

A STUDY OF ATTITUDES AND PERCEPTION CONCERNING
THE LIQUOR-BY-THE-DRINK CONTROVERSY IN
THE STATE OF TEXAS

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The purpose of this study is to examine the impact of a previous attitude toward an issue (i.e., liquor-by-the-drink in the state of Texas) on the perception of messages concerning that issue.

Chapter II discusses the Sherif-Jackman (1966) study and the major variables of concern to this investigation. This chapter also includes a discussion of the measuring instruments and a description of the messages used. Sherif and Jackman determined that ego-involvement directly affects the perception of favorable and unfavorable messages related to one's own position. How an individual perceives a source in terms of credibility also affects his ability to see that source's message objectively. In fact, one's own position, the direction and intensity of ego-involvement, and credibility of the source all affect a judgmental situation.

The social judgment scale and the semantic differential were used in conjunction in this study. Through the use of the social judgment instrument, the attitude toward the issue

was determined, and the semantic differential effected the attitude toward both "wet" and "dry" messages. The two instruments were later compared to determine their relationship as attitude measuring techniques.

Chapter III examines the procedures, administration of the test, and the three groups that were used in the study: Baptist preachers, a student group, and a group of restaurant owners.

Chapter IV reveals the results of the study. Predictably, the Baptist preachers favored the "dry" message, the restaurant owners favored the "wet" message, and the students were middle-of-the-road. However, the data revealed that neither the Baptist preachers nor the restaurant owners were intensely committed to their respective group's own position, a position sanctioned by group affiliation and imposed by peer group pressure. Thus, the issue of liquor-by-the-drink in the state of Texas was found to be relatively unimportant to those groups involved in the controversy.

More importantly, the study supported the hypothesis that an individual's attitude toward an issue will determine his response to messages concerning that issue.

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THE STATE OF TEXAS

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CHAPTER I

INTRODUCTION

The fascination that people have felt by manipulating individuals through persuasion has existed from the very beginning and is as ageless as the biblical account of Satan's attempt to persuade Eve to eat the forbidden fruit. Rhetoricians and others interested in human behavior have sought to isolate and identify those variables that seem to influence the persuasive transaction. Rhetorical theorists ranging from Aristotle and Quintilian in ancient times to Richard Burke and Richard Weaver of a more recent vintage have focused primarily on the persuader and his message and technique.

During the last few years, the influence of the behavioral scientists has been brought to bear on the study of persuasion. This stress on the perception and response of the receiver in relation to the source and message has increased our understanding of the complex process of communication in social influence. Serious students of persuasion must carefully consider the effect of the receiver's own perceptive filter in his response to a persuasive effort.

Zimbardo and Ebbeson suggest, in Influencing Attitudes and Behavior, that the problem of effective persuasive communication needs to be examined in terms of "the audience's initial position, their involvement, and their perception of the communicator's position on the issue" (3, p. 19), which this study attempts to accomplish.

This chapter will state the problem of the study, the hypothesis, the method of approach, and the significance of the study. Chapter I will also outline the content of the other chapters in this thesis.

Statement of the Problem

The problem of this study is to determine the relationship between a person's attitude on a given issue and his evaluation of messages relevant to that issue. Specifically, this study examines the attitudes of three selected groups toward the liquor-by-the-drink controversy in the state of Texas and the way in which those attitudes influence their evaluation of pro and con messages.

Hypothesis

The basic hypothesis of this study is that a person's previous attitude toward an issue will determine his response to messages concerning that issue. For example, if a person

is strongly opposed to the adoption of liquor-by-the-drink in the state of Texas, he will judge the message advocating liquor-by-the-drink to be unfair, biased, and false. On the other hand, if he strongly favors liquor-by-the-drink, he will view those same "pro" messages as fair, objective, and true.

Method of Approach

This study utilized two methods or procedures of research. In order to measure the previous attitude that exists toward the liquor-by-the-drink issue, this study utilized the social judgment instrument developed by Sherif and Hovland (2). This particular data-gathering technique was designed to measure the level of involvement in a position.

The response to a message, as influenced by the previous attitude, was measured by a twenty-scale semantic differential. The semantic differential, developed by Charles Osgood, was designed to measure the connotative feelings that a person has toward a given concept.

Significance of the Study

This study may be significant for the following reasons:

1. The study will serve to gain a better understanding of the impact of a previous attitude on the perception of messages relevant to that attitude.

2. The study will determine the relationship between the social judgment scale and the semantic differential as attitude measuring techniques.

3. The study will test the effectiveness of campaign materials on various types of attitude structures.

Summary

An attempt has been made in this chapter to state the problem and hypothesis of this study. The method of approach has been described and the study's significance was discussed.

Chapter II discusses the literature relevant to the present study. The major variables of concern, such as perception, attitudes, and source credibility, are examined, and the measuring instruments and messages are described.

Chapter III describes the procedures, administration of the test, and the groups, which were used in the study.

Chapter IV discusses the results of the study and contains the summary and recommendations for further research.

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CHAPTER II

RELEVANT LITERATURE AND MAJOR VARIABLES

Knowing how an individual perceives the world is invaluable in understanding his behavior. The goal of attitude research is to come as close as possible to an individual's frame of reference in order to determine the difference between his "real" attitudes and those which he prefers others to believe are genuine.

One major investigation done by Sherif and Jackman in 1966, relevant to the present study, will be considered, and the major variables will be examined. A description of the measuring instruments and the messages will be discussed in this chapter. An examination of the major variables and the Sherif and Jackman (1966) study may assist in clarifying how attitudes act as perceptual filters.

Sherif-Jackman Study

The basis for the present investigation was taken from an attitude study on prohibition conducted in Oklahoma by Sherif and Jackman in 1966. Those groups that were used included the "drys" such as the Women's Christian Temperance Union, United Drys, and other selected religious sects, the

"wets," such as the United Oklahomans for Repeal, and the "moderates," composed of a group of university students. The subjects were asked to rate a series of statements according to how true or false they perceived them to be on a linear scale, zero indicating "very true" at one end and eleven indicating "very false" at the other end. The results of the study created a statistical picture which supported the theory that an individual's attitude toward an issue will color his ability to judge objectively messages concerning that issue. Sherif states, "As predicted, approximately 75 percent of the ratings by wets of dry statements and by dries of wet statements were 'false'" (23, p. 350). From this study, he draws some conclusions about highly ego-involved individuals in their own position:

Rather than blanket acceptance of all positions, "sympathetic" to one's own position, the highly involved person becomes more "choosy" about accepting support (his threshold for acceptance is raised).

On the other hand, his threshold for rejection is lowered, so that he lumps together almost all of his opponent's statements as extremely false (23, p. 350).

Important to this study are several major variables which often serve as perceptual filters in how individuals "see" or judge certain events; i.e., perception, ego-involved attitudes, attitude profile, and source credibility.

Perception and Attitudes

Many social psychologists suggest that individuals tend to perceive the world through a pair of their own uniquely colored glasses, that people must necessarily see events through a filter constructed of their own past experiences and attitudes (5, p. 85). The perceptions of individuals are influenced by the attitudes they have formed about their world. In other words,

We are talking about people who have premises and enduring expectations about the way the world operates; about people who hold their family in high esteem; about people who view other groups from different perspectives; about people who value their religion and their country; who have beliefs that strengthen their adherence to a political party; who have convictions about what is right and what is wrong; about people whose sentiments bend them toward this or that person and this or that group, instead of others. When we deal with lasting assumptions, lasting premises, lasting beliefs, lasting convictions, and lasting sentiments we are dealing with attitudes. (22, pp. 1-2).

Since perception occurs in relation to a set of anchors or points of reference, how individuals perceive events will pre-determine their response to them. Theodore Newcomb in Social Psychology says that "an attitude toward something is his (an individual's) predisposition to perform, perceive, think, and feel in relation to it " (17, p. 281). Thus, if a person's dominant anchors are known, the ability to predict his behavior can be improved.

Ego-Involved Attitudes

Since the greatest need of an individual is the maintenance and enhancement of the self, whatever is an extension of that self must necessarily be maintained and enhanced. When a person is highly involved in an issue, for example, he cannot separate the issue from himself; it becomes an extension or part of himself. Sherif contends that this variable of ego-involvement is an important one in the study of attitudes (23, p. 295). Ego-involvement serves as a filter in how a person judges a message, and an individual will judge it in terms of his own experiences and beliefs. The more ego-involved a person is, the less objective he is. Thus, it can be predicted that the more ego-involved the selected groups are in the liquor-by-the-drink controversy, the less likely will they be able to correctly perceive the given message in terms of fairness, objectivity, and authoritative-ness. This study hypothesizes that this perceptual reaction will be reflected in the liquor-by-the-drink controversy in the state of Texas.

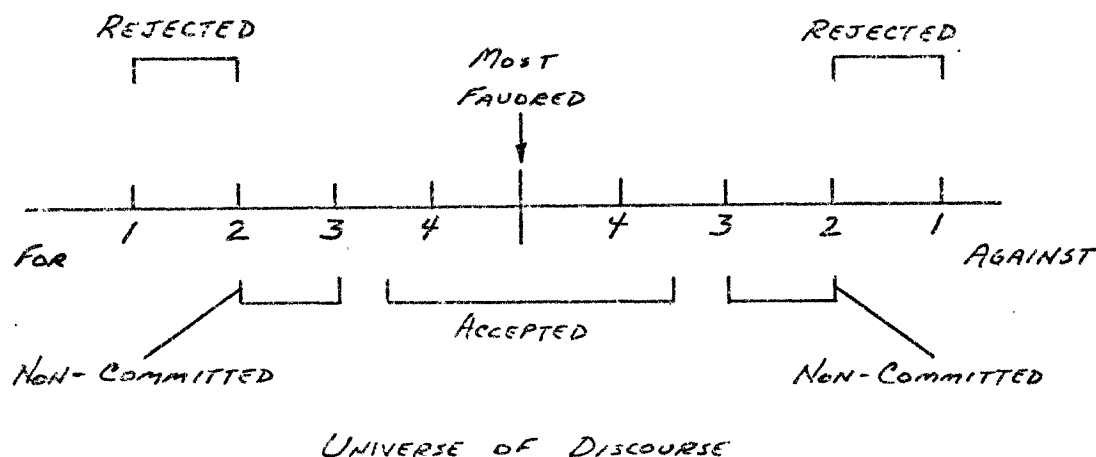
Attitude Profile

Abstract concepts are usually impossible to define because individuals use different and unique filters through which to view them. Descriptions may be more advantageous for the reason that boundaries can only exist internally and serve to order a person's world. Therefore, an attitude should

only be described in terms of its characteristics since it cannot be extracted from the mind and carefully studied under a microscope.

In this study an attitude is described as a person's predisposition to act in a prescribed manner. An attitude consists of more than a single point on a continuum, as some measuring instruments suggest. A person carries with him both the single position but also a particular response to all other positions available on that issue.

Actually, every controversial issue could be charted on an attitudinal issue continuum described as a universe of discourse from which a person's attitude profile can be determined. For example, if an individual holds the neutral position on an issue, his latitude of acceptance on the universe of discourse (see below) would include both "4" positions. The latitude of rejection would include both the "1" and "2" positions on both poles. Consequently, the latitude of non-commitment would be found in both "3" positions.



Judgment of messages representing positions on an important issue is strongly influenced by the individual's own stand on that issue. A person uses as a frame of reference his own position when judging a communication, and the message is categorized as how close or how distant it is to his own stand.

In other words, on an issue of concern to the individual, a specific segment within the gamut of alternative positions, ranging from extremely favorable to extremely opposed, corresponds to the individual's own position. As such, it serves as an anchor to influence placement of other items in that universe of discourse (24, p. 61).

Specifically, the latitude of acceptance is defined as the statement that is most acceptable to the individual and others which are acceptable. The latitude of rejection is defined as the statement and others that are most objectionable. The latitude of non-commitment is defined as those statements not acceptable nor objectionable to the individual. Thus, operationally, an attitude consists of three latitudes which are derived from a range of Thurstone-type scale statements.

The first experimentors to study latitudes of acceptance and rejection were Hovland, Harvey, and Sherif (1957) in the Oklahoma prohibition attitude study. The prohibition study was primarily interested in proving the assimilation-contrast theory.

If the communication advocates a position that is not too discrepant from that held by the communication recipient, assimilation will result; i.e.; the individual will perceive the communication as advocating a less extreme position, will

be strongly influenced. If the communication advocates a position that is highly discrepant from that held by the communication recipient, contrast will result; i.e.; the individual will perceive the communication as advocating a more extreme position, will unfavorably evaluate the communication, and will be either minimally positively influenced negatively influenced (12, p. 67).

However, Sherif also suggested that an individual's attitude toward an issue will influence his attitude toward a message, the hypothesis of this study. Hovland, Harvey, and Sherif in 1957 "maintained that there is a systematic predictable relationship between a subject's stand on an issue and his perception of the position advocated by a given communicator . . ." (31, p. 51). In other words, an individual may perceive a message through the filter of his attitude about the issue to which the message pertains.

Source Credibility

Another major variable present in this study is source credibility. The trustworthiness and expertness of a source will determine how a message is perceived (11, p. 21). Research studies examining this variable indicate that identical messages are perceived differently by subjects exposed to sources of different credibility (11, pp. 19-53). Tannenbaum suggests that "when the source . . . is held in high regard, subjects tend to change their judgments of the concept in the direction of the source's assertion" (28, p. 454). Conversely, when the source is held in low esteem, that authority's position may be easily rejected.

✓ In this study, one of the two sources may be evaluated by an individual and may influence how he perceives the message. The message produced by Texans for Enforceable Liquor Laws (TELL) will probably be seen as authoritative and fair by proponents of liquor-by-the-drink, such as the Texas Restaurant Association. The Baptist group and other opponents of the issue will probably see the message produced by Texas Alcohol-Narcotics Education-(TANE) as fair and authoritative. These groups were selected for testing in this experiment. For each respective group, credibility of the source will play an important role, especially since the two sources used attempt to represent the two warring sides in the controversy.

This portion of Chapter II has discussed Sherif's prohibition study, perception, attitudes, attitude profile, and perception as it is related to source credibility. An explanation of the measuring instruments and a description of the messages used in the study follows.

Measuring Instruments

Social Judgment Scale

This attitude study of the liquor-by-the-drink issue in the state of Texas uses a combination of two measuring instruments: the social judgment scale and the semantic differential. The social judgment scale is composed of nine statements, A through I, which represent nine separate positions on the issue

and range from extreme statements on both ends (A, I) through a neutral position (E). Hence, this particular attitude instrument is called the method of ordered alternatives. Subjects are asked to indicate first, the one statement that is most acceptable to them, and secondly, the statement or statements which are also acceptable. Thirdly, they are asked to indicate that statement most objectionable, and finally, they indicate those other statements that also are objectionable. From these responses, the experimenter determines the subjects' latitude of acceptance (all of those statements accepted), their latitude of rejection (all of those statements found to be objectionable), and their latitude of non-commitment (those statements neither accepted nor rejected). The latitude of non-commitment is a reliable indicator of ego-involvement (23, pp. 357-358). The following method of ordered alternatives scale was used in this study:

- A. It would be absolutely beneficial to the community and the individual citizen that the state of Texas should legalize liquor-by-the-drink.
- B. Actually, the legalization of liquor-by-the-drink in the state of Texas would substantially benefit the community and individual citizen.
- C. There is good reason to believe that the legalization of liquor-by-the-drink in the state of Texas may be of value to the community and the individual citizen.

- D. Although it is difficult to decide, it is possible that the community and the individual citizen would benefit somewhat by the legalization of liquor-by-the-drink in the state of Texas.
- E. It is difficult to decide whether it would be beneficial or harmful to the community and the individual citizen should the state of Texas legalize liquor-by-the-drink.
- F. Although it is difficult to decide, it is possible that the legalization of liquor-by-the-drink in the state of Texas may be harmful to the community and the individual citizen.
- G. There is good reason to believe that the legalization of liquor-by-the-drink in the state of Texas may be harmful to the community and the individual citizen.
- H. Actually, the legalization of liquor-by-the-drink in the state of Texas would substantially harm the community and the individual citizen.
- I. It would be absolutely harmful to the community and the individual citizen should the state of Texas legalize liquor-by-the-drink.

(Appendix A contains the entire social judgment test used in this study.)

Semantic Differential

A measuring technique which evolved from the research of Charles Osgood, the semantic differential measures the attitude toward a concept (the connotative meaning an individual gives to a concept). The attitude toward a concept is its projection on the evaluative dimension on the semantic differential (28, p. 457). This study is only concerned with the evaluative factor.

The semantic differential uses polar-opposites and although the present study contains the usual seven interval positions, it potentiates any odd number of positions where an individual's attitude might fall, including a mid-point of neutrality. The scales used were the following bi-polar adjective sets: Authoritative-biased, true-false, valuable-worthless, beneficial-harmful, genuine-phoney, honest-dishonest, safe-dangerous, fair-unfair, specific-hazy, relevant-irrelevant, rational-irrational, flexible-rigid, real-unreal, positive-negative, good-bad, wise-foolish, and mature-immature.

In order to detect a person's attitude, "when the individual has rated a concept on a set of bipolar scales, his attitude is inferred from (1) the direction . . . , and the (2) polarity of his ratings It is assumed that the more extreme his rating, the more intensely he holds an attitude in the indicated direction " (23, p. 375).

The social judgment scale or the method of ordered alternatives and the semantic differential are both valid and reliable attitudinal measuring techniques when properly designed and implemented. (See 1, 2, 3, 4, 6, 7, 9, 10, 16, 18, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31.)

Description of Messages

Two separate and opposing messages were used in this study to represent both "wet" and "dry" views. The "wet" message consisted of two TELL fact sheets published by Texans For Enforceable Liquor Laws. One sheet discussed the advantages

of added revenue should liquor-by-the-drink be accepted, and the second sheet defended the drinking and driving "drys" revenue argument. Both sheets were organized and attempted to present logical, factual, statistical, and authoritative evidence in order to persuade the adoption of liquor-by-the-drink. For example, the Tennessee Liquor Control Commission and the Iowa Liquor Control Commission were quoted and used as credible sources.

The "wet" message relied wholly on typewritten statements as a medium of persuasion, whereas the "dry" message used a combination of pictorial symbols and slogans as well as the typewritten statements. However, the statements were much more emotional, attempting to combine feelings, which the picture elicits in the viewer, with arguments. The two posters used were printed by Texas Alcohol-Narcotics Education, an organization financed by many of the various churches in Texas and represent parallel arguments to the "wet" message. One poster met the added revenue argument of the "drys," and the other argued that "accidents increase with liquor-by-the-drink." The "dry" message is a non-verbal, printed assault on the reader's eye and attitude toward liquor-by-the-drink. The drinking-and-driving poster screams, "Do you want him on your road?," referring to an artist's conception of a drunken driver drawn on the poster itself. In large, bold, red letters positioned toward the bottom of the sheet is the statement,

"Prevent Liquor-By-The-Drink," and "Liquor-By-The-Drink Is A Drain On The Purchasing Power Of Your City And County."

Both posters utilize the characteristic of symbols and slogans as compressed meaning and arguments and a reader would have difficulty combatting them quickly, were he pro-liquor-by-the-drink. If he were against liquor-by-the-drink, his attitude might be momentarily intensified. The projection of this negative attitude by an emotional medium may serve to psychologically stroke that particular individual for possessing the "right" attitude, thus temporarily intensifying that attitude (11, pp. 19-53).

The TANE message stresses fear appeals whereas the TELL message uses substantiating argument and "positive appeals which call attention to the rewards to be gained from acceptance" (13, p. 140) of them.

Hovland, Janis, and Kelley have found that "when a communication relies on fear appeals, its effectiveness in arousing emotional tension depends upon such factors as explicitness, source, and prior communication experiences. The content is usually directed toward depicting a state of affairs in which the goals, security, or values of the audience are threatened" (11, p. 140). In a study by Janis and Feshbach, it was found that minimal appeal affected the greatest change in conformity to the communicator's recommendations. "When fear is strongly aroused but not fully relieved by the reassurances contained in persuasive communication, the audience

will become motivated to ignore or to minimize the importance of the threat" (11, p. 141). Possibly, the TANE message is consistent with this hypothesis.

The "dry" message could be seen as an example of Marshall McLuhan's tenet that "the medium is the message." When McLuhan makes this statement, he means that the very presence of some medium causes a change in an individual. The "content" of an particular medium is not important. It is the change or alteration in the perceptions which the medium produces that is important (15). The very nature of the "dry" message serves to keep the reader's attention much longer because fewer words are needed with which to communicate. Although the eye is the emphasized sense in both messages, the "dry" message's use of pictures and symbols elicits from the viewer other related images which may have evolved from his own past experiences. Thus, the medium, the poster, is the message itself and may be the catalyst for temporary total involvement on the part of the individual viewer. The medium is indeed the message (change or alteration) in that the posters transmit an effect-producing image which is much more important than what is actually said or projected in print.

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CHAPTER III

PROCEDURES

Administration of Test

Three groups were chosen to take the attitude test concerning liquor-by-the-drink: (1) the Baptist preacher group, which included other Baptists, (2) a college student group, and (3) members of the Texas Restaurant Association.

Group 1: The Baptist Group

Baptist group members were selected as subjects because inherent in their faith is anti-liquor sentiment. The Baptist Church Covenant states:

Having been led, as we believe, by the Spirit of God, to receive the Lord Jesus Christ as Our Saviour, . . . We engage, therefore, by the aid of the Holy Spirit, . . . To abstain from the sale and use of intoxicating drinks as a beverage, and to be zealous in our efforts to advance the kingdom of our Saviour . . . (1, p. 476).

Naturally, the experimenter expected this group to reflect a negative attitude toward the issue and toward the "wet" message. The group was mostly middle-aged and would be expected to be relatively ego-involved in the liquor-by-the-drink issue because of their faith and, perhaps, age.

The setting in which the test was given was extremely informal, and the situation dealt with a pastor's conference

in a Fort Worth Baptist church during a luncheon. (The experimenter read the instructions in each group situation. No time limit was assessed as each individual completed the test at his own speed.) Unfortunately, the experimenter was introduced as a Baptist, which may have contributed to some halo effect. Also, the previous speaker was from Texans Who Care, a group organized to combat Texans For Enforceable Liquor Laws. He spoke about the progress of the campaign and how certain plans were being instituted to defeat liquor-by-the-drink. Also having an effect on the subjects' responses was the time of the month. After the luncheon, there was a strategy meeting for the campaign that was to be waged against liquor-by-the-drink.

Group 2: The College Students

The second group to be given the test was composed of students between the ages of twenty-one and twenty-five. Given the test in a classroom situation, the students could be termed a captive audience, which probably affected their perception to some degree because they were forced to participate by an authority figure.

Group 3: The Restaurant Owners

The third group to take the test consisted of members of the Texas Restaurant Association and their wives. Although the event was a formal one being held in the Venetian Room in the Fairmont Hotel, the atmosphere was informal and low-key.

The members readily took the test and exhibited no apprehension. Probably, the confidence in the campaign at the time influenced the existing climate. Most of the people in this group even saw the test as being an advantage or as assisting the campaign favorably. Consequently, this group probably saw the "wet" message more favorably than the "dry" message.

The differences in the Baptist group and the Texas Restaurant Association group lay in the diverse perception of the nature of the issue. Most of the Baptist group saw the liquor-by-the-drink issue as a wet-dry issue. To the Baptists, the liquor-by-the-drink issue tasted of the prohibition controversy of the 1920's. This perceptual view was evident in the type of literature put out by TANE.

On the other hand, the Texas Restaurant Association group did not perceive liquor-by-the-drink as a determinable wet-dry issue but merely as an issue of revenue. Whether the state of Texas is wet or not was clearly not the point, because much of Texas has already become wet. The issue was whether or not the state should have open saloons in the already existing wet areas. The campaign literature and the campaign itself exhibited this perceptual view.

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CHAPTER IV

RESULTS, CONCLUSIONS, SUMMARY, AND RECOMMENDATIONS

This chapter has been designed with emphasis on the statistical results of the study, some formulated conclusions, a summary of the thesis, and some recommendations for further research.

Results of the Study

The results of this study are revealed in the data pertaining to the social judgment scale and the semantic differential obtained by testing three groups. However, each group received both "wet" and "dry" messages, thus dividing each into two sub-groups. Therefore, the results will necessarily deal with six groups, which are defined as the following:

Group 1 - Baptists which received the "dry" message.

Group 2 - Baptists which received the "wet" message.

Group 3 - Students which received the "dry" message.

Group 4 - Students which received the "wet" message.

Group 5 - Texas Restaurant Association which received the "dry" message.

Group 6 - Texas Restaurant Association which received the "wet" message.

The statistical results of the social judgment scale appear in Tables I through VI, while the results of the semantic differential appear in Figures I through IX. Each Table and Figure will be delineated on the basis of two groups at a time and will be discussed and evaluated on the basis of the study's hypothesis, i.e.; an individual's attitude toward an issue will determine his response to messages concerning that issue.

Groups 1 and 2

The Baptist group that received the dry message favored the I position (Table I), which states that to legalize liquor-by-the-drink in Texas would be "absolutely harmful." Twenty individuals out of the group population of thirty-eight selected the I position as their own position. Thirty-four persons selected the A position as their most objectionable position, which states that the legalization of liquor-by-the-drink in Texas would be "absolutely beneficial to the community.

TABLE I
Group 1

	A	B	C	D	E	F	G	H	I
Most Acceptable (N)	0	0	0	2	2	0	4	10	20
Also Acceptable (N)	0	0	0	1	4	3	17	15	18
Most Objectionable (N)	34	0	1	0	0	0	1	0	2
Also Objectionable (N)	12	31	23	15	9	5	5	2	4

As demonstrated in the social judgment scale, this group seemed to support the Baptist sentiment that opposes the consumption of liquor, and this attitude was reflected in the semantic differential (Figure I). Figure I charts the mean scores of Group 1 on the semantic differential, and the vertical columns represent each of the seven positions on the scale. The bi-polarized adjective sets are arranged in positive-negative columns, and the zig-zag line charts the reaction of the group to the adjective sets.

As charted in Figure I, Group 1 perceived the "dry" message as "true," "valuable," "honest," "relevant," "rational," "reliable," and "wise." Thus, the attitude of Group 1 toward the issue of liquor-by-the-drink in the state of Texas determined the group's response to the "dry" message. In other words, the group opposed the issue and favored the "dry" message.

Similar results for Group 2 were found in the statistical data. Twenty-nine persons favored the I position (Table II) as their most acceptable position. Duplicating the choice of Group 1, thirty-four individuals chose the A position as most objectionable.

Since Group 2 received the "wet" message, their responses favored the opposite poles on the semantic differential. For example, the group saw the message as "biased," "harmful," "dangerous," "immoral," "unreal," "unreliable," "bad," "foolish," and "immature" (Figure II).

FIGURE I
Baptists--"Dry" Message
(Group 1)

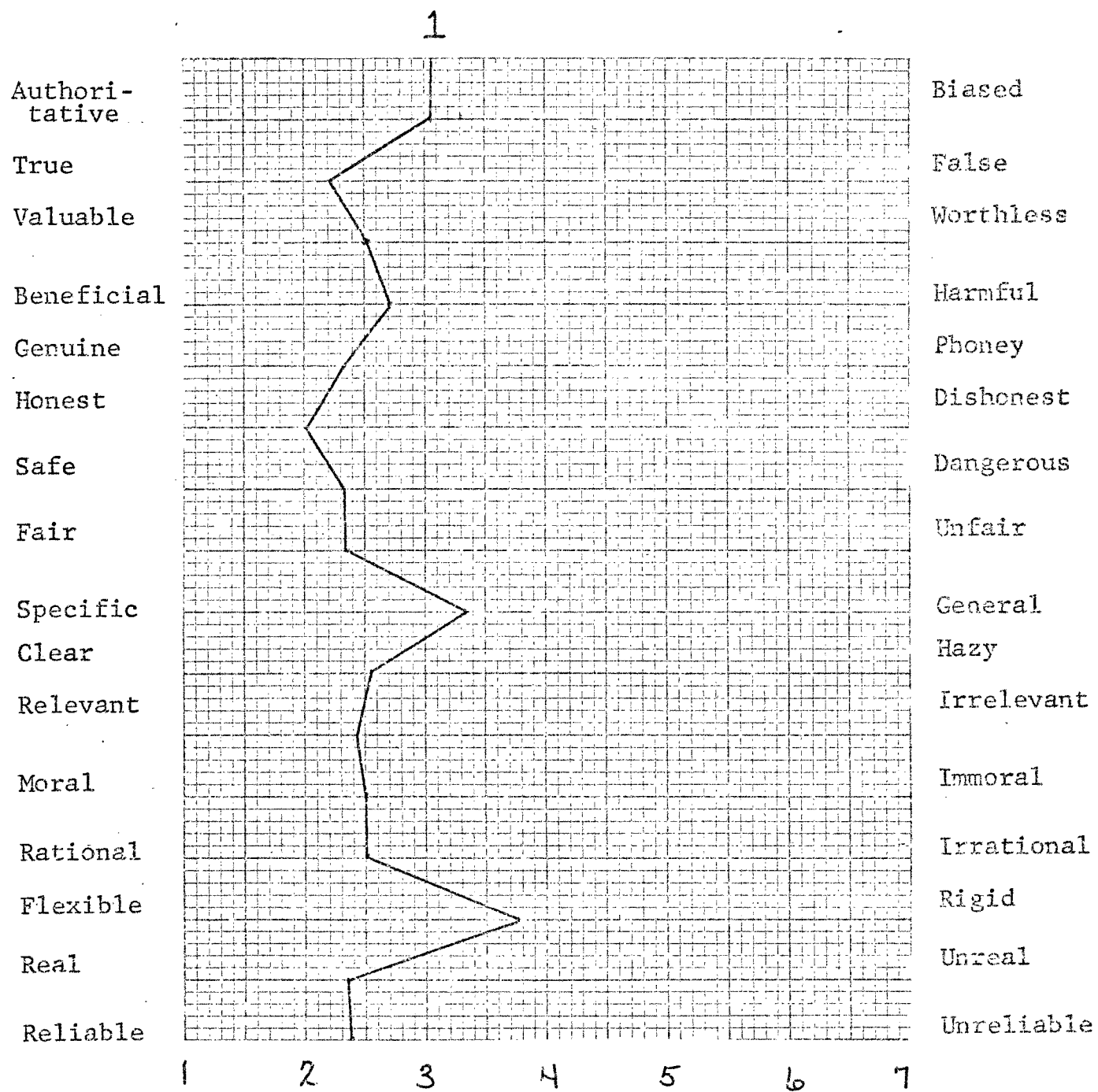
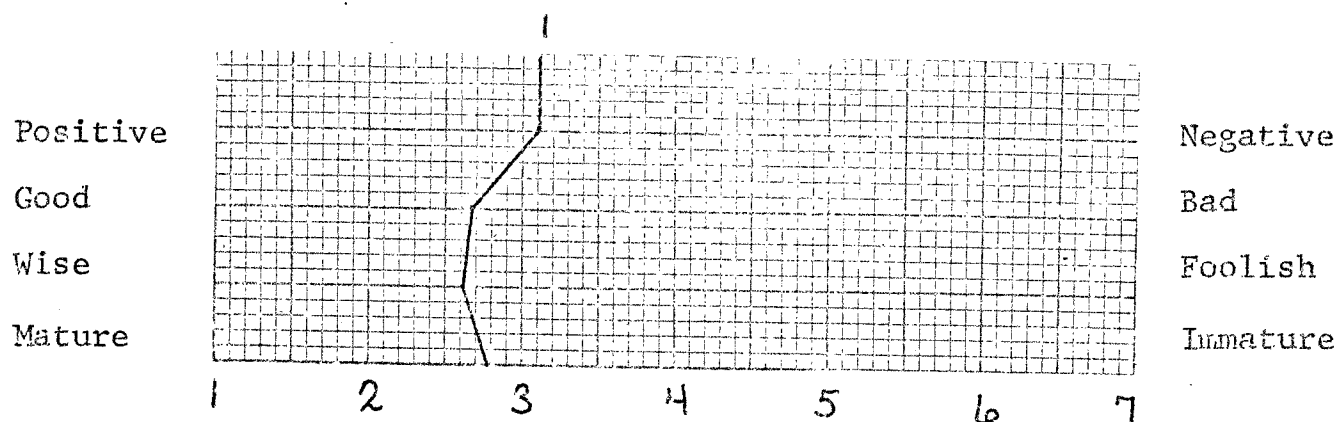


FIGURE I - Continued



For both Groups 1 and 2, the hypothesis proved to be true. Each group's previously existing attitude determined their responses to the respective messages.

TABLE 2

Group 2

	A	B	C	D	E	F	G	H	I
Most Acceptable (N)	0	0	0	0	3	2	0	4	2.9
Also Acceptable (N)	1	0	0	3	4	3	13	16	18
Most Objectionable (N)	34	2	0	0	0	0	0	0	2
Also Objectionable (N)	13	32	23	14	13	7	3	0	2
N									38

Groups 3 and 4

The statistical data relevant to Groups 3 and 4 are not significant except to establish a reference point of "middle-of-the-road" attitude to which Groups 1 and 2, and Groups 3

FIGURE II
Baptists--"Wet" Message
(Group 2)

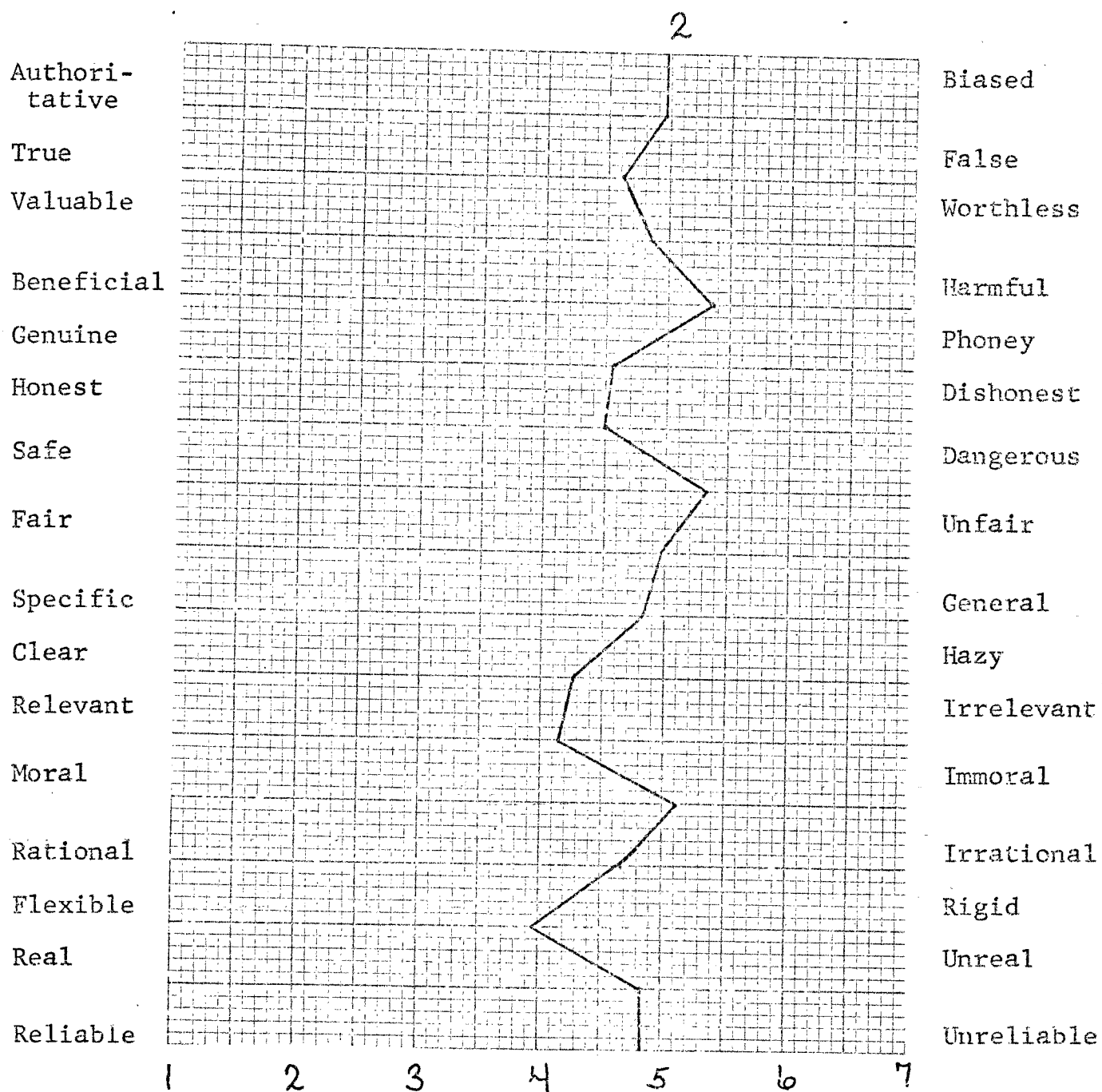
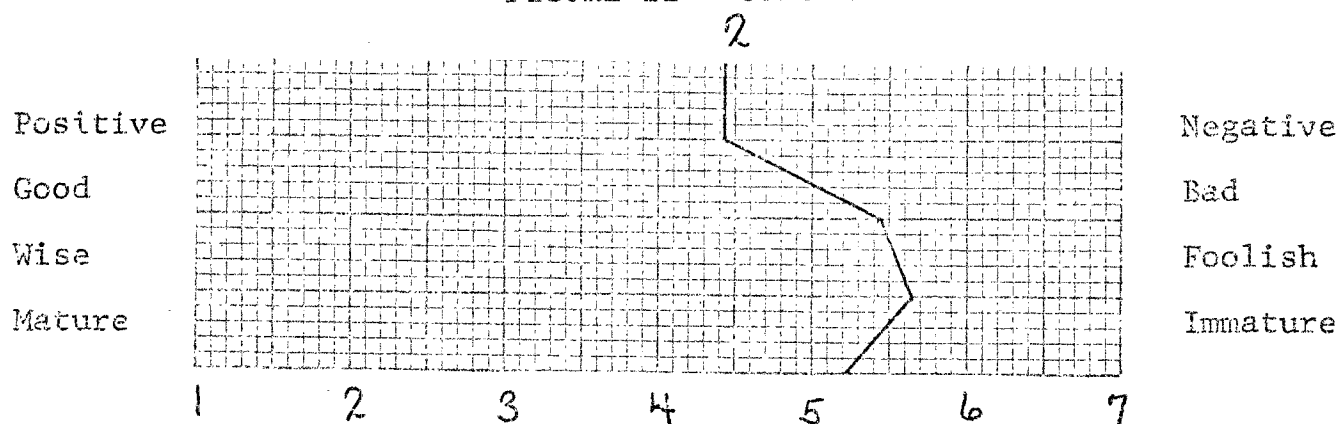


FIGURE II - Continued



and 4, can be compared. Table III shows a relatively even distribution of the most acceptable position, with five persons selecting C, four choosing D, six indicating E and F, and seven selecting the G position.

TABLE 3

Group 3

	A	B	C	D	E	F	G	H	I
Most Acceptable (N)	1	1	5	4	6	6	7	0	3
Also Acceptable (N)	1	2	3	11	7	8	5	3	3
Most Objectionable (N)	14	1	2	0	0	0	1	2	13
Also Objectionable (N)	12	13	5	2	2	2	5	10	3

Also distributed fairly evenly in terms of rejecting extremes are the responses to the most objectionable position. Fourteen individuals chose the A position while thirteen people chose the I position. Although some highly ego-involved individuals prefer never to select extremes, many of those who reject the poles are probably much less ego-involved than those who do select them. Since the issue of liquor-by-the-drink in the state of Texas was of little concern to young college students below the age of legal procurement of alcoholic beverages, those minors naturally rejected any extreme positions on the issue.

Table IV also indicates a fairly even distribution on the most acceptable position of Group 4. Seven individuals chose the A position, five selected B, three took position C, one picked the D and G position, eight desired E, and two persons decided upon positions F, H, and I.

TABLE 4

Group 4

	A	B	C	D	E	F	G	H	I
Most Acceptable (N)	7	5	3	1	8	2	1	2	2
Also Acceptable (N)	3	8	6	7	1	5	2	4	1
Most Objectionable (N)	9	0	0	1	1	0	3	1	16
Also Objectionable (N)	3	5	5	1	2	3	7	11	14

As seen in Table III for Group 3, the most objectionable positions for Group 4 were A and I. Nine individuals selected the A position while sixteen chose the I position. Almost twice as many respondents chose the I position as the A position, which slants the results if viewed separately. However, since Groups 3 and 4 are the same group, the total number selecting the A position is twenty-three, and the total number selecting the I position is twenty-nine. Thus, a difference of six responses is not significant, and the distribution is still fairly even.

Illustrative of the groups' attitude toward the issue are their responses to the messages seen in Figures III and IV. Group 3 is fairly close to position four, as the zig-zag line indicates. Similarly, Group 4 responded far from either pole.

Predictably, the zig-zag lines of Group 3 and 4 run closely together. Figure V demonstrates little variance in the groups' responses.

Thus, the hypothesis is supported again in that the student group as a whole exhibited little concern over the issue of liquor-by-the-drink in the state of Texas, and that attitude was reflected in the social judgment scale's data. This attitude of apathy determined the response to the message. Therefore, both the previous attitude toward the issue and the response to the message were generally "middle-of-the-road."

FIGURE III
Students--"Dry" Message
(Group 3)

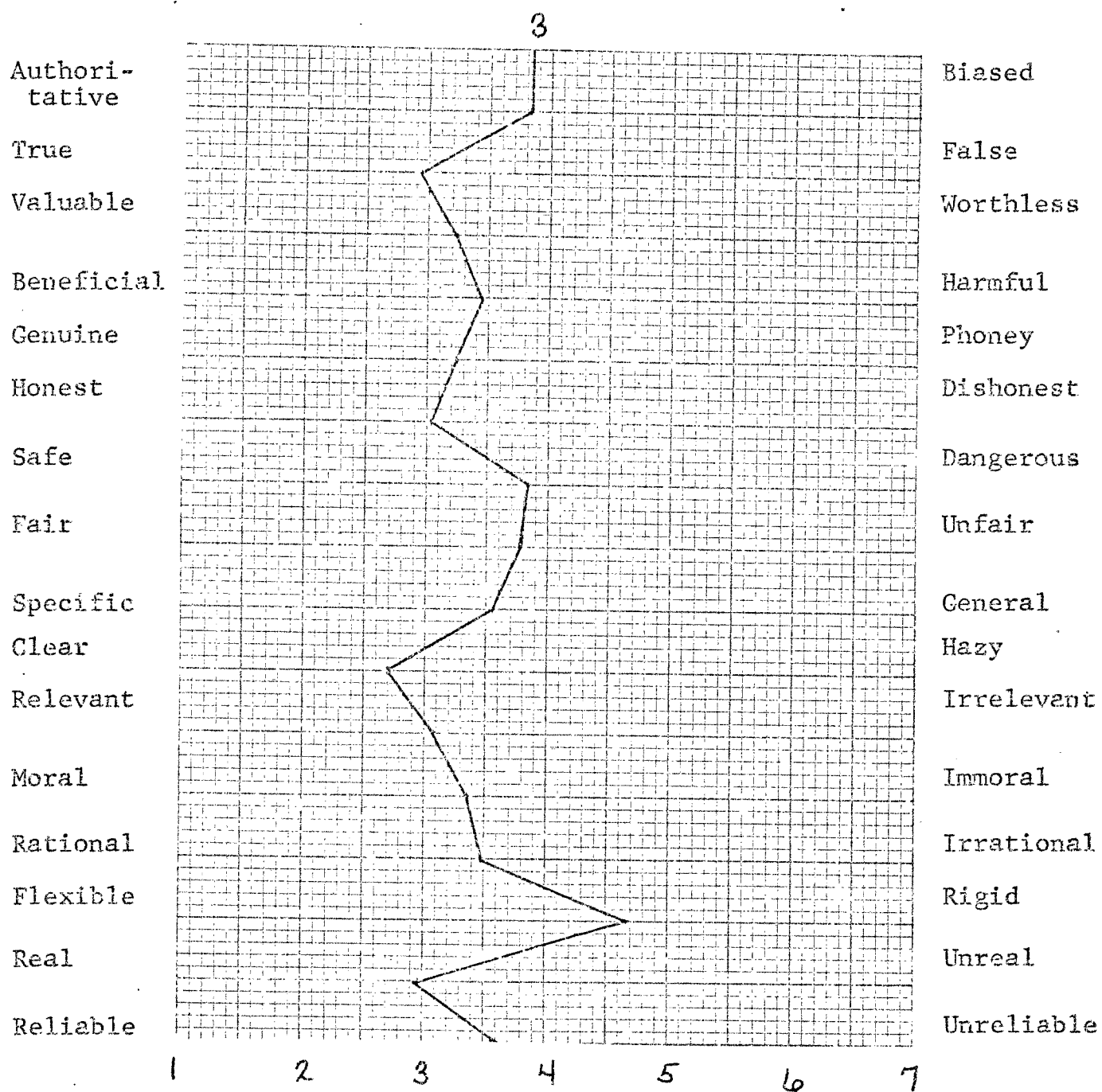
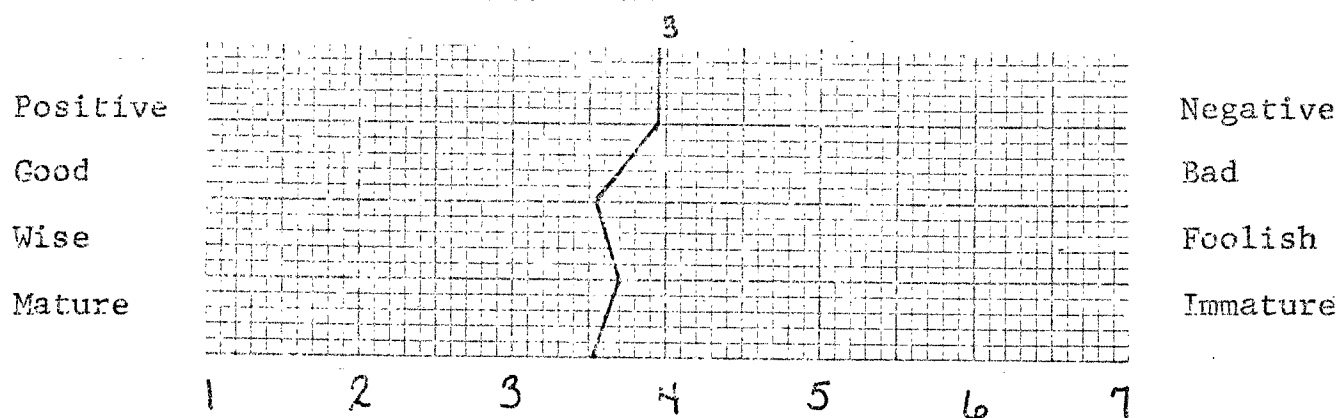


FIGURE III - Continued



Groups 5 and 6

Group 5 was the Texas Restaurant Association (TRA) that received the "wet" message. Table V indicates that this group favored the A position as most acceptable, with nineteen individuals making that selection.

As expected, twenty-eight persons out of a total of thirty-nine chose the I position as most objectionable. In other words, almost 72% of the respondents rejected position I.

This group supported the adoption of liquor-by-the-drink, and this perceptual view was reflected in the semantic differential.

FIGURE IV
Students--"Wet" Message
(Group 4)

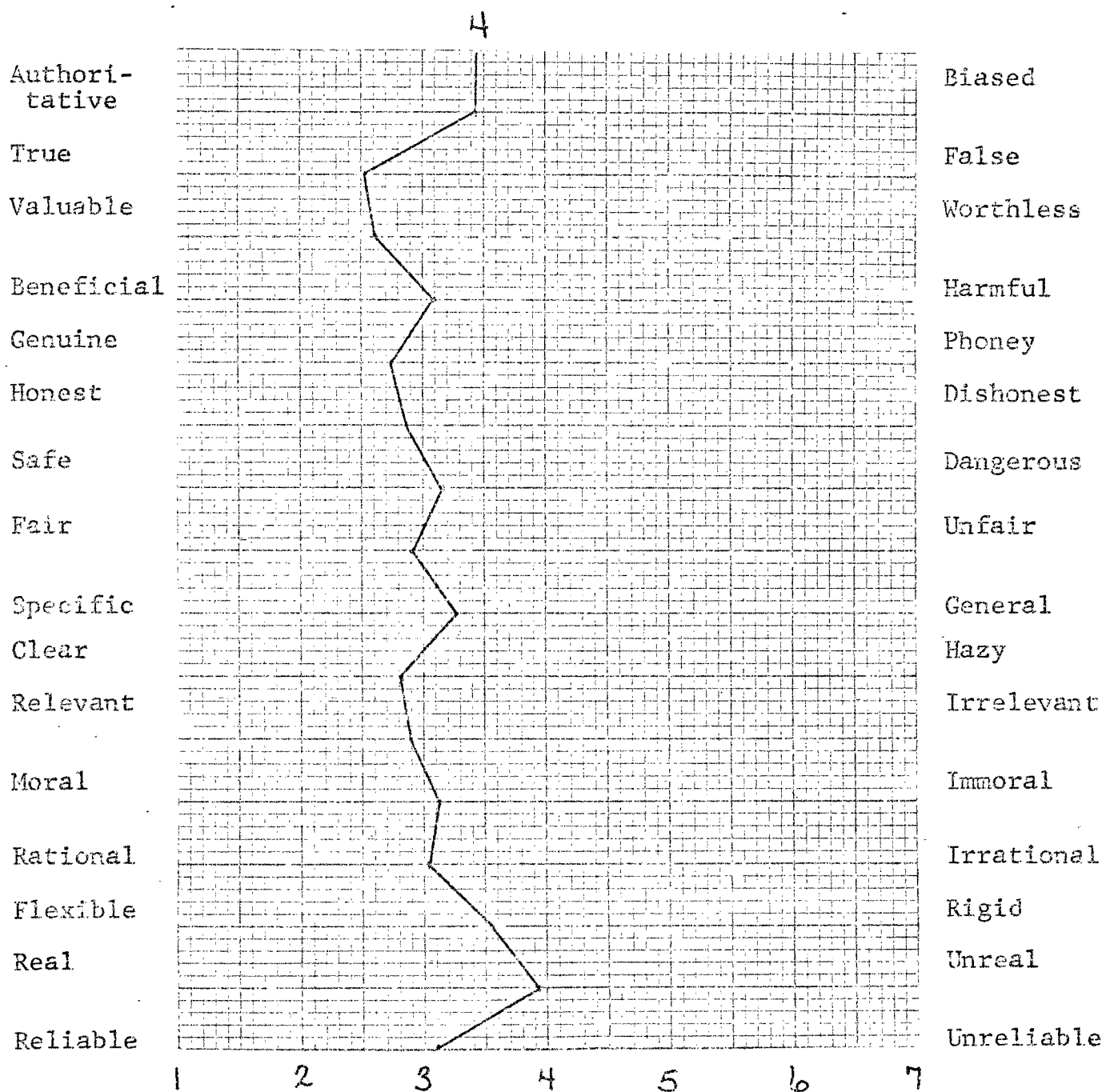
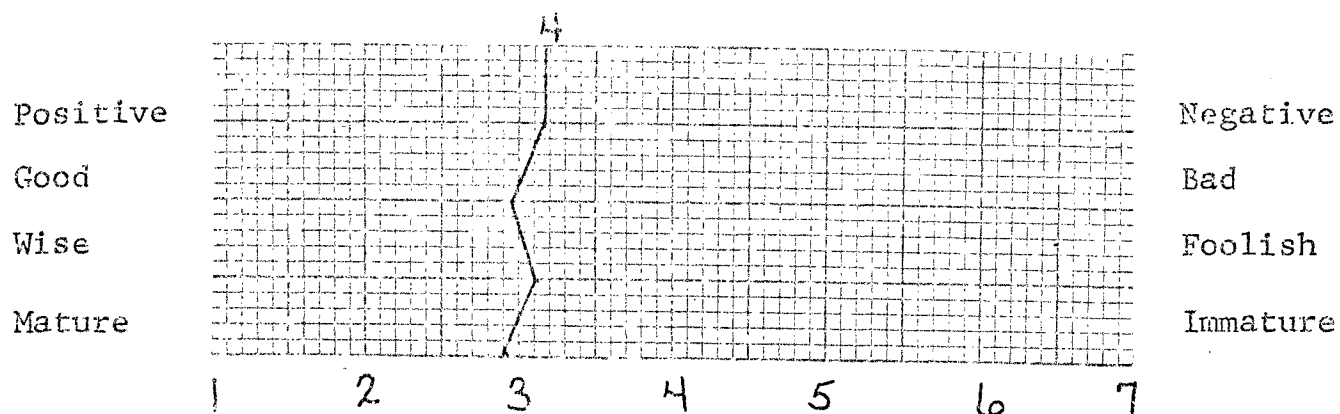


FIGURE IV - Continued



As charted in Figure VI, Group 5 perceived the "dry" message as "biased," "phoney," "dangerous," "general," "irrational," "rigid," "unreliable," and "immature." Thus, the attitude of Group 5 toward the issue of liquor-by-the-drink in the state of Texas determined the group's response to the "dry" message.

Similar results were found in the data for Group 6. Twelve persons chose the A position (Table VI) as most acceptable, while twenty-four out of twenty-nine respondents selected the I position as most objectionable.

Since Group 6 received the "wet" message, their responses favored the opposite poles on the semantic differential. Thus,

FIGURE V

Student Group

(Groups 3 and 4)

3 = ———

4 = - - - -

4 3

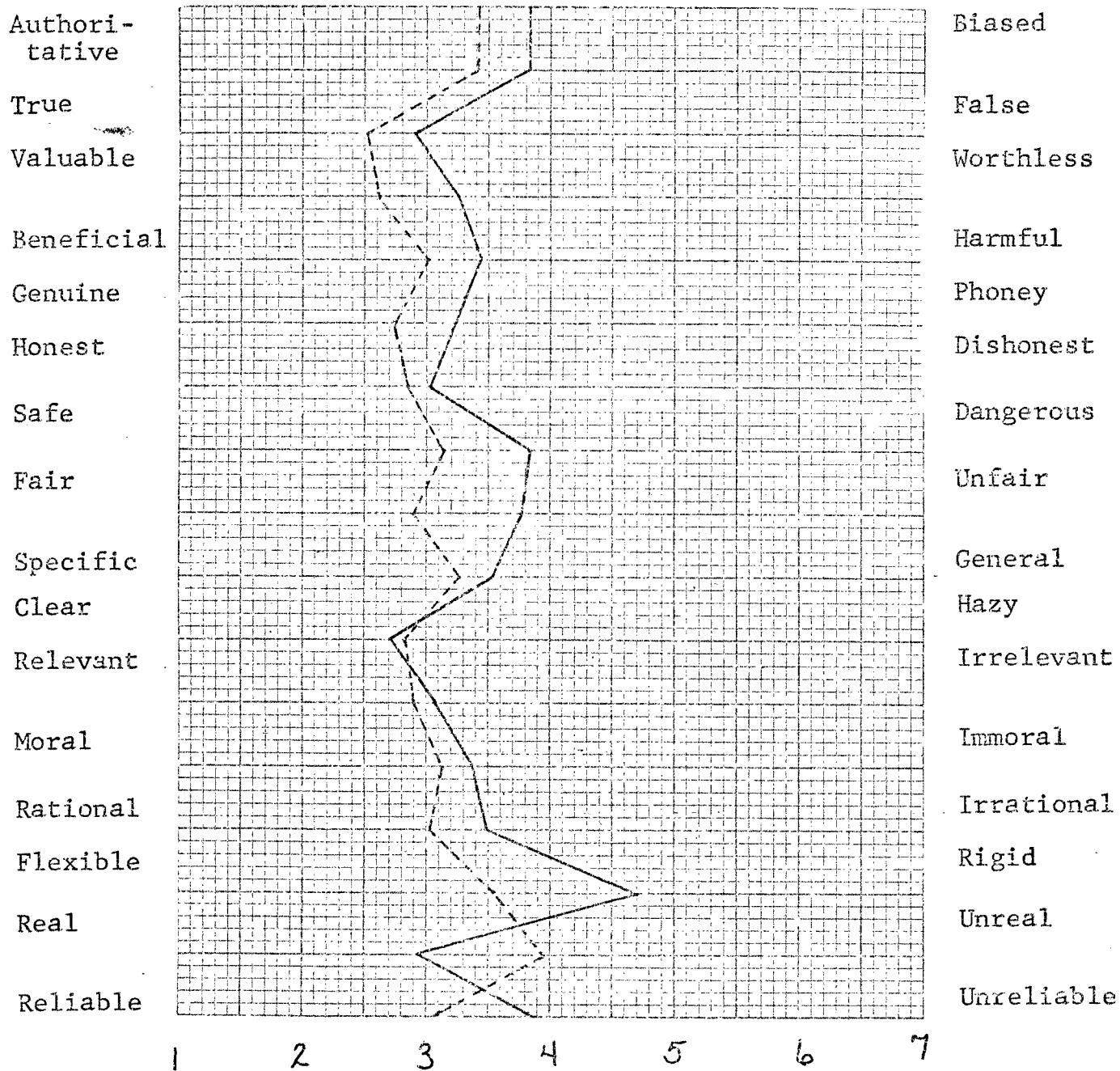
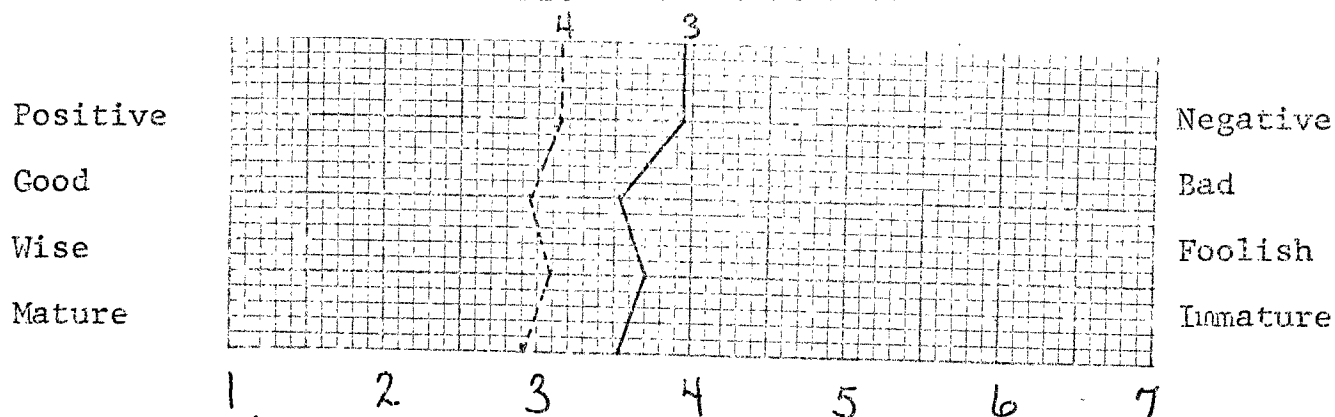


FIGURE V - Continued



the group perceived the message to be "true," "beneficial," "fair," "clear," "relevant," "rational," "real," and "mature" (Figure VII).

Again, for both Groups 5 and 6, the hypothesis proved to be supported. Each group's previously existing attitude favoring the adoption of liquor-by-the-drink determined how they perceived each "wet" and "dry" message respectively (Figure VIII).

Fisher's t Test.--In order to validate the results of the semantic differential, Fisher's t test was used. Each subject's score was calculated by summing across the twenty semantic differential scales. The group means and standard

TABLE 5

Group 5

	A	B	C	D	E	F	G	H	I
Most Acceptable (N)	19	6	6	5	2	1	0	0	0
Also Acceptable (N)	11	15	9	10	2	2	0	0	0
Most Objectionable (N)	4	0	0	1	0	1	1	4	28
Also Objectionable (N)	5	4	1	2	2	7	13	24	19
N	39								

deviations were computed, and Fisher's t test was used to test the difference between the means of the two groups which saw the same message.

As indicated in Figure IX, the Baptist preacher group perceived the TANE ("dry") message favorably while the restaurant owners saw the same message unfavorably. (The semantic differential was constructed with 1 being positive and 7 being negative.)

Similar findings were produced in the two groups which saw the "wet" message. Figure X indicates that the Baptist preacher group perceived the TELL ("wet") message unfavorably while the restaurant owners saw the same message favorably. Thus, Fisher's t test proved that the semantic differential scores did not occur by chance, in that $p < .001$.

Low Ego-Involvement (Group Affiliation).--Surprisingly, neither the Baptist group nor the Texas Restaurant Association

FIGURE VI
 TRA--"Dry" Message
 (Group 5)

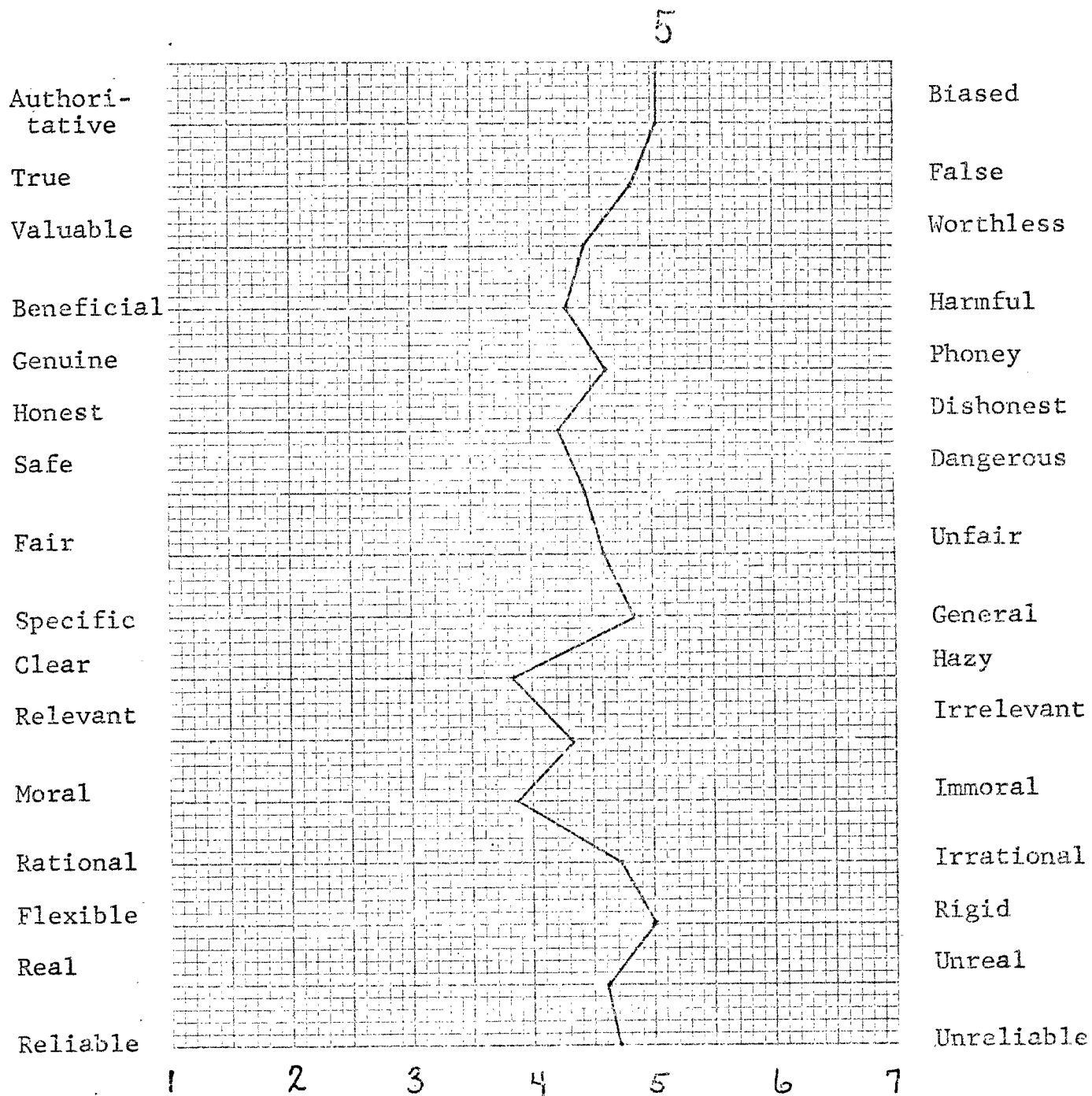
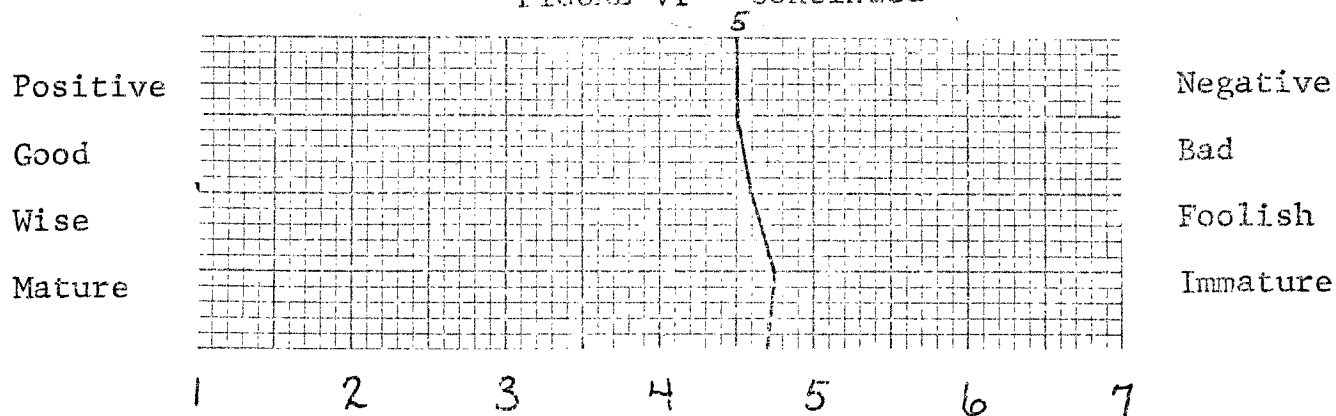


FIGURE VI - Continued



group responded as strongly as was expected to both the social judgment scale and the semantic differential (Figure XI).

TABLE 6

Group 6

	A	B	C	D	E	F	G	H	I
Most Acceptable (N)	12	6	7	2	1	1	0	0	0
Also Acceptable (N)	7	9	10	8	2	3	0	1	1
Most Objectionable (N)	1	0	0	0	0	0	2	4	24
Also Objectionable (N)	2	1	0	0	2	3	6	21	12

N

29

The "dry" groups' scores were actually diffused from positions E

FIGURE VII
 TRA--"Wet" Message
 (Group 6)

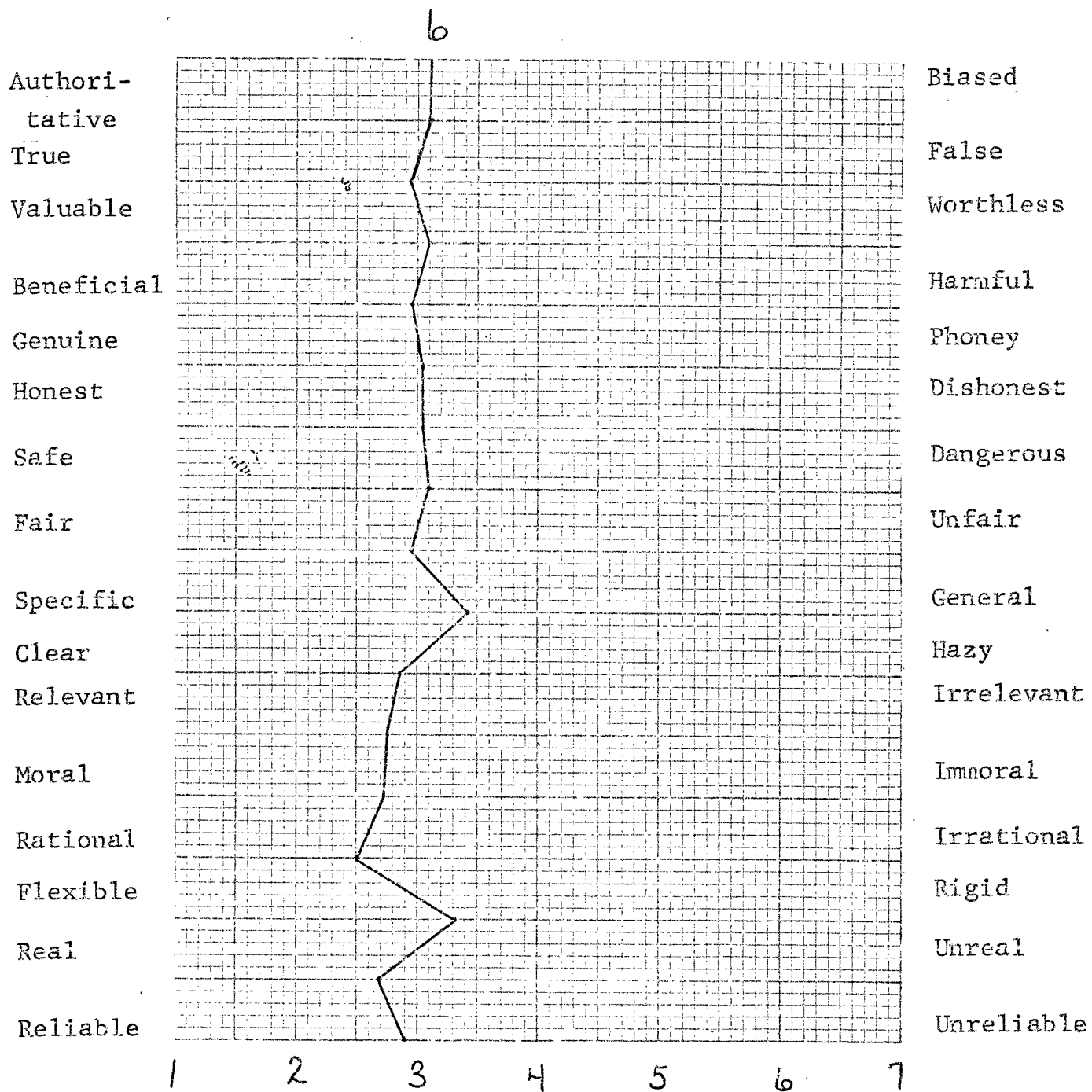
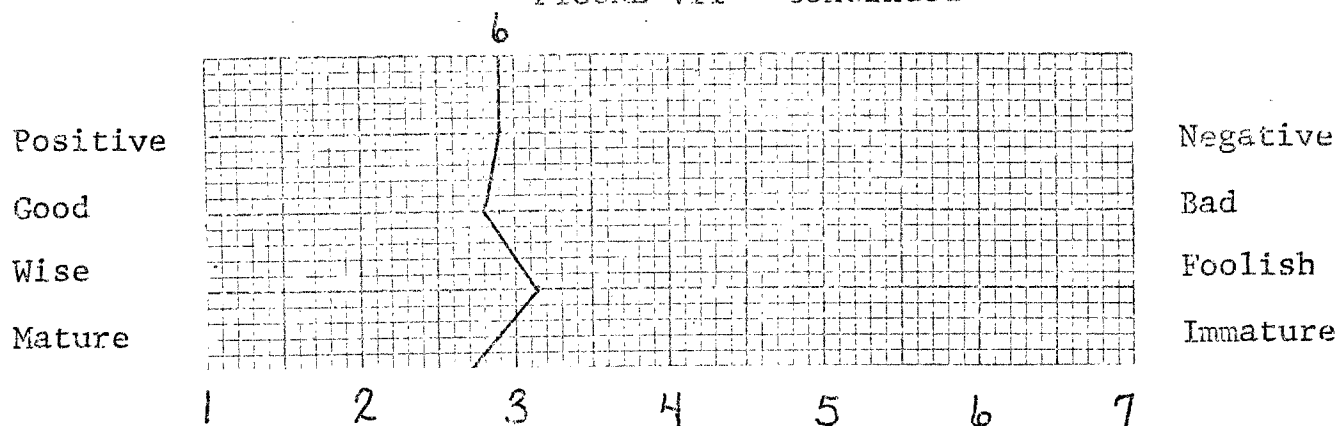


FIGURE VII - Continued



Therefore, the experimenter "cut" the data again on the basis of the total population's own position (A through I) in order to measure intensity of attitude. Table VII demonstrates some interesting results. The mean size of the latitude of rejection is approximately the same for each group, except for the I position, where it jumps up to 3.8. Figure XII graphically illustrates the attitude as being diffused except on the I position, where some dry Baptists reacted in polarized responses.

Thus, the "dry" and "wet" groups were ego-involved in the sense of group affiliation. Those group norms wielded such influence that they served as a filter in how the groups judged the message. In other words, the groups saw what they

FIGURE VIII
TRA Group
(Groups 5 and 6)

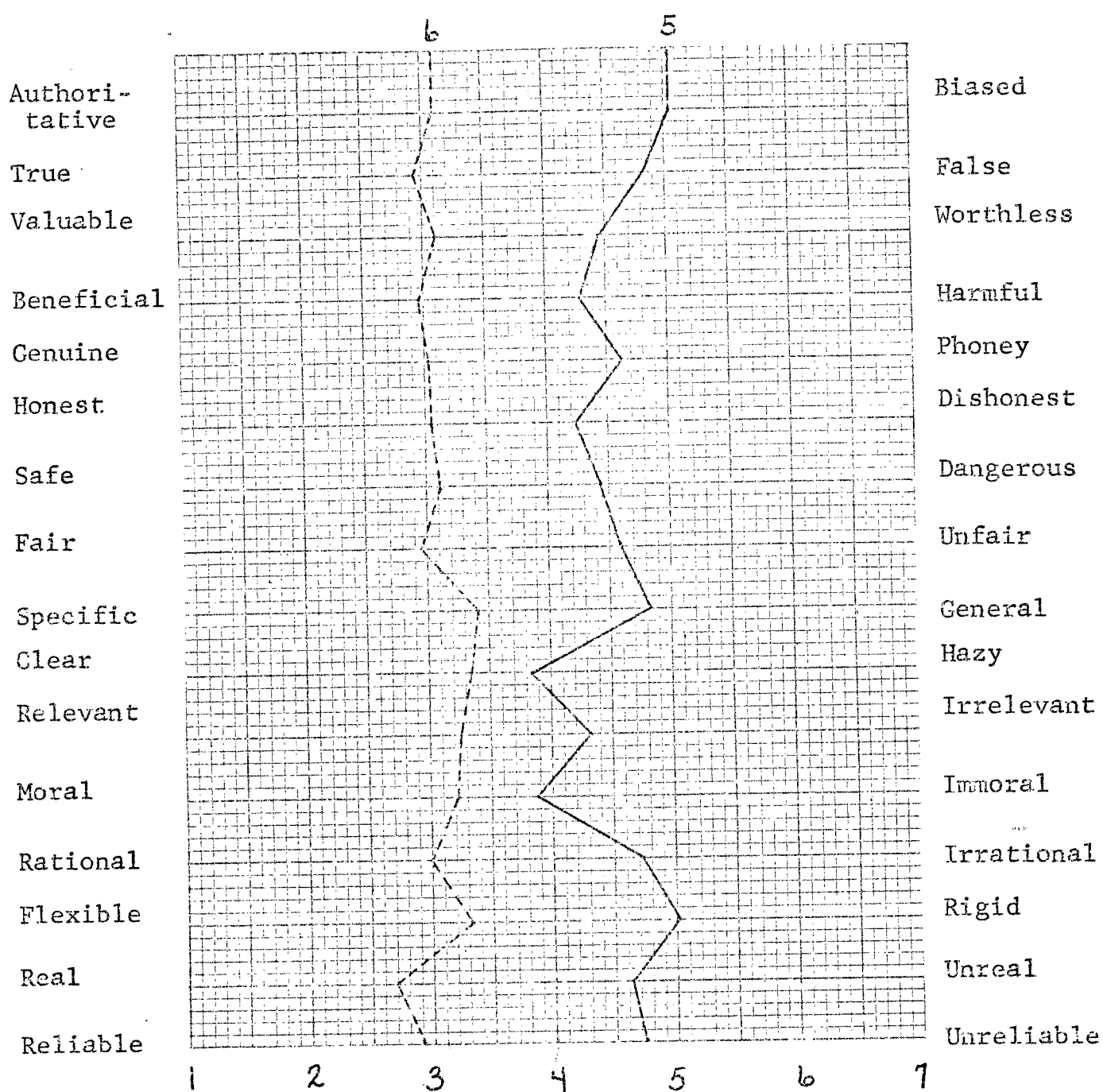
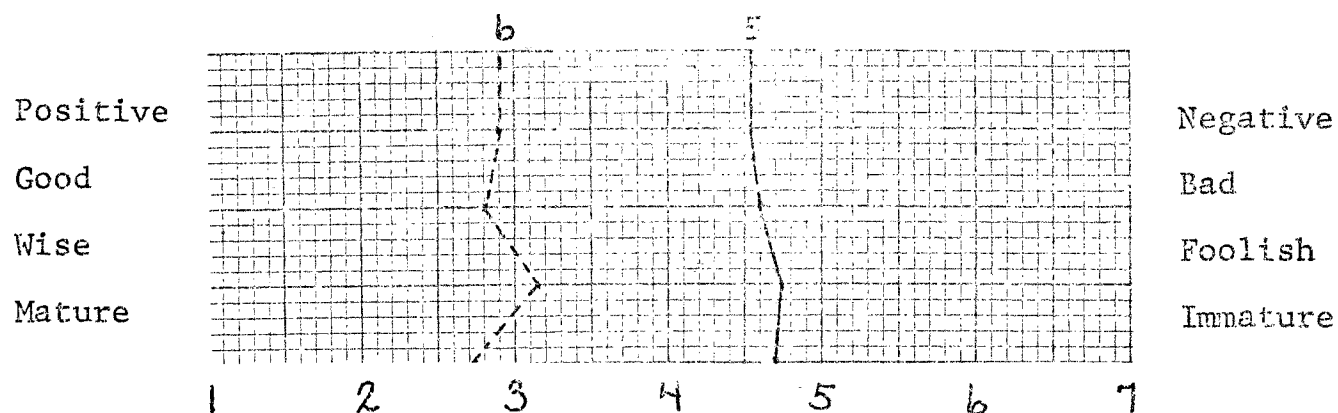


FIGURE VIII - Continued



thought they should see, and may have been responding more to perceived group norms than to authentic individual attitudes.

FIGURE IX

Attitude Toward TANE ("Dry") Message

Baptist Preachers	52.342	N = 38
Restaurant Owners	90.795	N = 39

$$t = 5.207$$

$$p < .001$$

A reflection of this perceptual view was noticed in experimental observation. Neither the "wet" nor "dry" group was as involved as expected. Actually, the liquor-by-the-drink controversy was a "ho-hum" issue. The campaign

FIGURE X

Attitude Toward TELL ("Wet") Message

Baptist Preachers	96.579	N = 38
Restaurant Owners	58.828	N = 29

$$t = 4.635 \quad p < .001$$

for both opposing groups was not extensive in the state of Texas, perhaps for several reasons.

First, because of other influencing factors, the issue was not a clearly defined "wet-dry" issue. Many perceived it to be a controversy over revenue, whether they were "drys," or "wets". Also, some "drys" figured that Texas is mostly "wet" anyway. Thus, liquor-by-the-drink would not make any substantial difference in the status quo. For many of the "wets," the Association already circumvents the present serving law by selling liquor-by-the-drink to "club" members. One instantly becomes a member for the length of time he is present in the restaurant by signing a club card. If open saloons were allowed, present business might possibly be drawn away from restaurants.

Conclusions

Several conclusions can be drawn from the statistical results, and relate to the significance of the study as outlined in Chapter I.

Although quite low ego-involvement was revealed in the social judgment scores, group norms influenced members to

FIGURE XI
Baptists and TRA
(Groups 1, 2, and 5, 6)

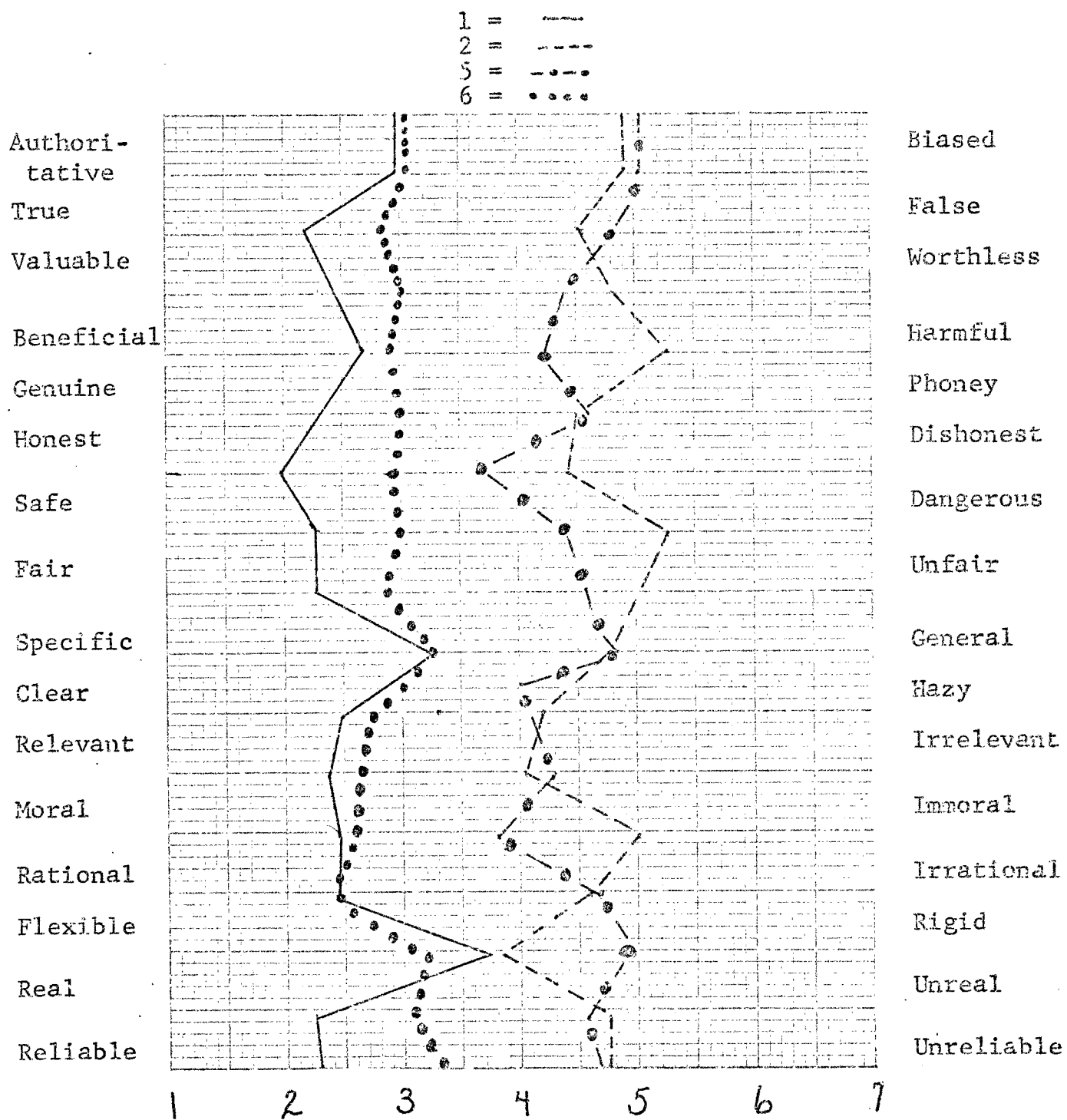
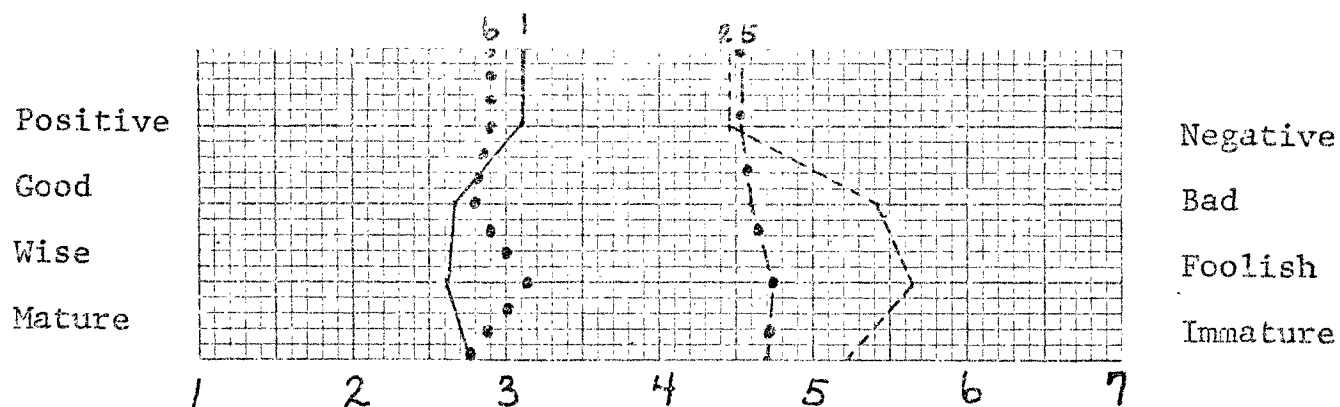


FIGURE XI - Continued



adhere to those previously established values and served as a filter in their judgment of the message. Thus, the

TABLE 7

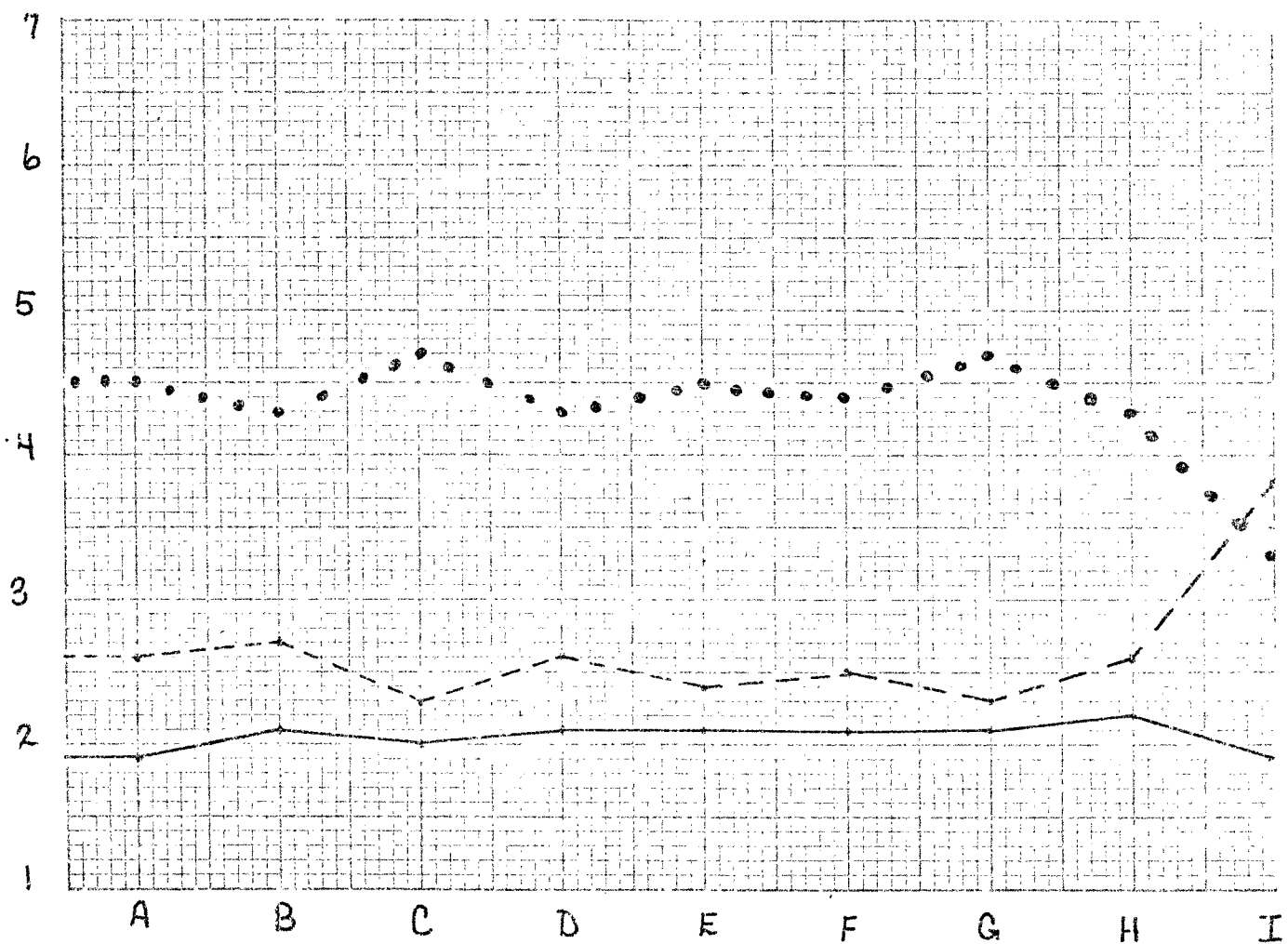
Mean Size of Latitudes of Acceptance, Rejection,
and Non-Commitment: Liquor-By-The-Drink
Issue in Texas -- 1970

	Stand Chosen								
	A	B	C	D	E	F	G	H	I
Attitude of:									
Acceptance	1.9	2.1	2.0	2.1	2.1	2.1	2.1	2.2	1.9
Rejection	2.6	2.7	2.3	2.6	2.4	2.5	2.3	2.6	3.8
Non-Commitment	4.5	4.3	4.7	4.3	4.5	4.4	4.7	4.8	3.3
N	39	18	21	14	22	12	12	16	54

study demonstrated how the social judgment instrument could be used in relation to the semantic differential. The social

FIGURE XII

Mean Frequency



Subjects' Own Position

Latitude of acceptance ———

Latitude of rejection - - - -

Latitude of non-commitment

judgment instrument served to measure ego-involvement in terms of intensity and detected a noticeable adherence to group norms. This tendency was reflected in the responses to the message measured on the semantic differential scale.

Another conclusion was that neither the fear appeal message nor the message which employed logical reasoning had any significant effect on the subjects. The reason for the relatively ineffectiveness probably occurred because of group affiliation and low ego-involvement in the issue. Because of their individual group values, each opposing group saw the message in terms of how they thought they should see it, but because of low ego-involvement, neither group reacted in polar extremes. Thus, the study tested the effectiveness of campaign materials on an attitude which exhibits low ego-involvement and found neither message to be significantly effective in terms of persuasibility.

Finally, the major conclusion of the study was that the hypothesis appeared to be supported. Each group tested confirmed that an individual's previous attitude toward an issue will determine his response to messages concerning that issue, however uninvolved that individual is.

Summary of the Thesis

The problem of this study has been to determine the relationship between an individual's attitude on a given issue and his evaluation of messages relevant to that issue.

Specifically, this study examined the attitudes of three selected groups: A Baptist group, a student group, and a group composed of Texas Restaurant Association members. The groups' attitudes toward the liquor-by-the-drink issue in the state of Texas and the way in which those attitudes influenced their evaluation of "wet" and "dry" messages were examined.

The experimenter found the groups' previous attitude toward the liquor-by-the-drink issue did indeed color their perception of the messages. However, since the attitudes were low in ego-involvement, group affiliation emerged as a variable which may not have been detected had the groups been highly ego-involved. A statement made by one TRA member at the time the attitude test was given may have been a more accurate judgment of the existing attitudes than was thought. He said, "Baptists would feel just like this group (TRA) if they stated their true feelings, but they won't." The results indicated that this statement, as a perceptual reaction, could have been applied to the TRA group as well. Both opposing groups demonstrated that a level of perceptual objectivity in judging messages was impossible to attain.

In relation to perception and objectivity, one psychologist has said,

Without taking any metaphysical position regarding the existence of a real world independent of experience, we can nevertheless assert that the world as experienced has no meaning and cannot be defined independent of the experience. The world as we experience it is the product of perception, not the cause of it.

. . . Perceiving is that part of the process of living by which each one of us from his own particular point of view creates for himself the world in which he has his life's experiences and through which he strives to gain his satisfaction (2, p. 37).

By creating his own world through selecting the experiences he is to have, an individual can never perceive events as they actually exist; he can never be totally objective in any situation, and his objectivity is impaired the more ego-involved he is.

The focus of this study has been directed toward examining this perceptual reaction in a judgmental situation. The thesis can therefore generalize that an individual's world is created by his own perceptual selections, structured and filtered by his peculiar attitudes; i.e., an individual will necessarily see what he has a need to see and will perceive what he thinks he should perceive.

Recommendations for Further Study

One major recommendation for further study can be made. Group norms played an important role by serving as a filter in how the groups judged the "wet" and "dry" messages. Perhaps this "pressure" variable could have been measured more accurately had the study consisted of a "pre-" and "post-" test. The pre-test could have been given in the group environment, and the post-test given to each individual away from the group atmosphere. Comparing the results, the experimenter would expect to determine how much pressure and influence

is exerted on an individual by his physical presence in a group.

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APPENDIX A

ATTITUDE STUDY OF THE LIQUOR-BY-THE-DRINK CONTROVERSY IN THE STATE OF TEXAS

This is part of a scientific study of the attitudes of various groups toward the liquor-by-the-drink controversy in the state of Texas. It is not a commercial survey or a partisan poll sponsored by any political party, candidate or interest group. It is not undertaken nor will it be used to invade your privacy in any way. This study is being conducted in order to gather information for a Master's thesis at North Texas State University in Denton, Texas.

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

Name (optional) _____ Man _____ Woman _____

Occupation _____ Date _____

Religion (Be specific) _____

Age Range (Check one):

Under 21 _____

21 - 25 _____

26 - 30 _____

31 - 40 _____

41 - 50 _____

Over 50 _____

I am a registered voter in the 1970 elections. _____

I am not a registered voter in the 1970 elections. _____

For further information concerning this study contact Dr. Don E. Beck, Dr. Bob Berg, or Carol Perkins, North Texas State University, Denton, Texas 76203.

The statements below represent different positions concerning the liquor-by-the-drink controversy in the state of Texas.

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

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

- A. It would be absolutely beneficial to the community and the individual citizen that the state of Texas should legalize liquor-by-the-drink.

- B. Actually, the legalization of liquor-by-the-drink in the state of Texas would substantially benefit the community and individual citizen.
- C. There is good reason to believe that the legalization of liquor-by-the-drink in the state of Texas may be of value to the community and the individual citizen.
- D. Although it is difficult to decide, it is possible that the community and the individual citizen would benefit somewhat by the legalization of liquor-by-the-drink in the state of Texas.
- E. It is difficult to decide whether it would be beneficial or harmful to the community and the individual citizen should the state of Texas legalize liquor-by-the-drink.
- F. Although it is difficult to decide, it is possible that the legalization of liquor-by-the-drink in the state of Texas may be harmful to the community and the individual citizen.
- G. There is good reason to believe that the legalization of liquor-by-the-drink in the state of Texas may be harmful to the community and the individual citizen.
- H. Actually, the legalization of liquor-by-the-drink in the state of Texas would substantially harm the community and the individual citizen.

- I. It would be absolutely harmful to the community and the individual citizen should the state of Texas legalize liquor-by-the-drink.

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

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

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

- - - - -

- A. It would be absolutely beneficial to the community and the individual citizen that the state of Texas should legalize liquor-by-the-drink.
- B. Actually, the legalization of liquor-by-the-drink in the state of Texas would substantially benefit the community and individual citizen.
- C. There is good reason to believe that the legalization of liquor-by-the-drink in the state of Texas may be of value to the community and the individual citizen.

- D. Although it is difficult to decide, it is possible that the community and the individual citizen would benefit somewhat by the legalization of liquor-by-the-drink in the state of Texas.
- E. It is difficult to decide whether it would be beneficial or harmful to the community and the individual citizen should the state of Texas legalize liquor-by-the-drink.
- F. Although it is difficult to decide, it is possible that the legalization of liquor-by-the-drink in the state of Texas may be harmful to the community and the individual citizen.
- G. There is good reason to believe that the legalization of liquor-by-the-drink in the state of Texas may be harmful to the community and the individual citizen.
- H. Actually, the legalization of liquor-by-the-drink in the state of Texas would substantially harm the community and the individual citizen.
- I. It would be absolutely harmful to the community and the individual citizen should the state of Texas legalize liquor-by-the-drink.

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

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

- - - - -
- A. It would be absolutely beneficial to the community and the individual citizen that the state of Texas should legalize liquor-by-the-drink.
 - B. Actually, the legalization of liquor-by-the-drink in the state of Texas would substantially benefit the community and the individual citizen.
 - C. There is good reason to believe that the legalization of liquor-by-the-drink in the state of Texas may be of value to the community and the individual citizen.
 - D. Although it is difficult to decide, it is possible that the community and the individual citizen would benefit somewhat by the legalization of liquor-by-the-drink in the state of Texas.
 - E. It is difficult to decide whether it would be beneficial or harmful to the community and the individual citizen should the state of Texas legalize liquor-by-the-drink.

- F. Although it is difficult to decide, it is possible that the legalization of liquor-by-the-drink in the state of Texas may be harmful to the community and the individual citizen.
- G. There is good reason to believe that the legalization of liquor-by-the-drink in the state of Texas may be harmful to the community and the individual citizen.
- H. Actually, the legalization of liquor-by-the-drink in the state of Texas would substantially harm the community and the individual citizen.
- I. It would be absolutely harmful to the community and individual citizen should the state of Texas legalize liquor-by-the-drink.

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

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

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

- A. It would be absolutely beneficial to the community and the individual citizen that the state of Texas should legalize liquor-by-the-drink.
- B. Actually, the legalization of liquor-by-the-drink in the state of Texas would substantially benefit the community and individual citizen.
- C. There is good reason to believe that the legalization of liquor-by-the-drink in the state of Texas may be of value to the community and the individual citizen.
- D. Although it is difficult to decide, it is possible that the community and the individual citizen would benefit somewhat by the legalization of liquor-by-the-drink in the state of Texas.
- E. It is difficult to decide whether it would be beneficial or harmful to the community and the individual citizen should the state of Texas legalize liquor-by-the-drink.
- F. Although it is difficult to decide, it is possible that the legalization of liquor-by-the-drink in the state of Texas may be harmful to the community and the individual citizen.
- G. There is good reason to believe that the legalization of liquor-by-the-drink in the state of Texas may be harmful to the community and the individual citizen.

- H. Actually, the legalization of liquor-by-the-drink in the state of Texas would substantially harm the community and the individual citizen.
- I. It would be absolutely harmful to the community and the individual citizen should the state of Texas legalize liquor-by-the-drink.

INSTRUCTIONS

Please Read Carefully

We would like to know how you feel about the preceding message concerning the liquor-by-the-drink controversy. Please judge this message in terms of what the descriptive scales mean to you. Of course, there are no "right" or "wrong" answers and we urge you to be as accurate as possible in your ratings.

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

UNFAIR _____:_____:_____:_____:_____FAIR

If you judge socialized medicine to be moderately "fair," you would put a check mark as follows:

UNFAIR _____:_____:_____:_____:_____FAIR

If you judge socialized medicine to be slightly "unfair," you would put a check mark as follows:

UNFAIR _____:_____:_____:_____:_____FAIR

If you are neutral or undecided toward socialized medicine in terms of the "fair-unfair" scale, you would put a check mark as follows:

UNFAIR _____:_____:_____:_____:_____FAIR

Unreliable : : : : : : : : Reliable
Positive : : : : : : : : Negative
Good : : : : : : : : Bad
Foolish : : : : : : : : Wise
Mature : : : : : : : : Immature

APPENDIX B

TABLE I

S-D MEAN SCORES AND STANDARD DEVIATIONS FOR GROUPS

Groups:		1	2	3	4	5	6	
AUTHORITATIVE	(M)	3.03	4.97	3.82	3.42	5.05	3.10	BIASED
	(SD)	2.10	2.42	1.93	1.50	2.13	2.20	
TRUE	(M)	2.21	4.61	2.94	2.52	4.82	2.93	FALSE
	(SD)	1.89	2.15	1.82	1.43	2.16	1.69	
VALUABLE	(M)	2.50	4.89	3.24	2.61	4.44	3.10	WORTHLESS
	(SD)	1.91	2.04	2.10	1.45	2.20	1.80	
BENEFICIAL	(M)	2.70	5.37	3.45	3.10	4.30	2.97	HARMFUL
	(SD)	2.00	2.01	1.89	2.05	1.97	1.80	
GENUINE	(M)	2.32	4.58	3.24	2.74	4.62	3.03	PHONEY
	(SD)	1.61	2.21	1.58	1.41	2.10	1.80	
HONEST	(M)	2.01	4.50	3.03	2.87	3.72	3.03	DISHONEST
	(SD)	1.43	2.13	1.57	1.71	2.13	1.61	
SAFE	(M)	2.32	5.32	3.62	3.15	4.44	3.10	DANGEROUS
	(SD)	1.93	2.01	1.78	1.51	2.10	1.91	
FAIR	(M)	2.52	4.97	3.79	2.90	4.60	2.97	UNFAIR
	(SD)	1.89	2.27	2.64	1.85	2.21	1.78	
SPECIFIC	(M)	3.32	4.82	3.55	3.29	4.84	3.41	GENERAL
	(SD)	2.27	2.13	2.09	1.70	2.16	1.94	
CLEAR	(M)	2.55	4.29	2.70	2.81	3.33	2.86	HAZY
	(SD)	1.88	2.20	1.90	1.47	2.27	2.10	
RELEVANT	(M)	2.42	4.16	3.09	2.90	4.31	2.76	IRRELEVANT
	(SD)	1.67	2.33	1.81	1.62	2.19	1.92	
MORAL	(M)	2.50	5.10	3.36	3.13	3.87	2.72	IMMORAL
	(SD)	1.94	1.91	1.64	1.75	3.27	1.65	
RATIONAL	(M)	2.50	4.66	3.48	3.03	4.72	2.50	IRRATIONAL
	(SD)	1.83	2.11	1.75	1.83	2.18	1.81	
FLEXIBLE	(M)	3.76	3.97	4.67	3.55	5.00	3.31	RIGID
	(SD)	3.40	2.17	1.93	1.75	2.00	1.91	
REAL	(M)	2.34	4.82	2.97	3.34	4.62	2.70	UNREAL
	(SD)	1.74	2.10	1.51	1.79	2.28	1.69	
RELIABLE	(M)	2.49	4.82	3.58	3.10	4.72	2.90	UNRELIABLE
	(SD)	1.73	1.98	1.75	1.58	2.29	2.10	
POSITIVE	(M)	3.10	4.47	3.94	3.16	4.51	2.90	NEGATIVE
	(SD)	2.25	2.15	2.03	1.53	2.52	1.79	

TABLE I - Continued

Groups:		1	2	3	4	5	6	
GOOD	(M)	2.68	5.42	3.55	2.97	4.60	2.80	BAD
	(SD)	1.90	1.99	1.64	1.60	2.33	1.80	
WISE	(M)	2.61	5.63	3.70	3.10	4.74	3.14	FOOLISH
	(SD)	1.91	1.81	1.69	1.45	2.28	2.13	
MATURE	(M)	2.79	5.24	2.55	2.90	4.70	2.72	IMMATURE
	(SD)	2.04	2.14	2.19	1.54	2.25	2.10	

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