 (7)	.158 (8)
	Medium	.369 (10)	-.447 (8)	-2.431 (10)	4.681 (8)
	Direction	.468 (9)	.800 (5)	-1.333 (9)	.674 (5)
Strong	Pro	1.179 (10)	.000 (8)	3.647 (10)	4.000 (8)
	Anti	-.158 (5)	.655 (9)	1.558 (5)	-3.444 (9)

a Positive numbers indicate a narrowing of the latitude  
of rejection range

b Cell n's are given in parentheses





as closer to their own point of view, or to assimilate.

High issue involvement resulted in a slight narrowing of the latitude of rejection range while low issue involvement resulted in a greater narrowing of this range, ( $F=47.73$ ,  $df=1/86$ ,  $p<.001$ ). Means for this analysis appear in Table 8 with numbers of a positive value showing a narrowing of the latitude of rejection range.

Unlike the five-point scale analysis using latitudes of rejection as the independent variable, this analysis using a seven-point scale did not show significant effects for the variable of direction of discrepancy on the dependent variable of change in latitude of rejection, ( $F=2.02$ ,  $df=1/86$ ,  $p<.159$ ).

### Summary

The significant relationships found between the dependent and independent variables tended to be fairly consistent whether using the broader definition of latitude width as determined on a five-point scale or the narrower definition of a seven-point scale. Also, analyses using the independent variables of latitude of acceptance and latitude of rejection resulted in similar significant effects.

While there was no change in the subject's most preferred position or initial attitude, or in latitude of acceptance, there was change in latitude of rejection width. The effect of direction of discrepancy on change in latitude of rejection width was found only on the five-point scale

TABLE 8

Cell Means for Dependent Variable of Change in  
Latitude of Rejection Width with Latitude of  
Rejection Calculated on a Seven-Point Scale

		Issue Involvement			
		High		Low	
		Latitude Width		Latitude Width	
		Wide Latitude of Rejection	Narrow Latitude of Rejection	Wide Latitude of Rejection	Narrow Latitude of Rejection
Discrepancy	Small	.676 <sup>a</sup> (7) <sup>b</sup>	2.196 (11)	6.225 (7)	2.234 (11)
	Medium	-1.363 (9)	2.597 (6)	3.620 (9)	7.596 (6)
	Direction	.290 (10)	-1.118 (8)	2.226 (10)	1.059 (8)
	Anti Pro	.632 (7)	-.083 (7)	7.917 (7)	5.195 (7)
	Anti Pro	.516 (10)	4.230 (8)	3.063 (10)	3.335 (8)
Strong	Direction	-2.674 (5)	.544 (9)	7.673 (5)	6.391 (9)
	Anti Pro				

a Positive numbers indicate a narrowing of the latitude  
of rejection range

b Cell n's are given in parentheses

analyses. Those subjects receiving a discrepant message advocating a more favorable stand on the issue tended to widen their latitude of rejection range; while subjects receiving a discrepant message less favorable to the issue than the subject's initial opinion tended to narrow their rejection range.

One result found consistently throughout all analyses was that the within subjects variable of issue involvement was related to change in latitude of rejection. A high involvement issue resulted in a widening or significantly less of a narrowing of the latitude of rejection range while this range was narrowed in the case of a low involvement issue. Since this was a within subjects effect it indicates that issues differing in level of involvement are affecting the latitude of rejection in different ways.

#### Additional Effects

All of the effects reported above meet the criterion that they be significant on both multivariate and univariate tests. However, two additional interactions (discrepancy x issue involvement and direction of discrepancy x issue involvement) showed significance on only the univariate test but appear to be worthy of mention due to the fact that they are consistent over all four analyses and have some psychological import. The analyses reported in the following pages used a five-point scale with latitude of

acceptance as the relevant independent variable. However, these same interactions were also significant on the seven-point scale using latitude of acceptance as the relevant independent variable as well as on both the five-point and seven-point scale analyses using latitudes of rejection as the independent variable.

The discrepancy x issue involvement interaction had a significant effect on the variable of message evaluation ( $F=4.43$ ,  $df=2/86$ ,  $p<.01$ ). Subjects in the small and large discrepant conditions rated the high involvement issue message as more favorable, (more effective, fair and well-written); while subjects in the medium discrepancy condition rated the high involvement message in a less favorable light. Subjects in the small and large discrepancy conditions rated the low involvement issue message as being less favorable; while those in the medium discrepancy condition rated the message as being more favorable (more effective, etc.). Means for this interaction appear in Table 9 where more positive numbers indicate a rating of more effective, fair and well-written.

The other interaction significant on the univariate analyses on five and seven-point scales using both the width of latitude of acceptance and width of latitude of rejection as independent variables was that of direction of discrepancy x issue involvement. This interaction was significant on the dependent variable of change in width

TABLE 9

Mean Rating of Message Evaluation as a Function  
of Discrepancy and Issue Involvement with Latitude  
of Acceptance Calculated on a Five-Point Scale

		Discrepancy		
		slight	Moderate	Strong
Issue Involvement	High	15.224 <sup>a</sup> (34) <sup>b</sup>	13.343 (32)	14.875 (32)
	Low	12.882 (34)	15.516 (32)	12.718 (32)

a. Increasingly positive numbers indicate the message was rated as effective, fair and well-written

b. Cell n's are given in parentheses

of latitude of rejection, ( $F = 8.425, df = 1/86, p < .005$ ). Subjects receiving a persuasive message advocating a more favorable view of women's liberation widened their latitude of rejection on the high involvement issue and narrowed it on the low involvement issue; while subjects receiving a communication advocating a less favorable view of women's liberation than they already held, narrowed their latitude of rejection on the high involvement issue and then narrowed it further on the low involvement issue. Means for this analysis appear in Table 10 where positive numbers indicate a narrowing of the rejection range.



TABLE 10

Mean Change in Width of Latitude of Rejection as a  
Function of Direction of Discrepancy and Issue  
Involvement with Latitude of Acceptance Calculated  
on a Five-Point Scale

Issue Involvement	Direction of Discrepancy	
	Pro-women's lib	Anti-women's lib
High	-.285 <sup>a</sup> (55) <sup>b</sup>	+.231 (43)
Low	+3.249 (55)	+.469 (43)

a Positive numbers indicate a narrowing of the latitude of rejection range

b Cell n's are given in parentheses

## DISCUSSION

The first hypothesis of the present experiment predicted that latitudes of acceptance would be correlated across issues varying in degree of involvement. The results show that latitude of acceptance was not found to be general across issues; acceptance width was not correlated over the eight issues investigated in the present study. However, the fact that changes in latitude of acceptance and non-commitment width did not occur concomitantly with changes in latitude of rejection, provide some supporting evidence of their existence as a more stable attribute of the individual, as also found by Miller, (1965).

It was also predicted that width of initial latitude of rejection would be correlated with degree of issue involvement such that the greater the involvement the greater the width of latitude of rejection. The failure of the prediction to be confirmed in the present study is inconsistent with Sherif & Hovland's (1961) original formulation of social judgment theory in which involvement is reflected by the width of latitude ranges.

The main hypothesis was that width of latitude of acceptance would relate to attitude change in such a way that the broader the initial latitude of acceptance the greater the resulting attitude change. Contrary to expectation there was no significant changes in most preferred attitude position.

This failure to find change in attitude position might be caused by two factors; the tendency for subjects to assimilate and the fact that extreme discrepancies could not be used. This lack of change in attitude might be caused by the finding that subjects in both the pro- and anti-women's liberation conditions tended to assimilate.

Regardless of whether the communication advocated a stand more or less favorable to women's liberation than the subject originally held, the message was perceived as being closer to the subject's own position than its initial pre-scaled value indicated. While, according to social judgment theory, this process is more likely to occur at small discrepancies than at larger ones, the use of assimilation in the placement of the message can cause the stifling of attitude change if the subject perceives no need to move his position since he sees it already consistent with the advocated message.

It is highly possible that the tendency for subjects to assimilate is related to the inability of E to use more severe discrepancies. Using a discrepancy larger than that of 4 points, as was used in the strong discrepancy condition, would have necessitated a biased assignment of subjects to conditions since the positions of a subject's initial attitude varied from one end of the scale to the other. Since even the largest discrepancy level used was not large enough to be consistently within the

latitude of rejection range of the subjects, assimilation rather than contrast or attitude change could occur. The occurrence of this would be consistent with predictions of social judgment theory.

While the major prediction of change in attitude position was not found in the present study, the occurrence of change in latitude of rejection width indicated that the manipulation of the independent variables did have an effect on the structure of latitude range within the individual. The major finding of the present experiment was that issue involvement and direction of discrepancy had significant effects on the dependent variable of change in width of latitude of rejection.

The fourth hypothesis of the present study predicted that increasing involvement would tend to produce greater resistance to attitude change. While involvement had no significant effect on attitude change increasing issue involvement did tend to produce significant differences in change in width of latitude of rejection. An issue of low involvement produced a significantly greater narrowing of the latitude of rejection, while a high involvement issue resulted in either a very slight narrowing or a widening of this range. The effect of this within subjects variable of issue involvement is consistent with the social judgment theory of Sherif, Sherif & Nebergall (1965) which predicts that high

involvement should cause an increase in width of latitudes of rejection. Unlike the results of Sherif, Sherif & Nebergall (1965) the present study did not show any relationship between issue involvement and change in latitude of non-commitment.

An unpredicted effect on change in width of latitude of rejection was caused by the independent variable of direction of discrepancy; that is, whether a subject receives a message which is more or less favorable to women's liberation than her initial opinion. Subjects receiving a message more favorable to women's liberation than their initial opinion, tended to slightly widen their latitude of rejection, while those receiving a communication advocating an anti-women's liberation message tended to narrow their latitude of rejection range. While this effect is not predicted by social judgment theory, it might be caused by an 'it can't be all that bad' or 'it can't be all that good' reaction on the part of the subject. If a subject reacts to a pro-women's liberation message with a hesitance because it might appear to the subject that women's liberation can't be as positive as the source or message implies she might react against the message by rejecting more of the items or widening her rejection range. Similarly, if a subject reacts to an anti-women's liberation message with a view that women's liberation cannot be as negative as the message implies, she might

conceivably respond by rejecting fewer of the items or narrowing her latitude of rejection range.

The interaction of these two variables (issue involvement and direction of discrepancy) also had a significant effect on change in latitude of rejection. The greatest narrowing of the latitude of rejection range occurred for subjects receiving a pro-message on the low involvement issue while these same subjects slightly widened their latitude of rejection on the high involvement issue. Subjects in the anti-women's liberation condition narrowed their range in both cases.

The present study also attempted to investigate the effect of discrepancy on attitude change. No significant main effect of discrepancy was found to relate to any of the dependent variables. Social judgment theory would predict a curvilinear relationship between discrepancy and attitude change with optimum attitude change occurring at the point which divided the latitudes of acceptance and rejection. The inability to find any attitude change and no effect of discrepancy in the present study is possibly due to the fact that extreme discrepancies could not be used due to methodological considerations. It is recommended that in future studies involving discrepancy precautions be taken to ensure the use of more severe discrepancies.

The last hypothesis of the present experiment predicted an involvement  $\times$  discrepancy interaction to relate to attitude



change such that increasing involvement would lower the discrepancy level at which optimum change would occur. The discrepancy  $\times$  issue involvement interaction in the present study, however, had a significant effect on the subject's evaluation of the message rather than on attitude change. Subjects in the small and large discrepancy conditions rated the high involvement issue message as more effective, fair and well-written; while subjects in the medium discrepancy condition rated this high involvement message as less favorable. Subjects in these small and large discrepancy conditions rated the low involvement issue message as being less effective, less fair and less well-written; while those in the medium discrepancy condition rated the message as being more favorable. Clearly, subjects in the medium discrepancy conditions reacted to the communication in a way different from subjects in both the small and large discrepancies. While these medium discrepancy condition subjects did not show optimum attitude change, as attitude change did not occur in the present study, they do show a more favorable rating of the low involvement message and a less favorable rating of the high involvement message.

An interesting outcome of the present experiment is the consistency in results whether using a five-point or seven-point scale and whether latitude of acceptance or latitude of rejection is the relevant independent variable. The possibility of differences in the way individuals

interpret the instructions for latitudes scales prompted the use of two scales, one of which defined latitude widths in a more narrow sense. However, similar effects result whether the traditional five-point scale is used to calculate latitude width, or whether the seven-point scale which more narrowly defines latitude width, is used.

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# FOOTNOTES

- (1) This investigation was partially supported by research grant # MH19417 given by the Institutes of Public Health to Dr. Ivan D. Steiner.
- (2) Bernays, Anne. What are you supposed to do if you like children. In Atlantic Monthly, 1970, 225, 107-109.

## APPENDIX A

Pre-test and Post-test Latitude  
Scales with Scale Values

Use these instructions in filling out the following pages. It might be easier for you to remove this sheet in order to refer to it as you proceed from page to page.

Please read the instructions below and follow them one-by-one in step-by-step order. Please be very careful. I will go over the instructions with you before you begin to be sure everything is clear.

Each page contains a list which consists of 9 items related to a particular issue. The items in each scale are arranged in order from pro-to anti- for each issue. There is also an issue-involvement rating scale at the bottom of each page for each issue.

1. First read ALL of the statements on a given page VERY carefully.
2. Now look again at the statements on that page. Put a check-mark next to the statements which are NOT OBJECTIONABLE to you, that is those you agree with at least somewhat.
3. There might be some statements in this group that you agree with more than with others. If there are put a double check-mark next to any of these items with which you show greater agreement.
4. Still working with the statements you have labeled as not objectionable; choose the ONE statement which comes closest to your own stand on the issue. That is, the one statement you agree with the most. Put a triple check-mark next to that ONE statement.
5. Next working with the remaining statements; put an X next to ALL of the statements which are OBJECTIONABLE to you. That is, those with which you disagree.
6. There might be some statements in this group of objectionable statements with which you disagree more strongly than with others. If there are, put a double XX next to any of these items with which you show greater disagreement.
7. Still working with the statements you have labeled as objectionable. Put a triple XXX next to the ONE statement which is most objectionable to you. That is, the one statement you disagree with the most.
8. If there are some statements remaining for which you have made no marks at all it is O.K. - just leave them as they are .
9. After you have completed the list on the first page rate that particular issue on the eleven-point rating scale at the bottom of that page.

Now proceed to the next page and do these same things. In other words, use these instructions to work on all the pages, one page at a time. Please be very careful. I will be happy to answer any questions. Thank you.

ISSUE: CAMPUS UNREST

scale value

1. Campus unrest is good because it calls attention to the ills of society and the injustices of the war - we need more of it. 1.884
2. With all the violent activities and injustices in which the U.S. is involved, it's a hopeful and positive sign to see people caring enough to make their beliefs known. 2.518
3. Campus unrest is indicative of the questioning process which occurs with increased education and idealism. 3.698
4. The unrest on campuses across America today is indicative of the general unrest in the nation. 4.884
5. Campus unrest is no more of a problem today than it was twenty years ago- it's just more publicized. 5.884
6. A minority of extreme students are the ones stirring up the unrest and trouble on the campuses - it is not representative of the entire student body. 7.628
7. Campus unrest has gotten out of hand. 8.837
8. The administrators are too permissive; they should take a stronger stand and throw those radicals off campus. 9.860
9. The only way to deal with unrest and violence on campus today is with a show of force - even if that means using the national guard. 10.255

Please rate the degree to which you feel you are involved in this issue, that is, what degree of importance, concern or relevance is this issue to you as a person.

highly not  
involving : 1 : 2 : 3 : 4 : 5 : 6 : 7 : 8 : 9 : 10 : 11 : involving  
/ neutral

ISSUE: PUBLIC TRANSPORTATION IN GREENFIELD

scale value

- |   |        |
|---|--------|
| 1. Someday the entire east coast from Boston to Washington will be a great megalopolis and Greenfield might as well start thinking about public transportation and rapid transit now. | 2.651  |
| 2. More industry and better shopping facilities would be attracted to a city like Greenfield if public transportation were increased.   | 2.791  |
| 3. Public transportation can be the answer to many of the future problems of the city.  | 3.604  |
| 4. I suppose some increase in public transportation in and around Greenfield would be beneficial.   | 4.698  |
| 5. A limited amount of public transportation is needed in Greenfield - buses on a limited schedule and taxis would be sufficient.   | 6.442  |
| 6. The public transportation facilities provided now are sufficient.  | 7.674  |
| 7. Since most people nowadays own cars the need for public transportation is minimal.   | 8.651  |
| 8. Increasing public transportation in and around Greenfield would destroy the quaint New England atmosphere of the town.   | 9.070  |
| 9. We should do away with all public transportation in a city like Greenfield. If more people walked for exercise they wouldn't have so many heart attacks.                           | 10.070 |

Please rate the degree to which you feel you are involved in this issue, that is what degree of importance, concern or relevance is this issue to you as a person.

highly  
involving

: 1 : 2 : 3 : 4 : 5 : 6 : 7 : 8 : 9 : 10 : 11 :

/  
neutral

not  
involving





ISSUE: GUN CONTROL LEGISLATION

scale value

1. Since guns only lead to violence and killing, guns must be completely outlawed in our society. 2.302
2. While many people who own and use guns do so properly, more severe gun control regulations are needed to keep such weapons out of the hands of murderers, assassins, and maniacs. 2.651
3. The only people in our society who need to carry a gun nowadays are law enforcement officers. 3.628
4. A few more regulations on guns certainly won't do any harm. 4.651
5. The arguments in favor and against having our present gun control regulations changed are about equal and nothing much can be done to change them. 6.581
6. Since the majority of people owning guns do not abuse this right, few regulations are needed with respect to gun control as long as we keep them from known murderers. 7.884
7. There are already enough gun regulations; legislating more regulations would make our society undemocratic. 8.907
8. No one who believes he needs a gun should be denied the right to own one. 9.256
9. No regulations whatsoever should be imposed on the individual's right to own or carry a gun. 10.465

Please rate the degree to which you feel you are involved in this issue, that is what degree of importance, concern or relevance is this issue to you as a person.

highly involving : 1 : 2 : 3 : 4 : 5 : 6 : 7 : 8 : 9 : 10 : 11 : not involving  
 neutral

ISSUE: THE LEGALIZATION OF MARIJUANA

scale value

1. Since the use of marijuana brings obvious pleasure to its users and causes no physical damage to the body, there should be no restriction whatsoever on its sale and use. 1.884
2. Since the use of marijuana brings less damaging immediate and consequent effects to the human body than does the use of alcohol, the use and sale of marijuana should be regulated in much the same way as that of alcohol. 3.349
3. Prohibiting the use of marijuana seems to make little difference in its use. Therefore we might as well legalize it. 4.047
4. Prohibition of marijuana only encourages corruption and illegal activities and makes people want it all the more. Therefore it should be legalized but regulated. 4.628
5. While marijuana should not be made perfectly legal, the laws should be changed so that using or selling it becomes only a minor misdemeanor. 5.023
6. The arguments in favor and against the legalization of marijuana are nearly equal. 5.767
7. The legalization of marijuana would make little difference in its use. Therefore we might as well leave the laws as they are now. 7.674
8. If the use of marijuana were legal it would be difficult to limit its use and keep it out of the hands of children and others who should not have it. Therefore it is best that it remain prohibited. 9.163
9. Since the use of marijuana not only harms the user's own body but corrupts the society through increased crime, we need stronger laws against marijuana and these laws should be rigidly enforced. 10.233

Please rate the degree to which you feel you are involved in this issue, that is what degree of importance, concern or relevance is this issue to you as a person.

highly involving : 1 : 2 : 3 : 4 : 5 : 6 : 7 : 8 : 9 : 10 : 11 : not involving

/

neutral

ISSUE: SOME ASPECTS OF WOMEN'S LIBERATION

scale value

1. Miss America contests display women as sex objects.  
Mrs. America contests display women as domestics.  
Both contests are insulting to American women. 2.000
2. Television's portrayal of females is damaging to the  
development of an independent self-image in young  
girls today. 2.684
3. Young females should be protected from magazines  
such as Ingenue, Seventeen, Glamour and Mademoiselle. 3.526
4. Esquire should take the label 'the magazine for men'  
off the front cover of their magazine because  
just as many women read it as men. 4.578
5. Whether one is addressed as Mrs. Fred Jones or Ms.  
Mary Jones is of little relevance. 6.157
6. Cigarette ads should emphasize men - women will buy  
'the thinking man's cigarette' if she really wants  
to. 7.947
7. The Miss America contest and other beauty contests honor  
and glorify women. 8.947
8. A woman should always let a man open a door for her  
and appreciate it. 9.157
9. Keep women out of all-male bars - forever! 9.631

Please rate the degree to which you feel you are involved  
in this issue, that is what degree of importance, concern  
or relevance is this issue to you as a person.

highly  
involving

: 1 : 2 : 3 : 4 : 5 : 6 : 7 : 8 : 9 : 10 : 11 :

/  
neutral

not  
involving

ISSUE: THE SOCIAL WELFARE PROGRAM

scale values

1. The government should provide a system by which low income families receive a subsidy so that they have a minimum yearly income. 2.372
2. The funds provided for the welfare department are not sufficient to take care of the needs and should be greatly increased. Only then would we be able to provide sufficient aid to those who need it. 2.721
3. The welfare rolls are growing faster than the system can cope with it. That is evidence that greater support is needed and the welfare system should be increased. 3.256
4. If the monies given for welfare were properly used and distributed they would be sufficient. What we should do is re-vamp the entire system. 4.791
5. We might as well keep the system we have now and leave well enough alone. 6.602
6. Only the sick and aged should be allowed to receive welfare. The young and healthy can support themselves. 7.973
7. Welfare rolls are growing because it's an easy way out for those who don't want to find work. Cutting back on welfare is possible and necessary. 8.651
8. No one should have to support another - there should be no organized welfare but a system of voluntary contributions. 9.372
9. The welfare system in the U.S. is socialistic and should be totally abandoned. Let each earn his own way. It's the American way. 10.372

Please rate the degree to which you feel you are involved in this issue, that is what degree of importance, concern or relevance is this issue to you as a person.

highly  
involving : 1 : 2 : 3 : 4 : 5 : 6 : 7 : 8 : 9 : 10 : 11 : not  
/ involving  
neutral

ISSUE: TENANTS RIGHTS TO MAINTAIN PETS

scale value

1. If a tenant rents a dwelling, be it a room, house, apartment or barn, he should have the right to keep any pet he desires be it a parakeet, dog, cat or horse. 2.605
2. Given that a tenant makes a damage deposit, he should have the privilege of keeping a pet if he so desires. 3.581
3. With so many people living in apartments these days, it seems unreasonable to prohibit pets in apartments. 3.977
4. A tenant should be allowed to keep a pet unless physical damage is done to the building or neighbors are annoyed or inconvenienced. 4.558
5. Tenants should have the right to keep small quiet pets such as birds, fish, cats, hamsters, but landlords should be able to restrict larger pets. 4.884
6. The question of the right of a tenant to maintain a pet is an individual thing between each landlord and each tenant and should be dealt with as such. 5.814
7. Rented facilities are the property of the landlord and he should have the exclusive right to prohibit pets if he so desires. 7.674
8. Pets don't belong in apartments because apartment dwellers rarely have the time to give an animal the attention it needs. 8.093
9. Apartments mean people living in close proximity to one another. Allowing people to maintain pets in apartments just makes the situation more unbearable. 9.093

Please rate the degree to which you feel you are involved in this issue, that is what degree of importance, concern or relevance is this issue to you as a person.

highly involving      : 1 : 2 : 3 : 4 : 5 : 6 : 7 : 8 : 9 : 10 : 11 :      not involving

neutral

## APPENDIX B

Veridicality, Source and  
Message Evaluation Scales



Place a check-mark on the scale below to indicate where you feel this position statement that you have just read falls with respect to its degree of favorableness towards the issue of women's liberation and equal rights for women.

Favorable to  
women's  
liberation

: 1 : 2 : 3 : 4 : 5 : 6 : 7 : 8 : 9 : 10 : 11 :

unfavorable to  
women's  
liberation

/  
neutral

Place check-marks on the scales below to indicate how well-informed, biased and expressive you felt that the author of this statement appears to be.

The author appears to be:

very well-informed :  $\frac{\_}{1}$  :  $\frac{\_}{2}$  :  $\frac{\_}{3}$  :  $\frac{\_}{4}$  :  $\frac{\_}{5}$  :  $\frac{\_}{6}$  :  $\frac{\_}{7}$  : not well-informed

very biased :  $\frac{\_}{1}$  :  $\frac{\_}{2}$  :  $\frac{\_}{3}$  :  $\frac{\_}{4}$  :  $\frac{\_}{5}$  :  $\frac{\_}{6}$  :  $\frac{\_}{7}$  : very biased

very expressive :  $\frac{\_}{1}$  :  $\frac{\_}{2}$  :  $\frac{\_}{3}$  :  $\frac{\_}{4}$  :  $\frac{\_}{5}$  :  $\frac{\_}{6}$  :  $\frac{\_}{7}$  : not very expressive

Place check-marks on the scales below to indicate how effective, fair and well-written you felt that the position statement that you just read was, in relating one's feelings on the issue of women's liberation and equal rights for women.

This statement appears to me to be:

very effective	: <u>1</u> : <u>2</u> : <u>3</u> : <u>4</u> : <u>5</u> : <u>6</u> : <u>7</u> :	very ineffective
very fair	: <u>1</u> : <u>2</u> : <u>3</u> : <u>4</u> : <u>5</u> : <u>6</u> : <u>7</u> :	very unfair
very well-written	: <u>1</u> : <u>2</u> : <u>3</u> : <u>4</u> : <u>5</u> : <u>6</u> : <u>7</u> :	not very well-written

APPENDIX C  
The Persuasive Messages

Our sub-committee has taken the following stand with respect to the issue of women's liberation and equal rights for women. We feel that the injustices set upon women are inexcusable and call for the most severe and drastic action to be taken. We support the nomination of a woman for President of the United States in 1972. Such a person as our proposed candidate would be as capable, if not more so, to unify the nation and demand the respect of people and leaders at home and abroad. A woman president would be more capable of leading today's generation of concerned sensitive people and put an end to the hawk-like aggressive politics the U.S. now engages in. Only then will we move toward really pulling out of South East Asia.

We further believe women should be given preferential treatment in job hiring and promotions due to the fact that past discrimination has put equally qualified women at a serious disadvantage. Women should compete for the jobs now held by men. Colleges, professional and medical schools should be forced to accept at least 50% females. Statistics have shown that an equal number of females are as qualified as males for such positions. However, in order to be accepted a woman must be more capable and better prepared than the average male. We further advocate that a woman should be able to adopt a child or raise her own, if she chooses, with no social stigma and still remain single. Day care centers, private or government supported, would eliminate or reduce any foreseeable difficulties. Abortion and birth control should be available on demand of the woman for those who choose not to have children. Men should no longer be able to make decisions regarding abortion laws. Each individual woman should be able to decide what she chooses to do with her own body and child bearing capabilities. Complete sexual and social freedom NOW! Equal opportunities for equal jobs with equal pay. NOW!

Our sub-committee has taken the following stand with respect to the issue of the women's liberation movement and its effects on the status of women in the United States. We propose to establish a committee to study the possible ways to end sex-differentiated tracking in the educational systems so that women are no longer counseled into 'feminine careers'. It should be called to everyone's attention that both subtle and obvious social factors have steered young girls into careers which have in the past been labeled as more suitable for women. These factors have essentially wasted the talents of millions of young women and have severe consequences on their personal lives by forcing them to lead rather non-stimulating frustrating lives. In doing this we are wasting the resource of creative imaginative young minds. By stressing the importance of a woman's place in the home, many women, when their children have finally grown up and left home, develop psychological problems. We propose to stress the importance of each individual working to his or her fullest capability and leading enriched fulfilled lives - regardless of sex. We intend to work to encourage the opening of traditionally male careers to women.

scale value  
2.263



Our sub-committee has taken the following stand with respect to the issue of women's liberation and equal rights for women. We propose to form a committee to be sent to Washington to lobby for the establishment of a U.S. constitutional amendment which will legally enforce equal rights for women. Immediate legal action will be taken against any college, professional school, business or employment office which shows any discrimination in hiring, promotion or salary rate. Furthermore, women should be given preferential treatment to help counteract the effects of past discrimination. Women should demand equal representation in congress and the senate of the United States. Abortion and birth control products should be administered on demand of the woman. Alimony should be abolished and the marriage contract as we know it should be discontinued. We demand complete sexual and social freedom!

We also advocate an immediate end to the sex-differentiated tracking in our educational and cultural institutions which is leading young girls into accepting the stifling attitudes of the feminine mystique. There exists gross discrepancies between the talents and abilities of women and the extent to which they are used. 75-90% of the well qualified people who do not go to college are women! What a waste of creative young minds! Freedom. Equality. Now!

scale value  
1.474

Our sub-committee has taken the following stand with respect to the issue of women's liberation and equal rights for women. There still exists a considerable amount of sex discrimination in many fields of endeavor. A major cause for this consists of psychological and social barriers which women come up against. Due to sex-role stereotyping females psychologically restrict themselves from even wanting to compete with men in traditional male careers. A female who chooses to compete with men often receives social disapproval from other females as well as from males. Commitment and creativity in careers are not merely a function of an individual's competence or excellence, but are a product of the social environment as well. Acceptance and recognition from significant other people and opportunities for stimulating and challenging interaction are essential for developing a strong occupational or professional identity, and for creating the inner sense of role competence which can lead to greater commitment and productivity in professional work. Unfortunately women, especially those who have experienced interrupted or discontinued careers, find such opportunities and acceptance difficult to obtain.

scale value  
2.842

Our sub-committee has taken the following stand with respect to the women's liberation movement and quest for equal rights for women. We propose to establish a committee to inform the general population of female students across the entire nation, of the extent to which women are discriminated against due to their sex. We feel that people in general are aware that women are treated differentially due to their sex. However, the extent and severity with which such discrimination exists is unknown to many. To begin with, in childhood, young girls are trained to not seek fulfillment from traditionally male oriented careers. They are encouraged to set marriage as their highest aspiration, socially censured for wanting careers and of course told that combining both is unfeminine, impossible or if attempted would lead to great unhappiness.

If a girl is somehow able to escape this and does seek a career, society will encourage her to enter a traditionally feminine career such as nursing, social work, education or home economics; certainly not physics, mathematics, economics or medicine. And even in the traditional feminine occupations, men usually reach higher ranks - ie. women cook but men are chefs. There appears to be no end to the discouraging discrimination a female encounters. She will be less likely to be admitted to the college of her choice than a male of comparable capabilities. It will be even more difficult for her to gain entrance to graduate and professional schools, or to receive fellowships and financial aid. It should be remembered that women candidates for such positions are the survivors of a long sifting process. At this point she even expects to be discriminated against. Statistics have shown that the attrition rates of male and female students is not significantly different. However, the majority of women who do drop out do so after completing a course of study, after finishing high school, after finishing college, after receiving a master's degree. Upon finishing she then encounters discrimination in obtaining a job or internship or in salary or promotion. Nepotism rules, written or even worse unwritten, held by many colleges and universities, which deny jobs to both a husband and wife at the same institution, systematically discriminate against women. It is our job to educate the public with respect to the extent to which such injustices occur.

scale value  
3.053

Our sub-committee has taken the following stand with respect to the issue of women's liberation and equal rights for women. In spite of so-called equal opportunity acts, severe discrimination in educational, professional, business and political fields exists. While the overall number of people going to college and obtaining advanced degrees has increased, the percentages of those who are women has decreased to less than 40%. More startling, a recent survey of high school and college graduates has shown that 75-90% of the well qualified students who do not go on to college are women.

Furthermore, there exists marked discrepancies between the abilities and positions of women receiving advanced degrees. For example, while 30% of the Ph.D.s awarded in sociology go to women, a mere 1% of the full professors in top graduate schools are women, 5% are associate professors, and 35% have accepted sub-professorial positions such as research associates or lecturers. Women are commonly delayed from 5 to 10 years in comparison to men, in receiving promotions. In fact, women must be more capable and better propared than men in order to compete for the same jobs. Contrary to the pronouncements of some graduate school officers, women who receive Ph.D.'s are likely to use them in a professional capacity. 91% of the women who received doctorates in 1957-1958 were still employed in 1964 - with 79% of them never having requested a leave of absence. We feel that these gross discrepancies are indicative of the severe discrimination set upon women.

scale value  
3.421



Our sub-committee has taken the following stand with respect to the issue of women's liberation and equal rights for women. There still exists a considerable amount of sex-discrimination which puts women at a disadvantage. In spite of the so-called equal opportunity acts, women remain to be treated as second-class citizens - inferior to men. Any many people, men and women, ignorantly believe, accept and propagate this falsehood. While the number of people, both males and females, going to college and receiving advanced training has steadily increased since 1940, percentages reveal astounding facts. The percentage of those who are women has decreased from 51% in 1940 to 37% in 1968. A recent survey of high school and college graduates who do not go on to receive more education are women.

Why? We feel that the reasons for this are two-fold. And both must be coped with in different ways. First, due to sex-differentiated tracking, young girls learn not to want to become highly educated, enjoy the satisfaction of pursuing a fulfilling career or enter traditional male careers. Second, women who do seek such things for themselves receive negative social approval from both males and other females, and severe discrimination each step of the way. In fact, a woman must be more capable and better prepared than a male in order to compete for the same job, position etc. We must bring these facts to the attention of everyone. We must take serious steps toward making drastic changes.

scale value  
2.895

Our sub-committee has taken the following stand with respect to the issue of women's liberation and equal rights for women. There still exists, to some extent, a sex discrimination which is disadvantageous for some women. However, in the past six years, there has been a considerable decline in the extent to which this discrimination can effect the majority of women.

More women are found in the labor market than ever before. The increasing number of students in college obtaining an education naturally means that more women are receiving higher educations. This also means that in the future more women will be educated for the daughters of today's educated women will more than likely also go on to receive and benefit from higher education.

There is no overwhelming need for today's women to cry 'Equality' 'Liberation' ! She already has more freedom to do as she pleases than any other woman of past generations. She is not barred from college or grad school. There are many business, secretarial, and even political careers open to her. Birth control products are readily accessible and abortion no longer implies social disgrace. In total, she has more sexual and social freedom than would have been possible twenty years ago. We conclude that things have definitely gotten better for the American woman and most likely will continue to improve.

scale value  
8.316



Our sub-committee has taken the following stand with (2) respect to the issue of women's liberation and equal rights for women. We question the efficacy of a united women's liberation front. If it weren't for the disturbing quality that lurks behind everyword of women's liberation literature you might be tempted to write off the substantive stuff (men are sexual vampires; marriage is stunting and exploitive) as merely whacky. But it is difficult to ignore a movement whose pervasive theme is so resentful, envious and despairing and which draws to its liberated bosom thousands of females who would rather break down than build up. Sadder still, while liberation is irresistible to women who want to be men, it is poison to women who want to be women. Wasteful and self-destructive, this movement may simply be demonstrating in a particularly unappealing form what appears to be society's tendency to atomize and negate, to be compulsively unwilling to compromise and construct. We fear that the paralyzing excesses advocated by a united women's liberation movement will be more detrimental to women than beneficial. This does not deny the fact that inequalities do exist. However, we fear that a united movement such as exists will do women more harm than good for backlash will occur.

scale value  
10.211

National Organization of Women in the Social Sciences  
Position Statement of Sub-committee # 10

(2)  
Our sub-committee has taken the following stand with respect to the women's liberation movement and the quest for equal rights for women. We tend to question the efficacy of the following points of the unified equal rights movement. At the root of Liberation's determination to disintegrate the sexes is the disabling anxiety that different means the same thing as inferior. Anybody can see that women are as valuable as men but they are no more the same than ears and eyes are. Women are biologically, constitutionally and emotionally different from men. Why is this palpable fact so hard for so many women to swallow? Are we as confused as all that? And while the girls, abetted by certain educationists who ought to know better, are tying themselves into psychic knots trying to prove that the obvious differences aren't so, the larger more important social issues among them - the measurable deteriorating status of women continue to smolder. In a way we should not be blamed for our confusion. How many women know what being a woman signifies? If women, like blacks, feel that it's about time to do something about our second-class status (and women make up the only nonminority group we can think of which suffers from the serious effects of minority group self-abasement), more power to us. Perhaps for the first time in history, American women have the freedom and opportunity to do something effective about the way we have been discriminated against. We merely stress that they do it in the most effective way possible without denying the obvious fact that they are women.

scale value  
7.105

Our sub-committee has taken the following stand with respect to the women's liberation movement and quest for equal rights for women. While our organization will undoubtedly be among the first to recognize that in the past American women have been at a disadvantage with respect to educational and professional opportunities, hiring, salary and promotional policies, we feel it is important to bring to the attention of the general public certain facts which the women's liberation front seems to ignore. We must be cognizant first of the fact that not all women wish to be 'liberated'. Many are very happy and content with the lives they live now. Have we the right to disrupt the status-quo for these women and their families and force them into an unwanted liberation?

It is also of great necessity to perform extensive research to study the effects of multiple mothering and day care centers on the moral, emotional, and intellectual development of the children. The effect might be positive, it might be negative- the fact is that we just don't know at this point. We cannot easily and readily generalize from the results of studies of Russian and Israeli kibbutz children due to drastic cultural and ethnic differences. Before we wholeheartedly endorse all points of the women's liberation movement we feel that the effects of such drastic changes should be studied.

scale value  
7.053

Our sub-cmmittee has taken the following stand with<sup>(2)</sup> respect to the women's liberation movement and quest for equal rights for women. We tend to question the efficacy of the following points of the movement. Will it's consequences be more detrimental than beneficial for women? At the root of liberation's determination to disintegrate the sexes is the disabling anxiety that different means the same things as inferior. Anybody can see that women are as valuable as men but they are no more the same than ears and eyes are. Women are biologically, constitutionally and emotionally different from men. Why is this palpable fact so hard for so many women to swallow? Are we confused as all that? And while the girls, abetted by certain educationists who ought to know better, are tying themselves up into psychic knots trying to prove that the obvious differences aren't so, the larger more important social issues among them, the measureble deteriorating status of women continue to smolder. Perhaps for the first time in history American women have the freedom and opportunity to do something effective with themselves - but do it in a constructive way. Not that we deny that discrimination has been detrimental to women - we urge women to work as individuals making the best of themselves. We contend that women and men are obviously different and a woman is bound to incur detrimental consequences if she tries to deny this fact. We intend to stress that women make the best of themselves within the system and in short sexual equality will exist without destroying so much in an attempt to get it.

scale value  
8.632



Our sub-committee has taken the following stand with respect to the issue of women's liberation and equal rights for women. Several remarks by men famous in the academic world reveal all too clearly how women are regarded in academe. When President Nathan Pusey of Harvard realized that the draft was going to reduce the number of men applying to Harvard's graduate school, his reaction was "We shall be left with the blind, the lame, and the women.". The fact that an educated man could even think such a statement is indicative of the amount of and extent to which a woman faces discrimination due to her sex. And most of the discrimination is much more subtle and consequently much more disabling. In spite of the fact that more people are going to college and professional schools than ever before, fewer and fewer of them are women. 75-90% of the well qualified people who do not go on to school are women. The percentage of women receiving advanced degrees is also decreasing. In 1968 the national average percentage of women obtaining advanced degrees dropped to 14%. Keeping this already amazingly low figure in mind, it is even more astonishing to note that women constitute an all time low of 2% of the tenured faculty at the nation's leading institutions of higher learning. The unfair discriminatory practices in hiring, promotions and salary as well as written or unwritten nepotism rules, preventing a woman from working where her husband does are doing an amazing job of preventing those women who do manage to get educated, in spite of the system, from using their education to the fullest of their abilities.

scale value  
2.842

Our sub-committee has taken the following stand with respect to the women's liberation and equal rights for women movement. While our organization will undoubtedly be among the first to recognize that in the past American women have been at a disadvantage with respect to educational and professional opportunities, hiring, salary and promotional policies, we feel it is important to bring to the attention of the general public certain facts which the liberation seems to ignore. This does not mean that we oppose the movement. Quite the contrary. We endorse it. However, there exists questions to which answers must be sought. We must be cognizant first of the fact that not all women wish to be 'liberated'. Many are very happy and content with their lives as they are now. Have we the right to disrupt the status-quo for these women and force them into an unwanted liberation?

Any movement of such extensive social relevance as the liberation must also be cognizant of the consequences which will occur as an effect of the movement. As it stands, the social and economic system of the U.S. could not cope with the resulting changes women's liberation would bring. There are just so many jobs available. There is the well known fact that people tend to marry others with similar educational backgrounds and social standing. This means that the balance of job holdings and earning power will shift drastically to one end of the continuum. Higher educated families will be drawing double incomes. And the number of low income jobs will decrease leaving much unemployment at the other end of the social class continuum. We must be able to cope with the economic changes which the movement will cause. Will this necessitate that America become more socialistic in order to cope with such drastic consequences of the women's liberation movement?

It is also a necessity that extensive research be done to study the effects of multiple mothering and day care centers on the moral, emotional and intellectual development of the children. The effects might be positive and might be negative- but at this point we do not know. We cannot readily generalize from the results of studies on Russian and Israeli kibbutz children due to drastic cultural and ethnic differences. We feel that it is essential that the effects of such drastically and socially relevant changes be studied.

scale value  
7.47



Our sub-committee has taken the following stand with respect to the issue of women's liberation and equal rights for women. We feel that the injustices set upon women are inexcusable and call for the most drastic and severe action to be taken. We contend that women have been taken advantage of by men - socially sexually and economically. We believe women should be given preferential treatment in job hiring and promotions, and in educational and professional positions due to the fact that past discrimination has put equally qualified women at a serious disadvantage. Women should seriously compete for the jobs now held by men. Colleges and professional schools should be forced to accept at least 50% females or the most qualified of their applicants even if the majority of them are female. We believe women should be represented more equally in the congress and senate of the U.S. especially since we contend that in the 1970's much of the legislation to appear before congress will relate to equal rights for women.

We believe that the marriage contract as it stands now enables men to take advantage of women and we are in favor of abolishing or seriously changing such a contract. A woman should be able to remain single if she chooses - with no social stigma attached to such a decision. We also advocate equal opportunities for equal jobs with equal pay. The concept of alimony should be abolished. We further advocate that women be able to raise children if they choose - either adopted or their own and still remain single. Day care centers, private or government supported would eliminate or reduce any foreseeable difficulties in doing so. Abortion and birth control should be readily available to all who seek it. Complete sexual, social and economic freedom. We strongly support the women's liberation movement and will stand behind any action to eliminate sex discrimination.

scale value  
1.316

Our sub-committee has taken the following stand with respect to the issue of women's liberation and equal rights for women. While there still exists a limited amount of sex discrimination against women in the U.S., there has been much improvement over the past ten years. More women than ever before are attending college, graduate school, seeking jobs, demanding higher pay and better conditions. The number of women receiving advanced professional degrees has shown steady increases over the past ten years. More important, these women are using their educations in a professional capacity. They demand to be considered for positions and jobs previously given solely to the males in our society. To cite some statistics - 40% of the college students are women, as are 32% of those receiving master's degrees and 20% of the Ph.D.'s awarded at the leading universities go to women. With more females pursuing careers, we have found the average age of marriage among females to have increased from 19.8 in 1963 to 22.4 in 1969. With the rapid adoption of birth control techniques and fewer children per family the average American woman has more time to devote to herself and her outside interests. We see the conditions for the American woman to be rapidly improving and we advocate still more change and support the women's liberation movement.

scale value  
4.474

National Organization of Women in the Social Sciences  
Position Statement of Sub-committee # 17

Our sub-committee has taken the following stand with respect to the women's liberation and equal rights for women. We uphold a negative stand on the exploitation of the female body. Women do have minds but our society, as represented by television commercials and magazines, is interested only in our measurements. Look who is used to promote cigars and shaving cream! It is time that we asked what a women's IQ is, or what she is interested in, and not the size of her chest, waist or hips.

The beauty contest is the grossest form of this injustice. We must parade ourselves to be inspected and judged like a herd of cattle! A most de-humanizing act. As if this were not bad enough, such things create meaningless competition between women. This is but one way that men have of dividing females and setting them against each other. As a result of this insignificant and false competition, women spend enormous amounts of money on cosmetics, clothes, and accessories - all to the advantage of men who capitalize on the fashion and cosmetic industries. Who else but men are trying to dictate to women that what they really 'want' to wear this year is the new look, or to be 'in' they must adopt the midi look - a look which most women agreed looked ugly and made them feel old and dowdy.

Not only is woman discriminated against for her measurements in beauty contests but marital status is another determinant. If the physical beauty of women must be judged - which we categorically oppose, it is discriminating to judge single women on beauty, a sex-appeal criterion and then judge married women on a second criterion - domesticity. "Miss America" and "Mrs. America" contests are indicative of such irrational and insulting sex discriminations against women. We advocate Liberation.

scale value  
2.632

Our sub-committee has taken the following stand with respect to the issue of women's liberation and equal rights for women. There are a number of discriminatory practices which are in effect in this country which serve to separate single and married women. When a woman marries she is called "Mrs." and assumes her husband's name. A single woman is clearly stamped with the title "Miss". We support the elimination of the use of the abbreviations of "Mrs." or "Miss", and endorse the use of the non-discriminating abbreviation "Ms.". Males have, for centuries, been called "Mr." whether married or not. It is only fair that women have this same privilege. Not only do we see it as crucial for women not to be labeled differentially depending on marital status, but it is crucial that women retain their maiden names, or at least their first names. Mary when she marries Fred Jones should not become Mrs. Fred Jones but Mrs. (or Ms.) Mary Jones. The present practice exemplifies a man's complete subjugation of a woman. We view these changes necessary in the struggle for a woman's identity. By referring to a couple as Mr. & Mrs. Fred Jones, the wife remains nameless and unidentified. This is exemplary of the second class citizenship forced upon women. Women are not second class citizens and must demand liberation.

scale value  
2.789



Our sub-committee has taken the following stand with respect to the issue of women's liberation and equal rights for women. We are upset about being treated as 'mindless' by the mass media. Commercials for soap powders and the like are geared toward us. We realize that in most homes the women do the cleaning and washing (not necessarily fair either) but that does not mean that an actress has to glamorize washing a floor. It is ridiculous that we should be told to buy detergent X for some inane simplistic reason, like little grabbers that gobble up dirt or because you will become more sexually attractive. It is also insulting to be told to buy a certain brand of coffee so you can be a 'good little Maxwell-housewife'. What we want are facts about the product so that we can make intelligent judgments in purchasing.

There is yet another way that we are misrepresented. By in large, most magazines and television advertisements picture the user of most products as being overly sexy. We feel that this practice is emphasizing the wrong things. They should be trying to sell a product instead of using their model for setting a standard of beauty for American women. This is undoubtedly a trick by Madison Avenue executives who shame women into buying cosmetics, clothes and accessories to compete with the commercial's 'average' housewife. It is also annoying that a number of products which both sexes can use are sold exclusively to men. Is a woman who smokes a Marlboro a 'thinking man'?

We should quickly add, however, that a number of these injustices are being rectified. Some change has come but we still need more to rid American society of its biased viewpoint of women.

scale value  
3.211

Our sub-committee has taken the following stand with respect to the issue of women's liberation and equal rights for women. We feel that women are different from men. This does not mean inferior - a view which some have taken. When we speak of a difference it is solely biological. It is important for a woman to show a man that she is biologically different from him and yet is not his inferior. We are not rigidly opposed to the so-called sex-oriented commercials. It is obvious that by emphasizing her measurements a woman is definitely showing a man that she is different. Yet she is also showing him that she is not his inferior. Men can be influenced into buying products by having women advertize them.

A beauty contest is an excellent way a woman can show her differences while not implying inferiority. Many women after being in national competitions go on to receive scholarships or careers in movies and television. A woman also has the satisfaction of knowing that for a period of time she commanded the attention of a large bulk of the male population.

We firmly believe that a number of social practices are essential in showing a woman's biological difference and do not show her as inferior. By standing up when a woman enters a room or holding her chair or opening a door, men clearly show they are aware of our biological differences and more important are showing respect. In a sense he is serving us as we serve him. Let us not deny our differences - we can demand respect for being different and not inferior.

scale value  
8.053



Our sub-committee has taken the following stand with respect to the issue of women's liberation and equal rights for women. We strongly oppose current social customs which tend to propagate the inexcusable injustices set upon women. We firmly believe that what might initially appear as insignificant social differences have astonishing consequences on one's attitudes toward women. We strongly stress that in seeking . . . liberation women must also demand equality in social customs. For instance, we advocate that our members and other women retain their maiden name upon marriage. It is essential that she retain a personal identity such as Mrs. Jane Smith-Young rather than Mrs. Fred Young. This retention of one's maiden name will aid women in maintaining an image of herself as a significantly individual human being and demand the same respect from others. Symbolically, complete adoption of one's husband's name is total subjugation to a male.

We further believe that the abbreviation of Ms. be universally adopted to replace the traditional Mrs. and Miss labels in addressing women. To differentiate between married and single women implies and enables discrimination against women. In many situations, the marital status of a woman is irrelevant, and yet people may react differently to a woman depending on whether she is married or not. Men have, for a long period of time, been given the privilege of being addressed as Mr. regardless of marital status. Women now demand this same privilege. We feel that such changes with respect to address are far from trivial. The way women address themselves and demand respect in address from others is representative of the degree to which she is regarded as an equal as well as the degree to which she respects herself as an individual. We intend to adopt such policies and begin educational programs to advocate adoption by other women.

scale value  
3.421

Our sub-committee has taken the following stand with respect to the issue of women's liberation and equal rights for women. We wish to bring to the attention of the general public the fact that current social customs with respect to nomenclature tend to influence the ways in which women think about themselves. We contend that what might initially appear as insignificant social differences influence the attitudes and behaviors toward women. We intend to bring to the attention of the American woman, the possibility of retaining her maiden name upon marriage to the opposite sex. For instance, in using Mrs. Mary Smith-Young rather than Mrs. Fred Young will assist her in developing and maintaining her self identity. Also, using the abbreviation of Ms. rather than Mrs. or Miss ( similar to the male using Mr. regardless of marital status) will simplify things by not necessitating that one know whether a woman is married or not, in that it will put less stress on the idea that a woman of a certain age 'should' be married. Whether one is married or not is or should almost always be irrelevant. We see these possibilities of change in address and intend to inform others and advocate their use.

scale value  
3.421

Our sub-committee has taken the following stand with respect to the issue of women's liberation and equal rights for women. We strongly oppose the current customs which tend to propagate the inexcusable injustices and discriminations set upon women. We firmly believe that what might initially appear as insignificant social differences have astonishing consequences on one's attitude toward women. We strongly stress that in seeking liberation women must also demand equality in social customs. Not only do these customs influence how members of the opposite sex regard women but how some women look upon themselves. We strongly stress that in seeking social equality and equal rights women must demand an end to specific customs which imply that women are unintelligent, sex objects unable to make a life of their own, with no self-identity as an individual human being. We stress the following actions. First, that women retain their maiden name upon marriage - for instance, Mrs. Mary Smith-Young rather than Mrs. Fred Young, as indicative of retaining her self-image as a uniquely individual and significant human being, and demanding the respect of others as such. We intend to fight for the adoption of the abbreviation Ms. rather Miss or Mrs. in written address (similar to the use of Mr. used for males) to reduce discrimination against women because they happen to be or not to be married. Marital status should be just as irrelevant for women as for men.

We further advocate that women refuse to purchase or use any products which through advertisements are presented to women in a condescending way. Many such products presented to the American woman imply that she is extremely unintelligent, doesn't know what she needs or wants, and that she must have the product in order to be sexy or truly feminine. Manufacturers should present women with the facts about their products and assume they are intelligent enough to know whether they really want or need the product. Ads can still be presented in a clever artistic way, but to actually treat the female customer as an indecisive moron is degrading to women. We can stop such treatment by demanding the respect women deserve.

Our sub-committee has taken the following stand with respect to the issue of women's liberation and equal rights for women. We would like to mention a few matters which we see as objectionable with respect to the treatment of the American woman. Our committee would like to address the question of manners and niceties which a male affords a female or more accurately which a gentleman affords a lady. This much misunderstood segment of women's liberation needs clarification. The picture of a woman standing aimlessly by while a man scurries around opening door after door for her is more than a little asinine. In most instances the flow of movement would be much smoother if the person to reach the door first opened it. The flow of conversation would also undoubtedly move more smoothly without a series of nonsensical 'thank you's' and 'you're welcomes'. Such manners take on a more important meaning if performed out of respect for the other as a person and not out of social necessity or much worse to keep women in their place by treating them in a way which requires them to respond further in an inferior submissive way.

scale value  
3.578



Our sub-committee has taken the following stand with respect to the issue of women's liberation and equal rights for women. We strongly oppose the occurrence of beauty contests such as Miss America or Miss World on the basis that they are extremely degrading and insulting to women. Furthermore, we are in favor of women's liberation groups which show disapproval of these things by demonstrating and picketing at beauty contests. We stress to the American women, that in condoning or taking part in such activities they are letting themselves be treated merely as sexual objects. In beauty contests women are paraded around like a bunch of prize cattle with little regard to their individual self-worth, aspirations or intelligence. To measure a woman's worth by her physical measurements and facial beauty is a rather shortsighted proposition to say the least. Worse yet, this standard is so engrained in our society that women themselves begin to believe it. They feed millions of dollars into the magazine industry each year (from Ingenue, to Seventeen, to Glamour, Redbook and Cosmopolitan) to learn such things as "How Five Groovy Men Would Take You Over Into Their Dream Girl". Such emphasis on women as sexual objects is directly correlated with the 'attrition' in IQ that 'sets' in during adolescence - right around the same time young girls learn that it is unfeminine to be bright.

Not only does a woman misconceive her self-worth in terms of her sexual attractiveness, but she is also used to sell products to men, such the Norwegian beauty who tells men to "Take it off, take it all off". Sure, advertising can use 'gimmicks' to sell a product. There's nothing wrong with that unless it is at the expense of women. Their general approach to females and womanhood is that of a degrading demeaning nature. Women's liberation also means liberation from being treated in a condescending manner and we must fight for these changes.

scale value  
2.210

National Organization of Women in the Social Sciences  
Position Statement of Sub-committee # 26

Our sub-committee has taken the following stand with respect to the women's liberation and equal rights movement. We feel that a series of social injustices generally taken for granted, should be brought to the attention of the general public and displayed accurately as assisting in propagating the sexual discrimination against women. We women have far too long been treated as inferior second class citizens and factors which might initially appear trivial and of no great social significance reinforce this point of view. First, we advocate that a woman retain her maiden name after marriage to maintain and reinforce her sense of self-worth and self-identity. Second, we demand equal time for liberated women on television shows. Even the television shows that include women in the main cast always delegate her to the role of man's assistant or the lovely damsel in distress. She is never the free liberated woman who is challenging the social system, the family system, the sexual mores or a new division of labor in the home. Television is one of today's primary ways to instill cultural values in our young people. What kind of women are we providing to set the example for our young females? We also strongly oppose the treatment of females in TV commercials. She is typically portrayed as an ignorant, unquestioning haus-frau or a sex-queen to lure young men into using 'Brut' or 'Aqua-velva'. It is important that the severe consequences of such everyday treatment of women be recognized by today's women. We uphold women's liberation and advocate complete liberation and demand changes on these matters.

scale value  
2.474



Our sub-committee has taken the following stand with respect to the issue of women's liberation and quest for equal rights for women. Members of our organization undoubtedly recognize and condone the Women's Liberation Movement. However, even some advocates of women's rights feel that it is important for the feminists to set priorities on their demands, and obtain equal opportunities in education and jobs first. We feel that the feminists should be aware of the negative consequences which on the surface appear trivial. We advocate that many seemingly mild injustices of our social system greatly reinforce and propagate the negative outlook on women. More important, these discriminating policies have severe effects on the socialization process and sex-differentiated role stereotypes we instill in our children. We feel that it is detrimental for young impressionable females to be constantly deluged by magazines such as Ingenue, Seventeen, Glamour, Mademoiselle and Modern Bride which portray the young female as a potential sex-siren who must present herself as a dumb broad in expensive clothing with blond tresses in order to be attractive to members of the opposite sex. The females portrayed on TV don't do much in portraying the liberated female either. Those females who do obtain parts in weekly 'team' type shows (eg. Judy Pace in The Young Lawyers, and Sandra Smith of The Interns ) spend most of their time assisting the male who will save the day by saving the corporation millions of dollars or saving the life of a patient. These women are little more than mechanical props. Even worse, many shows display covert hostility toward any independent woman. This is even more infuriating than depicting women as sex objects. By doing this they are issuing a warning to the young girl of how unhappy she will be if she asserts herself as independent and intelligent. We propose that such subtle discriminations against women are extremely damaging to the young girls we are trying to save.

scale value  
4.0

Our sub-committee has taken the following stand with respect to the issue of women's liberation and equal rights for women. We believe that it is time for a woman not to be treated as a second class citizen. We are quite capable of opening our own doors and putting on our coats. Although these acts are said to be done out of respect, they reinforce notions of women as being the weaker sex. We even agree that there is a time and place when such practices have their place. However, until women have full equality these nicities are unnecessary.

Although we see need for a woman to assert her identity we have some reservations about the use of "Ms." by both married and single women. This choice should be left up to each individual woman to decide for herself. Those women who choose to be liberated can announce this fact to the world by adopting the abbreviation of "Ms.". We do endorse that a woman should be able to retain her maiden name upon marriage. When Mary marries Fred Jones she should have the option of calling herself Ms. Mary Jones-Smith or Ms. Mary Jones rather than Mrs. Fred Smith. We see this not as an issue of male subjugation but rather what has been in the past a societal oversight of a woman's place in our society. She is not necessarily a wife first but an individual human being. We endorse liberation.

scale value  
3.789

Our committee has taken the following stand with respect to the issue of women's liberation and equal rights for women. America has slightly improved with respect to the long engrained differences between men and women. We see the need, however, for faster and more drastic changes. Women still are not allowed to enter a number of male clubs and bars. This is not only discriminating but highly insulting. By not allowing us admittance, men are in effect saying "You are not good enough to be with us. Your place is at home or 'with the girls'".

This viewpoint is emphasized and shoved down our throats by the propaganda on television commercials. Their emphasis is to keep the women home polishing the furniture and anything else that needs to be washed or cleaned. When we are not being told the best way to keep our homes and families, we are being told what we should do to be sexy in order to keep our husbands. Women are forced to compete with other women by wearing the longest eye lashes, or the shiniest hair. All of which are to trap a man who will go to his all male clubs or bars to get away from the woman who cannot talk about anything else except why she bought detergent X'.

These myths should not be allowed to be perpetuated by our enlightened society - a woman is and can be more than a sex-object or frustrated housewife. She should not be confined as she is by her home as well as her bra. Down with men's bars, and all they proscribe for our society. Liberation on all counts NOW!

scale value  
2.421

Our sub-committee has taken the following stand with respect to the issue of women's liberation and equal rights for women. We want to be treated as women - this doesn't mean the mechanistic approach to womanhood. Thus we encourage women to become liberated so that men may see that they are dealing with human beings. A woman prefers to be treated with respect and manners not for the pure reason that she is a woman but because she is an individual who deserves such respect. Similarly a woman does not want a man to treat her as a machine with a chest, hips and waist - but little else - as portrayed in any number of magazines and commercials. She wants a man to know that she has feelings, ideas, and can interact with him like an equal. Therefore, she should be admitted to all-male bars, as an equal.

By urging women to become liberated we want them to enlighten men to the fact that beauty contests are emphasizing the wrong attributes of womanhood. She must get across the necessity for being able to demonstrate more than one talent. It is unfair to weight the contests so heavily on bathing suits and evening gowns. Women are made to parade around almost like robots in an uncomfortable gait. They should be allowed to be more natural and individual. When a woman is treated as more of a human being, then equality will be possible.

scale value  
3.474



Our sub-committee has taken the following stand with respect to the issue of women's liberation and equal rights for women. We already see women being liberated in many respects - and in some respects having more rights than men. We also see the need for women to give up some of these rights and give men more. Women are constantly being catered to. A man must hold a door, a coat or a chair for a woman. The television commercials are mainly geared toward the woman. We are portrayed as the person who takes care of the families wants and needs by the products which we buy. It is the American woman who has the greatest buying power. She determines the fate of many a product. Women are also portrayed as the most glamorous sex - she is the one to wear the expensive, classy glittering garments. We believe that the mass media has played a large role in this granting of more rights to women. We feel that this should be underemphasized. Also the beauty contests have placed women in competition with each other to attain an envied position. She is made to feel regal and is desired by many men. She is practically put on a pedestal and adored. A large percentage of the magazines published are directed at a woman's needs. Others have selling power directed at men because they contain pictures of women. Women in a sense are the crux of the magazine business. In many ways it's a woman's world!

scale value  
8.000

Our sub-committee has taken the following stand with respect to the issue of women's liberation and equal rights for women. We strongly oppose current social customs which tend to propagate the inexcusable injustices set upon women. We firmly believe that which initially might appear as insignificant social differences have astonishing consequences on one's attitudes toward women. We strongly stress that in seeking liberation women must also demand equality in social customs. We demand the following. The abbreviation of "Ms." should replace the discriminating labels of Miss and Mrs.. Marital status is irrelevant in addressing males and should be so for females. A woman must be free to retain her maiden name upon marriage as a stroke of individuality and independence. We should invade all male bars and clubs as proof of our equality. Beauty contests emphasizing mere physical beauty, dividing women against each other, all for the benefit of males should be banned. We demand equal time on TV for liberated women in television serials. As of now woman is always delegated the position of man's assistant or a damsel in distress. What kind of an image is this to present to young girls already having their aspirations stifled by magazines such as Ingenue dictating to them what to do to be 'female' in order to 'catch' a man. We are not inferior; We are not second class citizens. We are not existing for the purpose of fulfilling a male. It is important that the severe consequences of everyday treatment of women be recognized by today's woman. We uphold Women's Liberation and advocate complete liberation. NOW!

scale value  
2.105



National Organization of Women in the Social Sciences  
Position Statement of Sub-committee # 33

Our sub-committee has taken the following stand with respect to the issue of women's liberation and equal rights for women. We feel that the movement has just as many bad consequences as good ones. It is apparent that women have, to some extent, encountered discrimination due to their sex. Women just naturally are biologically and emotionally different from men and therefore will tend to be treated differently. Women treat men and women differently and consequently men respond to women differently than they do to other men. It is just natural that television and magazines, as examples of the mass media, will portray the sexes differently because they reflect the natural propensities of our society.

We should also recognize that men in our culture also encounter discrimination due to their sex. If women seek more 'rights' they must be prepared to recognize the disadvantages of being a male in our society. We should treat people not differentially due to their sex but as unique individuals so that other people can respond to us with complete freedom of expression. We propose to stress the importance of the individual leading a self-respecting life of happiness.

scale value  
7.210

National Organization of Women in the Social Sciences  
Position Statement of Sub-committee # 34

Our sub-committee has taken the following stand with respect to the issue of women's liberation and equal rights for women. We feel that the movement has just as many good consequences as bad ones. It is apparent that women have, to some extent, encountered discrimination due to their sex. Women just naturally are different from men and therefore will tend to be treated differently. Women treat men and women differently and consequently men respond to women differently than they do to other men. But we feel that if a woman demands the respect and equality from men and other women she will receive it. She must first respect herself. We feel that she can do this, first and foremost, by being true to herself, and let nothing stand in the way of achieving the goals she sets for herself or her personal happiness. The achievement of personal happiness and feelings of self-worth are greatly enhanced by the striving for education and the fulfillment of a career. We propose to stress the importance of each individual working to their fullest capability and leading enriched full lives - regardless of sex.

scale value  
5.327

National Organization of Women in the Social Sciences  
Position Statement of Sub-committee # 35

Our sub-committee has taken the following stand with respect to the issue of women's liberation and equal rights for women. We feel that the movement has just as many bad consequences as good ones. It is apparent that women have, to some extent, encountered discrimination due to their sex. Women just naturally are different from men and therefore will tend to be treated differently. Women treat men and women differently and consequently men respond to women differently than they do to other men. It should be noted that men in our culture also encounter discrimination due to their sex. If women seek more rights they must be prepared to recognize the disadvantages of being a male in our society also. We feel that people in general must, first and foremost, be true to themselves, letting nothing stand in the way of achieving their goals or gaining personal happiness. The achievement of personal happiness and feelings of self-worth are greatly enhanced by the striving for education and the fulfillment of a career. We propose to stress the importance of each individual working to his fullest capability and leading an enriched full life.

scale value  
6.871

National Organization of Women in the Social Sciences  
Position Statement of Sub-committee # 36

Our sub-committee has taken the following stand with respect to the issue of women's liberation and equal rights for women. We feel that the movement has an equal number of good and bad consequences. It is apparent that women have, to some extent, encountered discrimination due to their sex. Women just naturally are different from men and therefore will tend to be treated differently. Women treat men and women differently and consequently men respond to women differently than they do to other men. We feel that if people, in general, demand the respect and equality from others they will receive it. They must first respect themselves. We feel that they can do this by, first and foremost, being true to themselves, letting nothing stand in the way of achieving the goals they set for themselves or intrude on their personal happiness. The achievement of personal happiness and feelings of self-worth are greatly enhanced by the striving for education and the fulfillment of a career. We propose to stress the importance of each individual working to their fullest capability and leading enriched full lives.

scale value  
6.102

National Organization of Women in the Social Sciences  
Position Statement of Sub-committee #37

Our sub-committee has taken the following stand with respect to the issue of women's liberation and equal rights for women. We feel that the movement has just as many good consequences as bad ones. It is apparent that women have, to some extent, encountered discrimination due to their sex. Women just naturally are biologically and emotionally different from men and therefore will tend to be treated differently. Women treat men and women differently and consequently men respond to women differently than they do to other men. But we feel that if a woman demands the respect and equality from men and other women she will receive it. She must first respect herself. We feel that her self-worth and identity will be reflected in the way she addresses herself. She should assume an identity which : shows that she regards herself as more than a sex-object or mindless body. We propose to stress the importance of the individual leading a self-respecting life of happiness.

scale value  
5.121



National Organization of Women in the Social Sciences  
Position Statement of Sub-committee # 38

Our sub-committee has taken the following stand with respect to the issue of women's liberation and equal rights for women. We feel that the movement has an equal number of good and bad consequences. It is apparent that women have, to some extent, encountered discrimination due to their sex. Women just naturally are biologically and emotionally different from men and therefore will tend to be treated differently. Women treat men and women differently and consequently men respond to women differently than they do to other men. It is quite natural that television shows will portray the sexes differentially because they reflect the natural propensities of our society. Since men and women play different roles in our society they will naturally enjoy different rights and have different responsibilities. "Separate but equal" doesnot imply injustice. Both sexes must demand to be treated with respect as intelligent individuals regardless of physical characteristics. We propose to stress the importance of the individual leading a self-respecting life of happiness.

scale value  
6.400



