

observances and religious organizations; and the rural residents are more likely to hold FB, and be inactive in ritual observances and religious organizations. It was, finally, hypothesized that those who hold MB, and actively participate in ritual observances and religious organizations tend to reject economic self-perpetuation, political alienation and laxness toward education; and those who hold FB, and are inactive in ritual observances and religious organizations tend to accept the three value themes.

The above three general hypotheses are broad relationships of implications pointing to certain trends rather than specific relationships of causal conditions. Thus, each of them had to be broken down into concomitant specific sub-hypotheses which could be statistically tested.

It was found that there exist relatively significant relationships between social class and the three dimensions of religiosity on the one hand, and between areas of residence and the three dimensions on the other. But when individual characteristics (age, sex and parents' religious preference group) were controlled, various fluctuations occurred in degrees of associations between the two social factors and the three dimensions of religiosity. It was also found that there are relatively significant relationships between religiosity and the two contrasting attitudes toward the dominant value themes, except in the case of economic self-perpetuation. No significant relationship was found between the three dimensions of religiosity and economic self-perpetuation. Finally, the basic assumption of the present study was confirmed by the data, that is, each dimension is independently influenced by external social factors.

The results were evaluated and implications were drawn in light of the pertinent theoretical notions involved and other empirical findings.

Finally, some suggestions for further studies were made on the bases of limitations and findings of this study. Such suggestions were specifically focused on a study of sources of attitudes toward social change.

M \$3.30; X \$11.50. 254 pages.

A COMPARISON OF ASPECTS OF THE RIESMAN, FROMM AND MORRIS TYPOLOGIES RELEVANT TO SELF-CONCEPT.

(Order No. 69-4150)

Virgil Robert Lang, Ph.D.
St. John's University, 1968

This typological study involved empirical research using the sociological ideal type framework of David Riesman's inner-other-directed social character to view self-concept.

Earlier theoretical typological contributions of Erich Fromm (social psychological dimension) and Charles Morris' *Ways to Live* (philosophical dimension) to Riesman's formulation of social character were included to expand the self-concept frame of reference, a secondary objective using a richer interdisciplinary perspective.

The study probed for relationships between (1) Riesman's ideal types and (2) two of Fromm's ideal types, the marketing and hoarding orientations, and (3) exploration of links between Riesman's and Fromm's social character types and Morris' *Ways to Live*.

Self-concepts were hypothesized dichotomously on sample subjects, bank presidents, as follows: Bank presidents, large bank: Riesman other-directed, Fromm marketing oriented, Morris *Ways to Live* #5, 8 and 13 (relating to Riesman's other-directed social character), Morris' *Ways to Live* #4, 8 (relating to Fromm's marketing orientation). Bank presidents,

small bank: Riesman inner-directed, Fromm hoarding oriented, Morris' *Ways to Live* #2, 6 and 12 (relating to Riesman's inner-directed social character), Morris' *Ways to Live* #1, 10 (relating to Fromm's hoarding orientation).

A questionnaire was sent to a national sample of bank presidents, large and small banks, incorporating the Riesman, Fromm and Morris dimensions. Response totaled 43.5 per cent.

Two groups of mature men were sampled nationally to obtain validity and reliability data: Certified Public Accountants (inner-directed) and advertising agency presidents (other-directed). Response to questionnaire was 38 per cent and 36 per cent respectively.

Nonparametric statistics (Mann-Whitney U Test and Kendall Rank Correlation--Tau) were used for data analysis. A partial correlation model using Riesman, Fromm and Morris was constructed to test the theoretical contributions of each typologist. All questions--69 relating to Riesman, Fromm and Morris--subsumed under eight hypotheses were tested individually.

Interpretations of these significant findings as dichotomously hypothesized typologies are relevant to the self-concepts of both groups of bank presidents, large and small banks. The stated ranking (higher or lower) relates to the compared groups, either large or small bank. Thus a typological profile is presented of self-concepts.

Hypothesis #1: The bank president, small bank, ranks higher on other-directed questions #6, 43, 49.

Hypothesis #2: The bank president, large bank, ranks higher on marketing orientation questions #15 and 56.

Hypothesis #3: The bank president, large bank, ranks lower on Morris' *Ways* #8 and 13, questions #36 and 41.

Hypothesis #4: The bank president, large bank, ranks lower on Morris' *Ways* #4 and 8, questions #32 and 36.

Hypothesis #5: The bank president, large bank, ranks higher on questions #5 and 48; the bank president, small bank, ranks higher on questions #42 and 44. All four questions relate to inner-direction.

Hypothesis #6: The bank president, small bank, ranks higher on hoarding oriented questions #14, 17, 23, 26, 55, 64.

Hypothesis #7: The bank president, small bank, ranks higher on Morris' *Way* #12, question #40.

Hypothesis #8: The bank president, small bank, ranks higher on Morris' *Way* #10, question #38.

The study sample subjects represent the upper social strata--salaried professionals and managers--noted by Riesman in *The Lonely Crowd*.¹

Empirical findings indicate that Riesman's inner-other-directed social character types proved of some but minimal value in differentiating self-concept; of Fromm's ideal types, the hoarding orientation provided a greater insight to self-concept but the marketing orientation contribution was minimal. Morris' *Ways to Live* provided the greatest insight of all three authors. The partial correlation model (Tau)--Riesman, Fromm and Morris--indicated that Morris contributes the most, Fromm contributes some, and Riesman contributes the least in self-concept insight.

1. David Riesman, Nathan Glazer, and Reuel Denney, *The Lonely Crowd* (New Haven: Yale University Press, 1961). pp. xv-xvi. M \$3.00; X \$7.80. 169 pages.

The items following each abstract are: the price of a microfilm copy; the price of a copy enlarged by the xerographic process to approximately 6 x 8½ inches; the number of pages in the manuscript. Please order copies by order number and author's name.

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



FROMM:Online

observances and religious organizations; and the rural residents are more likely to hold FB, and be inactive in ritual observances and religious organizations. It was, finally, hypothesized that those who hold MB, and actively participate in ritual observances and religious organizations tend to reject economic self-perpetuation, political alienation and laxness toward education; and those who hold FB, and are inactive in ritual observances and religious organizations tend to accept the three value themes.

The above three general hypotheses are broad relationships of implications pointing to certain trends rather than specific relationships of causal conditions. Thus, each of them had to be broken down into concomitant specific sub-hypotheses which could be statistically tested.

It was found that there exist relatively significant relationships between social class and the three dimensions of religiosity on the one hand, and between areas of residence and the three dimensions on the other. But when individual characteristics (age, sex and parents' religious preference group) were controlled, various fluctuations occurred in degrees of associations between the two social factors and the three dimensions of religiosity. It was also found that there are relatively significant relationships between religiosity and the two contrasting attitudes toward the dominant value themes, except in the case of economic self-perpetuation. No significant relationship was found between the three dimensions of religiosity and economic self-perpetuation. Finally, the basic assumption of the present study was confirmed by the data, that is, each dimension is independently influenced by external social factors.

The results were evaluated and implications were drawn in light of the pertinent theoretical notions involved and other empirical findings.

Finally, some suggestions for further studies were made on the bases of limitations and findings of this study. Such suggestions were specifically focused on a study of sources of attitudes toward social change.

M \$3.30; X \$11.50. 254 pages.

A COMPARISON OF ASPECTS OF THE RIESMAN, FROMM AND MORRIS TYPOLOGIES RELEVANT TO SELF-CONCEPT.

(Order No. 69-4150)

Virgil Robert Lang, Ph.D.
St. John's University, 1968

This typological study involved empirical research using the sociological ideal type framework of David Riesman's inner-other-directed social Character to view self-concept.

Earlier theoretical typological contributions of Erich Fromm (social psychological dimension) and Charles Morris' Ways to Live (philosophical dimension) to Riesman's formulation of social character were included to expand the self-concept frame of reference, a secondary objective using a richer interdisciplinary perspective.

The study probed for relationships between (1) Riesman's ideal types and (2) two of Fromm's ideal types, the marketing and hoarding orientations, and (3) exploration of links between Riesman's and Fromm's social character types and Morris' Ways to Live.

Self-concepts were hypothesized dichotomously on sample subjects, bank presidents, as follows: Bank presidents, large bank: Riesman other-directed, Fromm marketing oriented, Morris Ways to Live #5, 8 and 13 (relating to Riesman's other-directed social character), Morris' Ways to Live #4, 8 (relating to Fromm's marketing orientation). Bank presidents,

small bank: Riesman inner-directed, Fromm hoarding oriented, Morris' Ways to Live #2, 6 and 12 (relating to Riesman's inner-directed social character), Morris' Ways to Live #1, 10 (relating to Fromm's hoarding orientation).

A questionnaire was sent to a national sample of bank presidents, large and small banks, incorporating the Riesman, Fromm and Morris dimensions. Response totaled 43.5 per cent.

Two groups of mature men were sampled nationally to obtain validity and reliability data: Certified Public Accountants (inner-directed) and advertising agency presidents (other-directed). Response to questionnaire was 38 per cent and 36 per cent respectively.

Nonparametric statistics (Mann-Whitney U Test and Kendall Rank Correlation--Tau) were used for data analysis. A partial correlation model using Riesman, Fromm and Morris was constructed to test the theoretical contributions of each typologist. All questions--69 relating to Riesman, Fromm and Morris--subsumed under eight hypotheses were tested individually.

Interpretations of these significant findings as dichotomously hypothesized typologies are relevant to the self-concepts of both groups of bank presidents, large and small banks. The stated ranking (higher or lower) relates to the compared groups, either large or small bank. Thus a typological profile is presented of self-concepts.

Hypothesis #1: The bank president, small bank, ranks higher on other-directed questions #6, 43, 49.

Hypothesis #2: The bank president, large bank, ranks higher on marketing orientation questions #15 and 56.

Hypothesis #3: The bank president, large bank, ranks lower on Morris' Ways #8 and 13, questions #36 and 41.

Hypothesis #4: The bank president, large bank, ranks lower on Morris' Ways #4 and 8, questions #32 and 36.

Hypothesis #5: The bank president, large bank, ranks higher on questions #5 and 48; the bank president, small bank, ranks higher on questions #42 and 44. All four questions relate to inner-direction.

Hypothesis #6: The bank president, small bank, ranks higher on hoarding oriented questions #14, 17, 23, 26, 55, 64.

Hypothesis #7: The bank president, small bank, ranks higher on Morris' Way #12, question #40.

Hypothesis #8: The bank president, small bank, ranks higher on Morris' Way #10, question #38.

The study sample subjects represent the upper social strata--salaried professionals and managers--noted by Riesman in *The Lonely Crowd*.¹

Empirical findings indicate that Riesman's inner-other-directed social character types proved of some but minimal value in differentiating self-concept; of Fromm's ideal types, the hoarding orientation provided a greater insight to self-concept but the marketing orientation contribution was minimal. Morris' Ways to Live provided the greatest insight of all three authors. The partial correlation model (Tau)--Riesman, Fromm and Morris--indicated that Morris contributes the most, Fromm contributes some, and Riesman contributes the least in self-concept insight.

1. David Riesman, Nathan Glazer, and Reuel Denney. *The Lonely Crowd* (New Haven: Yale University Press, 1961), pp. xv-xvi. M \$3.00; X \$7.80. 169 pages.

The items following each abstract are: the price of a microfilm copy; the price of a copy enlarged by the xerographic process to approximately 6 x 8 1/2 inches; the number of pages in the manuscript. Please order copies by order number and author's name.

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

