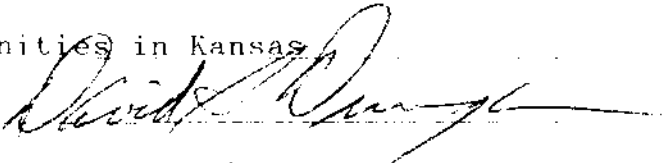


AN ABSTRACT OF THE THESIS OF

Shani McCurry for the Master of Science degree

in Clinical Psychology presented on December 16, 1995.

Title: Racial Attitudes of Men and Women Reared in Urban Versus Rural Communities in Kansas

Abstract approved: 

Caucasian men and women who grew up in Kansas were given two questionnaires that measure racial prejudice toward African Americans. The purpose of this study was to determine if the level of racial prejudice was related to the person's gender and/or the type of community, rural versus urban, in which they were reared. ANOVAs were used and results indicated no significant relationship between gender and level of prejudice. No significant interaction was found for gender and the type of community. A significant relationship was, however, found between people from rural and urban communities and their level of prejudice. People, in this study, who were reared in rural communities reported more prejudiced views than those people who were reared in urban communities. While some research indicates that rural-urban differences are becoming increasingly similar with respect to their racial attitudes, this study hypothesized that differences still existed among college students reared in Kansas. Although gender interactions were not found to be significant, with a larger sample size and a different population of participants, any existing differences between groups may be more noticeable.

RACIAL ATTITUDES OF MEN AND WOMEN REARED
IN URBAN VERSUS RURAL COMMUNITIES IN KANSAS

A Thesis

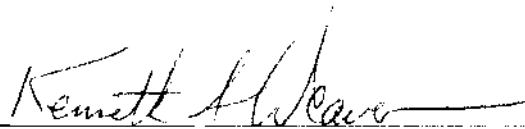
Presented to the
Division of Psychology and Special Education

In Partial Fulfillment
of the Requirements for the Degree
Masters of Science

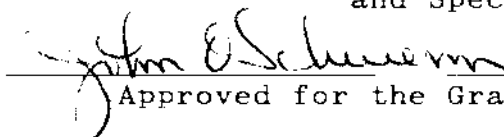
by

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Approved for the Division of Psychology
and Special Education



Approved for the Graduate Council

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CHAPTER 1

INTRODUCTION

Introduction

Although it would be desirable to say we all consider others to be our equals, this would not be a factual statement. Prejudice and intolerant attitudes exist in today's society. For many years, social psychologists have studied prejudiced attitudes in an attempt to establish specific contributing factors such as gender (Crull & Bruton, 1979), age (Piliavin, 1987), education (Condran, 1979), and the community in which one is reared (Brynes & Jones, 1985). Although no single variable can give us a complete understanding or prediction of prejudiced attitudes, a combination of characteristics can help to further comprehension. Determining the characteristics of prejudiced people may help us predict who will be more likely to hold stronger negative or positive attitudes towards someone they consider to belong to a different group than their own.

"Prejudice is a negative attitude toward an entire group of people" (Schaefer, 1988, p.57). Almost anything can be a basis by which someone judges another individual as different from themselves, including people with different racial characteristics, occupations, and ages. This research study will focus upon racial prejudices that can be defined as a person's negative attitude toward someone of a different race.

Schaefer (1988) defined biological race as "a

genetically isolated group characterized by a high degree of inbreeding that leads to distinctive gene frequencies" (p. 11). Defining distinct racial categories is difficult. Biologically, due to interbreeding, there are no mutually exclusive races (Schaefer, 1988). A large number of Caucasians have African American ancestry and vice versa. Skin color among African Americans and Caucasians varies tremendously. Despite this reality, society still categorizes people. For the purpose of this study, those identifying themselves as being part of the White or Caucasian race were used as participants. They were asked about their attitudes towards people from the Black or African American race.

Statement of Problem

Prejudices are very complex phenomena. Many social scientists feel that a multidimensional approach is needed to study them. Kramer (1949) indicated three dimensions that should be examined. The first dimension was cognition. This dimension referred to the thoughts or attitudes people have about groups other than their own. The second dimension was emotion, referring to the presence or absence of feelings people have when they hold or express the thought or stereotype. The third and final dimension that should be examined was the action or motivation dimension. This referred to the predisposition of an individual to act or not act on their stereotypes. All of these dimensions interact in the process of the formation of prejudices (Kramer, 1949). Because prejudice

is so complex, it needs to be examined further.

Statement of Purpose

The general purpose of this study was to expand the existing knowledge about potential variables contributing to the formation of the cognitive dimension of racial prejudice. Our prejudices start to form in our early childhood years (Ehrlich, 1973). The type of environment we are in affects the attitudes we develop. This leads to the belief in a link between prejudiced judgments and the population of the town children are reared in while they are young (defined for the purpose of this study as under the age of seven years). Does size of the population of the town in which a person is reared make a significant impact on the way in which they form stereotypes about those of another racial group? Are people from urban communities more or less likely than people from rural communities to think negatively about races other than their own?

This research study defined rural and urban communities according to census information. Communities located outside an urbanized area with less than 2,500 people were considered rural communities. Communities with more than 2,500 people were considered to be urban communities. An urbanized area was defined as one that "comprises one or more places, the central place(s); and the adjacent densely settled surrounding territory. The terms urban and rural are independent of metropolitan and non-metropolitan" (Garwood & Hornor, 1991, p.227-228).

These definitions of rural and urban are identical to ones used by the government for the United States census information (Garwood & Hornor, 1991; U.S. Department of Commerce, Economics, and Statistics Administration, 1990).

It may also be useful to look at the influence of gender on racial prejudices. We may be born with a tendency to be more or less prejudiced based on our gender. The way we are treated in society as men or women may also be a factor in how prejudiced we become. No matter what it may be attributed to, this study looked at whether being a man or a woman affected the formation of prejudiced attitudes.

Some researchers have found contact with other races reduces prejudices (Burdsal, 1975). Others report that contact reduces prejudice only in specific ways and under specific conditions (Brand, Ruiz, & Padilla, 1974). In order to adequately examine participants' contact with other races many factors must be defined. Factors such as characteristics of the contact situation and of the individuals' activities within the contact situation need to be examined (Brand, Ruiz, & Padilla, 1974). This paper will focus on whether or not differences in racial attitudes exist in Caucasian people from urban versus rural communities in the state of Kansas, regardless of the racial composition of the town and of the interracial contact of the participants.

Literature Review

Researchers have looked at many factors contributing

to people's attitudes, especially with respect to racial attitudes and prejudices. This literature review will focus on (a) gender and (b) type of community, in terms of population, the person resides in as factors that may predict racial prejudice.

Gender. While studying prejudice, social distance has often been used. Social distance can be defined as the reaction of a person to selected racial groups (Bogardus, 1958). Social Distance Scales are scales designed to measure these reactions. These scales are based on the belief that people who are comfortable with other races occupying certain status or interacting with them in certain types of relationships are less prejudiced than those who are uncomfortable. Depending upon the design of the scale used, a high or low score indicates more or less prejudice.

Although much research has been done in this area, the evidence is very contradictory as to whether one gender is more prejudiced than the other. Some researchers found women more prejudiced than men. Using African American and Caucasian participants, Bogardus (1958) and Ames, Moriwaki, and Basu (1968) found men had lower social distance ratings than women to various ethnic and racial groups. Lower scores in these two studies reflected more prejudice from women. No gender and race interaction was found in either study.

Also using African American and Caucasian participants, Clore, Bray, Itkin, and Murphy (1978) and

Todd, McKinney, Harris, Chadderton, and Small (1992) investigated interracial attitudes and behaviors. Both groups of researchers found women more prejudiced than men. They also found African Americans more prejudiced than Caucasians.

In some studies, women were found to be more prejudiced than men but only in certain regions. In Brigham and Weissbach's (1972) book, a study by T.F. Pettigrew in 1955 with a United States opinion poll was examined. Pettigrew, using an all Caucasian sample, found no significant differences between genders in the North. In the South, on the other hand, he found women tended to be more prejudiced than men.

Contradictory findings by Crull and Bruton (1979) indicated men were more prejudiced than women. They determined this using a social distance scale administered to college students. In 1985 the same researchers (Crull & Bruton, 1985) replicated their earlier study and, again, found men more prejudiced than women.

Using African American and Caucasian participants, as Crull and Bruton did, some research studies determined males were more prejudiced than females. Some also discussed significance or nonsignificance of the interaction between a person's race and gender on their attitudes. Richardson and Green (1971) examined London School children to explore their attitudes towards other's skin color. Moore, Hauck, and Denne (1984) observed interracial contact of school-age children. Moore, Hauck,

and Denne (1984) found African Americans showed less prejudice on the majority of measures. Piliavin (1987), who found no significant difference between race and gender, studied voting preferences. In 1994, Martin and Williams-Dixon found the social distance reported by the participants varied widely with regard to race depending upon which of the 31 social groups reference was made. All of these researchers found males to be more prejudiced.

Including only Caucasian participants, other researchers also found men more prejudiced. In 1988a, Byrnes and Kiger studied the impact gender had on people's willingness to confront racial discrimination. Qualls, Cox, and Schehr (1992) examined racial prejudices using questionnaires. Steeh and Schuman (1992) used National Election Studies and the General Social Surveys to examine racial attitudes. In 1994, Pope-Davis and Ottavi used two attitude scales with undergraduate students as participants. These studies all found Caucasian women reported less prejudiced than Caucasian men.

Using mostly Caucasian participants, some researchers were unable to find any significant correlations between a person's gender and their attitudes about other ethnic groups. Chyatte, Schaefer, and Spiaggia (1951) interviewed children to assess their attitudes toward other ethnic groups. Spangenberg and Nel (1983) used a social distance scale. Morris (1991) and Wells and Daly (1992) surveyed university students with questionnaires. No significance between a person's gender and their attitude about other

ethnic groups was found in any of these studies.

While finding no significant correlations between a person's gender and their attitude about other ethnic groups, some studies did find interactions between the African American and Caucasian participants. Silverman and Shaw (1973) studied social interactions and attitudes in three high schools. They found a significant interaction with Caucasian women and African American men having more positive interracial attitudes than African American women or Caucasian men. Williams, Best, Boswell, Mattson, and Graves (1975) found significant pro-Caucasian and anti-African American scores. Lowenstein (1985) found African Americans to have more prejudiced attitudes than Caucasians. Although other interactions were found, a person's gender and their attitude towards other ethnic groups was not found to be correlated in these studies.

To summarize these findings, the research in this area is still inconclusive and appears to be very contradictory as to whether one gender may be more prejudiced than the other. It is expected that women will express less racial prejudices than men based on the fact that the majority of the more recent data has found this. Perhaps women are more discriminated against than men and, therefore, more sensitive when it comes to the mistreatment of others. They may also be socialized to be more nurturing and understanding of others. Gender needs to be investigated further to get a more accurate picture of its role in prejudiced views people hold.

Many factors may have produced the different outcomes in these studies. The time period in which the studies were done may have been a primary difference in the produced results. The majority of the earlier studies found results indicating that women were more prejudiced than men. Recent studies appear to contradict older studies by finding opposite results with regard to gender and prejudice. This may have been an indication of existing gender differences disappearing. The participants' ages may have played a major role in effecting the studies' outcomes. Some researchers used young children (Clare et al., 1978; Moore et al., 1984) while others used college-age people or older (Piliavin, 1987; Wells & Daly, 1992). An older person is more likely to be prejudiced than a younger person (Maykovich, 1975). Different research methods may have also produced different results. Some researchers looked at social distance scores (e.g. Crull & Bruton, 1979) while others studied people's voting preferences (e.g. Piliavin, 1987). Each of these different factors may have had a bearing on how people responded.

Rural and Urban Communities. In addition to gender, researchers have studied whether people from rural communities and urban communities hold similar prejudices. Researchers want to know if the population of the town in which a person resides makes a significant difference on the level of prejudice they hold.

In 1938, Wirth examined American cities. He completed

many studies and found individuals in urban areas reward and tolerate individual differences. He hypothesized that because of the heterogeneity of inhabitants in urban areas, in contrast to those living in rural areas, urbanism was associated with tolerant racial attitudes.

Since that time, other researchers have continued similar research. In 1971, Fischer did a study to test Wirth's theory of urbanism directly leading to more ethnic tolerance. Fischer found that tolerance does increase with city population but, with the increase of controls used in the research, the relationship approaches zero. He interpreted the results to indicate that Wirth's theory was not supported. He explained that persons in urban areas are more tolerant, not because of urban characteristics per se, but because of the correlated distribution of population.

Glenn (1974) discussed his findings of earlier studies as well as his most recent study. He analyzed national survey questions at intervals of 8 to 23 years to examine the hypothesis that society was becoming less differentiated in terms of their attitudes towards others. These earlier studies revealed a decline in response differentiation in the case of rural verses urban residents (meaning they were responding increasingly similarly over time). For his most recent study, he substituted agricultural-nonagricultural comparison for the rural-urban comparison. In this study he found there had been no change when comparing the two. He hypothesized that the

attitudes will likely first diverge and then converge in the future.

In 1984, Wilson used data from a national sample of Caucasian participants. He found that although urbanism was associated with tolerant racial attitudes, the association was independent of rural-urban differences in population composition. He explained that people from urban areas were more tolerant of other races because urbanism increases equal status and cooperative and personal contact.

Byrnes and Jones (1985) investigated prejudice and attitudes of teachers and students. Their study focused on Caucasians in a rural community that had virtually no ethnic or racial minority residents. They found there were few opportunities for children to have their stereotypes confronted and addressed in many rural communities. All children form prejudices (Byrnes & Jones, 1985) and in an environment where there was little interaction with the other racial group members, there were few ways for stereotypes to be confronted and/or changed.

Using people with different racial backgrounds, Abrahamson and Carter (1986) studied people's tolerance for others. They found residents of rural areas displayed less tolerance than did those from urban areas. They determined that effects of city population had declined (city population made less of a difference on people's tolerance level than it once did).

Not mentioning racial background of participants,

Tuch (1987) examined urbanism and regional differences on people's level of prejudice. He found that urban and nonurban differences existed. People from urban areas were more tolerant of others, while the people in nonurban areas were less tolerant. The effects of urbanism on racial tolerance had been increasing since 1977. This meant people in urban areas were becoming more racially tolerant.

Focusing on issues in cross-cultural counseling, Sutter and McCaul (1993) used questionnaires to study dimensions of tolerance. Although only a minority of their subjects were from urban areas, they found no significant relationship between tolerance for other races and the type of area (urban versus rural) in which a person is reared.

Although most of the research conducted thus far has indicated people who live in rural areas are more racially intolerant, some researchers indicate that the urban-rural differences are changing. Some past findings of change have already been discussed (Abrahamson & Carter, 1986; Glenn, 1974; Tuch, 1987). Rainwater (1974) discussed social problems and determined that rural areas are becoming even more intolerant of integration.

Dovidio and Gaertner (1986) did not focus on rural-urban differences but found that, in general, Caucasian America's attitudes toward African Americans have become more tolerant over the past 40 years. To be able to see any further changes, research needs to be continued in this area. Future researchers can then compare the data to examine if the differences in communities' views have

changed.

Different factors may have produced the rural-urban differences found in some of these studies. Age of the participants may have been a factor. Most of the research was done on college-age people or older (Tuch, 1987; Wilson, 1984). An older person is more likely to be prejudiced than a younger person (Maykovich, 1975). Perhaps by comparing urban versus rural childrens' attitudes, the rural-urban differences would not have been found. Another factor may have been the methods used. Many researchers looked at national survey information (Abrahamson & Carter, 1986; Tuch, 1987; Wilson, 1984). Perhaps by using different research methods, such as a social distance scale, the differences would not have been seen.

This study will examine levels of prejudice among Kansas residents of urban versus rural communities. It is expected that people from rural communities will express more prejudice than those from urban communities because this is what most of the previous research found.

Hypotheses

Four hypotheses are being tested in this study:

- (1) Caucasian participants from less populated communities will have more negative racial prejudices towards African Americans than participants who come from more populated communities;
- (2) Caucasian women will be less racially prejudiced towards African Americans than Caucasian men.
- (3) Caucasian women from urban communities will be less

racially prejudiced towards African Americans than Caucasian men from rural communities; and (4) Caucasian women from rural communities will be more racially prejudiced towards African Americans than Caucasian men from urban communities.

CHAPTER 2

METHOD

Participants

The participants were 80 Caucasian students enrolled in lower division courses in 1995 at Emporia State University. Twenty men and 20 women who were reared in urban areas in Kansas were obtained, as well as, 20 men and 20 women who were reared in rural areas in Kansas. All of the participants were volunteers. Using definitions stated earlier in this study, those who described their home community as being outside an urban area and as having less than 2,500 people were considered as coming from a rural community. Those who described their home community as having more than 2,500 people were considered as coming from an urban community.

The participants were asked to state their race and, although all races can hold prejudices towards other races, only those who defined themselves as White or Caucasian were included in this study. The questionnaires measured the participants' attitudes towards Blacks or African Americans.

Design

This study assessed the relationship between a person's racial prejudice and type of community in which they grew up. It also looked at the relationship between a person's racial prejudice and their gender. Participants were first categorized according to gender. They were then divided according to whether they were from an urban or

rural community to examine if there was a significant difference in their attitudes toward African American people. Although this study looked at two main effects, interaction effects were also examined.

Measures

There were two different scales used to measure the degree of the participant's racial prejudice. The Social Distance Scale was first introduced by Bogardus in 1926. Since that time many researchers have revised and updated this scale. Byrnes and Kiger (1988b) made such a revision. They called their revision the Social Scale. It was this revision, the Social Scale, that was used in this study. It is an 8-item, 7-point Likert-type scale designed to measure "the extent to which one is comfortable having a Black person occupy certain social statuses" (Byrnes & Kiger, 1988b, p.109). The idea behind this scale was the more prejudiced a person is, the less comfortable they would be having a person of another race be in certain social positions. The scores from each question were added to give an overall score. As mentioned before, depending upon the design of the scale used, a high or low score indicates less or more prejudice. For this study, the higher the scale score on the item responses, the more comfortable the participant reports that he or she would feel in relating with a person of another race during daily experiences. The possible range of scores was a low of 8 to a high of 56. Many other researchers have also used the Social Distance Scale, the Social Scale, or other adapted

versions of it (Eisenman, 1986; Law & Lane, 1987; Pass, 1988; Spangenberg & Nel, 1983). "The Social Distance Scale is so good and so naturally suited to its purpose that if Bogardus had not invented it, some one else would have" (Buros, 1953, p.151-152).

The Social Situations Scale was first introduced by Kogan and Downey in 1956 (Byrnes & Kiger, 1988b). In 1988 Byrnes and Kiger revised it and named it the Social Scenarios Scale. This revision was used in this study. The Social Scenarios Scale measures Caucasians' reported willingness to condone or confront discrimination in different social scenarios. It presents 12 different sample situations in which racial conflicts arise. The participants were to choose which of the four responses they would make in each situation. Each item was coded from 1 (most discriminatory response) to 4 (least discriminatory response). The scores from each question were added to give an overall score. The higher the overall score, the more free from bias the participants' responses. The possible range of scores was a low of 12 to a high of 48.

Byrnes and Kiger (1988b) determined that scores on both scales were reliable and valid indicators of racial attitudes of their nonblack respondents. They reported an alpha reliability coefficient for internal consistency at .90 and a test-retest reliability correlation coefficient of .94 for the Social Scale. For the Social Scenarios Scale, they found internal consistency at an alpha

reliability coefficient of .75 and a test-retest reliability coefficient of .93. Face validity of both scales was established through the straightforward content of their items. They reported that each item on both scales directly addresses interactions or relationships between African Americans and other races .

Procedures

Participants signed up to be tested to receive credit for their psychology class. They were then called by the examiner to set up available times to fill out questionnaires. In an available room chosen by the examiner, participants showed up at their scheduled times in groups. They were each given a packet containing a consent form, an instruction sheet, a demographic information sheet, and the two chosen questionnaires. After completing the test packets, participants returned them to the examiner. The examiner then debriefed the participants about the nature and purpose of the research. They were asked not to discuss the study with others because other students were used in the same study.

Statistical Design

Two 2x2 analyses of variance (ANOVA) were used to analyze results of the participants' level of racial prejudice measured by the two questionnaires. The means of the responses on the questionnaires from the people reared in urban communities were compared with the means of responses of those people reared in rural communities. The means of the responses from women were compared with the

means of the responses from men. The analyses were then examined to determine if there were significant interactions between gender and population of community.

CHAPTER 3

RESULTS

Two 2-way ANOVAS were used to analyze the data collected from the four groups: rural men, rural women, urban men, and urban women. For each ANOVA, 20 scores were contained in each cell. The raw scores for each sample group can be found in Appendix F.

The overall mean score of all four groups on the Social Scale was 43.05 (SD = 10.79). The mean score for each group was as follows: rural men = 37.45 (SD = 9.99), rural women = 42.05 (SD = 11.27), urban men = 46.65 (SD = 9.32), and urban women = 46.15 (SD = 10.56). The analysis of variance revealed no significant difference between the genders ($F(1,76) = .79$) and no significant interaction ($F(1,76) = 1.22$). The last three hypotheses, therefore, were not supported by this data. It revealed that women were not less racially prejudiced than men and the community in which the person was reared was not found to interact significantly with their gender. There was, however, a significant difference between the communities ($F(1,76) = 8.31, p < .05$). Supporting the first hypothesis, people from rural communities scored significantly lower ($M = 39.75$), indicating more prejudice, than people from urban communities ($M = 46.4$) on the Social Scale. Table 1 summarizes the results of the ANOVA for the Social Scale. Table 2 shows means and standard deviations for the Social Scale.

Table 1

ANOVA Summary of Social Scale

<u>Source</u>	<u>SS</u>	<u>DF</u>	<u>MS</u>	<u>F</u>
Gender	84.05	1	84.05	.79
Community	884.45	1	884.45	8.31*
Gender and Community	130.05	1	130.05	1.22
<u>Error</u>	<u>8093.00</u>	<u>76</u>	<u>106.49</u>	

*p < .05

Table 2

Mean Scores and Standard Deviations for the Social Scale

<u>Group</u>	<u>Mean</u>	<u>S.D.</u>
Women		
Rural	42.05	11.27
Urban	46.15	10.57
Total	44.10	10.87
Men		
Rural	37.45	9.99
Urban	46.65	9.32
<u>Total</u>	<u>42.50</u>	<u>9.65</u>

The overall mean score of all four groups on the Social Scenarios Scale was 34.96 (SD = 7.61). The mean score for each group was as follows: rural men = 30.45 (SD = 6.62), rural women = 34.9 (SD = 6.31), urban men = 37.4 (SD = 6.97), and urban women = 37.1 (SD = 8.7). The analysis of variance revealed no significant difference between the genders ($F(1,76) = 1.65$) and no significant interaction ($F(1,76) = 2.17$). Again, the last three hypotheses were not supported by this data. Men were not more racially prejudiced than women and gender was not found to significantly interact with the type of community in which the person was reared. There was, as found with the Social Scale, a significant difference between the communities ($F(1,76) = 8.04$). People from rural communities scored significantly lower ($M = 32.67$), indicating more prejudice, than people from urban communities ($M = 37.25$) on the Social Scenarios Scale. Table 3 shows the results of the ANOVA for the Social Scenarios Scale. Table 4 shows the means and standard deviations for the Social Scenarios Scale.

Table 3

ANOVA Summary of Social Scenarios Scale

<u>Source</u>	<u>SS</u>	<u>DF</u>	<u>MS</u>	<u>F</u>
Gender	86.11	1	86.11	1.65
Community	418.61	1	418.61	8.04*
Gender & Community	112.81	1	112.81	2.17
Error	3955.35	76	52.04	

*p < .05

Table 4

Mean Scores and Standard Deviations for the Social
Scenarios Scale

<u>Group</u>	<u>Mean</u>	<u>S.D.</u>
Women		
Rural	34.90	6.31
Urban	37.10	8.70
Total	36.00	7.50
Men		
Rural	30.45	6.62
Urban	37.40	6.97
Total	33.92	6.79

CHAPTER 4

DISCUSSION

This study was designed to test four hypotheses: (1) Caucasian participants from rural communities will have more racial prejudices towards African Americans than participants from urban communities; (2) Caucasian women will be less racially prejudiced towards African Americans than Caucasian men; (3) Caucasian women from urban communities will be less racially prejudiced towards African Americans than Caucasian men from rural communities; and (4) Caucasian women from rural communities will be more racially prejudiced towards African Americans than Caucasian men from urban communities. Since both ANOVA results demonstrated similar findings with regard to all four hypotheses, both scales are addressed in a combined manner.

The results indicated the first hypothesis was supported. Caucasian people who were reared in rural communities expressed more racial prejudice than people who were reared in urban communities. These results are similar to those found in previous research (e.g., Byrnes & Jones, 1985; Tuch, 1987). While this study focused on the state of Kansas, all states need to be studied so that the effect of rural and urban communities throughout the entire United States can be determined and any changes can be documented. These findings may suggest rural-urban differences are not disappearing. To possibly support the findings of researchers who say differences in attitudes in

rural and urban areas are declining (e.g., Abrahamson & Carter, 1986; Dovidio & Gaertner, 1986), future investigations should be continued. Future researchers can compare the data to examine if the differences in the communities' views have changed.

The second hypothesis was not supported by this research. No significant difference between the racial prejudice of Caucasian men and women towards African Americans was found. The mean scores showed women tended to view African Americans more positively than men, but the difference was not statistically significant. This finding, because it indicated no significant difference between racial attitudes of men and women, supports Morris (1991) and Wells and Daly (1992). This finding may reflect that differences between the racial prejudice of men and women are nonexistent.

In addressing the last two hypotheses in this study, there were no significant interactions found between a person's gender and the type of community in which they were reared. Although not significantly, women from rural communities were less prejudiced towards African Americans than men from rural communities. For the urban communities, however, men and women were found to score almost identically. This finding may indicate an interaction between a person's gender and the type of community in which they were reared does not exist. It may indicate the small sample size did not reveal differences that may exist in larger samples.

Limitations

The primary limitation of this research study was the size of each sample group (20). With a larger sample size, existing differences between groups may be more noticeable. In addition, the sample was drawn from the limited population of undergraduates from a midwestern college. Any generalizations, therefore, are limited to a similar population.

Another limitation is the homogeneity of the participants chosen. Emporia State University students generally have lived in Kansas their entire lives. Future research can expand by focusing on other midwestern states, as well as other regions of the United States.

This study could be strengthened by including questions as to how much interaction or contact the participants have had with African Americans while growing up. It is possible that the people from rural communities scored lower on the scales due to the lack of interaction with African Americans. In addition, by including people other than college students one might get different results than was found in this study. Through education and personal contact with persons of different ethnic heritage, college students may be less apt to view others as different than themselves and, therefore, be less prejudiced than the general public.

Despite the limitations described above, it can be concluded that among college students, prejudice and intolerant attitudes exist in rural communities in Kansas

when compared to urban communities in Kansas. The complex phenomena of prejudice can continue to be better understood by combining these results with those found in other areas of the United States. It is hoped the findings of this study will contribute to the existing knowledge about potential variables contributing to the formation of prejudiced attitudes.

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Appendix A
The Consent Form

Participation Consent Letter

Read this consent form. If you have any questions ask the experimenter and she will answer the question.

You are invited to participate in a study investigating people's attitudes. You will be completing two different questionnaires used to determine these attitudes.

Information obtained in this study will be identified only by your student ID number. This will be used to match up your questionnaires and to indicate to your instructor that you participated in the study and receive extra credit for participating. Extra credit will be given to subjects who completed 75% of the study.

Your participation in this study is completely voluntary. Should you wish to terminate your participation, you are welcome to do so at any point in the study. Termination of participation will have no bearing on your class standing. There is no risk or discomfort involved in completing the study.

If you have any questions or comments about this study, feel free to ask the experimenter. If you have any additional questions, please contact Dr. David Dungan, Division of Psychology and Special Education, Visser Hall.

Thank you for your participation. Shani McCurry

I, _____, have read the above
(please print name)
information and have decided to participate. I understand that my participation is voluntary and that I may withdraw at any time without prejudice after signing this form should I choose to discontinue participation in this study.

(signature of participant)

(date)

(signature of experimenter)

(date)

THIS PROJECT HAS BEEN REVIEWED BY THE EMPORIA STATE
UNIVERSITY COMMITTEE FOR THE PROTECTION OF HUMAN SUBJECTS

Appendix B
Instructions

My name is Shani McCurry. I am a graduate student in Clinical Psychology here at Emporia State University. For my Master's thesis, I am investigating people's attitudes. I will give you two short questionnaires to fill out. All of your responses will remain confidential with only myself having access to them. Your name will not be needed, only brief demographic information. It will be necessary for your student ID number only so that I can ensure that the two questionnaires will be matched together and so that you can receive credit for participating. Your participation is very valuable to the study. If you still choose to participate, please begin by reading and signing the consent form that I will hand out. You will then continue by responding to the questionnaires according to the directions given. I would appreciate if you answer the questions as honestly as possible.

Appendix C
Demographic Information

Demographic Information

Social Security Number/ School I.D. _____

Age _____

Race _____

Gender _____

During your first seven years of life, in what city and state did you live in and for how long? What is the town's population (if you know it)? List all of them.

Years live there City/Town State Population

1.

2.

3.

4.

5.

6.

7.

8.

9.

10.

Appendix D
The Social Scale

The Social Scale

Respond to each item by circling the number which best describes the extent to which you are comfortable having a black person occupy certain situations.

1 = very uncomfortable, 7= very comfortable

I believe I would be happy to have a black person:

- | | | | | | | | |
|------------------------------------|---|---|---|---|---|---|---|
| 1. as governor of my state | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 2. as president of the U.S. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 3. as my personal physician | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 4. rent my home from me | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 5. as my spiritual counselor | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 6. as my roommate | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 7. as someone I would like to date | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 8. as a dance partner | 1 | 2 | 3 | 4 | 5 | 6 | 7 |

Appendix E
Social Scenarios Scale

"Social Scenarios Scale"

1. Imagine that as you are sitting in your parents' home one day, a neighbor comes in to ask your parents to sign a letter to a neighbor discouraging her from renting or selling her house to blacks. He explains that it would not hurt blacks because there are plenty of other good places in town to live. He says keeping blacks out would keep up the value of all the houses in the neighborhood. Your folks are about to sign the letter. Under these conditions,

____ I would insist that they were wrong and try to persuade them not to sign the petition.

____ I would probably tell my parents that I didn't think that they were doing the right thing.

____ I would probably keep quiet because it wouldn't make much difference to me one way or another.

____ I would understand their reasons for signing the letter, so I wouldn't say anything.

2. Imagine you have just arrived in a large city and have a heavy suitcase to carry from the bus terminal to your hotel a few blocks away. You decide to take a cab. Waiting on the corner for a cab, you glance across the street and see a black person also waiting for a cab. After a few minutes, a cab comes by and both of you signal for it. The cab goes right by the black, turns around, and comes back to pick you up. When the driver opens the door, he remarks, "I really saw that black fellow first, but I always go by the rule that you should take care of your own first." Under these conditions,

____ I would figure the cabbie has good reasons for his behavior.

____ I would probably get into the cab without saying or doing anything.

____ I would let the driver know nonverbally that I didn't like what he said.

____ I would definitely tell the cabbie that he had done the wrong thing.

3. Imagine that in one of your classes your instructor has broken the class into small groups to discuss race relations. One of the students in your group says it would be great if blacks and whites got along better but they shouldn't go so far as to intermarry and have children. Under these conditions,

____ I would voice my disagreement with the student.

____ I would disagree with the student but not say anything.

____ I would agree with the student but not say anything.

____ I would voice my agreement with the student.

4. Imagine you and your friend are in a small store waiting to make a purchase. Across the aisle, a white person is asking the manager about a sales position that is open. He is given an application to complete and return.

Several minutes later a black person approaches the manager about the same job opening and he is told the position has already been filled. Under these conditions,

___ I would confront the manager about his discriminatory actions and tell him I was taking my business elsewhere.

___ I would make my purchases and would probably write a letter of complaint to the manager.

___ I would stay out of it because it wouldn't make much difference to me one way or the other.

___ I would feel it is the right of the management to reject black employees if they want.

5. Imagine that you have a 19 year old brother who has been going pretty steadily with a young black woman for the past month or so. Although your parents admit that she is very nice, they have been trying to force your brother to stop taking her out because they are afraid that they might get serious about each other. Your parents don't mind him having her as a friend, but they don't want him to date her or call her "his girlfriend." One night, during an argument, when your brother is present, your parents ask you what you think. Under these conditions,

___ I would disagree with my parents and say that, as long as she was a nice person, it was O.K.

___ I would probably disagree with my parents, but I'd try to keep out of it.

___ I would probably tend to side with my parents.

___ I would definitely side with my parents.

6. Imagine that you are visiting with several good friends, chatting and sharing humorous stories. One of your friends tells a joke about blacks using the word "nigger." Under these conditions,

___ I wouldn't say anything, and would think it was a harmless joke.

___ I probably wouldn't say anything, but I would feel uncomfortable.

___ I would probably say it wasn't a very good joke.

___ I would agree with the person.

7. Imagine you are standing in line at the movies waiting for the theater to empty. The person in front of you, pointing at a black man and white woman holding hands as they walk out of the theater, turns to you and says, "Isn't that disgusting?" Under these conditions,

___ I would speak up and say, "No, it doesn't bother me."

___ I would feel uncomfortable with his comment and would probably give the person a disapproving look.

___ I would probably agree with him, but I wouldn't say anything back to him.

___ I would agree with the person.

8. Imagine you and some friends are talking about living arrangements for the next quarter. One of your friends says with great disgust that he was assigned a dorm room

with some black guy. Under these conditions,

___ I would tell him I found his attitude offensive.

___ I would disapprove of his attitude, but I wouldn't say anything.

___ I would figure that's just his opinion and he has a right to it.

___ I would understand why he didn't like the idea.

9. Imagine that several co-workers at your job are black. You notice that they tend to get the worst job assignments and they don't get promoted as often as the other workers. Under these conditions,

___ I would feel that the supervisor knows what's right.

___ I wouldn't want to create problems, so I would probably stay out of the situation.

___ I would express my concerns to my black co-workers.

___ I would go to the next higher supervisor and tell her or him what was going on.

10. Imagine you are a member of a casting committee for a drama club that is in the process of casting parts for a tragic play about two young lovers. The casting committee is in complete agreement that the male lead should go to Sam Olsen. Clearly, the best actress for the part of the heroine is a beautiful young black woman. However, a number of the members of the casting committee refuse to have a black actress play opposite a white actor in a romantic play. Under these conditions,

___ I would say that if they refuse to give the part to the best qualified actress I would resign from the committee.

___ I would say that the actress should be judged on her talent not her skin color; but I would go along with any decision the majority made.

___ I wouldn't know what to do so I'd go along with whatever the majority wanted.

___ I would side with those who felt that regardless of the talent issue it would not be a good idea to cast a biracial couple.

11. Imagine you are looking for an apartment to rent that you saw advertised in the paper. You stop a stranger who is watering his lawn to ask for directions. The person you have stopped gives you the directions but says, "You don't want to live there, that place is full of coloreds." Under these conditions,

___ I would tell him that what color of skin the people had who live there didn't make any difference to me.

___ I would be offended by his comment, but I wouldn't say anything.

___ I wouldn't respond to his comment, but if he was right, I probably wouldn't rent it.

___ I would thank him for his advice and would no longer consider living in that apartment building.

12. Imagine you are having dinner with you parents and a well respected friend of your parents. During dinner, everyone is chatting about different sports players. At this point, your parents' friend states, "It's a good thing coloreds are good at sports because they sure aren't good at much of anything else." Under these conditions,

..... I would nod agreement.

_____ I would ignore the comment not wanting to make an issue of it.

..... I would probably noticeably scowl, but I wouldn't say anything.

_____ I would tell my parents' friend that I was offended by his comment.

APPENDIX F
Participants Raw Scores

RURAL FEMALE PARTICIPANTS

<u>Participants</u>	<u>The Social Scale</u> <u>(56 possible)</u>	<u>Social Scenarios Scale</u> <u>(48 possible)</u>
S1	19	26
S2	32	33
S3	47	46
S4	53	33
S5	46	39
S6	45	41
S7	13	24
S8	28	33
S9	36	32
S10	44	28
S11	42	28
S12	45	30
S13	53	43
S14	47	36
S15	41	47
S16	46	36
S17	48	33
S18	48	35
S19	52	35
S20	56	40

URBAN FEMALE PARTICIPANTS

<u>Participants</u>	<u>The Social Scale</u> <u>(56 possible)</u>	<u>Social Scenarios Scale</u> <u>(48 possible)</u>
S1	30	21
S2	43	35
S3	56	44
S4	54	41
S5	54	44
S6	55	43
S7	55	42
S8	56	48
S9	43	36
S10	43	32
S11	51	39
S12	54	47
S13	24	25
S14	54	45
S15	21	18
S16	43	33
S17	40	30
S18	52	47
S19	46	33
S20	49	39

URBAN MALE PARTICIPANTS

<u>Participants</u>	<u>The Social Scale</u> <u>(56 possible)</u>	<u>Social Scenarios Scale</u> <u>(48 possible)</u>
S1	49	30
S2	56	45
S3	53	48
S4	53	44
S5	44	39
S6	56	44
S7	52	40
S8	45	35
S9	25	30
S10	29	29
S11	50	45
S12	56	47
S13	54	41
S14	55	42
S15	46	37
S16	36	31
S17	42	27
S18	33	27
S19	52	34
S20	47	33

RURAL MALE PARTICIPANTS

<u>Participants</u>	<u>The Social Scale</u> <u>(56 possible)</u>	<u>Social Scenarios Scale</u> <u>(48 possible)</u>
S1	51	37
S2	54	32
S3	51	45
S4	24	24
S5	51	37
S6	36	25
S7	43	35
S8	18	19
S9	37	23
S10	37	31
S11	38	36
S12	36	25
S13	34	26
S14	42	24
S15	19	27
S16	40	39
S17	29	27
S18	36	32
S19	33	29
S20	40	36

I, Shani McCurry, hereby submit this thesis to Emporia State University as partial fulfillment of the requirements for an advanced degree. I agree that the Library of the University may make it available to use in accordance with its regulations governing materials of this type. I further agree that quoting, photocopying, or other reproduction of this document is allowed for private study, scholarship (including teaching) and research purposes of a nonprofit nature. No copying which involves potential financial gain will be allowed without written permission of the author.

Shani McCurry
Signature of Author

12-11-95
Date

Racial Attitudes of Men and Women Reared
in Urban Versus Rural Communities in Kansas
Title of Thesis

Keely Cooper
Signature of Graduate Office Staff

12-11-95
Date Received