



Statistical Tests: Nonparametric

Introduction

The statistical analysis of the data in this study was based on the nonparametric statistical procedures of Professor Sidney Siegel. Classical or parametric tests were not relevant for this research primarily because the data was ranked (ordinal) and not measured by anything as strong as an interval scale. Siegel comments as follows:

At the risk of being excessively repetitious, the writer wishes to emphasize here that parametric statistical tests, which use means and standard deviations (i.e., which require the operations of arithmetic on the original scores), ought not to be used with data in an ordinal scale. The properties of an ordinal scale are not isomorphic to the numerical system known as arithmetic. When only the rank order of scores is known, means and standard deviations found on the scores themselves are in error to the extent that the successive intervals (distances between classes) on the scale are not equal. When parametric techniques of statistical inference are used with such data, any decisions about hypotheses are doubtful. Probability statements derived from the application of parametric statistical tests to ordinal data are in error to the extent that the structure of the method of collecting the data is not isomorphic to arithmetic. Inasmuch as most of the measurements made by behavioral scientists culminate in ordinal scales . . . this point deserves strong emphasis.¹

The rationale for the use of nonparametric statistical procedures are summarized as follows:

1. Tests used are "distribution free," one of their primary merits being that they do not assume that the scores under analysis were drawn from a population distribution in a certain way, e.g., from a normally distributed population.
2. Nonparametric techniques may be used with scores which are not exact in any numerical sense, but which in effect are simply ranks.
3. A third advantage of these techniques . . . is their computational simplicity.

¹Siegel, op. cit., p. 26.



4. A final advantage of nonparametric tests is their usefulness with small samples.¹

The two tests used were (1) the Mann-Whitney U Test to test for significant differences--"one of the most powerful of the non-parametric tests . . . a most useful alternative to the parametric t test,"² and (2) the Kendall Rank Correlation (Tau) for two way and partial coordination: two way correlation for reliability and validity and the partial correlation for testing relationships between Riesman, Fromm, and Morris.

It should be noted that the Average of Rank (expected values) in this study, using nonparametric statistics, is "comparable" to the mean of parametric statistics. Averages of Rank were calculated during the same computer run that generated histograms. These Averages of Rank "expected values" (see Table 1) were used only to demonstrate a general picture of response for each question; they were not used in any other way nor with any other statistical calculations. The histograms revealed many bi-modal distributions within each occupational category, that is, for one question there were few ranks in the middle. Most tended to be on each tail.

All data in the study was programmed for FORTRAN use with the IBM # 360/40 computer. Tables of data show significance at two levels: (1) $P = .05$ as significant; (2) $P = .01$ as very significant.³

¹Ibid., p. vii.

²Ibid., p. 116.

³Frederick Courts, Psychological Statistics (Homewood, Ill.: The Dorsey Press, 1966), p. 197.



TABLE 1
AVERAGE OF RANKS
(Inner-directed and Other-directed)

	Large Bank (LB)	Small Bank (SB)	Certified Public Accountant (CPA)	Advertising Agency President (AAP)
Questions - Part I A				
Q. 1 Inner-direction	4.06	4.05	3.34	3.60
Q. 2 Other-direction	3.01	2.95	3.57	2.90
Q. 3 Inner-direction	4.48	4.15	4.39	4.34
Q. 4 Other-direction	5.55	5.56	5.44	5.12
Q. 5 Inner-direction	6.50	6.30	6.38	6.46
Q. 6 Other-direction	3.61	4.00	3.66	3.12
Q. 7 Inner-direction	5.68	5.50	5.84	5.71
Q. 8 Other-direction	1.70	1.78	1.80	1.74
Q. 9 Inner-direction	2.74	2.91	2.67	2.76
Q. 10 Other-direction	2.97	2.82	3.04	2.95
Questions - Part III A				
Q. 42 Inner-direction	4.75	5.21	4.26	4.82
Q. 43 Other-direction	3.57	3.94	4.14	3.92
Q. 44 Inner-direction	5.08	5.43	5.10	4.91
Q. 45 Other-direction	4.06	4.43	3.53	3.71
Q. 46 Inner-direction	3.31	3.46	3.10	3.00
Q. 47 Other-direction	2.54	2.51	2.23	2.28
Q. 48 Inner-direction	5.91	5.69	5.52	5.75
Q. 49 Other-direction	4.18	4.60	4.04	3.60
Q. 50 Inner-direction	5.66	5.59	5.74	5.60
Q. 51 Other-direction	5.26	5.26	5.09	5.04



Mann-Whitney U Test

The Mann-Whitney U Test with $P = .05$ (1 tail) was used to test whether the independent groups of occupational categories (Bank Presidents, Advertising Agency Presidents, Certified Public Accountants) were from the same population.

Since the quantities of data were large (Response totals: 163 from bank presidents, large bank; 171 from bank presidents, small bank; 215 from Certified Public Accountants; 117 from advertising agency presidents), the U distribution approached the normal distribution. The Z test was used to test for significant differences in the occupational categories.

Ties were avoided by appending a random number to each of the ranks as it was read into the computer. For example, if respondents ranked 6 on a particular question, then each may have appeared internally to the computer as 6.006791 and 6.004312. This procedure broke ties within groups and between groups. It also had the negligible effect of increasing variance by .01 per cent. Statistically, the use of random numbers provided a finer division of data to 10^{-7} , which agrees with the principle of underlying continuity of the distribution. Ranking of opinions, attitudes, et cetera, is theoretically continuous. Thus, a division of the ranked data to eight places better approximates the real world.

Comparisons of data--bank president, small bank, advertising agency president, and Certified Public Accountant--were made against the bank president, large bank, when the Mann-Whitney U Test



statistics were calculated. Thus, the minus sign (-) behind a number in the tables indicates a position to the left of the bank president, large bank. For example, Question 5 indicates that the bank president, small bank, is to the left of the bank president, large bank, data; hence, bank presidents, small banks, are slightly less inner-directed as revealed by Question 5 than are bank presidents, large banks.

TABLE 2

RIESMAN SOCIAL CHARACTER
Mann-Whitney U Test: Significance

	Large Bank vs. Small Bank	Large Bank vs. Advertising Agency President	Large Bank vs. Certified Public Accountant	Small Bank vs. Advertising Agency President	Small Bank vs. Certified Public Accountant
Inner- directed Questions					
Q. 1	N.S.	P .04 (-)	P .01 (-)	N.S.	P .001 (-)
Q. 3	N.S.	N.S.	N.S.	N.S.	N.S.
Q. 5	P .02 (-)	N.S.	N.S.	N.S.	N.S.
Q. 7	N.S.	N.S.	P .06	P .02	P .001
Q. 9	N.S.	N.S.	N.S.	N.S.	N.S.
Q. 42	P .01	N.S.	P .01 (-)	P .01 (-)	P .001 (-)
Q. 44	P .01	N.S.	N.S.	P .001 (-)	P .01 (-)
Q. 45	N.S.	N.S.	N.S.	N.S.	N.S.
Q. 48	P .05 (-)	N.S.	P .01 (-)	N.S.	N.S.
Q. 50	N.S.	N.S.	N.S.	N.S.	P .03

p = .05 - Significant

p = .01 - Very Significant

N.S. = Not Significant

TABLE 3
RIESMAN SOCIAL CHARACTER
Mann-Whitney U Test: Significance

	Large Bank vs. Small Bank	Large Bank vs. Advertising Agency President	Large Bank vs. Certified Public Accountant	Small Bank vs. Advertising Agency President	Small Bank vs. Certified Public Accountant
Other- directed Questions					
Q. 2	N.S.	N.S.	P .01	N.S.	P .01
Q. 4	N.S.	P .01 (-)	N.S.	P .01 (-)	N.S.
Q. 6	P .02	P .02 (-)	N.S.	P .001 (-)	N.S.
Q. 8	N.S.	N.S.	N.S.	N.S.	N.S.
Q. 10	N.S.	N.S.	N.S.	N.S.	N.S.
Q. 43	P .03	N.S.	P .01	N.S.	N.S.
Q. 45	N.S.	P .05	P .01 (-)	P .01 (-)	P .001
Q. 47	N.S.	N.S.	P .04 (-)	N.S.	N.S.
Q. 49	P .01	P .01 (-)	N.S.	P .001 (-)	P .01 (-)
Q. 51	N.S.	P .01	N.S.	P .001 (-)	P .01 (-)

P = .05 Significant

P = .01 Very Significant

N.S. = Not Significant

TABLE 4
FROMM SOCIAL CHARACTER ORIENTATIONS
Mann-Whitney U Test: Significance

Hearding Orientation Questions	Large Bank vs. Small Bank		Large Bank vs. Certified Public Accountant		Small Bank vs. Advertising Agency President		Small Bank vs. Certified Public Accountant	
	Large Bank	Small Bank	Large Bank	Certified Public Accountant	Small Bank	Advertising Agency President	Small Bank	Certified Public Accountant
Q. 11	N.S.		N.S.		P .01 (-)		N.S.	
Q. 14	P .04		N.S.		P .001 (-)		P .02 (-)	
Q. 17	P .01		P .05		P .001 (-)		N.S.	
Q. 20	N.S.		N.S.		N.S.		N.S.	
Q. 23	P .04		N.S.		P .01 (-)		P .01 (-)	
Q. 26	P .01		N.S.		P .01 (-)		P .01 (-)	
Q. 52	N.S.		N.S.		N.S.		N.S.	
Q. 55	P .04		P .01 (-)		P .001 (-)		P .05	
Q. 58	N.S.		N.S.		P .01 (-)		N.S.	
Q. 61	N.S.		P .03 (-)		P .01 (-)		P .03	
Q. 64	P .01		N.S.		N.S.		P .001 (-)	
Q. 67	N.S.		P .01		P .01 (-)		N.S.	

P = .05 - Significant
P = .01 - Very Significant
N.S. = Not Significant

TABLE 5
FROMM SOCIAL CHARACTER ORIENTATIONS
Mann-Whitney U Test: Significance

<u>Marketing</u> <u>Orientations</u> <u>Questions</u>	Large Bank vs. Small Bank		Large Bank vs. Certified Public Accountant		Small Bank vs. Advertising Agency President		Small Bank vs. Certified Public Accountant	
	Large Bank Advertising Agency President	Small Bank	Large Bank Certified Public Accountant	Small Bank	Small Bank Advertising Agency President	Large Bank	Small Bank	
Q. 12	N.S.		P .02 (-)		P .03 (-)		P .02 (-)	
Q. 15	P .04		P .01 (-)		P .03 (-)		N.S.	
Q. 18	N.S.		N.S.		N.S.		N.S.	
Q. 21	N.S.		P .04 (-)		P .05 (-)		N.S.	
Q. 24	N.S.		P .01 (-)		N.S.		N.S.	
Q. 27	N.S.		N.S.		N.S.		N.S.	
Q. 33	N.S.		P .01 (-)		P .01 (-)		P .05 (-)	
Q. 56	P .03 (-)		P .04		P .001		P .01	
Q. 59	N.S.		N.S.		N.S.		N.S.	
Q. 62	N.S.		N.S.		N.S.		N.S.	
Q. 65	N.S.		P .01		P .05		N.S.	
Q. 68	N.S.		P .05 (-)		P .02 (-)		N.S.	

N.S. = Not Significant

P = .05 - Significant

P = .01 - Very Significant

TABLE 6
MORRIS WAYS TO LIVE
Mann-Whitney U Test: Significance

Ways to Live Questions	Large Bank	Large Bank	Large Bank	Small Bank
	vs. Small Bank	vs. Advertising Agency President	vs. Certified Public Accountant	vs. Advertising Agency President
Q. 29 - Way 1	N.S.	P .01 (-)	P .01 (-)	P .001 (-)
Q. 30 - Way 2	N.S.	N.S.	N.S.	N.S.
Q. 31 - Way 3	P .01	N.S.	N.S.	P .01 (-)
Q. 32 - Way 4	P .01	P .01	N.S.	N.S.
Q. 33 - Way 5	N.S.	P .01 (-)	P .01 (-)	P .02 (-)
Q. 34 - Way 6	N.S.	P .01 (-)	P .03 (-)	P .01 (-)
Q. 35 - Way 7	N.S.	N.S.	N.S.	N.S.
Q. 36 - Way 8	P .01	N.S.	P .01	P .05 (-)
Q. 37 - Way 9	P .01	N.S.	N.S.	P .01 (-)
Q. 38 - Way 10	P .01	P .01	P .01 (-)	P .001 (-)
Q. 39 - Way 11	P .01	N.S.	N.S.	P .01 (-)
Q. 40 - Way 12	P .04	N.S.	N.S.	N.S.
Q. 41 - Way 13	P .04	P .01	P .01 (-)	P .001 (-)

P = .05 - Significant
 p = .01 - Very Significant

N.S. = Not Significant



Kendall Rank Correlation (Tau)

The Kendall Rank Correlation (Tau) with $P = .05$ (2-tail) was used to obtain correlation coefficients, two-way and partial.

The two-way test was used to test for reliability and validity. The two-tailed test was used to test for general agreement, not "more" agreement from one question to another.

The partial correlation test (partial Tau) was used to test the three authors--Riesman, Fromm, and Morris--with one another, that is, to see the possible three-dimensional empirical relationships as hypothesized earlier. At present and to the author's knowledge, there is no entirely adequate way to test for confidence on partial correlation coefficients.

There is also no adequate comparison between a nonparametric Tau and a parametric r . Thus, small values of Tau do not mean the same low correlation as do small values of parametric r . Since significance is a function of sample size, very large samples (that is, over 100) tend to yield significance with relatively low values of Tau. However, because of the large percentage of ties, the low valued Tau's may not be quite as significant as indicated in the reliability and validity calculations.¹

¹M. G. Kendall, "The Variance of r When Both Rankings Contain Ties," Biometrics, XXXIV (1947), pp. 297-89.



Reliability and Validity

Introduction

With respect to reliability, the pairing of questions technique was used. Ferguson, in citing several methods of testing reliability, comments on the "parallel forms" method: "Parallel or equivalent forms of a test may be administered to the same group of subjects, and the paired observations correlated. Criteria of parallelism are required."¹

However, it should be restated here that the primary focus in this study is on the Riesman inner-other-directed social character typology with criteria provided by Brodbeck.

Pairing in the sociological dimension of Riesman was conceptually possible in more adequate terms than the possibility of "paired criteria" in the social psychological dimension of Fromm's marketing and hoarding oriented social character and the philosophical (value) dimension of Charles Morris' Ways to Live. The complexity of the two latter dimensions, that of Fromm and Morris, introduces empirical difficulties in the attempt to link Riesman with Fromm, Riesman with Morris and Fromm with Morris. Elaborations on these difficulties are noted under the reliability and validity data of the respective authors, Fromm and Morris.

The manner of calculating the reliability and validity

¹George A. Ferguson, Statistical Analysis in Psychology and Education (2nd ed.; New York: McGraw-Hill Book Co., 1966), p. 377.



coefficients is that which is appropriate to a survey in that it is a-posteriori, namely, the variables exist non-controlled and the study involves "the situation as it exists." However, the paired inner-other-directed statements in Parts IA and IIIA permitted statistical analysis for consistency with respect to each statement as a question.

Reliability relates to consistency of answers over a period of time. The time period involved is the time taken by each respondent to answer questions in Part IA, the time period to answer Part II and lastly, the time period to answer the questions in Part IIIA--an interval of approximately thirty minutes before completing Part IV on Demographic Data.

The validity of the test with respect to the questions and what they measure, i.e., inner-other-direction is based on the criteria provided as extracted by Brodbeck from The Lonely Crowd. In addition, Riesman's own comment on the reasonableness of these two occupational groups to represent his ideal types serve as guides, that is, Certified Public Accountants and advertising agency presidents, notwithstanding the observation of Riesman about the difficulty, if not impossibility, of operationalizing inner-other-directedness.

The use of Fromm and Morris questions with respective qualifications relating to reliability and validity apply also.



Reliability: Riesman Inner-Other-Directed

Social Character

The criteria for inner-other-direction provided by Brodbeck¹ were arranged in pairs in the original form by Brodbeck and placed in the questionnaire in Parts IA and IIIA as follows:

<u>Part IA</u>		<u>Part IIIA</u>	
Q. 1 Inner-direction	Q. 43 Other-direction	Q. 43 Other-direction	
Q. 2 Other-direction	Q. 42 Inner-direction	Q. 42 Inner-direction	
Q. 3 Inner-direction	Q. 45 Other-direction	Q. 45 Other-direction	
Q. 4 Other-direction	Q. 44 Inner-direction	Q. 44 Inner-direction	
Q. 5 Inner-direction	Q. 47 Other-direction	Q. 47 Other-direction	
Q. 6 Other-direction	Q. 46 Inner-direction	Q. 46 Inner-direction	
Q. 7 Inner-direction	Q. 49 Other-direction	Q. 49 Other-direction	
Q. 8 Other-direction	Q. 48 Inner-direction	Q. 48 Inner-direction	
Q. 9 Inner-direction	Q. 51 Other-direction	Q. 51 Other-direction	
Q. 10 Other-direction	Q. 50 Inner-direction	Q. 50 Inner-direction	

Reliability coefficients were obtained on all paired Riesman questions using all four occupational categories: bank presidents, large bank; bank presidents, small bank; Certified Public Accountants; and advertising agency presidents.

¹ Brodbeck, op. cit., pp. 70-71.



TABLE 7
LARGE BANK--RELIABILITY--RIESMAN QUESTIONS

Paired Questions Part IA - Part IIIA	Average of Ranks		Coefficient of Reliability		
	Large Bank IA	Large Bank IIIA	Tau	Z	Significance
Q. 1 & 43	Q. 1 4.06	Q.43 3.57	-.51	9.6	V.S.
Q. 2 & 42	Q. 2 3.01	Q.42 4.75	-.49	9.2	V.S.
Q. 3 & 45	Q. 3 4.48	Q.45 4.06	-.03	.65	N.S.
Q. 4 & 44	Q. 4 5.55	Q.44 5.08	.19	3.5	V.S.
Q. 5 & 47	Q. 5 6.50	Q.47 2.54	.12	2.3	S.
Q. 6 & 46	Q. 6 3.61	Q.46 3.31	-.05	.95	N.S.
Q. 7 & 49	Q. 7 5.68	Q.49 4.18	-.19	3.5	V.S.
Q. 8 & 48	Q. 8 1.70	Q.48 5.91	-.05	1.0	N.S.
Q. 9 & 51	Q. 9 2.74	Q.51 5.26	-.17	3.2	V.S.
Q. 10 & 50	Q.10 2.97	Q.50 5.66	-.18	3.4	V.S.

p = .05 - Significant
p = .01 - Very Significant

S = Significant
V.S. = Very Significant
N.S. = Not Significant

TABLE 8

ADVERTISING AGENCY PRESIDENT--RELIABILITY--RIESMAN QUESTIONS

Paired Questions Part IA - Part IIIA	Average of Ranks		Coefficient of Reliability			
	Advertising Agency President I A	Advertising Agency President III A	Tau	Z	Significance	
Q. 1 & 43	Q. 1 3.60	Q.43 3.92	-.39	6.1	V.S.	
Q. 2 & 42	Q. 2 2.90	Q.42 4.82	-.40	6.4	V.S.	
Q. 3 & 45	Q. 3 4.34	Q.45 3.71	-.14	2.2	S.	
Q. 4 & 44	Q. 4 5.12	Q.44 4.91	.27	4.3	V.S.	
Q. 5 & 47	Q. 5 6.46	Q.47 2.28	-.29	4.6	V.S.	
Q. 6 & 46	Q. 6 3.12	Q.46 3.00	.08	1.2	N.S.	
Q. 7 & 49	Q. 7 5.71	Q.49 3.60	-.25	3.9	V.S.	
Q. 8 & 48	Q. 8 1.74	Q.48 5.75	-.06	.88	N.S.	
Q. 9 & 51	Q. 9 2.76	Q.51 5.04	-.20	3.2	V.S.	
Q. 10 & 50	Q.10 2.95	Q.50 5.60	-.25	3.9	V.S.	

p = .05 - Significant

p = .01 - Very Significant

S = Significant

V.S. = Very Significant

N.S. = Not Significant

TABLE 9

SMALL BANK--RELIABILITY--RIESMAN QUESTIONS

Paired Questions Part IA - Part IIIA	Average of Ranks		Coefficient of Reliability			
	Small Bank I A	Small Bank III A	Tau	Z	Significance	
Q. 1 & 43	Q. 1 4.05	Q.43 3.94	-.73	13.8		V.S.
Q. 2 & 42	Q. 2 2.95	Q.42 5.21	-.44	8.4		V.S.
Q. 3 & 45	Q. 3 4.15	Q.45 4.43	-.14	2.7		V.S.
Q. 4 & 44	Q. 4 5.56	Q.44 5.43	.27	5.1		V.S.
Q. 5 & 47	Q. 5 6.30	Q.47 2.51	-.16	3.1		V.S.
Q. 6 & 46	Q. 6 4.00	Q.46 3.46	.07	1.4		N.S.
Q. 7 & 49	Q. 7 5.50	Q.49 4.60	-.03	.66		N.S.
Q. 8 & 48	Q. 8 1.78	Q.48 5.69	-.07	1.5		N.S.
Q. 9 & 51	Q. 9 2.91	Q.51 5.26	-.05	.87		N.S.
Q. 10 & 50	Q. 10 -2.82	Q.50 5.59	-.00	.17		N.S.

p = .05 - Significant

p = .01 - Very Significant

V.S.= Very Significant

N.S.= Not Significant



TABLE 10

CERTIFIED PUBLIC ACCOUNTANT--RELIABILITY--RIESMAN QUESTIONS

Paired Questions Part IA - Part IIIA	Average of Banks		Certified Public Accountant		Coefficient of Reliability		Significance
	Certified Public Accountant I A	Certified Public Accountant III A	Tau	Z			
Q. 1 & 43	Q. 1 3.34	Q.43 4.14	-.94	20.4	V.S.		
Q. 2 & 42	Q. 2 3.57	Q.42 4.26	-.52	11.2	V.S.		
Q. 3 & 45	Q. 3 4.39	Q.45 3.53	-.13	2.9	V.S.		
Q. 4 & 44	Q. 4 5.44	Q.44 5.10	-.19	4.3	V.S.		
Q. 5 & 47	Q. 5 6.38	Q.47 2.23	-.32	6.9	V.S.		
Q. 6 & 46	Q. 6 3.66	Q.46 3.10	.08	1.8	S.		
Q. 7 & 49	Q. 7 5.84	Q.49 4.04	-.06	1.4	N.S.		
Q. 8 & 48	Q. 8 1.80	Q.48 5.52	-.15	3.3	V.S.		
Q. 9 & 51	Q. 9 2.67	Q.51 5.09	-.14	2.9	V.S.		
Q. 10 & 50	Q.10 3.04	Q.50 5.74	-.20	4.4	V.S.		

p = .05 - Significant

p = .01 - Very Significant

S. = Significant

V.S. = Very Significant

N.S. = Not Significant

Reliability: Morris Ways to Live

The Morris Ways to Live questions covered three questionnaire pages in Part II. Since there was no actual "pairing" of questions, as was possible in the Riesman typology, a question was selected from the first page of the Ways to Live and correlated with a question from the third page of the Ways to Live. This was the procedure, then, to effect a pairing of a Part I and a Part III item and, within the context of the study with the major focus on Riesman, it was the "best" procedure to evaluate the "reliability" of Morris Ways to Live.

Two sets of "paired" questions were chosen, both relating to Fromm social character orientation, as hypothesized for the bank president, large and small bank.

a. The first "paired" set related to Fromm's Hoarding Orientation:

Q. 29 - Way 1: "Preserve the best that man has attained"

Q. 38 - Way 10: "Control the self stoically"

This first "paired" set was tested on all four occupational categories.

b. The second "paired" set related to Fromm's Marketing Orientation:

Q. 32 - Way 4: "Experience festivity and solitude in alternation"

Q. 36 - Way 8: "Live with wholesome, carefree enjoyment"

This set of "paired" questions was tested on bank presidents, large and small banks only.



It should be noted also that because Hypothesis No. 8 relating Morris to Fromm was tested using Questions No. 29 and No. 38 taken together and because they were "paired" for reliability, some auto-correlation effect may be present on the Mann-Whitney U Test for significance. Since the effect is in favor of the minimal,¹ the conclusions on this hypothesis were not altered.

¹Durbin-Watson d statistic for auto-correlation effects.

TABLE 11
RELIABILITY--MORRIS QUESTIONS

Questions	Average of Ranks Large Bank	Average of Ranks Large Bank	Coefficient of Reliability			
			Tau	Z	Significance	
Q. 29-38	Q.29 6.07	Q.38 4.69	.13	2.4	V.S.	
Q. 32-36	Q.32 2.73	Q.36 3.59	.17	3.19	V.S.	
Q. 41-30	Q.41 2.98	Q.30 2.37	.04	.81	N.S.	

Questions	Average of Ranks Advertising Agency President	Average of Ranks Advertising Agency President	Coefficient of Reliability			
			Tau	Z	Significance	
Q. 29-38	Q.29 5.15	Q.38 4.07	.34	5.4	V.S.	

Questions	Average of Ranks Small Bank	Average of Ranks Small Bank	Coefficient of Reliability			
			Tau	Z	Significance	
Q. 29-38	Q.29 6.05	Q.38 5.06	.19	3.6	V.S.	

Questions	Average of Ranks Certified Public Accountant	Average of Ranks Certified Public Accountant	Coefficient of Reliability			
			Tau	Z	Significance	
Q. 29-38	Q.29 5.17	Q.38 3.94	.25	5.3	V.S.	

p = .05 - Significant
p = .01 - Very Significant

V.S. = Very Significant
N.S. = Not Significant

Reliability: Fromm Social Character Orientations

The procedure in obtaining "reliability" on Fromm's social character orientations was handled in a similar manner as that of Morris and for the same reasons:

Two sets of questions showing significant differences were selected as this was the first step in an attempt to "pair." However, general content of the "paired" items in the second instance or case precluded any comparison and thus possible correlation in the latter.

A. The first "paired" set related to the hoarding orientation, one question from Part IB and the other from Part IIIB in the questionnaire as in the case with the selection for the Riesman typology.

Q. 17 - "I am ... CAREFUL" (Part IB)

Q. 64 - "I am ... METHODICAL" (Part IIIB)

This "paired" set was tested on all four occupational categories.

B. The second "paired" set--and paired only with respect to significance related to the only two marketing oriented questions that showed significant differences. The questions from Part IB and Part III were:

Q. 15 - "I am ... ABLE TO CHANGE" (Part IB)

Q. 56 - "I am ... CURIOUS" (Part IIIB)

Since they could not be paired in meaning, no reliability or validity coefficients were computed for the marketing orientation.



TABLE 12
RELIABILITY--FROMM ORIENTATIONS

Questions	Average of Banks Large Bank		Average of Banks Large Bank		Coefficient of Reliability		
	Tau	Z	Tau	Z	Tau	Z	Significance
Q. 17-64	Q.17	5.60	Q.64	4.59	.29	5.5	V.S.
Questions	Average of Banks Advertising Agency President		Average of Banks Advertising Agency President		Coefficient of Reliability		
	Tau	Z	Tau	Z	Tau	Z	Significance
Q. 17-64	Q.17	4.97	Q.64	4.39	.26	4.0	V.S.
Questions	Average of Banks Small Bank		Average of Banks Small Bank		Coefficient of Reliability		
	Tau	Z	Tau	Z	Tau	Z	Significance
Q. 17-64	Q.17	5.85	Q.64	5.14	.26	4.9	V.S.
Questions	Average of Banks Certified Public Accountant		Average of Banks Certified Public Accountant		Coefficient of Reliability		
	Tau	Z	Tau	Z	Tau	Z	Significance
Q. 17-64	Q.17	5.73	Q.64	5.29	.27	5.9	V.S.

p = .05 - Significant

p = .01 - Very Significant

V.S. = Very Significant



Validity

With respect to validity, occupational pairings were used based on the theoretical insights of Riesman as to inner-directed occupational social character, that is, Certified Public Accountants and other-directed occupational social character, that is, advertising agency presidents. Thus, the hypothesized similarities for validation were as follows:

- a. Bank Presidents - Large Banks - Other-directed and validated on other-directed occupational group, advertising agency presidents.
- b. Bank Presidents - Small Banks - Inner-directed and validated on inner-directed occupational group, Certified Public Accountants.

Validation coefficients on all Riesman questions were obtained from all four occupational categories: bank presidents, large bank; bank presidents, small bank; advertising agency presidents; Certified Public Accountants.

Validation coefficients on Fromm and Morris questions were obtained in a manner of "pairing" within the dimensional limitations noted earlier.

Validity: Riesman, Fromm and Morris: Large Bank and Small Bank

The ranks of the bank president, large bank, and advertising agency presidents were validated:

- a. Riesman Other-directed questions:

Part IA --- Nos. 2, 4, 6, 8, 10

Part IIIA - Nos. 43, 45, 47, 49, 51

b. Fromm Marketing¹ oriented questions:

Nos. 12, 15, 18, 56

c. Morris Ways to Live (# 5, 8, 13) related as hypothesized to Riesman's other-directed social character. Respectively, the questions are: Nos. 33, 36, 41.

d. Morris Ways to Live (# 4 and 8) related as hypothesized to Fromm's marketing oriented and social character. Respectively the questions are: Nos. 32 and 36.

The ranks of the bank president, small bank, and Certified Public Accountants were validated on:

a. Riesman Inner-directed questions:

Part IA --- Nos. 1, 3, 5, 7, 9,
Part IIIA - Nos. 42, 44, 46, 48, 50

b. Fromm Hoarding² oriented questions:

Nos. 11, 17, 61, 67

c. Morris Ways to Live (# 2, 6, 12) related as hypothesized to Riesman's inner-directed social character. Respectively the questions are: Nos. 30, 34, 40.

d. Morris Ways to Live (# 1 and 10) related as hypothesized to Fromm's hoarding oriented social character. Respectively, the questions are: Nos. 29 and 38.

¹These four questions selected (Fromm) presented the best picture showing differences across all occupational groups--best with respect to both quantity and number of groups showing a difference and in magnitude of difference. (Cf. Mann-Whitney U Test, Table 40, Fromm).

²Ibid.

TABLE 13
VALIDITY--RIESMAN QUESTIONS
Paired Occupational Categories
(Self-concept, Bank President, Small Bank)

Inner-directed Questions	Average of Ranks		Coefficient of Validity		
	Small Bank	Certified Public Accountant	Tau	Z	Significance
Q. 1	4.05	3.34	.04	.71	N.S.
Q. 3	4.15	4.39	-.04	.70	N.S.
Q. 5	6.30	6.38	.03	.56	N.S.
Q. 7	5.50	5.84	.02	.36	N.S.
Q. 9	2.91	2.67	-.08	1.56	N.S.
Q. 42	5.21	4.26	-.08	1.48	N.S.
Q. 44	5.43	5.10	-.07	1.27	N.S.
Q. 46	3.46	3.10	.00	.09	N.S.
Q. 48	5.69	5.52	-.06	1.06	N.S.
Q. 50	5.59	5.74	-.12	2.33	V.S.

p = .05 - Significant

p = .01 - Very Significant

V.S.= Very Significant

N.S.= Not Significant

TABLE 14
VALIDITY--RIESMAN QUESTIONS
Paired Occupational Categories
(Self-concept, Bank President, Large Bank)

Other-directed Questions	Average of Banks		Coefficient of Validity		
	Large Bank	Advertising Agency President	Tau	Z	Significance
Q. 2	3.01	2.90	-.07	1.0	N.S.
Q. 4	5.55	5.12	-.07	1.2	N.S.
Q. 6	3.61	3.12	-.05	.81	N.S.
Q. 8	1.70	1.74	-.03	.50	N.S.
Q. 10	2.97	2.95	-.00	.04	N.S.
Q. 43	3.57	3.92	.08	1.3	N.S.
Q. 45	4.06	3.71	.03	.54	N.S.
Q. 47	2.54	2.28	.04	.69	N.S.
Q. 49	4.18	3.60	-.12	1.9	S.
Q. 51	5.26	5.04	-.06	1.0	N.S.

p = .05 - Significant

p = .01 - Very Significant

S. = Significant

N.S. = Not Significant



TABLE 15
VALIDITY--FROMM QUESTIONS
Hoarding Orientation
(Self-concept, Bank President, Small Bank)

Questions	Average of Ranks		Coefficient of Validity		
	Small Bank	Certified Public Accountant	Tau	Z	Significance
Q. 11	6.08	5.97	.03	.57	N.S.
Q. 17	5.85	5.73	.03	.68	N.S.
Q. 61	5.27	5.59	-.05	.87	N.S.
Q. 67	6.41	6.24	-.14	2.62	V.S.

p = .05 - Significant

p = .01 - Very Significant

V.S. = Very Significant

N.S. = Not Significant

TABLE 16
VALIDITY--FROMM QUESTIONS
Marketing Orientation
(Self-concept, Bank President, Large Bank)

Questions	Average of Banks		Coefficient of Validity		
	Large Bank	Advertising Agency President	Tau	Z	Significance
Q. 12	6.08	5.81	-.00	.06	N.S.
Q. 15	5.98	5.61	.02	.29	N.S.
Q. 18	6.16	5.95	.25	3.99	V.S.
Q. 56	5.87	6.11	-.16	2.49	V.S.
From Marketing Orientation and Morris Ways to Live					
Q. 32	2.73	3.33	.03	.42	N.S.

p = .05 - Significant

p = .01 - Very Significant

V.S. = Very Significant

N.S. = Not Significant

TABLE 17
VALIDITY--MORRIS & RIESMAN
Inner-directed
(Self-concept, Bank President, Small Bank)

Questions	Average of Banks		Coefficient of Validity		
	Small Bank	Certified Public Accountant	Tsu	Z	Significance
Q. 30	2.53	2.40	-.02	.30	N.S.
Q. 34	5.49	5.16	.00	.10	N.S.
Q. 40	4.34	4.13	-.06	.96	N.S.

p = .05 - Significant

p = .01 - Very Significant

N.S. = Not Significant



TABLE 18
VALIDITY--MORRIS & RIESMAN
Other-directed
(Self-concept, Bank President, Large Bank)

Questions	Average of Banks		Coefficient of Validity		
	Large Bank	Advertising Agency President	Tau	Z	Significance
Q. 33	4.44	3.73	-.09	1.5	N.S.
Q. 36	3.59	3.86	.05	.77	N.S.
Q. 41	2.98	2.69	+.11	1.78	S.

p = .05 - Significant

p = .01 - Not Significant

S. = Significant

N.S. = Not Significant



Partial Correlation Model

A Kendall Tau partial correlation model was constructed to see the relationships between Riesman, Fromm, and Morris. A representative question from each author was chosen for the correlation.

(a) Riesman. Question No. 9: "There is a sharp separation between work and pleasure" was chosen. It related to inner-direction. The Mann-Whitney U Test revealed that Question 9 shows bank presidents, small bank, to be slightly more inner-directed than bank presidents, large banks.

(b) Fromm. Question No. 17: "I am careful" was chosen. It related to the hoarding orientation. The Mann-Whitney U Test revealed that Question 17 shows bank presidents, small bank, to be more hoarding oriented than bank presidents, large banks.

(c) Morris. Question No. 38: Way to Live # 10 - "Control the self stoically" was chosen. It related to Fromm's hoarding orientation. The Mann-Whitney U Test revealed that Question 38 shows bank presidents, small bank, to be more "self controlled" (similarities in hoarding orientation) than were bank presidents, large banks.

Using bank presidents, large bank, responses, the three authors (Riesman, Fromm and Morris) were compared. Holding 'constant' a different author on each computer run, three partial correlation coefficients were obtained. Thus, in order of descending magnitude:

(1) Bank president, large bank:

Tau Riesman Fromm * Morris = .16

Tau Morris Fromm* Riesman = .16



Tau Riesman Morris * Fromm = .14

In this case, using bank president, large bank data, all three authors contribute almost equally to the understanding of this study model of self-concept.

Using bank presidents, small bank, responses, the three authors were again compared. Again, holding 'constant' a different author on each computer run, three partial correlation coefficients were obtained. The following results are presented in order of descending magnitude.

(2) Bank president, small bank

Tau Morris Fromm * Riesman = .20

Tau Riesman Morris * Fromm = .10

Tau Riesman Fromm * Morris = -.03

In this case, using bank president, small bank data, Morris contributes the most to understanding self-concept, Fromm contributes some and Riesman contributes the least.

Also, the magnitude of the numbers of the Morris and Fromm Tau in the last case would be seven times that of the Riesman and Fromm Tau if it were positive (+) and two times that of the Riesman and Morris Tau. We cannot conclude that the Morris and Fromm Tau is seven times more powerful than the Riesman and Fromm Tau. But, the Morris Fromm Tau (.20) is higher than the Riesman Fromm Tau (-.03).

While no confidence test can be used on these partial Tau's, it is apparent from bank president, small bank data, based on relative magnitudes of the small bank partial Tau, that Morris and Fromm contribute the most to the understanding of self-concept.



Thus, when Morris and Fromm are considered together, we see the maximum amount of insight to self-concept.



CHAPTER IV

EMPIRICAL RESULTS: TYPOLOGICAL COMPARISON

AND SELF-CONCEPT

Self-Concept

Large Bank

The first four hypotheses were directed to typological re-search on the self-concept of the bank president in the large bank.

Riesman: Other-directed Social Character
Fromm: Marketing Oriented Social Character
Morris: Ways to Live and Riesman Other-directed
Morris: Ways to Live and Fromm Marketing Orientation

Small Bank

The second four hypotheses were directed to typological re-search on the self-concept of the bank president in the small bank.

Riesman: Inner-directed Social Character
Fromm: Hoarding Oriented Social Character
Morris: Ways to Live and Riesman Inner-directed
Morris: Ways to Live and Fromm Hoarding Orientation

TABLE 19
EMPIRICAL RESULTS: DIFFERENCES IN SELF-CONCEPTS

With reference to Hypothesis No. 1 that the self-concept of the bank president (Large Bank) is more Other-directed than the self-concept of the bank president (Small Bank), the following significance data (Mann-Whitney U Test) is presented:

Other-directed Questions	Average of Ranks		Z Score	Mann-Whitney U Test		Tau Ia - IIIA ^b Reliability	Tau Ia - IIIA ^b Validity
	Large Bank	Small Bank		Probability	Significance ^a		
Q. 2	3.01	2.95	-.138	P = .40	N.S.	R.	N.V.
Q. 4	5.55	5.96	-.38	P = .35	N.S.	R.	N.V.
Q. 6	3.61	4.00	2.05	P = .02	S.	N.R.	N.V.
Q. 8	1.70	1.78	.97	P = .17	N.S.	N.R.	N.V.
Q. 10	2.97	2.82	-.40	P = .34	N.S.	R.	N.V.
Q. 43	3.57	3.94	1.90	P = .03	S.	R.	N.V.
Q. 45	4.06	4.43	1.55	P = .06	N.S.	N.R.	N.V.
Q. 47	2.54	2.51	.717	P = .24	N.S.	R.	N.V.
Q. 49	4.18	4.60	2.54	P = .01	S.	R.	V.
Q. 51	5.26	5.26	.416	P = .34	N.S.	R.	N.V.

^a P = .05 (one tail test)
^b P = .05 (two tail test)

S. = Significant
 N.S. = Not Significant
 R. = Reliable
 N.R. = Not Reliable
 V. = Valid
 N.V. = Not Valid

TABLE 20
EMPIRICAL RESULTS: DIFFERENCES IN SELF-CONCEPTS
 With reference to Hypothesis No. 2 that the self-concept of the bank president (Large Bank) is more Marketing Oriented than the self-concept of the bank president (Small Bank), the following significance data (Mann-Whitney U Test) is presented:

Marketing Oriented Questions	Average of Ranks		Z Score	Mann-Whitney U Test		Significance
	Large Banks	Small Bank		Probability		
Q. 12	6.08	6.03	-.862	P = .19	N.S.	
Q. 15	5.98	5.81	-1.76	P = .04	S.	
Q. 18	6.16	6.07	-.488	P = .31	N.S.	
Q. 21	5.87	5.90	-.129	P = .45	N.S.	
Q. 24	5.21	5.15	-.735	P = .23	N.S.	
Q. 27	4.96	4.66	-1.54	P = .06	N.S.	
Q. 53	5.49	5.45	-.759	P = .22	N.S.	
Q. 56	5.87	5.65	-1.93	P = .03	S.	
Q. 59	5.66	5.66	.386	P = .35	N.S.	
Q. 62	5.44	5.14	.0125	P = .50	N.S.	
Q. 65	4.03	4.27	.952	P = .17	N.S.	
Q. 68	5.63	5.59	-.365	P = .36	N.S.	

^ep = .05 (one tail test)

S = Significant
 N.S = Not Significant

TABLE 21

EMPIRICAL RESULTS: DIFFERENCES IN SELF-CONCEPTS

With reference to Hypothesis No. 3 that the self-concept of the bank president (Large Bank) is more likely to rank high than is the bank president (Small Bank) on Morris Ways to Live Nos. 5, 8, 13, the following significance data (Mann-Whitney U Test) is presented:

Ways to Live Questions	Average of Ranks		Mann-Whitney U Test		
	Large Bank	Small Bank	Z Score	Probability	Significance ^a
Q. 33 (Way 5)	4.44	4.24	-1.05	P = .15	N.S.
Q. 36 (Way 8)	3.59	4.34	3.71	P = .01	S.
Q. 41 (Way 13)	2.90	3.31	1.79	P = .04	S.

^ap = .05 (one tail test)

S. = Significant
N.S. = Not Significant

TABLE 22

EMPIRICAL RESULTS: DIFFERENCES IN SELF-CONCEPTS

With reference to Hypothesis No. 4 that the self-concept of the bank president (Large Bank) is more likely to rank high than is the bank president (Small Bank) on Morris Ways to Live Nos. 4 and 8, the following significance data (Mann-Whitney U Test) is presented:

Ways to Live Questions	Average of Ranks		Mann-Whitney U Test	
	Large Bank	Small Bank	Z Score	Probability
Q. 32 (Way 4)	2.73	3.13	2.60	P = .01
Q. 36 (Way 8)	3.59	4.34	3.71	P = .01

S. = Significant

^ap = .05 (one tail test)

TABLE 23

EMPIRICAL RESULTS: DIFFERENCES IN SELF-CONCEPTS

With reference to Hypothesis No. 5 that the self-concept of the bank president (Small Bank) is more Inner-directed than the self-concept of the bank president (Large Bank), the following significance data (Mann-Whitney U Test) is presented:

Inner-directed Questions	Average of Ranks		Z Score	Mann-Whitney U Test		Tau IA - IIIA Reliability ^b	Tau SB-CPA Validity ^b
	Large Bank	Small Bank		Probability	Significance		
Q. 1	4.06	4.05	.267	P = .39	M.S.	R.	M.V.
Q. 3	4.48	4.15	-1.48	P = .07	M.S.	M.R.	M.V.
Q. 5	6.50	6.30	-2.21	P = .02	S.	M.R.	M.V.
Q. 7	5.68	5.50	.006	P = .5	M.S.	R.	M.V.
Q. 9	2.74	2.91	1.33	P = .09	M.S.	R.	M.V.
Q. 42	4.75	5.21	2.94	P = .002	S.	R.	M.V.
Q. 44	5.08	5.43	2.65	P = .004	S.	R.	M.V.
Q. 46	3.31	3.46	1.39	P = .08	M.S.	M.R.	M.V.
Q. 48	5.91	5.69	-1.69	P = .05	S.	M.R.	M.V.
Q. 50	5.66	5.59	-.391	P = .35	M.S.	R.	V.

^a P = .05 (one tail test)
^b P = .05 (two tail test)

S. = Significant
M.S. = Not Significant
R. = Reliable
M.R. = Not Reliable
V. = Valid
M.V. = Not Valid

TABLE 24

EMPIRICAL RESULTS: DIFFERENCES IN SELF-CONCEPT

With reference to Hypothesis No. 6 that the self-concept of the bank president (Small Bank) is more Hoarding Oriented than the self-concept of the bank president (Large Bank), the following significance data (Mann-Whitney U Test) is presented.

Hoarding Oriented Questions	Average of Ranks		Z Score	Mann-Whitney U Test		Significance
	Large Banks	Small Bank		Probability		
Q. 11	6.12	6.08	-.049	P = .48		N.S.
Q. 14	4.99	5.33	1.86	P = .03		S.
Q. 17	5.60	5.85	2.99	P = .002		S.
Q. 20	4.68	4.86	1.17	P = .12		N.S.
Q. 23	4.65	5.04	1.81	P = .04		S.
Q. 26	5.02	5.50	3.67	P = .001		S.
Q. 52	5.42	5.39	-.492	P = .31		N.S.
Q. 55	4.12	4.47	1.78	P = .04		S.
Q. 58	5.27	5.29	-.033	P = .49		N.S.
Q. 61	5.41	5.27	-.893	P = .19		N.S.
Q. 64	4.59	5.14	2.83	P = .06		S.
Q. 67	6.33	6.41	1.56	P = .06		N.S.

^ap = .05 (one tail test)

S. = Significant
N.S. = Not Significant

TABLE 25

EMPIRICAL RESULTS: DIFFERENCES IN SELF-CONCEPTS

With reference to Hypothesis No. 7 that the self-concept of the bank president (Small Bank) is more likely to rank high than is the bank president (Large Bank) on Morris Ways to Live Nos. 2, 6, 12, the following significance data (Mann-Whitney U Test) is presented.

Ways to Live Questions	Average of Ranks		Mann-Whitney U Test	
	Large Bank	Small Bank	Z Score	Significance ^a
Q. 30 (Way 2)	2.37	2.53	.975	P = .16 N.S.
Q. 34 (Way 6)	5.40	5.49	.66	P = .25 N.S.
Q. 40 (Way 12)	4.16	4.34	1.84	P = .04 S.

^ap = .05 (one tail test)

S. = Significant
N.S. = Not Significant

TABLE 26

EMPIRICAL RESULTS: DIFFERENCES IN SELF-CONCEPTS

With reference to Hypothesis No. 8 that the self-concept of the bank president (Small Bank) is more likely to rank high than is the bank president (Large Bank) on Morris Ways to Live Nos. 1 and 10, the following significance data (Mann-Whitney U Test) is presented:

Ways to Live Questions	Average of Ranks		Mann-Whitney U Test	
	Large Bank	Small Bank	Z Score	Significance ^a
Q. 29 (Way 1)	6.07	6.05	.536	P = .29 N.S.
Q. 38 (Way 10)	4.69	5.06	2.71	P = .01 S.

^ap = .05 (one tail test)

S. = Significant
N.S. = Not Significant



CHAPTER V

DEMOGRAPHIC DATA SUMMARY

The limited occupational data that was sought in this study is presented in Table 27 showing the Average of Ranks for Demographic Data. Interpolating from the rank average, the following facts allow comparisons between the bank president in the large and small bank and three questions relating to Certified Public Accountants and advertising agency presidents. In questionnaire order, the facts are:

- Q. 70 relates to age group.
- | | |
|----------------------------------|-----------|
| a. Bank presidents, large bank | = 55 yrs. |
| b. Bank presidents, small bank | = 51 yrs. |
| c. Certified Public Accountants | = 40 yrs. |
| d. Advertising agency presidents | = 50 yrs. |
- Q. 71 relates to education. All groups are college graduates. The difference is in the degree granted. Bank presidents, large and small bank and advertising agency presidents indicate a background in the liberal arts/humanities. Certified Public Accountants specify a business administration degree, plus some graduate study.
- Q. 80¹ relates to gross income (1965) from salary and bonus, if any.
- | | |
|----------------------------------|------------|
| a. Bank presidents, large bank | = \$38,000 |
| b. Bank presidents, small bank | = \$15,000 |
| c. Certified Public Accountants | = \$14,000 |
| d. Advertising agency presidents | = \$34,000 |

¹Difference in Question Numbering in questionnaires: same data requested. In Bank President Self-Concept questionnaire, Question # 80; in Self-concept questionnaire used for Certified Public Accountants and advertising agency presidents, Question # 73.



Demographic Data

TABLE 27
AVERAGE OF RANKS

Questions	Large Bank	Small Bank	Certified Public Accountant (CPA)	Advertising Agency President (AAP)
Q. 70 Age Group	6.376	6.093	3.555	5.444
Q. 71 Education	4.788	4.452	5.322	4.239
Q. 73 Gross Income ^a	-----	-----	4.759	7.299
Q. 80 Gross Income ^a	8.195	5.005	-----	-----

^aSee footnote preceding page: regarding questionnaire numbers and same data requested: Gross Income.



CONCLUSIONS

This empirical research was undertaken to study the ideal types of David Riesman's inner-other-directed social character. This typology provided the basic sociological dimension within which to view self-concept. The earlier typological contributions of Erich Fromm and Charles Morris to Riesman's own formulation of social character were included in the study by way of expanding the frame of reference for self-concept, thus incorporating the social-psychological and philosophical or value dimensions. The rationale for such a procedure was based on the stated secondary objective, namely, to obtain a richer interdisciplinary perspective with subsequent greater elaboration in specifying self-concept with sample subjects.

The study probed for relationships between Riesman's ideal types of social character and two of Fromm's ideal type orientations, the hoarding and marketing orientation.

In addition, further typological exploration related to the elaboration of self-concept with Riesman's and Fromm's social character types and the value orientations of Morris' Ways to Live.

A self-concept questionnaire was sent to a national sample of subjects, two groups of bank presidents: large banks and small banks. Data was obtained with which to evaluate and verify the hypothesized contributions of Riesman, Fromm, and Morris. The questionnaire response from bank presidents, both groups, amounted to 43.5 per cent



of the total sample.

Using the identical self-concept questionnaire, two additional groups of mature men were selected on a national sample basis for the validation and reliability data on the Riesman inner-other-directed social character types. Specifically, Certified Public Accountants were used representing other-direction. Thirty-eight per cent of the Certified Public Accountants and thirty-six per cent of the advertising agency presidents responded to the questionnaire request for data.

Nonparametric statistical tests, the Mann-Whitney U Test and the Kendall Rank Correlation (Tau), were used to analyze the data. A partial correlation model using Riesman, Fromm and Morris was constructed to test the three authors' theoretical contributions with one another. In addition, all questions--a total of 69 subsumed under eight hypotheses--relating to Riesman, Fromm and Morris were tested individually for significance. It should be noted that these three typological contributions to self-concept insight should be interpreted in terms of nonparametric statistical language (Mann-Whitney U Test), that is, each significant question refers to rankings of "more" or "less" with respect to the hypothesized typologies (stated in terms of more); hence, the empirical findings in this study are as follows:

With respect to Hypothesis # 1 relating to Riesman's other-directed social character, the null hypothesis is accepted. However, three of the ten questions showed significant differences: questions 6, 43, and 49; thus, the bank president, small bank, ranks more



(higher) than the bank president, large bank, on these other-directed questions.

With respect to Hypothesis # 2 relating to Fromm's marketing orientation, the null hypothesis is accepted. However, two of the twelve questions showed significant differences: questions 15 and 56; thus, the bank president, large bank, ranks more (higher) than the bank president, small bank, on these marketing oriented questions.

With respect to Hypothesis # 3 relating to Morris' Ways to Live # 5, 8, and 13, the null hypothesis is rejected. A new alternative hypothesis is suggested: the bank president, large bank, ranks less (lower) on Morris' Ways # 8 and 13 than the bank president, small bank, since two of the three questions showed significant differences: questions # 36 and 41 (Ways 8 and 13).

With respect to Hypothesis # 4 relating to Morris' Ways to Live # 4 and 8, the null hypothesis is rejected. A new alternative hypothesis is suggested: the bank president, large bank, ranks less (lower) on Morris' Ways #4 and 8 than the bank president, small bank, since both questions showed significant differences: questions # 32 and 36 (Ways 4 and 8).

With respect to Hypothesis # 5 relating to Riesman's inner-directed social character, the null hypothesis is accepted. However, four of the ten questions showed significant differences: questions 5, 42, 44 and 48. The bank president, large bank, ranks more (higher) than the bank president, small bank, on two inner-directed questions: # 5 and 48; the bank president, small bank, ranks more (higher) than the bank president, large bank, on two inner-directed questions:



42 and 44.

With respect to Hypothesis # 6 relating to Fromm's hoarding orientation, the null hypothesis is rejected. The alternative hypothesis is accepted: the bank president, small bank, ranks more (higher) than the bank president, large bank, on these hoarding oriented questions showing significant differences: questions # 14, 17, 23, 26, 55, and 64.

With respect to Hypothesis # 7 relating to Morris' Ways to Live # 2, 6, and 12, the null hypothesis is accepted. The bank president, small bank, ranks more (higher) on Morris' Ways # 12 than the bank president, large bank, since one of the three questions showed a significant difference: question # 40 (Way 12).

With respect to Hypothesis # 8 relating to Morris' Ways to Live # 1 and 10, the null hypothesis is rejected. The alternative hypothesis is accepted: the bank president, small bank, ranks more (higher) on Morris' Way #10 than the bank president, large bank, since one of the two questions showed a significant difference: question # 38 (Way 10).

For the sample subjects in this typological study, Morris' Ways to Live provide the greater contribution to self-concept insight. Of the hypothesized total of nine Ways to Live, five showed significant differences.

In addition, it is with Fromm's hoarding orientation that a clear insight to self-concept is provided. Of the hypothesized total of twelve hoarding orientation questions, six showed significant differences.



Riesman's social character ideal types contribute some insight to self-concept understanding when compared to Fromm and Morris; however, Riesman's typology provides the least of the three.

The above comments were also based on noting significant differences with respect to individual criteria questions from each typology. The partial correlation model (Kendall Tau)--Riesman, Fromm, Morris, pointed out in an almost identical manner that Morris contributes the most, Fromm provides some insight, and Riesman contributes the least with respect to self-concept insight.

In conclusion, the use of Morris' Ways to Live is suggested as the principal framework to approach a greater understanding of self-concept.



BIBLIOGRAPHY

- Angell, Robert Cooley. Free Society and Moral Crisis. Ann Arbor, Michigan: University of Michigan, 1965.
- Bass, Bernard M. "Authoritarianism or Acquiescence?" Journal of Abnormal and Social Psychology, LI (November, 1955).
- Berger, Peter L. and Luckman, Thomas. The Social Construction of Reality. New York: Doubleday & Co., Inc., 1966.
- Bierstedt, Robert. "A Critique of Empiricism in Sociology," American Sociological Review, XIV (October, 1949).
- Blum, Gerald S. Psychoanalytic Theories of Personality. New York: McGraw-Hill, Inc., 1964.
- Boguslaw, Robert. The New Utopians. Englewood Cliffs, N. J.: Prentice Hall, 1965.
- Brodbeck, Arthur J. "Values in The Lonely Crowd: Ascent or Descent of Man?" in Culture and Social Character. Edited by S. M. Lipset and Leo Lowenthal. Glencoe, Illinois: Free Press, 1961.
- Broom, Leonard and Selznick, Philip. Sociology. 4th edition. New York: Harper & Row, 1968.
- Caplow, Theodore. The Sociology of Work. Minneapolis, Minn.: The University of Minnesota Press, 1954.
- Centers, Richard. "An Examination of the Riesman Social Character Typology: A Metropolitan Survey," Sociometry, XXV, No. 3 (September, 1962).
- Centers, Richard and Horowitz, Miriam. "Social Character and Conformity: A Differential in Susceptibility to Social Influence," Journal of Social Psychology, LX (1963).
- Cohn, Thomas S. "The Relation of the F Scale to a Response to Answer Positively," American Psychologist, VIII (1953).
- Couch, Arthur and Keniston, Kenneth. "Yeasayers and Naysayers: Agreeing Response Set as a Personality Variable," Journal of Abnormal and Social Psychology, LX, No. 2 (1960).



- Courts, Frederick. Psychological Statistics. Homewood, Illinois: The Dorsey Press, 1966.
- Degler, Carl H. "The Sociologist as Historian: Riesman's The Lonely Crowd," American Quarterly, XV (Winter, 1963).
- Evans, Richard I. Dialogue with Erich Fromm. New York: Harper and Row, Publishers, 1966.
- Falvey, Louis. Encyclopedia of Job Descriptions in Banking. Prepared by Joseph E. Delucia, President, Personnel Evaluation Institute. Milwaukee, Wisconsin: 1959, 1st ed.
- Feigl, Herbert. "Symposium on Operationism: Operationism and Scientific Method," The Psychological Review, LII, No. 5 (September, 1945).
- Ferguson, George A. Statistical Analysis in Psychology and Education. 2nd edition. New York: McGraw-Hill Book Co., 1966.
- Francis, Roy G. "The Use of Statistics in Social Science Research," Contemporary American Sociology. Edited by Joseph S. Roucek. New Jersey: Littlefield, Adams & Co., 1961.
- Fromm, Erich. Man for Himself. New York: Holt, Rinehart, Winston, 1947.
- Fromm, Erich. The Sane Society. New York: Holt, Rinehart, Winston, 1955.
- Fromm, Erich. "Individual and Social Character," Psychoanalysis and Contemporary American Culture. Edited by Hendrik K. Buitenbeek. New York: Dell Publishing Co., 1964.
- Gould, Julius and Kolb, William (eds.). Dictionary of the Social Sciences (UNESCO). Glencoe, Illinois: Free Press, 1964.
- Gutman, Robert and Wrong, Denis H. "David Riesman's Typology of Character," in Culture and Social Character. Edited by S. M. Lipset and Leo Lowenthal. New York: Free Press, 1961.
- Inkeles, Alex and Levinson, Daniel J. "National Character: The Study of Modal Personality and Sociocultural Systems," Handbook of Social Psychology. Volume II. Edited by Gardner Lindzey. Reading, Massachusetts: Addison-Wesley Publishing Co., 1954.
- Kallen, David. "Inner Direction, Other Direction, and Social Integration Setting," Human Relations, XVI, No. 1 (February, 1963).



- Kassarjian, Harold H. and Kassarjian, Waltraud M. "Occupational Interests, Social Values and Social Character," Journal of Counseling Psychology, XII, No. 1 (1965).
- Kassarjian, Harold H. and Kassarjian, Waltraud M. "Personality Correlates of Inner- and Other-Direction," The Journal of Social Psychology, LXX (1966).
- Kassarjian, Waltraud Marggraff. "A Study of Riesman's Theory of Social Character," Sociometry, XXV, No. 3 (September, 1962).
- Kendall, M. G. "The Variance of r When Both Rankings Contain Ties," Biometrics, XXXIV (1947).
- Kuhn, Manfred H. and McPartland, Thomas S. "An Empirical Investigation of Self-Attitudes," American Sociological Review, XIX (February, 1954).
- Kuhn, Manfred H. "Self-Conception," Dictionary of the Social Sciences (UNESCO). Edited by Julius Gould and William Kolb. Glencoe, Illinois: The Free Press, 1964.
- Lindesmith, Alfred R. and Strauss, Anselm, L. "A Critique of Culture-Personality Writings," American Sociological Review, Volume XV (October, 1950).
- Lipset, Seymour M. and Lowenthal, Leo. Culture and Social Character. New York: Free Press, 1961.
- Littunen, Yrjo and Gaier, Eugene L. "Occupational Values and Modes of Conformity," The Journal of Social Psychology, LI (1960).
- McCormick, Thomas G. and Francis, Roy G. Methods of Research in the Behavioral Sciences. New York: Harper and Broe., 1958.
- McKinney, John C. Constructive Typology and Social Theory. New York: Appleton-Century-Crofts, 1966.
- Mack, Raymond W. "Occupational Determinateness: A Problem and Hypothesis in Role Theory," Social Forces, XXXV (October, 1956).
- Mack, Raymond W. "Occupational Ideology and the Determinate Role," Social Forces, XXXVI, No. 1 (October, 1957).
- Merton, Robert K. Social Theory and Social Structure. Revised edition. Glencoe, Illinois: Free Press, 1957.
- Mills, C. Wright. The Sociological Imagination. New York: Oxford University Press, 1959.



- Moore, Wilbert E. Industrial Relations and the Social Order. Revised Edition. New York: The Macmillan Co., 1951.
- Morris, Charles. Varieties of Human Value. Chicago, Illinois: University of Chicago Press, 1956.
- Munn, Glen G. Encyclopedia of Banking and Finance. Edited by F. L. Garcia. First edition. Boston, Mass.: The Bankers Publishing Co., 1962.
- Olmsted, Michael S. "Character and Social Role," American Journal of Sociology, LXIII (July, 1957).
- Parsons, Talcott and Bales, Robert F. Family, Socialization and Interaction Process. Glencoe, Illinois: Free Press, 1955.
- Peterson, Richard A. "Dimensions of Social Character: An Empirical Exploration of the Riesman Typology," Sociometry, XXVII, No. 2 (June, 1964).
- Polk, R. L. R. L. Polk's Bank Directory. Nashville, Tennessee: Spring 1966 edition.
- Riesman, David, Glazer, Nathan, and Denney, Reuel. The Lonely Crowd. Abridged edition. New Haven: Yale University Press, 1961.
- Riesman, David. Faces in the Crowd. Abridged edition. New Haven: Yale University Press, 1965.
- Riley, Matilda White, Riley, John W., Jr., and Moore, Mary E. "Adolescent Values and the Riesman Typology: An Empirical Analysis," in Culture and Social Character. Edited by S. M. Lipset and Leo Lowenthal. New York: Free Press, 1961.
- Rosenburg, Morris. Occupations and Values. Glencoe, Illinois: Free Press, 1957.
- Seeman, Melvin. "On the Meaning of Alienation," American Sociological Review, XXIV (December, 1959).
- Siegel, Sidney. Nonparametric Statistics for the Behavioral Sciences. New York: McGraw-Hill Book Co., 1956.
- Sjoberg, Gideon. "Operationalism and Social Research," Symposium on Sociological Theory. Edited by Llewellyn Gross. New York: Harper and Row, 1959.
- Sofer, Elaine Graham. "Inner-Direction, Other-Direction and Autonomy: A Study of College Students," in Culture and Social Character. Edited by S. M. Lipset and Leo Lowenthal. New York: Free Press of Glencoe, 1961.



- Sorokin, Pitirim. Fads and Foibles in Modern Sociology. Chicago, Illinois: Henry Regnery Co., Gateway Edition, 1965.
- Spiro, Melford E. "Culture and Personality: the Natural History of a False Dichotomy," Psychiatry, XIV (February, 1951).
- Tiryakian, E. A. "Methodology and Research," Contemporary American Sociology. Edited by Joseph S. Roucek. New Jersey: Littlefield, Adams & Co., 1961.
- Weber, Max. The Protestant Ethic and the Spirit of Capitalism. New York: Charles Scribner's Sons, 1930.
- Weber, Max. The Methodology of the Social Sciences. Translated by E. A. Shils and M. A. Finch. The Free Press of Glencoe. New York: The Macmillan Co., 1949.
- Whyte, William H., Jr. The Organization Man. New York: Simon and Schuster, 1956.
- Wrong, Dennis H. "The Oversocialized Conception of Man in Modern Sociology," American Sociological Review, XXVI (1961).
- Wylie, Ruth C. The Self Concept: A Critical Survey of Pertinent Research Literature. Lincoln, Nebraska: University of Nebraska Press, 1961.



Brodbeck: Mechanisms of Conformity

Inner-directed

1. Emphasis on "keeping one's distance with inferiors."
2. More cues given for where one stands in a group.
3. Tendency to set up impossible goals for the self.
- *4. Criteria for success clear cut and stable.
5. High use of punishment and coercion in dealing with people.
- *6. Authority is directly exercised: people set themselves up as models.
- *7. Feeling of personal responsibility for one's fate.
8. Role-behavior is formal and impersonal; personal life kept strictly separate.
9. Little awareness of bias in judgments and viewpoints.
- *10. Preference for thinking for one's self.
- *11. Sharp separation between work and pleasure.
12. An interest in pioneering.
- *13. Work skills more important than social skills.
- *14. Great emphasis on changing self, building 'character.'
15. Tendency to moralize about social conduct.

Other-directed

1. There are no inferiors, everyone is a potential friend and equal.
2. Difficult to tell where one stands in a group.
3. Ambition must be moderate, must not try to be the best.
- *4. Criteria for success vague and constantly changing.
5. High use of indulgence and casualness in dealing with people.
- *6. Authority is masked behind reasonableness and manipulation; no one wants to appear to be 'boss.'
- *7. More tendency to project blame for one's fate on others.
8. Falsely personalize even impersonal aspects of social relations.
9. Tendency to be aware that the same thing can be viewed differently by different people.
- *10. Preference for group discussion and thinking.
- *11. Work should be fun; one must 'work' at play.
12. Interest in only marginal differentiation.
- *13. Social skills more important than work skills.
- *14. Great emphasis on expressing self, being 'personable.'
15. Tendency to understand rather than moralize social conduct and greater tolerance.

*Denotes selection of Paired Items (ID and OD) for use in Questionnaire on self-concept study of bank president, sample subjects.



Inner-directed

16. Respect for privacy of others.
17. Little self-consciousness about social relationships.
- *18. Success measured in terms of attaining an impersonal standard.
19. Idleness and apathy are personally threatening.
- *20. Committed to long-term goals.
- *21. Success attained by one's own efforts.
22. Highly stereotyped and simple thinking about human relationships; intolerance for ambiguity.
23. Introverted.

Other-directed

16. Little respect for privacy.
17. High self-consciousness even in primary groups.
- *18. Success measured in terms of making friends and receiving approval.
19. Tendency to seek more leisure time.
- *20. Looks for an immediate payoff.
- *21. Success attained by the intervention of others.
22. Human relationships are perceived as highly complex; inexhaustible tolerance for ambiguity.
23. Extroverted.

*Denotes selection of Paired Items (ID and OD) for use in Questionnaire on self-concept study of bank president, sample subjects.



Propriety of the Erich Fromm Document Center. For personal use only. Citation or publication of material prohibited without express written permission of the copyright holder.

Eigentum des Erich Fromm Dokumentationszentrums. Nutzung nur für persönliche Zwecke. Veröffentlichungen - auch von Teilen - bedürfen der schriftlichen Erlaubnis des Rechteinhabers.

RESPONSE TO QUESTIONNAIRES BY STATES

(Total Number Mailing Response)	Large Bank	Small Bank	Certified Public Accountant	Advertising Agency President
Alabama	1	8	2	1
Alaska	0	0	0	0
Arizona	3	0	3	2
Arkansas	1	5	1	1
California	3	3	16	8
Colorado	1	3	3	3
Connecticut	5	3	2	0
Delaware	2	0	0	0
District of Columbia	1	0	3	0
Florida	6	10	5	5
Georgia	1	3	2	1
Hawaii	1	0	0	1
Idaho	1	0	1	0
Illinois	14	5	18	7
Indiana	4	11	2	1
Iowa	1	9	2	0
Kansas	1	9	6	0
Kentucky	2	6	1	1
Louisiana	3	1	1	0
Maine	0	1	1	0
Maryland	1	4	4	1
Massachusetts	3	2	7	1
Michigan	11	6	6	3
Minnesota	1	11	4	1
Mississippi	1	3	1	0
Missouri	3	5	4	3
Montana	0	3	1	0
Nebraska	4	5	1	0
Nevada	0	0	0	0
New Hampshire	0	2	1	0
New Jersey	9	0	9	2
New Mexico	1	1	2	0
New York	22	3	20	21
North Carolina	1	0	4	3
North Dakota	0	1	0	0
Ohio	10	7	12	6
Oklahoma	3	2	0	3
Oregon	2	0	3	1
Pennsylvania	12	13	16	1



RESPONSE TO QUESTIONNAIRES BY STATES--continued

(Total Number Mailing Response)	Large Bank	Small Bank	Certified Public Accountant	Advertising Agency President
Rhode Island	1	0	1	1
South Carolina	3	2	2	1
South Dakota	0	0	0	0
Tennessee	4	3	2	2
Texas	10	11	13	10
Utah	2	0	1	1
Vermont	0	1	0	0
Virginia	4	2	3	0
Washington	2	0	2	5
West Virginia	1	1	0	0
Wisconsin	1	5	2	2
Wyoming	0	1	1	0
Unidentified ^a	0	0	24	18

Summation:

Total Response:	163(43%)	171(44%)	215(39%)	117(36%)
Number in				
Total Mailing:	379(100%)	383(100%)	558(100%)	324(100%)

^aSelf-concept questionnaires did not contain a question on state in which respondent lived; however, postal indicia served to identify geographical location (by state) of respondent.



Propriety of the Erich Fromm Document Center. For personal use only. Citation or publication of material prohibited without express written permission of the copyright holder.

Eigentum des Erich Fromm Dokumentationszentrums. Nutzung nur für persönliche Zwecke. Veröffentlichungen – auch von Teilen – bedürfen der schriftlichen Erlaubnis des Rechteinhabers.



SELF-CONCEPT STUDY



Instructions

This questionnaire contains various items that request information on how you "see yourself," that is, your self-concept. All that is asked is that you answer each statement of fact or word-phrase self-description item **as it is** and **honestly and candidly** as possible. Please answer every item in each section in the order presented.



**PART I— (A) Statements of Fact or Judgments
(B) Word-Phrase Self-Descriptions**

Instructions

After reading each of the following (A) Statements of Fact and (B) Word-Phrase Self-Descriptions, circle your answer, that is, whether you Agree or Disagree and indicate by number — 7 6 5 4 3 2 1— the amount of your Agreement or Disagreement. Merely CIRCLE the NUMBER that indicates your answer.

Here are the ranges you are asked to use to express your answer:

7—I agree	very much	3—I disagree	slightly
6—I agree	quite a lot	2—I disagree	quite a lot
5—I agree	slightly	1—I disagree	very much
4—I am indifferent to this Statement and or Word-Phrase self-description			

(A) Statements of Fact or Judgments

Circle your answer

Sample: a person who is talkative is likeable	7	6	5	4	3	2	1
1. Criteria for success in life are clear cut and stable	7	6	5	4	3	2	1
2. Social skills are more important than work skills	7	6	5	4	3	2	1
3. Authority is directly exercised; people set themselves up as models	7	6	5	4	3	2	1
4. One should emphasize expressing self, being 'personable'	7	6	5	4	3	2	1
5. One should have a feeling of personal responsibility for one's fate	7	6	5	4	3	2	1
6. Success is measured in terms of making friends and receiving approval	7	6	5	4	3	2	1
7. A person should prefer thinking for one's self	7	6	5	4	3	2	1
8. One should look for an immediate pay-off or reward	7	6	5	4	3	2	1
9. There is a sharp separation between work and pleasure	7	6	5	4	3	2	1
10. Success is attained by the intervention of others	7	6	5	4	3	2	1

(B) Word-Phrase Self-Descriptions

Circle your answer

Sample: I am overly critical	7	6	5	4	3	2	1
11. I am practical	7	6	5	4	3	2	1
12. I am purposeful	7	6	5	4	3	2	1
13. I am active	7	6	5	4	3	2	1
14. I am economical	7	6	5	4	3	2	1
15. I am able to change	7	6	5	4	3	2	1
16. I am able to take initiative	7	6	5	4	3	2	1
17. I am careful	7	7	5	4	3	2	1
18. I am forward looking	7	6	5	4	3	2	1
19. I am proud	7	6	5	4	3	2	1
20. I am reserved	7	6	5	4	3	2	1
21. I am open minded	7	6	5	4	3	2	1
22. I am impulsive	7	6	5	4	3	2	1
23. I am patient	7	6	5	4	3	2	1
24. I am social	7	6	5	4	3	2	1
25. I am self-confident	7	6	5	4	3	2	1
26. I am cautious	7	6	5	4	3	2	1
27. I am undogmatic	7	6	5	4	3	2	1
28. I am captivating	7	6	5	4	3	2	1



PART II—Ways to Live

Instructions

Below are described thirteen ways to live which various persons at various times have advocated and followed. Indicate by numbers which you are to circle how much you yourself like or dislike each of them. Do them in order. Remember that it is not a question of what kind of life you now lead, or the kind of life you think it prudent to live in our society, or the kind of life you think good for other persons, but simply the kind of life you personally would like to live.

Use the following scale of numbers and circle your answer:

- | | |
|----------------------------|-------------------------------|
| 7—I like it... very much | 3—I dislike it... slightly |
| 6—I like it... quite a lot | 2—I dislike it... quite a lot |
| 5—I like it... slightly | 1—I dislike it... very much |
| 4—I am indifferent to it | |

29. **WAY 1:** In this "design for living" the individual actively participates in the social life of his community, not to change it primarily, but to understand, appreciate, and preserve the best that man has attained. Excessive desires should be avoided and moderation sought. One wants the good things of life but in an orderly way. Life is to have clarity, balance, refinement, control. Vulgarity, great enthusiasm, irrational behavior, impatience, indulgence are to be avoided. Friendship is to be esteemed but not easy intimacy with many people. Life is to have discipline, intelligibility, good manners, predictability. Social changes are to be made slowly and carefully, so that what has been achieved in human culture is not lost. The individual should be active physically and socially, but not in a hectic or radical way. Restraint and intelligence should give order to an active life

Circle your Answer 7 6 5 4 3 2 1

30. **WAY 2:** The individual should for the most part "go it alone," assuring himself of privacy in living quarters, having much time to himself, attempting to control his own life. One should stress self-sufficiency, reflection and meditation. Knowledge of himself. The direction of interest should be away from intimate associations with social groups, and away from the physical manipulation of objects or attempts at control of the physical environment. One should aim to simplify one's external life, to moderate those desires whose satisfaction is dependent upon physical and social forces outside of oneself, and to concentrate attention upon the refinement, clarification, and self-direction of oneself. Not much can be done or is to be gained by "living outwardly." One must avoid dependence upon persons or things; the center of life should be found within oneself.

Circle your Answer 7 6 5 4 3 2 1

31. **WAY 3:** This way of life makes central the sympathetic concern for other persons. Affection should be the main thing in life, affection that is free from all traces of the imposition of oneself upon others or of using others for one's own purposes. Greed in possessions, emphasis on sexual passion, the search for power over persons and things, excessive emphasis upon intellect, and undue concern for oneself are to be avoided. For these things hinder the sympathetic love among persons which alone gives significance to life. If we are aggressive we block our receptivity to the personal forces upon which we are dependent for genuine personal growth. One should accordingly purify oneself, restrain one's self-assertiveness, and become receptive, appreciative, and helpful with respect to other persons.

Circle your Answer 7 6 5 4 3 2 1

32. **WAY 4:** Life is something to be enjoyed—sensuously enjoyed, enjoyed with relish and abandonment. The aim in life should not be to control the course of the world or society or the lives of others, but to be open and receptive to things and persons, and to delight in them. Life is more a festival than a workshop or a school for moral discipline. To let oneself go, to let things and persons affect oneself, is more important than to do—or to do good. Such enjoyment, however, requires that one be self-centered enough to be keenly aware of what is happening and free for new happenings. So one should avoid entanglements, should not be too dependent on particular people or things, should not be self-sacrificing; one should be alone a lot, should have time for meditation and awareness of oneself. Solitude and sociality together are both necessary in the good life.

Circle your Answer 7 6 5 4 3 2 1

For
ding
hly
DO
OT
ARK
n
his
see



For
Coding
Only
DO
NOT
MARK
in
this
space

Continue to use the same scale of numbers and circle your answer, that is, simply the kind of you personally would like to live.

- | | |
|-------------------------------|----------------------------------|
| 7—I like it . . . very much | 3—I dislike it . . . slightly |
| 6—I like it . . . quite a lot | 2—I dislike it . . . quite a lot |
| 5—I like it . . . slightly | 1—I dislike it . . . very much |
| 4—I am indifferent to it | |

33. **WAY 5:** A person should not hold on to himself, withdraw from people, keep aloof and self-centred. Rather merge oneself with a social group, enjoy cooperation and companionship, join with others in resolute activity for the realization of common goals. Persons are social and persons are active. One should merge energetic group activity and cooperative group enjoyment. Meditation, restraint, concern for one's self-sufficiency, abstract intellectuality, solitude, stress on one's possessions, and roots which bind persons together. One should live outwardly with gusto, enjoying the good of life, working with others to secure the things which make possible a pleasant and energetic life. Those who oppose this ideal are not to be dealt with too tenderly. Life can't be too fast.

Circle your Answer 7 6 5 4 3

34. **WAY 6:** Life continuously tends to stagnate, to become "comfortable." Against these tendencies a person must stress the need of constant activity—physical action, adventure, the realistic solution of specific problems as they appear, the improvement of techniques for controlling the world around him. Man's future depends primarily on what he does, not on what he feels or on his sensations. New problems constantly arise and always will arise. Improvements must always be made if man is to progress. We can't just follow the past or dream of what the future might be. We have to work resolutely and continually if control is to be gained over the forces which threaten us. Man should rely on technical advances made possible by scientific knowledge. He should make his goal in the solution of his problems. The good is the enemy of the better.

Circle your Answer 7 6 5 4 3

35. **WAY 7:** We should at various times and in various ways accept something from all others' ways of life, but give no one our exclusive allegiance. At one moment one of them is the more appropriate, at another moment another is the most appropriate. Life should contain enjoyment and action, contemplation in about equal amounts. When either is carried to extremes we lose something important for our life. So we must cultivate flexibility, admit diversity in ourselves, accept the fact that this diversity produces, find a place for detachment in the midst of enjoyment and action. The goal of life is found in the dynamic integration of enjoyment, action, and contemplation and in the dynamic interaction of the various paths of life. One should use all of them in building a life and no one alone.

Circle your Answer 7 6 5 4 3

36. **WAY 8:** Enjoyment should be the keynote of life. Not the hectic search for intense and exotic pleasures, but the enjoyment of the simple and easily obtainable pleasures: the pleasures of existing, of savoring food, of comfortable surroundings, of talking with friends, of rest and relaxation. A home that is warm and comfortable, chairs and a bed that are soft, a kitchen well stocked with food, a door open to the entrance of friends—this is the place to live. Body at ease, relaxed, in its movements, not hurried, breath slow, willing to nod and to rest, grateful to the world that it is—so should the body be. Driving ambition and the fanaticism of ascetic ideals are the two disorienting people who have lost the capacity to float in the stream of simple, carefree whole enjoyment.

Circle your Answer 7 6 5 4 3



37. **WAY 9:** Receptivity should be the keynote of life. The good things of life come of their own accord, and come unsought. They cannot be found by resolute action. They cannot be found in the indulgence of the sensuous desires of the body. They cannot be gathered by participation in the turmoil of social life. They cannot be given to others by attempts to be helpful. They cannot be garnered by hard thinking. Rather do they come unsought when the bars of the self are down. When the self has ceased to make demands and waits in quiet receptivity, it becomes open to the powers which nourish it and work through it; and sustained by these powers it knows joy and peace. To sit alone under the trees and the sky, open to nature's voices, calm and receptive, then can the wisdom from without come within.
- Circle your Answer 7 6 5 4 3 2 1**
38. **WAY 10:** Self-control should be the keynote of life. Not the easy self-control which retreats from the world, but the vigilant, stern, manly control of a self which lives in the world, and knows the strength of the world and the limits of human power. The good life is rationally directed and holds firm to high ideals. It is not bent by the seductive voices of comfort and desire. It does not expect social utopias. It is distrustful of final victories. Too much cannot be expected. Yet one can with vigilance hold firm the reins to his self, control his unruly impulses, understand his place in the world, guide his actions by reason, maintain his self-reliant independence. And in this way, though he finally perish, man can keep his human dignity and respect, and die with cosmic good manners.
- Circle your Answer 7 6 5 4 3 2 1**
39. **WAY 11:** The contemplative life is the good life. The external world is no fit habitat for man. It is too big, too cold, too pressing. Rather it is the life turned inward that is rewarding. The rich internal world of ideals, of sensitive feelings, of reverie, of self-knowledge is man's true home. By the cultivation of the self within, man alone becomes human. Only then does there arise deep sympathy with all that lives, an understanding of the suffering inherent in life, a realization of the futility of aggressive action, the attainment of contemplative joy. Conceit then falls away and austerity is dissolved. In giving up the world one finds the larger and finer sea of the inner self.
- Circle your Answer 7 6 5 4 3 2 1**
40. **WAY 12:** The use of the body's energy is the secret of a rewarding life. The hands need material to make into something: lumber and stone for building, food to harvest, clay to mold. The muscles are alive to joy only in action, in climbing, running, skiing and the like. Life finds its zest in overcoming, dominating, conquering some obstacle. It is the active deed which is satisfying, the deed adequate to the present, the daring and adventuresome deed. Not in cautious foresight, not in relaxed ease does life attain completion. Outward energetic action, the excitement of power in the tangible present - this is the way to live.
- Circle your Answer 7 6 5 4 3 2 1**
41. **WAY 13:** A person should let himself be used. Used by other persons in their growth, used by the great objective purposes in the universe which silently and irresistibly achieve their goal. For persons and the world's purposes are dependable at heart, and can be trusted. One should be humble, constant, faithful, unimpaired. Grateful for the affection and protection which one needs, but undemanding. Close to persons and to nature, and secure because close. Nourishing the good by devotion and sustained by the good because of devotion. One should be a serene, confident, quiet vessel and instrument of the great dependable powers which move to their fulfillment.
- Circle your Answer 7 6 5 4 3 2 1**



**PART III—(A) Statements of Fact or Judgments
(B) Word-Phrase Self-Descriptions**

For
Coding
Only
DO
NOT
MARK
in
this
space

Instructions

In this part of the questionnaire, continue as you have done previously, to circle your answers according to the ranges given below.

- | | |
|---|--------------------------------|
| 7—I agree . . . very much | 3—I disagree . . . slightly |
| 6—I agree . . . quite a lot | 2—I disagree . . . quite a lot |
| 5—I agree . . . slightly | 1—I disagree . . . very much |
| 4—I am indifferent to this Statement
and or Word-Phrase self-description | |

(A) Statements of Fact or Judgments

Circle your answer

	Sample: one should talk about religion and politics	7	6	5	4	3	2	1
		7	6	5	4	3	2	1
2 ()	42. Work skills are more important than social skills	7	6	5	4	3	2	1
3 ()	43. Criteria for success in life are vague and constantly changing	7	6	5	4	3	2	1
4 ()	44. One should emphasize changing self, building 'character'	7	6	5	4	3	2	1
5 ()	45. Authority is masked behind reasonableness and manipulation; no one wants to appear to be 'boss'	7	6	5	4	3	2	1
6 ()	46. Success is measured in terms of attaining an impersonal standard	7	6	5	4	3	2	1
7 ()	47. The responsibility for one's fate is due to others	7	6	5	4	3	2	1
8 ()	48. One should be committed to long-term goals	7	6	5	4	3	2	1
9 ()	49. A person should prefer group discussion and thinking	7	6	5	4	3	2	1
10 ()	50. Success is attained by one's own efforts	7	6	5	4	3	2	1
11 ()	51. Work should be fun; one must 'work' at play	7	6	5	4	3	2	1

(B) Word-Phrase Self-Descriptions

Circle your answer

	Sample: I am infallible	7	6	5	4	3	2	1
		7	6	5	4	3	2	1
52 ()	52. I am steadfast, tenacious	7	6	5	4	3	2	1
53 ()	53. I am efficient	7	6	5	4	3	2	1
54 ()	54. I am responsive	7	6	5	4	3	2	1
55 ()	55. I am imperturbable, calm, serene	7	6	5	4	3	2	1
56 ()	56. I am curious	7	6	5	4	3	2	1
57 ()	57. I am modest	7	6	5	4	3	2	1
58 ()	58. I am composed under stress	7	6	5	4	3	2	1
59 ()	59. I am adaptable	7	6	5	4	3	2	1
60 ()	60. I am idealistic	7	6	5	4	3	2	1
61 ()	61. I am orderly	7	6	5	4	3	2	1
62 ()	62. I am tolerant	7	6	5	4	3	2	1
63 ()	63. I am sensitive	7	6	5	4	3	2	1
64 ()	64. I am methodical	7	6	5	4	3	2	1
65 ()	65. I am witty	7	6	5	4	3	2	1
66 ()	66. I am trusting	7	6	5	4	3	2	1
67 ()	67. I am loyal	7	6	5	4	3	2	1
68 ()	68. I am generous	7	6	5	4	3	2	1
69 ()	69. I am tender	7	6	5	4	3	2	1



For Coding
Only
DO NOT
MARK
in this
space

PART IV—General Information

Please provide the following information for use in the statistical analysis of all data.

70. Your age group in years (Check one):

- (1) ___ 30 yrs. (or under); (2) ___ 31-35; (3) ___ 36-40; (4) ___ 41-45;
(5) ___ 46-50; (6) ___ 51-55; (7) ___ 56-60; (8) ___ 61-65; (9) ___ 66-70.

Religion: () Protestant; () Catholic; () Jewish

Place of birth: City _____; State _____

71. Education (Please check only the highest level completed):

- (1) ___ Some High School
(2) ___ High School Graduate
(3) ___ Some College
*(4) ___ College Graduate: Liberal Arts Humanities degree
*(5) ___ College Graduate: Business Administration degree
(6) ___ Post-graduate: M.A. M.B.A.
(7) ___ Post-graduate: Ph.D. DCS
(8) ___ Other: (please specify) _____

*College or University from which you graduated with a Bachelors Degree

Name: _____

Location: City _____; State _____

72. Population of City* where you work: _____

- (1) ___ Under 10,000
(2) ___ 11,000— 24,999
(3) ___ 25,000— 49,999
(4) ___ 50,000— 99,999
(5) ___ 100,000— 499,999
(6) ___ 500,000— 999,999
(7) ___ Over 1,000,000

*If you live in a Standard Metropolitan Area, please include the total population of this Area.

73. Gross Income (1965) from salary and bonus (if any) from your employer:
(check one)

- (1) ___ Under \$6,000
(2) ___ \$ 6,000 to \$ 8,999
(3) ___ \$ 9,000 to \$11,999
(4) ___ \$12,000 to \$14,999
(5) ___ \$15,000 to \$19,999
(6) ___ \$20,000 to \$24,999
(7) ___ \$25,000 to \$34,999
(8) ___ \$35,000 to \$49,999
(9) ___ \$50,000 to \$74,999
(10) ___ Over \$75,000



Propriety of the Erich Fromm Document Center. For personal use only. Citation or publication of material prohibited without express written permission of the copyright holder.

Eigentum des Erich Fromm Dokumentationszentrums. Nutzung nur für persönliche Zwecke. Veröffentlichungen – auch von Teilen – bedürfen der schriftlichen Erlaubnis des Rechteinhabers.

Virgil R. Lang, Department of Sociology, John Carroll University, Cleveland 18, Ohio

Grateful acknowledgment is made to the following for permission to quote from copyright material: S.M. Lipset & L. Lowenthal, *Culture and Social Character*, Free Press of Glencoe, The Macmillan Co., 1961; C. Morris, *Varieties of Human Value*, The University of Chicago Press, 1956; E. Fromm, *Man For Himself*, Holt, Rinehart & Winston Inc., 1947.

Lang, V. R., 1968a: A Comparison of Aspects of the Riesman, Fromm and Morris Typologies Relevant to Self-Concept, St. John's University Dissertation 1968, 161 pp.



Propriety of the Erich Fromm Document Center. For personal use only. Citation or publication of material prohibited without express written permission of the copyright holder.

Eigentum des Erich Fromm Dokumentationszentrums. Nutzung nur für persönliche Zwecke. Veröffentlichungen – auch von Teilen – bedürfen der schriftlichen Erlaubnis des Rechteinhabers.



BANK PRESIDENT STUDY



Instructions

This questionnaire contains various items that request information on how you "see yourself," that is, your self-concept. All that is asked is that you answer each statement of fact or word-phrase self-description item as it is and as honestly and candidly as possible. Please answer every item in each section in the order presented.

Virgil R. Lang, Department of Sociology, John Carroll University, Cleveland 18, Ohio
Lang, V. R., 1968a: A Comparison of Aspects of the Riesman, Fromm and Morris Typologies Relevant to Self-Concept, St. John's University Dissertation 1968, 161 pp.



**PART I--(A) Statements of Fact or Judgments
(B) Word-Phrase Self-Descriptions**

Instructions

After reading each of the following (A) Statements of Fact and (B) Word-Phrase Self-Descriptions, **circle your answer**, that is, whether you Agree or Disagree and indicate by number — 7 6 5 4 3 2 the amount of your Agreement or Disagreement. Merely **CIRCLE the NUMBER that indicates your answer.**

Here are the ranges you are asked to use to express your answer:

- | | |
|---|----------------------------|
| 7—I agree...very much | 3—I disagree...slightly |
| 6—I agree...quite a lot | 2—I disagree...quite a lot |
| 5—I agree...slightly | 1—I disagree...very much |
| 4—I am indifferent to this Statement
and or Word-Phrase self-description | |

(A) Statements of Fact or Judgments

Circle your answer

Sample: a person who is talkative is likeable	7 6 5 4 3 2 1
1. Criteria for success in life are clear cut and stable	7 6 5 4 3 2 1
2. Social skills are more important than work skills	7 6 5 4 3 2 1
3. Authority is directly exercised; people set themselves up as models	7 6 5 4 3 2 1
4. One should emphasize expressing self, being 'personable'	7 6 5 4 3 2 1
5. One should have a feeling of personal responsibility for one's fate	7 6 5 4 3 2 1
6. Success is measured in terms of making friends and receiving approval	7 6 5 4 3 2 1
7. A person should prefer thinking for one's self	7 6 5 4 3 2 1
8. One should look for an immediate pay-off or reward	7 6 5 4 3 2 1
9. There is a sharp separation between work and pleasure	7 6 5 4 3 2 1
10. Success is attained by the intervention of others	7 6 5 4 3 2 1

(B) Word-Phrase Self-Descriptions

Circle your answer

Sample: I am overly critical	7 6 5 4 3 2 1
11. I am practical	7 6 5 4 3 2 1
12. I am purposeful	7 6 5 4 3 2 1
13. I am active	7 6 5 4 3 2 1
14. I am economical	7 6 5 4 3 2 1
15. I am able to change	7 6 5 4 3 2 1
16. I am able to take initiative	7 6 5 4 3 2 1
17. I am careful	7 7 5 4 3 2 1
18. I am forward looking	7 6 5 4 3 2 1
19. I am proud	7 6 5 4 3 2 1
20. I am reserved	7 6 5 4 3 2 1
21. I am open minded	7 6 5 4 3 2 1
22. I am impulsive	7 6 5 4 3 2 1
23. I am patient	7 6 5 4 3 2 1
24. I am social	7 6 5 4 3 2 1
25. I am self-confident	7 6 5 4 3 2 1
26. I am cautious	7 6 5 4 3 2 1
27. I am undogmatic	7 6 5 4 3 2 1
28. I am captivating	7 6 5 4 3 2 1

For
Coding
Only
DO
NOT
MARK
in
this
space



PART II—Ways to Live

Instructions

Below are described thirteen ways to live which various persons at various times have advocated and followed. Indicate by numbers which you are to circle how much you yourself like or dislike each of them. Do them in order. Remember that it is not a question of what kind of life you now lead, or the kind of life you think it prudent to live in our society, or the kind of life you think good for other persons, but simply the kind of life you personally would like to live.

Use the following scale of numbers and circle your answer:

- | | |
|-------------------------------|----------------------------------|
| 7—I like it . . . very much | 3—I dislike it . . . slightly |
| 6—I like it . . . quite a lot | 2—I dislike it . . . quite a lot |
| 5—I like it . . . slightly | 1—I dislike it . . . very much |
| 4—I am indifferent to it | |

29. **WAY 1:** In this "design for living" the individual actively participates in the social life of his community, not to change it primarily, but to understand, appreciate, and preserve the best that man has attained. Excessive desires should be avoided and moderation sought. One wants the good things of life but in an orderly way. Life is to have clarity, balance, refinement, control. Vulgarity, great enthusiasm, irrational behavior, impatience, indulgence are to be avoided. Friendship is to be esteemed but not easy intimacy with many people. Life is to have discipline, intelligibility, good manners, predictability. Social changes are to be made slowly and carefully, so that what has been achieved in human culture is not lost. The individual should be active physically and socially, but not in a hectic or radical way. Restraint and intelligence should give order to an active life.

Circle your Answer 7 6 5 4 3 2 1

30. **WAY 2:** The individual should for the most part "go it alone," assuring himself of privacy in living quarters, having much time to himself, attempting to control his own life. One should stress self-sufficiency, reflection and meditation, knowledge of himself. The direction of interest should be away from intimate associations with social groups, and away from the physical manipulation of objects or attempts at control of the physical environment. One should aim to simplify one's external life, to moderate those desires whose satisfaction is dependent upon physical and social forces outside of oneself, and to concentrate attention upon the refinement, clarification, and self-direction of oneself. Not much can be done or is to be gained by "living outwardly." One must avoid dependence upon persons or things; the center of life should be found within oneself.

Circle your Answer 7 6 5 4 3 2 1

31. **WAY 3:** This way of life makes central the sympathetic concern for other persons. Affection should be the main thing in life, affection that is free from all traces of the imposition of oneself upon others or of using others for one's own purposes. Greed in possessions, emphasis on sexual passion, the search for power over persons and things, excessive emphasis upon intellect, and undue concern for oneself are to be avoided. For these things hinder the sympathetic love among persons which alone gives significance to life. If we are aggressive we block our receptivity to the personal forces upon which we are dependent for genuine personal growth. One should accordingly purify oneself, restrain one's self-assertiveness, and become receptive, appreciative, and helpful with respect to other persons.

Circle your Answer 7 6 5 4 3 2 1

32. **WAY 4:** Life is something to be enjoyed -- sensuously enjoyed, enjoyed with relish and abandonment. The aim in life should not be to control the course of the world or society or the lives of others, but to be open and receptive to things and persons, and to delight in them. Life is more a festival than a workshop or a school for moral discipline. To let oneself go, to let things and persons affect oneself, is more important than to do -- or to do good. Such enjoyment, however, requires that one be self-centered enough to be keenly aware of what is happening and free for new happenings. So one should avoid entanglements, should not be too dependent on particular people or things, should not be self-sacrificing, one should be alone a lot, should have time for meditation and awareness of oneself. Solitude and sociality together are both necessary in the good life.

Circle your Answer 7 6 5 4 3 2 1

For
Coding
Only
DO
NOT
MARK
in
this
space



For
Coding
Only
DO
NOT
MARK
in
this
space

Continue to use the same scale of numbers and circle your answer, that is, simply the kind of life you personally would like to live.

- | | |
|-------------------------------|----------------------------------|
| 7—I like it . . . very much | 3—I dislike it . . . slightly |
| 6—I like it . . . quite a lot | 2—I dislike it . . . quite a lot |
| 5—I like it . . . slightly | 1—I dislike it . . . very much |
| 4—I am indifferent to it | |

33 () 33. **WAY 5:** A person should not hold on to himself, withdraw from people, keep aloof and self-centered. Rather merge oneself with a social group, enjoy cooperation and companionship, join with others in resolute activity for the realization of common goals. Persons are social and persons are active; life should merge energetic group activity and cooperative group enjoyment. Meditation, restraint, concern for one's self-sufficiency, abstract intellectuality, solitude, stress on one's possessions cut the roots which bind persons together. One should live outwardly with gusto, enjoying the good things of life, working with others to secure the things which make possible a pleasant and energetic social life. Those who oppose this ideal are not to be dealt with too tenderly. Life can't be too fastidious

Circle your Answer 7 6 5 4 3 2 1

34 () 34. **WAY 6:** Life continuously tends to stagnate, to become "comfortable." Against these tendencies, a person must stress the need of constant activity—physical action, adventure, the realistic solution of specific problems as they appear, the improvement of techniques for controlling the world and society. Man's future depends primarily on what he does, not on what he feels or on his speculations. New problems constantly arise and always will arise. Improvements must always be made if man is to progress. We can't just follow the past or dream of what the future might be. We have to work resolutely and continually if control is to be gained over the forces which threaten us. Man should rely on technical advances made possible by scientific knowledge. He should find his goal in the solution of his problems. The good is the enemy of the better

Circle your Answer 7 6 5 4 3 2 1

35 () 35. **WAY 7:** We should at various times and in various ways accept something from all others' ways of life, but give no one our exclusive allegiance. At one moment one of them is the more appropriate; at another moment another is the most appropriate. Life should contain enjoyment and action and contemplation in about equal amounts. When either is carried to extremes we lose something important for our life. So we must cultivate flexibility, admit diversity in ourselves, accept the tension which this diversity produces, find a place for detachment in the midst of enjoyment and activity. The goal of life is found in the dynamic integration of enjoyment, action, and contemplation, and so in the dynamic interaction of the various paths of life. One should use all of them in building a life, and no one alone.

Circle your Answer 7 6 5 4 3 2 1

36 () 36. **WAY 8:** Enjoyment should be the keynote of life. Not the hectic search for intense and exciting pleasures, but the enjoyment of the simple and easily obtainable pleasures: the pleasures of just existing, of savory food, of comfortable surroundings, of talking with friends, of rest and relaxation. A home that is warm and comfortable, chairs and a bed that are soft, a kitchen well stocked with food, a door open to the entrance of friends—this is the place to live. Body at ease, relaxed, calm in its movements, not hurried, breath slow, willing to nod and to rest, grateful to the world that is its food—so should the body be. Driving ambition and the fanaticism of ascetic ideals are the signs of disoriented people who have lost the capacity to float in the stream of simple, carefree, wholesome enjoyment.

Circle your Answer 7 6 5 4 3 2 1



For
ding
July
DO
IOT
ARK
this
ace

37. **WAY 9:** Receptivity should be the keynote of life. The good things of life come of their own accord and come unsought. They cannot be found by resolute action. They cannot be found in the indulgence of the sensuous desires of the body. They cannot be gathered by participation in the turmoil of social life. They cannot be given to others by attempts to be helpful. They cannot be garnered by hard thinking. Rather do they come unsought when the bars of the self are down. When the self has ceased to make demands and waits in quiet receptivity, it becomes open to the powers which nourish it and work through it; and sustained by these powers it knows joy and peace. To sit alone under the trees and the sky, open to nature's voices, calm and receptive, then can the wisdom from without come within.

Circle your Answer 7 6 5 4 3 2

38. **WAY 10:** Self-control should be the keynote of life. Not the easy self-control which retreats from the world, but the vigilant, stern, manly control of a self which lives in the world, and knows the strength of the world and the limits of human power. The good life is rationally directed and holds firm to high ideals. It is not bent by the seductive voices of comfort and desire. It does not expect social utopias. It is distrustful of final victories. Too much cannot be expected. Yet one can with vigilance hold firm the reins to his self, control his unruly impulses, understand his place in the world, guide his actions by reason, maintain his self-reliant independence. And in this way, though he finally perish, man can keep his human dignity and respect, and die with cosmic good manners.

Circle your Answer 7 6 5 4 3 2 1

39. **WAY 11:** The contemplative life is the good life. The external world is no fit habitat for man. It is too big, too cold, too pressing. Rather it is the life turned inward that is rewarding. The rich internal world of ideals, of sensitive feelings, of reverie, of self-knowledge is man's true home. By the cultivation of the self within, man alone becomes human. Only then does there arise deep sympathy with all that lives, an understanding of the suffering inherent in life, a realization of the futility of aggressive action, the attainment of contemplative joy. Conceit then falls away and austerity is dissolved. In giving up the world one finds the larger and finer sea of the inner self.

Circle your Answer 7 6 5 4 3 2 1

40. **WAY 12:** The use of the body's energy is the secret of a rewarding life. The hands need material to make into something: lumber and stone for building, food to harvest, clay to mold. The muscles are alive to joy only in action, in climbing, running, skiing and the like. Life finds its zest in overcoming, dominating, conquering some obstacle. It is the active deed which is satisfying, the deed adequate to the present, the daring and adventuresome deed. Not in cautious foresight, not in relaxed ease does life attain completion. Outward energetic action, the excitement of power in the tangible present - this is the way to live.

Circle your Answer 7 6 5 4 3 2 1

41. **WAY 13:** A person should let himself be used. Used by other persons in their growth, used by the great objective purposes in the universe which silently and irresistibly achieve their goal. For persons and the world's purposes are dependable at heart, and can be trusted. One should be humble, constant, faithful, uninsistent. Grateful for the affection and protection which one needs, but undemanding. Close to persons and to nature, and secure because close. Nourishing the good by devotion and sustained by the good because of devotion. One should be a serene, confident, quiet vessel and instrument of the great dependable powers which move to their fulfillment.

Circle your Answer 7 6 5 4 3 2 1



**PART III—(A) Statements of Fact or Judgments
(B) Word-Phrase Self-Descriptions**

Instructions

In this part of the questionnaire, continue as you have done previously, to circle your answer according to the ranges given below.

- | | | | |
|-----------|-------------|--------------|-------------|
| 7—1 agree | very much | 3—1 disagree | slightly |
| 6—1 agree | quite a lot | 2—1 disagree | quite a lot |
| 5—1 agree | slightly | 1—1 disagree | very much |
- 4— I am indifferent to this Statement
and or Word-Phrase self-description

For
Coding
Only
DO
NOT
MARK
in
this
space

(A) Statements of Fact or Judgments

Circle your ans^w

Sample: one should talk about religion and politics

7 6 5 4 3 2

- | | | |
|--------|---|-------------|
| 42 () | 42. Work skills are more important than social skills | 7 6 5 4 3 2 |
| 43 () | 43. Criteria for success in life are vague and constantly changing | 7 6 5 4 3 2 |
| 44 () | 44. One should emphasize changing self, building 'character' | 7 6 5 4 3 2 |
| 45 () | 45. Authority is masked behind reasonableness and manipulation; no one wants to appear to be 'boss' | 7 6 5 4 3 2 |
| 46 () | 46. Success is measured in terms of attaining an impersonal standard | 7 6 5 4 3 2 |
| 47 () | 47. The responsibility for one's fate is due to others | 7 6 5 4 3 2 |
| 48 () | 48. One should be committed to long-term goals | 7 6 5 4 3 2 |
| 49 () | 49. A person should prefer group discussion and thinking | 7 6 5 4 3 2 |
| 50 () | 50. Success is attained by one's own efforts | 7 6 5 4 3 2 |
| 51 () | 51. Work should be fun; one must 'work' at play | 7 6 5 4 3 2 |

(B) Word-Phrase Self-Descriptions

Circle your ans^w

Sample: I am infallible

7 6 5 4 3 2

- | | | |
|--------|--------------------------------------|-------------|
| 52 () | 52. I am steadfast, tenacious | 7 6 5 4 3 2 |
| 53 () | 53. I am efficient | 7 6 5 4 3 2 |
| 54 () | 54. I am responsive | 7 6 5 4 3 2 |
| 55 () | 55. I am imperturbable, calm, serene | 7 6 5 4 3 2 |
| 56 () | 56. I am curious | 7 6 5 4 3 2 |
| 57 () | 57. I am modest | 7 6 5 4 3 2 |
| 58 () | 58. I am composed under stress | 7 6 5 4 3 2 |
| 59 () | 59. I am adaptable | 7 6 5 4 3 2 |
| 60 () | 60. I am idealistic | 7 6 5 4 3 2 |
| 61 () | 61. I am orderly | 7 6 5 4 3 2 |
| 62 () | 62. I am tolerant | 7 6 5 4 3 2 |
| 63 () | 63. I am sensitive | 7 6 5 4 3 2 |
| 64 () | 64. I am methodical | 7 6 5 4 3 2 |
| 65 () | 65. I am witty | 7 6 5 4 3 2 |
| 66 () | 66. I am trusting | 7 6 5 4 3 2 |
| 67 () | 67. I am loyal | 7 6 5 4 3 2 |
| 68 () | 68. I am generous | 7 6 5 4 3 2 |
| 69 () | 69. I am tender | 7 6 5 4 3 2 |



For Coding
Only
DO NOT
MARK
in this
space

PART IV—General Information

Please provide the following information for use in the statistical analysis of all data.

70. Your age group in years (Check one):

- (1) ___ 30 yrs. (or under); (2) ___ 31-35; (3) ___ 36-40; (4) ___ 41-45;
(5) ___ 46-50; (6) ___ 51-55; (7) ___ 56-60; (8) ___ 61-65; (9) ___ 66-70.

Religion: () Protestant; () Catholic; () Jewish

Place of birth: City _____; State _____

71. Education (Please check only the highest level completed):

- (1) ___ Some High School
(2) ___ High School Graduate
(3) ___ Some College
*(4) ___ College Graduate: Liberal Arts Humanities degree
*(5) ___ College Graduate: Business Administration degree
(6) ___ Post-graduate: M.A. M.B.A.
(7) ___ Post-graduate: Ph.D. DCS
(8) ___ Other: (please specify) _____

*College or University from which you graduated with a Bachelors Degree

Name: _____

Location: City _____; State _____

72. Bank size—Total Resources (in thousands): \$ _____

73. Approximately how many full time employees (Officers & Employees) are there in your bank? (Check one)

- (1) ___ 0—19
(2) ___ 20—49
(3) ___ 50—79
(4) ___ 80—99
(5) ___ 100—299
(6) ___ 300—499
(7) ___ 500—999
(8) ___ Over 1,000

74. Name of State in which bank is located: _____

75. Population of City* where bank is located: _____

- (1) ___ Under 10,000
(2) ___ 11,000—24,999
(3) ___ 25,000—49,999
(4) ___ 50,000—99,999
(5) ___ 100,000—499,999
(6) ___ 500,000—999,999
(7) ___ Over 1,000,000

*If you live in a Standard Metropolitan Area, please include the total population of this Area.



For
Coding
Only
DO
NOT
MARK
in
this
space

***Note difference between question #76 and 77**

76. Length of time served with present bank (check one):

- (a) 0- 1 year inclusive
- (b) 1- 3 years inclusive
- (c) 4- 6 years inclusive
- (d) 7- 9 years inclusive
- (e) 10-15 years inclusive
- (f) 16-21 years inclusive
- (g) 22-27 years inclusive
- (h) 28-33 years inclusive
- (i) Over 34 years service

76 ()

77. Time in present position as Bank President: (check one)

- (a) 0- 1 year inclusive
- (b) 2- 3 years inclusive
- (c) 4- 5 years inclusive
- (d) 6- 7 years inclusive
- (e) 8- 9 years inclusive
- (f) 10-14 years inclusive
- (g) 15-20 years inclusive
- (h) Over 20 years as Bank President

77 ()

78. Occupation as Bank President is: (check one)

- (a) Full-time (60% or more)
- (b) Part-time (40% or less)

78 ()

79. Rise to position of Bank President: (check one)

- (a) Promoted from within bank
- (b) Hired from outside to assume presidency

79 ()

80. Gross Income (1965) from salary and bonus (if any) from bank as your employer: (check one)

- (a) Under \$6,000
- (b) \$ 6,000 to \$ 8,999
- (c) \$ 9,000 to \$11,999
- (d) \$12,000 to \$14,999
- (e) \$15,000 to \$19,999
- (f) \$20,000 to \$24,999
- (g) \$25,000 to \$34,999
- (h) \$35,000 to \$49,999
- (i) \$50,000 to \$74,999
- (j) Over \$75,000

80 ()

Virgil R. Lang, Department of Sociology, John Carroll University, Cleveland 18, Ohio

Grateful acknowledgment is made to the following for permission to quote from copyright material: S.M. Lipset & L. Lowenthal, *Edisons, Culture and Social Character*, Free Press of Glencoe; The Macmillan Co., 1961; C. Morris, *Varieties of Human Value*, The University of Chicago Press, 1966; E. Fromm, *Man For Himself*, Holt, Rinehart & Winston, Inc., 1947.



VITA

Name	VIRGIL ROBERT LANG 3466 Lynnfield Road Shaker Heights, Ohio 44122
Date of Birth	March 30, 1923
Elementary School Date Graduated	Taft School, Lakewood, Ohio June, 1935
High School Date Graduated	Cathedral Latin, Cleveland, Ohio June, 1941
Baccalaureate Degree College Date	Bachelor of Science in Social Science John Carroll University, Cleveland, Ohio June, 1950
Other Degrees	Master of Arts Western Reserve University June, 1963
Armed Services Branch Length of Service	U. S. Army, Infantry 38 months