

A Preliminary Analysis of Methodological
Experiments on the 1984 GSS

by

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N O R C

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This report contains preliminary analysis of eight methodological experiments and adaptations on the 1984 GSS:

1. New denominational codes
2. Intra-item order effects: child qualities
3. Sex of child: child qualities
4. Spending priorities
5. Confidence: a variation in response categories
6. Bible Fundamentalism: Two Trends
7. Images of God: Two Scales
8. An Order Effect on Grace: A Quasi-Experiment

Three other methodological investigations on the 1984 GSS are not included in this report. An analysis of nonresponse bias will be conducted when the non-interview forms are processed and linked to the completed case file. This will extend the work reported on in GSS Technical Reports Nos. 25 and 38. Analysis on the 1983 and 1984 experiments on non-affective dimensions of attitude questions will continue the work started in GSS Technical Report No. 39 and appear in GSS Technical Report No. 44. Finally, a compilation and presentation of the 1984 random probes will be separately prepared.

It is anticipated that some of the 1984 methodological investigations reported on herein will eventually be expanded upon into separate technical reports.

1. New Denomination Codes

On the 1984 GSS we started to code the Protestant denomination question in a more detailed fashion (see attached Question Wordings). While we had always coded "other" Protestant denominations in great detail (see Appendix J of the Cumulative Codebook), we had failed to make distinctions within major Protestant demoninations (i.e., the Baptists, Methodist, Presbyterians, Episcopalians, and Lutherans). We realized that this made our codes less precise than they could have been and with the increased political involvement of Fundamentalists and the prominence of church-state and moral issues in the early 1980s, we decided to code major distinctions within our major Protestant denominations. We therefore designed the new categories so they would include a separate code for (1) all churches with a membership of about 500,000 plus and (2) all churches with an estimated membership of 250,000 plus that represented major sectarian differences. In addition we designed the codes so the new codes could be collapsed into the older codes.

In Table 1 we compare the amount of variance explained (η^2) by the refined codes vs. the old codes (i.e., by collapsing the new codes to match older categories). We selected variables that measured religious matters (POSTLIFE and ATTEND), regional matters (REGION, RACMAR and RACSEG), and moral issues (DRINK, ABPOOR and PORNLAW). Not surprisingly in each case the refined denominational variable explained more of the variance of these dependent variables than the collapsed, old codes. We find that the additional amount of explained variance is notable enough to justify the finer codes and that earlier analyses using the more limited codes have underestimated the contribution of religion. Similar differences were also found when denomination at age 16 was used.

TABLE 1
Old and New Denominational Codes
(eta)

| | OLD DENOM (Unrefined) | NEW DENOM (Refined) |
|----------------|--------------------------|------------------------|
| POSTLIFE | .122 | .162 |
| ATTEND | .224 | .309 |
| REGION | .171 | .238 |
| RACMAR | .130 | .223 |
| RACSEG | .081 | .171 |
| DRINK | .284 | .322 |
| ABPOOR | .213 | .162 |
| PORNLOW | .081 | .232 |
| Average = .163 | | |

What is your religious preference? Is it Protestant, Catholic, Jewish, some other religion, or no religion?

A. IF PROTESTANT: What specific denomination is that, if any?

Old Version (1972-1983)

Refined Version (1984 -)

| | |
|---------------------------|---|
| Baptist | 1 |
| Methodist | 2 |
| Lutheran | 3 |
| Presbyterian | 4 |
| Episcopalian | 5 |
| Other (SPECIFY) | |
| [See REMARKS below] | 6 |
| No denomination given | |
| or non-denominational | |
| church | 7 |

BAPTIST

| | |
|-----------------------------------|----|
| American Baptist Association..... | 10 |
| American Baptist Churches | |
| in the U.S.A..... | 11 |
| National Baptist Convention | |
| of America..... | 12 |
| National Baptist Convention, | |
| U.S.A., Inc..... | 13 |
| Southern Baptist Convention..... | 14 |
| Other Baptist Churches..... | 15 |
| Baptist, Don't know which..... | 18 |

METHODIST

| | |
|----------------------------------|----|
| African Methodist Episcopal | |
| Church..... | 20 |
| African Methodist Episcopal | |
| Zion Church..... | 21 |
| United Methodist Church..... | 22 |
| Other Methodist Churches..... | 23 |
| Methodist, Don't know which..... | 28 |

LUTHERAN

| | |
|------------------------------------|----|
| American Lutheran Church..... | 30 |
| Lutheran Church in America..... | 31 |
| Lutheran Church--Missouri Synod... | 32 |
| Wisconsin Evangelical Lutheran | |
| Synod..... | 33 |
| Other Lutheran Churches..... | 34 |
| Lutheran, Don't know which..... | 38 |

PRESBYTERIAN

| | |
|------------------------------------|----|
| Presbyterian Church in the U.S.A.. | 40 |
| United Presbyterian Church in | |
| the United States of America.... | 41 |
| Other Presbyterian Churches..... | 42 |
| Presbyterian, Don't know which.... | 48 |

EPISCOPAL CHURCH..... 50

Other (SPECIFY) _____
_____ 60

NO DENOMINATION GIVEN ON NON-
DENOMINATIONAL CHURCH..... 70

REMARKS: Code "6" in the old version and code "60" in the refined version are recorded in the variable OTHER. See Appendix J of the Cumulative Codebook.

2. Intra-Item Order Effects: Child Qualities

On the Kohn child qualities item the respondent is shown a card listing 13 qualities and asked to select the three most desirable and among these three the one most desirable and then to select the three least desirable and among these the one least desirable (see attached Questions). In our experiment we presented one group the qualities in their traditional GSS order starting with "That a child has good manners" and running through "That a child is a good student." The other experimental group were asked the identical question but the order of the qualities was reversed so "good student" appeared first and "good manners" last. As Table 2 shows this had a significant and consistent impact on the selection of qualities.

TABLE 2
Child Qualities by Order

| Qualities | Percent 3 Most Desirable (Standard - Reversed) | Prob. | Mean Level ^a (Standard - Reversed) | Prob. |
|-----------|--|-------|--|-------|
| MANNERS | 15.1 | .000 | -1.00 | .000 |
| SUCCESS | 3.7 | .261 | -0.22 | .225 |
| HONEST | 12.5 | .000 | -0.91 | .000 |
| CLEAN | -0.2 | .828 | -0.10 | .555 |
| JUDGMENT | -2.4 | .733 | 0.14 | .450 |
| CONTROL | -2.9 | .477 | 0.17 | .264 |
| ROLE | -1.0 | .499 | -0.18 | .271 |
| AMICABLE | 1.2 | .216 | -0.08 | .569 |
| OBEYS | -6.0 | .037 | 0.18 | .252 |
| RESPONS I | -2.9 | .427 | 0.03 | .849 |
| CONSIDER | -10.2 | .000 | 0.79 | .000 |
| INTEREST | -5.7 | .054 | 0.47 | .017 |
| STUDIOUS | -8.8 | .000 | 0.47 | .004 |

^aIn the calculation of means items chosen as most desirable were coded 1, the items chosen as among the top three but not the most desirable were coded 2.5, items not selected as either desirable nor undesirable were coded 7, items chosen as among the bottom three in desirability, but not as least desirable were coded 11.5, and the least desirable item was coded 13.

Five of the six items that appeared at the head of the list on the standard or reversed form had significantly higher desirability rankings when they headed the list than when they appeared last. Of the seven items that appears in the middle of the list and therefore did not dramatically change their position between the standard and reversed forms, only one showed a significant change (and that did not even appear when means were compared).

In brief, the level of desirability seems to be highly sensitive to where an item appears on the list and that items on the top of the list will be selected significantly more frequently than items at the bottom.

This order effect not only changes the absolute levels of desirability of items but also changes the rankings of qualities. In the extreme case "good manners" appears as the 6th most desirable value when it appears at the top of the list, but falls to 11th place when it appears last.

When evaluating desirable qualities for children, most people think about children of both sexes. If the "both equally" option is explicit 74-83 percent, select this category and even when the category is not offered 64 percent volunteer it (see Table 3). Among the minority that thought primarily of one sex, the majority selected boys over girls by ratios of 6.3:1 to 2.3:1. The ratio were highest when the child's qualities question used the pronoun "he" (6.3:1 and 5.3:1), rather than the sex neutral "child" (4.5:1 and 2.3:1). It therefore appears that "he" can not neutrally serve as an universal pronoun encompassing both sexes equally since it makes people think more of males than females. This bias however only increases an existing tendency for people to think more about boys than girls (as shows up in both sex neutral versions).

IF FORM "X" OR "Y" ASK Q.44. FORM "Z" GO TO Q.45:



Now to a different subject.

44. A. Which three qualities listed on this card would you say are the most desirable for a child to have? CIRCLE THREE CODES ONLY IN COLUMN A.
- B. Which one of these three is the most desirable of all? READ THE THREE RESPONDENT CHOICES. CIRCLE ONE CODE ONLY IN COLUMN B.
- C. All of the qualities listed on this card may be desirable, but could you tell me which three you consider least important? CIRCLE THREE CODES ONLY IN COLUMN C.
- D. And which one of these three is least important of all? READ THE THREE RESPONDENT CHOICES. CIRCLE ONE CODE ONLY IN COLUMN D.

HAND
CARD
I

| Most Desirable | | Least Important | |
|--|------------------------------------|---|-------------------------------------|
| A. Three Most (CODE THREE) | B. One Most (CODE ONE) | C. Three Least (CODE THREE) | D. One Least (CODE ONE) |

| | | | | |
|--|---|---|---|---|
| 1. that a child has good manners. | 2 | 1 | 4 | 5 |
| 2. that a child tries hard to succeed. | 2 | 1 | 4 | 5 |
| 3. that a child is honest. | 2 | 1 | 4 | 5 |
| 4. that a child is neat and clean. | 2 | 1 | 4 | 5 |
| 5. that a child has good sense and sound judgment. | 2 | 1 | 4 | 5 |
| 6. that a child has self-control. | 2 | 1 | 4 | 5 |
| 7. that he acts like a boy or she acts like a girl. | 2 | 1 | 4 | 5 |
| 8. that a child gets along well with other children. | 2 | 1 | 4 | 5 |
| 9. that a child obeys his parents well. | 2 | 1 | 4 | 5 |
| 10. that a child is responsible. | 2 | 1 | 4 | 5 |
| 11. that a child is considerate of others. | 2 | 1 | 4 | 5 |
| 12. that a child is interested in how and why things happen. | 2 | 1 | 4 | 5 |
| 13. that a child is a good student. | 2 | 1 | 4 | 5 |

SKIP TO Q.46

IF FORM "Z" ASK Q.45. FORMS "X" AND "Y" GO TO Q.46:

Now to a different subject.

45. A. Which three qualities listed on this card would you say are the most desirable for a child to have? CIRCLE THREE CODES ONLY IN COLUMN A.
- B. Which one of these three is the most desirable of all? READ THE THREE RESPONDENT CHOICES. CIRCLE ONE CODE ONLY IN COLUMN B.
- C. All of the qualities listed on this card may be desirable, but could you tell me which three you consider least important? CIRCLE THREE CODES ONLY IN COLUMN C.
- D. And which one of these three is least important of all? READ THE THREE RESPONDENT CHOICES. CIRCLE ONE CODE ONLY IN COLUMN D.

HAND
CARD
J

| Most Desirable | | Least Important | |
|--|------------------------------------|---|-------------------------------------|
| A. Three Most (CODE THREE) | B. One Most (CODE ONE) | C. Three Least (CODE THREE) | D. One Least (CODE ONE) |

| | | | | |
|---|---|---|---|---|
| 1. that a child is a good student. | 2 | 1 | 4 | 5 |
| 2. that a child is interested in how and why things happen. | 2 | 1 | 4 | 5 |
| 3. that a child is considerate of others. | 2 | 1 | 4 | 5 |
| 4. that a child is responsible. | 2 | 1 | 4 | 5 |
| 5. that a child obeys his parents well. | 2 | 1 | 4 | 5 |
| 6. that a child gets along well with other children. | 2 | 1 | 4 | 5 |
| 7. that he acts like a boy or she acts like a girl. | 2 | 1 | 4 | 5 |
| 8. that a child has self-control. | 2 | 1 | 4 | 5 |
| 9. that a child has good sense and sound judgment. | 2 | 1 | 4 | 5 |
| 10. that a child is neat and clean. | 2 | 1 | 4 | 5 |
| 11. that a child is honest. | 2 | 1 | 4 | 5 |
| 12. that a child tries hard to succeed. | 2 | 1 | 4 | 5 |
| 13. that a child has good manners. | 2 | 1 | 4 | 5 |

3. Sex of Child: Child Qualities

Immediately after the Kohn child quality question on the 1980 and 1984 GSS, respondents were asked the sex of the children they had just thought of (see Section 2 for Kohn item and Table 3 for sex of child items).

This tendency to think of boys more than girls (among the minorities who refer primarily to one sex) prevails for both men and women (see Table 4), but is more pronounced for the former. Only in the 1980 CHILD version is there no significant sign of males being more likely than females to mention boys.

TABLE 4
Sex of Child Thought of By Respondent's Sex

| | 1980 (CHLDSEX) | | | | 1984 (CHLDSEX1) | | | |
|--------------|--------------------|-------|-----------|-------|-----------------------|-------|-----------------------|-------|
| | Partial Ranking/He | | Rating/He | | Partial Ranking/Child | | Partial Ranking/Child | |
| | Men | Women | Men | Women | Men | Women | Men | Women |
| Boys | 26.8% | 18.3% | 22.0% | 15.6% | 14.2% | 13.6% | 29.0% | 23.1% |
| Girls | 0.9 | 5.6 | 2.4 | 4.4 | 3.9 | 2.5 | 5.9 | 14.4 |
| Both Equally | 72.3 | 76.1 | 75.6 | 80.0 | 81.9 | 83.9 | 65.1 | 62.5 |

Since no sex role/feminist items appear in 1984 (or 1980), we could not test the hypothesis that the higher mentions of boys would be lower among those with modern sexual attitudes. We had expected lower boy-girl ratios among the sexually egalitarian young. Women slightly showed that pattern, but men moved in the opposite direction. The mentioning of boys more than girls occurs among all educational levels, ages, and political leanings. The male-female differences are similar for educational levels and political leanings, but appear greatest among those under thirty (the male mentioning of boys to girls is highest for this age group - 11:1 while the ratio among females is lowest for this group - 1.3:1).

TABLE 3
Sex of Children Thought Of

| Sex of Child | 1980 (CHILDSEX) | | Partial Ranking/Child | 1984 (CHILDSEX1) |
|--------------|--------------------|-----------|-----------------------|-----------------------|
| | Partial Ranking/He | Rating/He | | Partial Ranking/Child |
| Boys | 22.1% | 18.4% | 13.9% | 25.5% |
| Girls | 3.5 | 3.5 | 3.1 | 10.9 |
| Both equally | 74.4 | 78.1 | 83.0 | 63.6 |

CHILDSEX: When you rated the importance of various qualities for children, were you thinking mostly about boys, mostly about girls, or about both boys and girls equally.

CHILDSEX1: When you rated the importance of various qualities for children, were you thinking mostly about boys or mostly about girls.

For some analysis of the 1980 experiments on the he/child impact on reported sex of children though about see Nora Cate Schaeffer, "If the Child is Father to the Man, Can He be Mother to the Women: An Experiments in Generic Words," GSS Technical Report No. 22, July 1981.

4. Spending Priorities

Three versions of the spending priorities items were asked on the 1984 GSS. Items a-k on form 1 are the standard 11 spending items that have been asked on each GSS since 1973. On form 2 appears terse or unadorned versions which merely list certain spending areas (similar to the way in which some of the standard items were asked). On form 3 appears the verbose or adorned versions in which some claim is made that the spending will be beneficial (improve, advance, solve, reduce, strengthen, care, help or protect). This version also duplicates or follows the example of certain standard items. In addition all forms have four additional items. On forms 1 and 2 they are in the terse form and in form 3 in the verbose mode. (For details see the accompanying question wordings.)

These variations in the standard spending questions were made for four reasons. First, in the standard form some items appear in the terse form while others appear in the verbose or pro-spending form. We thought that this might relatively inflate the spending support for items with the pro-spending wording and therefore distort the relative level and rank of spending items. Second, one of the spending items was factually incorrect. The standard crime item asked about "Halting the rising crime rate." The best available information from the Uniform Crime Reports and the victimizations surveys suggests that the crime rate has at least leveled-off and may be falling. We therefore wanted to make this question factually accurate. Third, we believed that there were potential problems with certain other items. We thought that "welfare" had become too negative a term connotating waste and loafing and was therefore was not serving as a measure of support for the "safety net" that it had originally been designed to tap. Also, the item "Dealing with drug addiction" was problematic because it did not clarify whether it referred to

drug addition as a medical problem or a criminal matter and because the term "dealing with" was vague. Finally, we noted that our standard list omitted some major areas of government spending, most obviously failing to include the largest program of government expenditure, social security. We therefore added to all forms items about social security, highways and bridges, mass transportation, and parks and recreation.

The main experiment is between the terse wordings on form 2 and the pro-spending items on form 3. As Table 5 shows there is consistently higher spending on the verbose items than on the terse form. Spending is higher in 12 of 15 cases on the verbose form and mixed in the other three instances (one form is higher on the middle category and lower on both the more and less spending categories). In eight of the 15 cases the verbose item is significantly higher. In two cases (crime and drugs) we believe that the differences were partly the result of other differences in wordings and therefore it is best to exclude these from this comparison (see discussion below). Of the remaining 13 cases the verbose wording has significantly higher spending support in six instances. This difference also shows up when we make a simple additive spending scale of the 13 items. The verbose spending scale is significantly higher than the terse scale (26.9 vs. 25.2; prob. = .000). The same result pertains when DKs are included (27.0 vs. 25.5; prob. = .000).

While the absolute spending levels are higher on the verbose version, both experimental versions are internally balanced (i.e., all terse on form 2 and all verbose on form 3). As a result they have reasonably similar rankings of spending priorities (Spearman's rho = .896). The standard questions however contain both verbose and terse items. This mixing of versions means that the relative ranking of items are partly determined by item version. Because of this the rank order correlation of both the terse and the verbose

items with the standard items are lower than the association between the two balanced forms (standard vs. terse = .764; standard vs. verbose = .707). It thus appears that our hypotheses that spending support is increased by the verbose version and that the mixing of terse and verbose versions in the standard questions influences the ranking of spending items are supported.

TABLE 5
Spending Priorities

| | % Too little Terse - % Too little Verbose | χ^2 |
|---------------------|--|----------|
| Space ^a | -1.4 | .036 |
| Environment | -0.4 ^b | .981 |
| Health | -1.6 | .066 |
| Cities | -27.1 | .000 |
| Crime | -13.5 | .000 |
| Drug | -16.9 | .000 |
| Education | -0.2 | .391 |
| Blacks | -8.1 | .001 |
| Military | -3.1 | .310 |
| Foreign aid | +0.4 | .017 |
| Poor | -5.9 | .100 |
| Roads | -5.5 | .068 |
| Social security | -15.9 | .000 |
| Mass transportation | +1.9 ^b | .013 |
| Parks | +0.8 ^b | .093 |

^aIn this comparison DKs were excluded from analysis. Parallel analyses that recoded DKs to the middle category, that retained DKs as a separate category, and that excluded DKs but compared means with a T-test found virtually identical results.

^bTwo forms do not clearly differ, one highest in middle category, lower on two end categories. On means the verbose form is higher (more pro-spending) on mass transportation and parks and the means are identical on the environment.

Looking at item specific descriptors, we find that the counterfactual "rising" crime rate did not inflate support. Compared to a factually correct

verbose form ("Reducing crime") it did not significantly differ in level of support (percent too little "rising crime rate" = 67.8 vs. "Reducing crime" = 68.5; prob. = .511). Both verbose versions were significantly higher than the terse "Law enforcement" version. While this is consistent with other similar variations, we suspect that some of the higher support may come from the emphasis on "crime"--the problem side, in the two verbose versions rather than the solution side that is mentioned in the terse version. Because of this possible complicating factor, we excluded this item from certain of the analysis reported above.

A similar situation prevailed for the drug item. The two verbose versions did not differ from each other and both differed from the terse version. Here again we thought that this may be partly because the terse version mentioned a solution to drug addiction, "drug rehabilitation," rather than stressing the problem, "drug addiction." We also thought that the rehabilitation reference might make people think more of the issue as a health matter while drug addiction would make them think of it as a criminal matter. We checked this by seeing if rehabilitation correlated more with health issues while addiction correlated with social control measures, but found no clear indication of such an association. Still, being conservative, we excluded this item from our general comparison of the terse and verbose versions.

We also found that welfare has a negative image, as we predicted, but were surprised by its magnitude. While only 24 percent supported more spending for welfare, 62 percent backed more spending for "Assistance to the poor" and 68 percent favored more "Caring for the poor." We believe that the term "welfare" is essentially pejorative, bringing forth to many people's minds images of abuse of public assistance rather than the notion of public assistance itself.

The problem that we detect with the term "welfare" is, of course, not unique to this word. Different terms define the topic being referred to in different ways, either somewhat more narrowly or broadly, somewhat more positively or negatively. There is usually no neutral term that both describes just the spending area of interest and without any extraneous positive or negative connotations. There are many ways that a topic might be introduced. Some might have obvious bias, such as if we had said "subsidizing loafers." Even excluding such apparent biased examples, there is always a range of possible descriptors that might suffer from no obvious bias, but which might still lead to significant differences in the levels of support. (For examples from the confidence questions, see Tom W. Smith, "Can We Have Confidence in Confidence? Revisited," in Measurement of Subjective Phenomena, edited by Denis F. Johnston, Washington, D.C.: GPO, 1981.) Presumably, if attitudes toward the object are crystallized, then relatively small variations in wording will not greatly sway expressed opinions, and attempts to slant results with leading or biased wordings will be muted by a rejection of these terms as inappropriate.

One possible example is the area of military spending. There are no significant differences between the three different versions ("The military, armaments, and defense," "National defense," and "Strengthening national defense.") On the other hand, our item on spending on cities varied greatly by version. When asked about "Assistant to big cities," 18 percent wanted more spending, but when asked about "Solving the problems of the big cities," support rose to 45 percent. This, of course, is in line with our general finding about the verbose form, but much greater than the average impact of 6.5 percent. It may indicate that attitudes toward urban spending, unlike attitudes toward military spending, are less formed and structured and thus more susceptible to wording variation.

Finally, we examined the impact that these different wordings had on the factor structure. In Table 6 we see in the left-hand column factor loadings for all surveys with the standard wording, 1973-1984. Four factors emerge. The first, we believe marks middle-class social and domestic concerns. The second is a social control factor. The third covers transfer payments to the needy, both foreign and domestic, and the moderate loading of race adds a certain "third world" flavor to the factor. Finally, comes a national security factor. Its nature is obscured somewhat by the fact that space rather than defense loads most heavily. That appears mostly a result of the fact that military spending also has fairly high loadings on the social control factor, and in some individual years crime, drugs, and defense do load together in a foreign and domestic social control factor. In the second column we see that the 1984 factors for the standard wordings are quite similar to the overall average. However, when we look at the loadings on the terse version in the third column we see considerable differences. The first factors appear to be a ghetto variable; the second somewhat of a domestic social welfare factor; the third a domestic and foreign social control factor; and the last reminds me of the term "Spaceship Earth." These, of course, bear some resemblance to the factors from the standard version: there are two "welfare" factors in both cases, but hardly the same, and the domestic and foreign social control factor has shown up in two of the past 10 surveys, but even in those instances arms loaded behind crime and drugs, instead of heading the factor as on the terse version.

In the last column we see the factors loadings for the 1984 verbose version. It shows a national security factor and a social control factor similar to the standard version, except for the anomaly of the welfare item loading with social controls. It shows only one social welfare factor and

Table 6
 Factors on Spending Items
 Spending Factors (varimax rotation, DKs excluded)

| 1973-1984 (Standard, Pooled) | | 1984 (Standard) | | 1984 (Terse) | | 1984 (Verbose) | |
|---------------------------------|------|--------------------|------|-----------------|-------|-------------------|------|
| Environment | .715 | Environment | .637 | Education | .789 | Environment | .700 |
| Health | .601 | City | .610 | City | .620 | Education | .661 |
| Education | .591 | Education | .603 | Welfare | .520 | Cities | .549 |
| Cities | .505 | Health | .598 | Health | .691 | Race | .535 |
| Crime | .767 | Race | .545 | Foreign aid | -.655 | Health | .450 |
| Drugs | .745 | Crime | .760 | Education | .487 | Crime | .744 |
| Foreign aid | .776 | Drugs | .705 | Arms | .689 | Drugs | .657 |
| Welfare | .671 | Foreign aid | .826 | Crime | .645 | Welfare | .460 |
| Race | .506 | Welfare | .531 | Drugs | .436 | Arms | .744 |
| Space | .810 | Space | .713 | Environment | .740 | Space | .684 |
| Arms | .581 | Arms | .632 | Space | .644 | Foreign aid | .910 |

that is headed by environment, as the middle-class social welfare factor is on the standard version. Finally, foreign aid makes up a factor by itself. In all four columns the results are essentially unchanged, if DKs are retained and coded into the middle category. (The one difference being that on the verbose version welfare loads negatively on the national security factor and health takes its place on the social control factor.)

It may be that the differences are largely the result of sample variation, since each form has only about 350-450 cases (respectively with DKs out and DKs in). On their face, however, the results suggest that the factors vary fairly widely based on the wordings used.

IF FORM "X" ASK Q.1. FORM "Y" GO TO Q.2. FORM "Z" SKIP TO Q.3:



First I would like to talk with you about some things people think about today.

1. We are faced with many problems in this country, none of which can be solved easily or inexpensively. I'm going to name some of these problems, and for each one I'd like you to tell me whether you think we're spending too much money on it, too little money, or about the right amount. First (READ ITEM A) . . . are we spending too much, too little, or about the right amount on (ITEM)? READ EACH ITEM; CODE ONE FOR EACH.

| | Too much | Too little | About right | DON'T KNOW |
|---|----------|------------|-------------|------------|
| A. The space exploration program | 3 | 1 | 2 | 8 |
| B. Improving and protecting the environment | 3 | 1 | 2 | 8 |
| C. Improving and protecting the nation's health | 3 | 1 | 2 | 8 |
| D. Solving the problems of the big cities | 3 | 1 | 2 | 8 |
| E. Halting the rising crime rate | 3 | 1 | 2 | 8 |
| F. Dealing with drug addiction | 3 | 1 | 2 | 8 |
| G. Improving the nation's education system | 3 | 1 | 2 | 8 |
| H. Improving the conditions of Blacks | 3 | 1 | 2 | 8 |
| I. The military, armaments and defense | 3 | 1 | 2 | 8 |
| J. Foreign aid | 3 | 1 | 2 | 8 |
| K. Welfare | 3 | 1 | 2 | 8 |
| L. Highways and bridges | 3 | 1 | 2 | 8 |
| M. Social Security | 3 | 1 | 2 | 8 |
| N. Mass transportation | 3 | 1 | 2 | 8 |
| O. Parks and recreation | 3 | 1 | 2 | 8 |

SKIP TO Q.4



IF FORM "Y" ASK Q.2. FORM "Z" GO TO Q.3. FORM "X" SKIP TO Q.4:

First I would like to talk with you about some things people think about today.

2. We are faced with many problems in this country, none of which can be solved easily or inexpensively. I'm going to name some of these problems, and for each one I'd like you to tell me whether you think we're spending too much money on it, too little money, or about the right amount. First (READ ITEM A) . . . are we spending too much, too little, or about the right amount on (ITEM)? READ EACH ITEM; CODE ONE FOR EACH.

| | Too much | Too little | About right | DON'T KNOW |
|----------------------------------|----------|------------|-------------|------------|
| A. Space exploration | 3 | 1 | 2 | 8 |
| B. The environment | 3 | 1 | 2 | 8 |
| C. Health | 3 | 1 | 2 | 8 |
| D. Assistance to big cities | 3 | 1 | 2 | 8 |
| E. Law enforcement | 3 | 1 | 2 | 8 |
| F. Drug rehabilitation | 3 | 1 | 2 | 8 |
| G. Education | 3 | 1 | 2 | 8 |
| H. Assistance to Blacks | 3 | 1 | 2 | 8 |
| I. National defense | 3 | 1 | 2 | 8 |
| J. Assistance to other countries | 3 | 1 | 2 | 8 |
| K. Assistance to the poor | 3 | 1 | 2 | 8 |
| L. Highways and bridges | 3 | 1 | 2 | 8 |
| M. Social Security | 3 | 1 | 2 | 8 |
| N. Mass transportation | 3 | 1 | 2 | 8 |
| O. Parks and recreation | 3 | 1 | 2 | 8 |

SKIP TO Q.4

IF FORM "Z" ASK Q.3. FORM "X" AND "Y" GO TO Q.4:



First I would like to talk with you about some things people think about today.

3. We are faced with many problems in this country, none of which can be solved easily or inexpensively. I'm going to name some of these problems, and for each one I'd like you to tell me whether you think we're spending too much money on it, too little money, or about the right amount. First (READ ITEM A) . . . are we spending too much, too little, or about the right amount on (ITEM)? READ EACH ITEM; CODE ONE FOR EACH.

| | Too much | Too little | About right | DON'T KNOW |
|--|----------|------------|-------------|------------|
| A. Advancing space exploration | 3 | 1 | 2 | 8 |
| B. Improving and protecting the environment | 3 | 1 | 2 | 8 |
| C. Improving and protecting the nation's health | 3 | 1 | 2 | 8 |
| D. Solving the problems of the big cities | 3 | 1 | 2 | 8 |
| E. Reducing crime | 3 | 1 | 2 | 8 |
| F. Reducing drug addiction | 3 | 1 | 2 | 8 |
| G. Improving the nation's education system | 3 | 1 | 2 | 8 |
| H. Improving the conditions of Blacks | 3 | 1 | 2 | 8 |
| I. Strengthening national defense | 3 | 1 | 2 | 8 |
| J. Helping other countries | 3 | 1 | 2 | 8 |
| K. Caring for the poor | 3 | 1 | 2 | 8 |
| L. Improving the condition of highways and bridges | 3 | 1 | 2 | 8 |
| M. Protecting Social Security | 3 | 1 | 2 | 8 |
| N. Improving mass transportation | 3 | 1 | 2 | 8 |
| O. Improving parks and recreation | 3 | 1 | 2 | 8 |

GO TO Q.4

ASK EVERYONE:

4. Now I'm going to read you several statements. Some people agree with a statement, others disagree. As I read each one, tell me whether you more or less agree with it, or more or less disagree.

| Agree | Disagree | Don't know |
|-------|----------|------------|
|-------|----------|------------|

| | | | | |
|---|---|---|---|-----|
| A. In spite of what some people say, the lot (situation/condition) of the average man is getting worse, not better. | 1 | 2 | 8 | 56/ |
| B. It's hardly fair to bring a child into the world with the way things look for the future. | 1 | 2 | 8 | 57/ |
| C. Most public officials (people in public office) are not really interested in the problems of the average man. | 1 | 2 | 8 | 58/ |

5. Next, I have a few factual questions about yourself. Which of the categories on this card comes closest to the type of place you were living in when you were 16 years old?

HAND CARD A

- In open country but not on a farm.....1
- On a farm.....2
- In a small city or town (under 50,000).....3
- In a medium-size city (50,000-250,000).....4
- In a suburb near a large city.....5
- In a large city (over 250,000).....6
- DON'T KNOW.....8

59/

5. Confidence: A Variation in Response Categories

The standard GSS confidence question asks about how much confidence respondents have in the people running a list of 13 institutions. People are given three categories in which to place their responses, "A great deal of confidence, only some confidence, or hardly any confidence." On the variant wording, respondents are asked to express their confidence in the same 13 institutions, but they are given a seven-point response scale, with point one headed "Complete confidence" and point seven labeled "No confidence at all." (See attached question wordings for details.)

It was thought from previous literature (see sources cited in Glenn R. Dempsey, "Scaling Political Views and Social Status: A Comparison of Two Methods," GSS Technical Report No. 46, September 1984) that the seven-point scale would produce more precise and reliable measures of confidence than the cruder three-point scale. In particular, it was thought that the three-point confidence scale might have special problems. It appeared that there was a large gap between the very positive "great deal" category and the mildly negative "only some" category and many people probably fell somewhere between these points on the confidence continuum. We thought that the seven-point scale would (1) show higher inter-item correlations, (2) have higher associations with certain variables used to validate confidence, and (3) have higher test/retest reliability. We do not have data to test the last hypothesis, but have examined the first two.

The distributions of the two versions are presented in Table 7. In most cases the proportion in the first two categories on the seven-point scale contain about the same number of people as the "great deal" category. "Only some" corresponds to three middle categories (usually points 3, 4, and 5) and

Table 7
Confidence Distributions of Three- and Seven-Point Scales

| | GD | OS | HA | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
|-------|------|------|------|------|------|------|------|------|------|------|
| FINAN | 32.5 | 56.5 | 11.0 | 13.5 | 19.7 | 21.0 | 24.0 | 8.4 | 6.9 | 6.6 |
| BUS | 31.8 | 59.2 | 9.0 | 11.4 | 16.6 | 22.3 | 31.0 | 12.0 | 3.5 | 3.3 |
| CLERG | 32.2 | 48.4 | 19.5 | 17.9 | 17.2 | 17.7 | 20.0 | 10.6 | 8.8 | 7.8 |
| EDUC | 28.8 | 60.6 | 10.7 | 8.9 | 17.2 | 19.5 | 20.8 | 17.2 | 11.7 | 4.9 |
| FED | 19.0 | 51.7 | 29.4 | 7.5 | 14.5 | 14.5 | 22.8 | 14.9 | 13.2 | 12.6 |
| LABOR | 8.8 | 54.2 | 37.0 | 6.5 | 9.7 | 14.2 | 25.4 | 17.2 | 13.8 | 13.1 |
| PRESS | 17.3 | 59.9 | 22.8 | 8.5 | 14.2 | 16.1 | 24.6 | 15.0 | 14.6 | 7.0 |
| MEDIC | 51.5 | 42.0 | 6.4 | 18.0 | 29.2 | 20.1 | 14.0 | 8.9 | 5.7 | 4.0 |
| TV | 13.4 | 57.8 | 28.8 | 7.4 | 10.8 | 13.8 | 28.4 | 15.7 | 13.8 | 10.2 |
| JUDGE | 34.5 | 52.7 | 12.8 | 11.4 | 23.1 | 20.3 | 19.4 | 11.1 | 8.1 | 6.6 |
| SCI | 47.4 | 46.7 | 5.9 | 14.3 | 27.4 | 22.4 | 19.7 | 7.0 | 6.3 | 2.9 |
| LEGIS | 12.7 | 65.0 | 22.2 | 4.3 | 11.4 | 19.6 | 27.8 | 17.7 | 11.9 | 7.3 |
| ARMY | 37.1 | 49.8 | 13.2 | 16.4 | 15.9 | 17.7 | 24.4 | 13.8 | 7.3 | 4.5 |

"Hardly any" is usually matched roughly by categories 6 and 7. The DKs level are very similar for both scales with no significant differences appearing.

When we compared the inter-item correlations (using both Pearson r's and polychorics) we found the inter-item associations and structure to be essentially the same. (For details see Bruce L. Peterson, GSS Technical Report No. 50.)

Next, we tried to find at least one variable that on theoretical grounds would be associated with confidence in each of the particular institution.^s We were unable to come up with suitable variables for FINAN, TV, and LEGIS, but did find a total of 15 variables to associate with the remaining 10 confidence items (since some variables were used with more than one confidence measure we have a total of 20 associations to compare the 3- and 7-point scales). Overall the three-point scale has consistently higher associations than either the uncollapsed seven-point scale or the seven-point scale collapsed to match the distribution of the three-point scale (Table 8).

TABLE 8
A Comparison of Associates of Confidence on
Three- and Seven-Point Scales

| | | 3-Point Scale | | 7-Point Scale | | 7-Point Recoded to 3-Point | |
|---------|------------------------------------|---------------|-------|---------------|-------|-------------------------------|-------|
| | | gamma | r | gamma | r | gamma | r |
| BUS | X Business Execs. (Is v. Isn't) | .261 | .092 | .243 | .114 | .304 | .107 |
| | X INCOME | -.220 | -.182 | -.058 | .079 | -.078 | -.072 |
| CLERG | X RELIG (has v. hasn't) | .618 | .238 | .393 | .127 | .472 | .117 |
| | X ATTEND | -.280 | -.250 | -.155 | -.167 | -.199 | -.179 |
| | X Scientists (Is vs. isn't) | -.351 | -.081 | -.017 | .002 | -.009 | .000 |
| EDUC | X MEMSCHL | .076 | .026 | .118 | .103 | .175 | .070 |
| FED | X PRES80 | -.493 | -.299 | -.291 | -.223 | -.394 | -.235 |
| | X PARTYID | -.298 | -.272 | -.206 | -.227 | -.270 | -.232 |
| | X POLVIEWS | -.152 | -.122 | -.011 | -.016 | -.045 | -.044 |
| | X VOTE80 | .133 | .070 | -.007 | -.010 | -.010 | -.007 |
| LABOR | X MEMUNION | .305 | .121 | .070 | .048 | .109 | .041 |
| | X UNION | .215 | .093 | .129 | .096 | .017 | .007 |
| | X Business Execs. (Is v. Isn't) | -.304 | -.110 | -.089 | -.053 | -.041 | -.024 |
| PRESS | X POLVIEWS | .169 | .130 | .118 | .103 | .131 | .096 |
| MEDIC | X SATHEALT | .114 | .078 | .104 | .094 | .106 | .075 |
| JUDGE | X COURTS (About Right v. Other) | .248 | .087 | .045 | .029 | .038 | .019 |
| SCI | X Scientists (Is v. Isn't) | .577 | .113 | .044 | .006 | .108 | .024 |
| | X ATTEND | .051 | .034 | .093 | .100 | .107 | .088 |
| ARMY | X POLVIEWS | -.153 | -.133 | -.019 | -.026 | -.038 | -.033 |
| | X MEMVET | .223 | .066 | .451 | .147 | .445 | .120 |
| AVERAGE | | .262 | .130 | .135 | .087 | .155 | .0795 |

^aBusiness Execs. is a recode of OCC with managers of businesses = 1 and all other = 2.

^bScientists is a recode of OCC with scientists = 1 and all others = 2.

The three-point scale has the highest gamma in 16 of 20 cases and the highest Pearson's r in 14 of 20 cases.

In addition to these variables which we selected on an institution-by-institution basis, we also chose several variables that we thought would be generally associated positively with establishment institutions and negatively with non-establishment institutions. The establishment institutions consist of FINAN, BUS, CLERGY, EDUC, FED, JUDGE, LEGIS, and ARMY. The non-establishment institutions are TV, LABOR, and PRESS. SCI and MEDIC were considered as not clearly fitting into either group. Anomia (a three-item scale from our Srole items) showed positive associations (low anomia with high confidence) for all the establishment variables except ARMY and very low positive or negative associations with the non-establishment institutions. SCI and MEDIC associated with anomia like the establishment variables and were therefore grouped with them. The association between anomia and confidence in the establishment institutions was highest for the three-point scale (average gamma = .240, average r = .234) and distinctly lower for the uncollapsed seven-point scale (average gamma = .092, average r = .096) or the collapsed scale (average gamma = .114, average r = .088) shows the higher associations. On the non-establishment institutions the pattern is reversed and the seven-point scale shows the higher associations. This comes principally from a much stronger association with TV on the seven-point scale than on the three-point scale.

We also compared the three-and seven-point associations with race, education, and membership in voluntary associations. For each of these variables there were stronger associations with the three-point scale than with the seven-point scale (either uncollapsed or collapsed).

In brief, in the clear majority of cases examined the three-point scale produced higher associations than the seven-point scale. We doubt that this could be the result of some form of correlated error. While such a bias might have created inflated inter-item correlations, we found no evidence of this. We can not readily think of a type of correlated error that would account for systematically higher associations with a diverse set of other variables that included demographics, behavioral measures, and attitudes. We are therefore drawn to the opposite conclusion that the seven-point scale might increase the amount of random error. If respondents do not completely or correctly understand a seven-point scale with labeled end point^s, they may answer inappropriately thereby increasing the random element. Yet two facts question this interpretation. First, as noted above, the proportion of people placing themselves off the scale did not vary between methods. While there are many reasons for item nonresponse with being ambivalent about the question or not having any attitude towards the attitude being the two most common, difficulty in handling a question format also leads to item nonresponse (as in magnitude scaling or random response items). Of course this would not occur if people thought they understood the scaling technique but actually did not. Second, both labeling and unlabeled seven-point scales have been in fairly wide use and in general have been found satisfactory. They are not an untested method and the general belief is that respondents can handle them without difficulty. Despite these two counter-points, we still believe that the operating hypothesis should be that the seven-point confidence scale fails to improve measurement over the traditional three-point scale because respondent error generally attenuates the association between confidence and most other variables.



IF FORM "X" OR "Y" ASK Q.32. FORM "Z" GO TO Q.33:

32. I am going to name some institutions in this country. As far as the people running these institutions are concerned, would you say you have a great deal of confidence, only some confidence, or hardly any confidence at all in them? READ EACH ITEM, CODE ONE FOR EACH. REPEAT THE QUESTION, OR CATEGORIES, AS NECESSARY.

HAND
CARD
D

| | A great deal of confidence | Only some confidence | Hardly any confidence at all | DON'T KNOW |
|---|----------------------------|----------------------|------------------------------|------------|
| A. Major companies | 1 | 2 | 3 | 8 |
| B. Organized religion | 1 | 2 | 3 | 8 |
| C. Education | 1 | 2 | 3 | 8 |
| D. Executive branch of the federal government | 1 | 2 | 3 | 8 |
| E. Organized labor | 1 | 2 | 3 | 8 |
| F. Press | 1 | 2 | 3 | 8 |
| G. Medicine | 1 | 2 | 3 | 8 |
| H. TV | 1 | 2 | 3 | 8 |
| I. U.S. Supreme Court | 1 | 2 | 3 | 8 |
| J. Scientific community | 1 | 2 | 3 | 8 |
| K. Congress | 1 | 2 | 3 | 8 |
| L. Military | 1 | 2 | 3 | 8 |
| M. Banks and financial institutions | 1 | 2 | 3 | 8 |

SKIP TO Q.34

IF FORM "Z" ASK Q.33. FORMS "X" AND "Y" GO TO Q.34:



33. I am going to name some institutions in this country. Some people have complete confidence in the people running these institutions. Suppose these people are at one end of the scale at point number 1. Other people have no confidence at all in the people running these institutions. Suppose these people are at the other end, at point 7. And, of course, other people have opinions somewhere in between at point 2, 3, 4, 5 or 6. Where would you place yourself on this scale for . . .
READ EACH ITEM, CODE ONE FOR EACH. REPEAT THE QUESTION AS NECESSARY.

HAND
CARD
E

| | Complete Confidence | | | | | | | No Confidence At All | DON'T KNOW |
|---|---------------------|----|----|----|----|----|----|----------------------|------------|
| A. Major companies | 01 | 02 | 03 | 04 | 05 | 06 | 07 | 98 | |
| B. Organized religion | 01 | 02 | 03 | 04 | 05 | 06 | 07 | 98 | |
| C. Education | 01 | 02 | 03 | 04 | 05 | 06 | 07 | 98 | |
| D. Executive branch of the federal government | 01 | 02 | 03 | 04 | 05 | 06 | 07 | 98 | |
| E. Organized labor | 01 | 02 | 03 | 04 | 05 | 06 | 07 | 98 | |
| F. Press | 01 | 02 | 03 | 04 | 05 | 06 | 07 | 98 | |
| G. Medicine | 01 | 02 | 03 | 04 | 05 | 06 | 07 | 98 | |
| H. TV | 01 | 02 | 03 | 04 | 05 | 06 | 07 | 98 | |
| I. U.S. Supreme Court | 01 | 02 | 03 | 04 | 05 | 06 | 07 | 98 | |
| J. Scientific community | 01 | 02 | 03 | 04 | 05 | 06 | 07 | 98 | |
| K. Congress | 01 | 02 | 03 | 04 | 05 | 06 | 07 | 98 | |
| L. Military | 01 | 02 | 03 | 04 | 05 | 06 | 07 | 98 | |
| M. Banks and financial institutions | 01 | 02 | 03 | 04 | 05 | 06 | 07 | 98 | |

6. Bible Fundamentalism: Two Trend

When the GSS decided to add an item that tapped fundamentalist attitudes toward the Bible, we conducted a search of existing items and found two likely candidates. The one was developed by Gallup and has been asked at least four times since 1963. The other was developed by the Survey Research Center, University of Michigan, in 1964 for the American National Election Studies and has been asked three times. In order to link up to both of these series, we asked both versions on the 1984 GSS. As Table 9 shows the SRC version has more responses in its fundamentalist category than the Gallup

TABLE 9
A Comparison of GALLUP and SRC Bible Questions

| WORDING (GALLUP/SRC) | DISTRIBUTIONS (GALLUP/SRC) | |
|--|----------------------------|--------|
| The Bible is the actual word of God and is to be taken literally, word for word/The Bible is God's Word and all it says is true | 38.1% | 46.2% |
| The Bible is the inspired word of God but not everything in it should be taken literally, word for word/The Bible was written by men inspired by God, but it contains some human errors. | 47.2% | 45.4% |
| The Bible is an ancient book of fables, legends, history, and moral precepts recorded by men/The Bible is a good book because it was written by wise men, but God had nothing to do with it. | 13.9% | 5.7% |
| The Bible was written by men who lived so long ago that it is worth very little today. | -- | 2.1% |
| Other/Other | 0.7% | 0.6% |
| Don't know/Don't know | (1.3) | (1.0)* |

*Percentage if DKs are included in the base.

version. We believe that this is because the Gallup wording sets a more exacting standard and therefore attracts fewer adherents to this position.

Of more interest is the comparison of time trends shown in Figure 1 and listed in Table 10. First, we see that GSS appears to duplicate quite closely the distributions shown in the Gallup and SRC surveys. (The GSS closely replicates the proportions shown in the most recent Gallup and SRC surveys, but since these surveys respectively fall two and four years prior to the GSS we do not know if the GSS readings would match Gallup and SRC readings taken simultaneously with the GSS. Previous research indicates however that the GSS usually closely duplicates Gallup and SRC distributions. See Tom W. Smith, "In Search of House Effects: A comparison of responses to Various questions by different survey organizations," Public Opinion Quarterly, 42 (Winter, 1978) and _____, "House Effects: A Comparison of the 1980 General Social Survey and the 1980 American National Election Study", Public Opinion Quarterly, 46 (Spring, 1982), 54-68.) Second, we see that significantly *different* trends are indicated by the Gallup and SRC time series. The Gallup item shows a significant decline in Bible fundamentalism of 1.36 percent points per annum from 1963 to 1984 with all of the change occurring between 1963 and 1976. The SRC data shows a much more modest change with a decline of only .34 percent per annum from 1964 to 1984 with all of the change occurring between 1968 and 1980.

We believe that the difference in the level of change observed comes from where the Gallup and SRC fundamentalist categories cut the Bible fundamentalism continuum.

FIGURE 2

Hypothetical Placement of Gallup (G)
and SRC (S) Categories of Bible Continuum

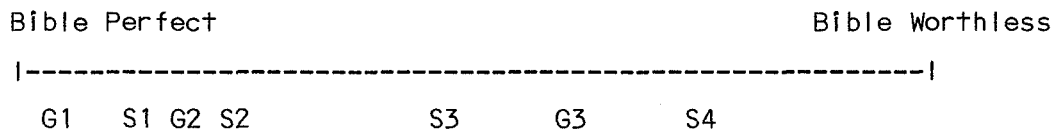


FIGURE 1: % Selecting Most Fundamentalist Category

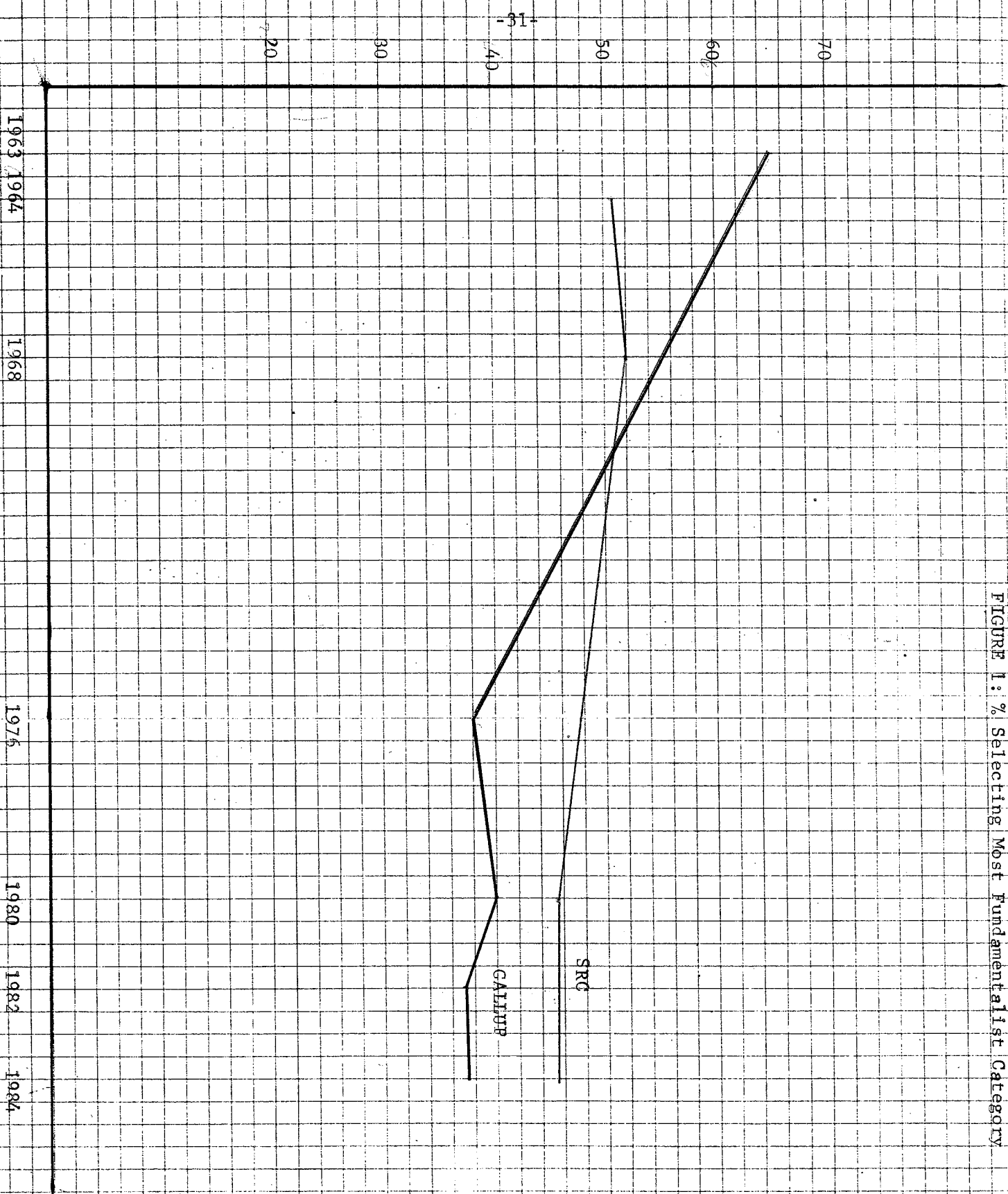


TABLE 10
Trends in GSS and SRC School Business Items
(DKs excluded)

| GSS Percent Favor | 1 | 2 | 3 | 4 | SRC 5 | 6 | 7 | |
|-------------------|------|-----|-----|-----|-------|-----|------|------|
| 1970 | 13.5 | | | | | | | |
| 1971 | 18.3 | | | | | | | |
| 1971 | 17.3 | | | | | | | |
| 1972 | 19.5 | 5.1 | 2.1 | 2.2 | 5.0 | 3.5 | 7.0 | 75.1 |
| 1974 | 20.1 | 4.4 | 2.2 | 2.7 | 5.6 | 4.5 | 10.4 | 70.1 |
| 1975 | 17.2 | | | | | | | |
| 1976 | 15.8 | 5.1 | 2.6 | 2.5 | 7.0 | 4.8 | 9.0 | 69.0 |
| 1977 | 16.3 | | | | | | | |
| 1978 | 20.2 | | | | | | | |
| 1980 | -- | 3.8 | 2.8 | 3.0 | 6.1 | 5.6 | 17.7 | 61.0 |
| 1982 | 19.2 | | | | | | | |
| 1984 | 23.1 | | | | | | | |

As Figure 2 illustrates we believe that the first and second Gallup categories are closer to the fundamentalist pole than the first and second SRC categories are. The Gallup item is recording more change because most change is occurring near the fundamentalist pole, a short shift from positions around the G1 mark towards the G2 mark. In many cases the decline in Bible fundamentalism has not been great enough to move people from S1 to S2. So people whose's belief in Bible inerrancy declined enough to shift them from the G1 category to G2 were still within the S1 category and therefore did not shift to S2.

A similar example occurs on the GSS and SRC busing questions. The GSS item is a simple dichotomy, "In general, do you favor the busing of (Negro/Black) and white school children from one district to another?". The SRC question is a seven-point scale that asks, "There is much discussion about the best way to deal with racial problems. Some people think achieving racial integration of schools is so important that it justifies busing children to schools out of their own neighborhoods. Others think letting children go to their neighborhood schools is so important that they oppose busing. Where would you place yourself on this scale, or haven't you thought much about this?".

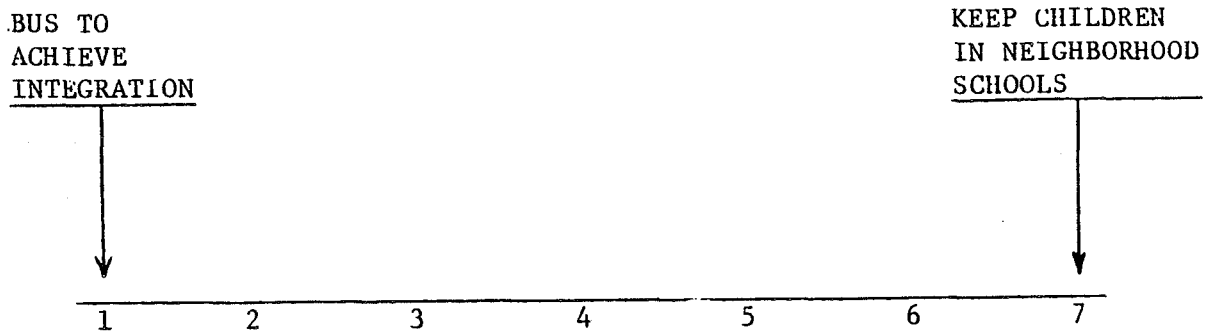
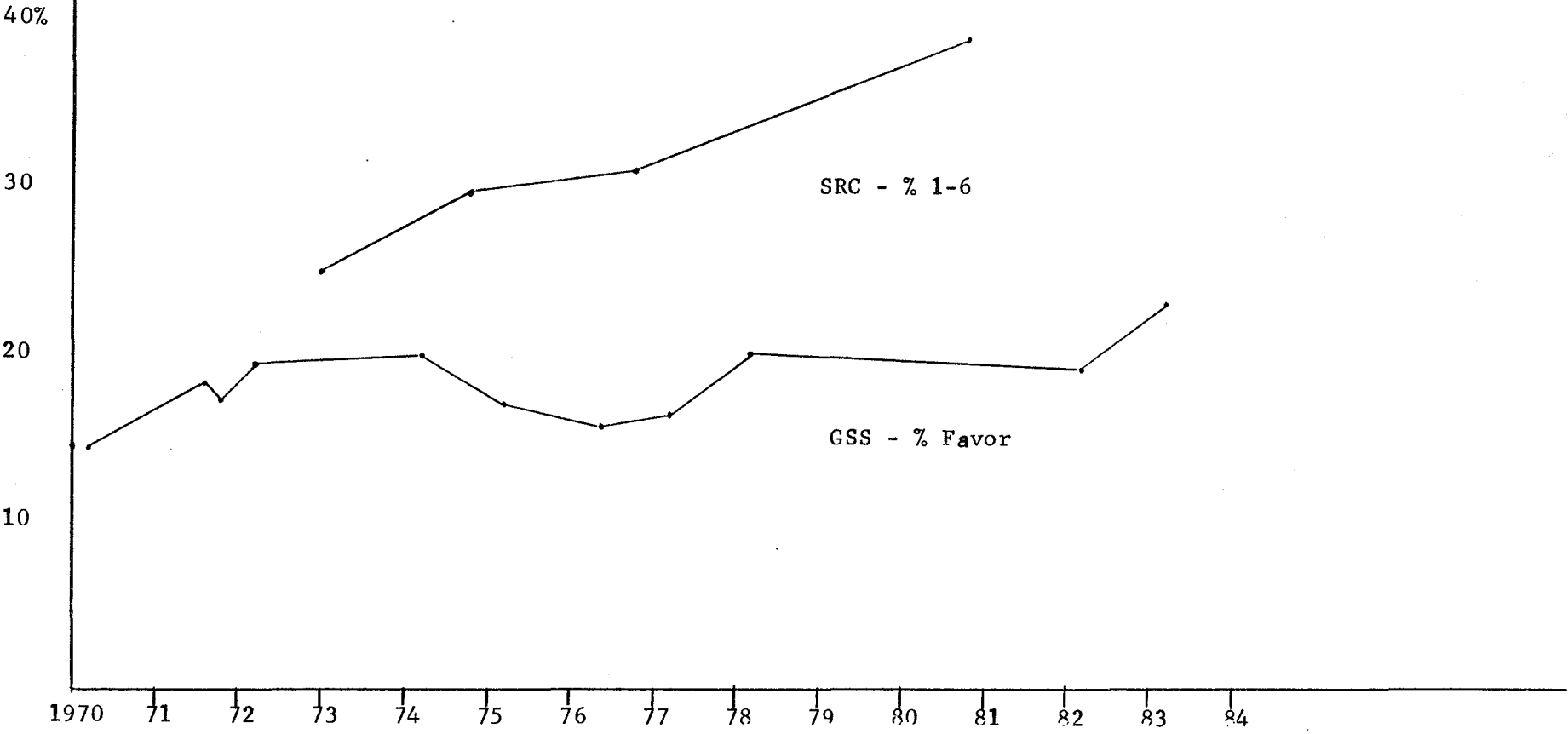


Figure 3 shows that the SRC item has monotonically moved in a pro-busing direction at an annual rate of 1.67 percent points. The entire GSS series shows a much weaker pro-busing trend of .35 percent points per annum. In addition if we restrict ourselves to the GSS surveys that most closely bracket the SRC surveys (1972 through 1982) we find the GSS item shows no significant change at all. The reason for this discrepancy is apparent when we examine Table 10. It shows that almost all of SRC pro-busing shift occurred near the anti-busing pole, mostly shifts from point seven to points six and five. Thus while significant numbers of people have lowered their opposition to busing they have hardly moved into the pro-busing camp. As a result they are still showing up in the oppose category on the GSS measure and the GSS question ^sif picking up little or no detectable change.

These trend discrepancies indicate that it is important to measure all parts of an attitude continuum. At a minimum this can be done by having more refining scales such as the seven-point SRC busing item. Also, it can be done with multiple indicators such as a Guttman scale so that the continuum can be cut at different points by separate questions. Multiple indicators of course also have other advantages over single items (even those using refined scales). Unless a survey measure adequately covers the issue under examination and taps opinions along all parts of the attitude continuum, there is a serious risk of missing trends that are occurring within gross categories.

Figure 3
Busing Trends



7. Images of God: Two Scales

In the 1983 religious supplement sponsored by Andrew Greeley, a twelve-part question about images of God was asked (See question wordings). Upon analysis Greeley found that this item suffered from a "yea saying" bias--35 percent of respondents said "extremely likely" to nine or more images of God. To avoid this problem the 12-items were reduced to six forced-choice pairs with the respondent indicating which image was closer to his concept of God. This new version was administered to the random subsample of the 1984 GSS while the original 12-item scale was asked of another random subsample.

Table 11 gives the distribution for the forced-choice items and for the same pairs of items from the 12-item version. The forced-choice items reduce the number of tied evaluations (a tie on the 12-item version means that the same rating was selected for both items; on the forced-choice version a tie means that a respondent selected point four, equidistant between both images), but depicts about the same relative level of popularity for the images of God as the 12-item version.

Table 12 compares factor loadings for the 12 separate items, six paired items from the 12 separate items, and the six forced-choice pairs. Somewhat different factor structures were revealed by the different versions and recordings. In the 12-item version the first factor is headed by salvation images of God and include all traditional authority images (Father, Judge, King, Master, And Creator). The second factor, which Greeley calls Grace, includes less traditional and more loving and affective images - Mother, Spouse, Lover. On the forced-choice version the first factor is

TABLE 11

A Comparison of Distribution of Forced-Choice Pairs
and Similar Pairs Constructed from Separately Rated Items

| Pairs | Forced-choice | | |
|----------------------|---------------------|-------|----------------------|
| | First Image Favored | Tie | Second Image Favored |
| Master - Spouse | 72.3% | 19.5% | 8.2% |
| Mother - Father | 8.3% | 27.6% | 63.9% |
| Judge - Lover | 60.6% | 23.6% | 15.8% |
| Redeemer - Liberator | 53.7% | 36.7% | 9.5% |
| Creator - Healer | 41.3% | 45.6% | 13.2% |
| Friend - King | 44.2% | 27.7% | 28.1% |

| Pairs | Paired Ratings | | |
|----------------------|---------------------|-------|----------------------|
| | First Image Favored | Tie | Second Image Favored |
| Master - Spouse | 65.0% | 29.8% | 5.2% |
| Mother - Father | 1.3% | 42.7% | 56.1% |
| Judge - Lover | 38.5% | 44.4% | 17.2% |
| Redeemer - Liberator | 11.1% | 57.8% | 31.1% |
| Creator - Healer | 17.8% | 77.7% | 5.5% |
| Friend - King | 29.1% | 58.5% | 12.4% |

TABLE 12

A Comparison of Factors

| A. Twelve Separate Items | | | | B. Twelve Items Paired as Six ^a | | | |
|--------------------------|-----|---------------|-----|--|------|--------------------|-----|
| First Factor | | Second Factor | | First Factor | | Second Factor | |
| Healer | .84 | Mother | .88 | Master/Spouse | .79 | Redeemer/Liberator | .67 |
| Redeemer | .82 | Spouse | .87 | Mother/Father | -.76 | Friend/King | .62 |
| Creator | .80 | Lover | .54 | Judge/Lover | .54 | Creator/Healer | .56 |
| Father | .72 | | | | | | |
| Master | .72 | | | | | | |
| Friend | .71 | | | | | | |
| King | .69 | | | | | | |
| Liberator | .68 | | | | | | |
| Judge | .65 | | | | | | |

| C. Forced-Choice Items | | | |
|------------------------|------|--------------------|-----|
| First Factor | | Second Factor | |
| Master/Spouse | .71 | Creator/Healer | .78 |
| Mother/Father | -.67 | Redeemer/Liberator | .77 |
| Friend/King | -.62 | | |
| Judge/Lover | .59 | | |

^aIn the 1984 data a weak third factor consisting of the creator-healer pair emerges. Since this factor did not show up in the larger 1983 data set and to match the two factor solutions that emerged from the other versions, we constrained the 1984 data to fit a two factor model.

between authority images of God and Greeley's grace images with Friend also acting as a Grace image in contrast to King. The second factor contrasts two traditional images of God (Creator, Redeemer) with comparatively less traditional images (Healer, Liberator). These are the two items with the most tied responses, a result of the non-exclusiveness of these images. Finally, the paired version constructed from the 12-item version shows a similar structure to the forced-choice factors except that the Friend/King pair loads with the second factor instead of with the Authority-Grace factor. Greeley reports satisfaction with the forced-choice version. He believe that the first factor that emerges identifies an important scale and has used a scale made from these four forced-choice items to explain liberalism on race relations, capital punishment, civil liberties for homosexuals, and voting for Reagan.



IF FORMS "X" OR "Y" ASK Q. 124 FORM "Z" GO TO Q. 125.

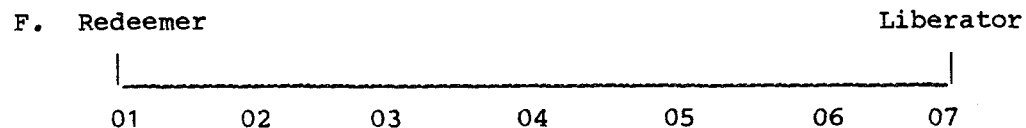
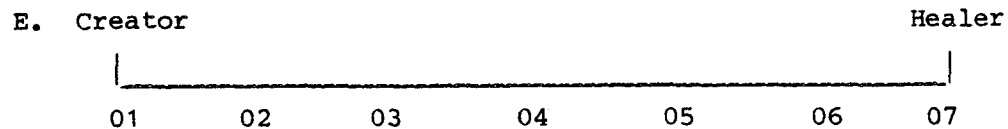
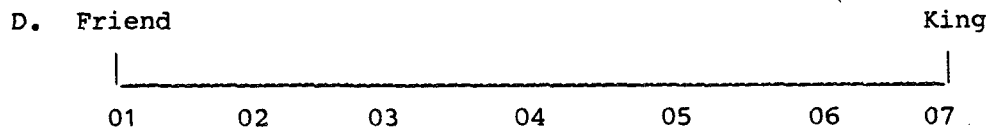
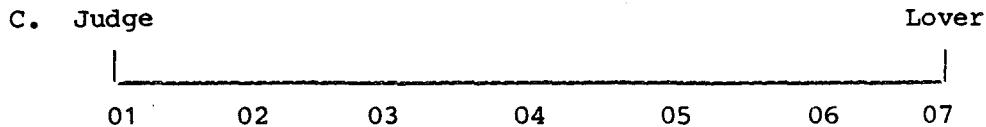
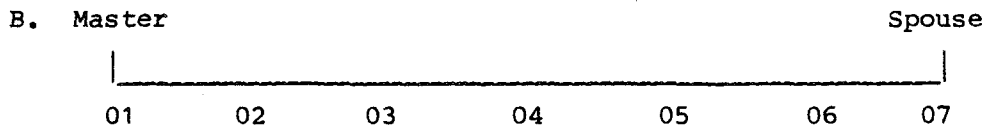
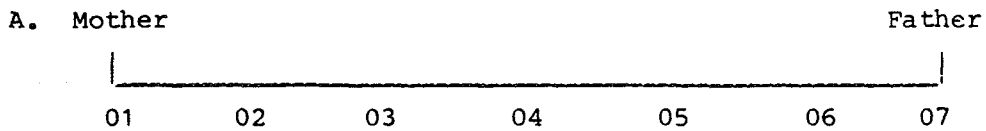
124. There are many different ways of picturing God. We'd like to know the kinds of images you are most likely to associate with God.

Here is a card with sets of contrasting images. On a scale of 1-7 where would you place your image of God between the two contrasting images? (HAND CARD W)

The first set of contrasting images shows Mother at 1 on the scale and Father at 7. If you imagine God as a Mother you would place yourself at 1. If you imagine God as a Father, you would place yourself at 7. If you imagine God as somewhere between Mother and Father, you would place yourself at 2, 3, 4, 5 or 6. (REPEAT EXAMPLE AS NECESSARY FOR EACH ITEM A-F, SUBSTITUTING IMAGES A-F FOR "MOTHER" AND "FATHER".)

Where would you place your image of God on the scale for . . . READ EACH SET OF IMAGES AND CIRCLE ONE CODE FOR EACH.

HAND
CARD
W



2

IF FORM "Z" ASK 125. FORMS "X" AND "Y" GO TO Q. 126.

125. When you think about God, how likely are each of these images to come to your mind? Would you say extremely likely, somewhat likely, not too likely, or not likely at all? (HAND CARD X. READ EACH ITEM.)

HAND
CARD
X

(CIRCLE ONE NUMBER FOR EACH WORD)

| | Extremely likely | Somewhat likely | Not too likely | Not likely at all | DON'T KNOW |
|-----------|------------------|-----------------|----------------|-------------------|------------|
| Judge | 1 | 2 | 3 | 4 | 8 |
| Redeemer | 1 | 2 | 3 | 4 | 8 |
| Lover | 1 | 2 | 3 | 4 | 8 |
| Master | 1 | 2 | 3 | 4 | 8 |
| Mother | 1 | 2 | 3 | 4 | 8 |
| Creator | 1 | 2 | 3 | 4 | 8 |
| Father | 1 | 2 | 3 | 4 | 8 |
| Spouse | 1 | 2 | 3 | 4 | 8 |
| Friend | 1 | 2 | 3 | 4 | 8 |
| King | 1 | 2 | 3 | 4 | 8 |
| Liberator | 1 | 2 | 3 | 4 | 8 |
| Healer | 1 | 2 | 3 | 4 | 8 |

8. An Order Effect on Grace: A Quasi-Experiment

Among the items asked in the religious supplement funded by Andrew Greeley was an item about having experienced a state of grace (see Question Wordings Q.127E). The 1983 GSS showed a sharp increase in the proportion having experienced grace since the question was first asked in 1972. Greeley believed that this was an artifact of having excluded from the 1983 GSS the four items about non-religious parapsychological experiences that has preceded the grace item on the 1972 survey. To replicate the proximate context of the 1972 survey, the 1984 GSS replicated the entire five item battery. Table 13 indicates that no significant difference on grace experiences between the two five-item versions while the single grace items finds much higher levels of grace. The placement of the grace item after the four parapsychological item ^S appears to do two things. First, it lowers reports of grace experiences.

TABLE 13
Percent Reporting Having Had a Grace Experience

| | | |
|-----------------------|-------|--------|
| 1972 (all five items) | 38.7% | (1461) |
| 1983 (Grace only) | 56.7% | (1595) |
| 1984 (All five items) | 41.1% | (1464) |

This may result from having the preceding items define such an experience as an abnormal occurrence and therefore having people not report grace experiences since the event is by association pictured in a more negative light. Or the parapsychological events may lead people to count only more extraordinary or supernatural events as grace experiences and therefore not report religious experiences that are milder and do not seem to meet the more stringent criteria indirectly established by the four parapsychological items. Second, the lead items may help people decide on whether or not they had such an experience. The percent that said they could not answer the

question was highest when grace was asked alone in 1983 (3.5 percent). While the 1972 level was only slightly lower (3.3 percent), the 1984 level was much lower than a year previous (0.8 percent). This suggests that the preceding items help to create a frame of reference that assists people in deciding whether certain events in their lives qualified as grace experiences as defined by the question.

127. How often have you had any of the following experiences? READ EACH ITEM AND CIRCLE ONE CODE FOR EACH.

HAND
CARD
Y

| Never in my life | Once or twice | Several times | Often | I CANNOT ANSWER THIS QUESTION |
|------------------------|---------------------|------------------|-------|--|
|------------------------|---------------------|------------------|-------|--|

A. Thought you were somewhere you had been before, but knew that it was impossible 1 2 3 4 5

B. Felt as though you were in touch with someone when they were far away from you 1 2 3 4 5

C. Seen events that happened at a great distance as they were happening 1 2 3 4 5

D. Felt as though you were really in touch with someone who had died 1 2 3 4 5

E. Felt as though you were very close to a powerful, spiritual force that seemed to lift you out of yourself? 1 2 3 4 5
