

THE UNIVERSITY OF MANITOBA

CLOTHING AS A DETERMINANT OF SOCIAL  
DISTANCE PREFERENCES

by

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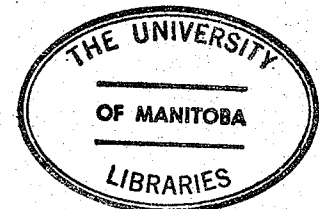
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## ABSTRACT

### CLOTHING STYLE AS A DETERMINANT OF SOCIAL DISTANCE PREFERENCES

The aims of the study were to determine if particular clothing styles elicit the social-psychological distance responses of Intimacy, Casualness, or Remoteness between strangers, and to determine whether there is a difference between males and females in their distance responses toward clothing styles. Therefore, clothing style as a determinant of social distance preferences was investigated using ninety male and ninety female subjects at the University of Manitoba.

The independent variables considered were sex and clothing style, and the dependent variable studied was social distance preference. Subjects were asked to respond to a selected clothing style on the social distance instrument developed for the study. Their responses were recorded, and a two-by-three-by-three analysis of variance was used to interpret the results of the variables at the various levels.

The social distance measure developed for the study yielded significant results among the Intimate, Casual and Remote distances investigated. Findings also showed a significant effect between sex and style of dress, and

between sex and social distance. However, no significant relationship was found between Mod, Straight, and Grubby clothing styles and Intimate, Casual and Remote social distances, nor between male and female subjects in their distance preferences toward the clothing styles.

## CHAPTER I

### INTRODUCTION

Distances are considered in either of two general contexts, in actual physical dimensions or in the less tangible, psychological context. Yet the element of distance is only vaguely considered during a social interaction. This occurs, despite the fact that physical spacing is a distinctly inevitable dimension of all interpersonal encounters. In fact, Hall (1963:147) has drawn the analogy that our treatment of space is not unlike our treatment of sex, we know it is there but we don't talk about it.

Several theories have been developed to explain why one person interacts at a closer or farther distance than another (Bogardus, 1938). These variations in the use of space have been studied by social scientists and architects alike. Hall (1968;1966;1963) considers proxemic behavior, or one's use of space, as a medium of non-verbal communication. The significance of this phenomenon has extended to the areas of psychology, anthropology, sociology, and architecture.

Similarly, clothing has been considered a medium of non-verbal communication (Hall, 1959; Rosencranz, 1965).

This notion has been studied by both clothing researchers and social scientists with interesting results. The socio-psychological focus of clothing research however, has dealt mainly with the following aspects: awareness and role theory (Ryan, 1966); for example, one's role in society may be indicated by a uniform. Other research has dealt with the aspect of personality (Knapper, 1969), in that the way one dresses may reflect certain personality characteristics. Although the communicative aspect of clothing has been discussed by Rosencranz (1962, 1965), and Horn (1968), the degree to which clothing symbolism affects a perceiver's overt behavior toward a wearer has not been extensively investigated.

Regardless of the techniques used to communicate, accurate interpretation must take place to ensure that the communication is successful. Two members of a society must interpret a verbal message in the same way in order to understand each other. Similarly, such non-verbal media as distance, stance and movements must be correctly translated to be meaningful, thereby eliciting the appropriate response from an observer.

Successful communication with clothing as a medium is facilitated by several factors. Most important among these are a mutual understanding by observer and wearer of dress cues, a fairly accurate interpretation of these cues by the observer, followed by the expected and desired response. With this in mind, one should realize that clothing, like

any other non-verbal communicative device has its limitations. It is the accurate interpretation of the message being transmitted.

Studies have shown that appearance affects evaluations, and impressions of personality (Hamid, 1968; Ryan, 1966; Little, 1965). First-impression formation is a step in the perception process, by which one acquires an understanding or knowledge of an object or person. Research has shown that brief contact between individuals may result in the formation of these first impressions (Argyle and McHenry, 1971; Ryan, 1966). The perceptual process also involves the organization of past events which act as points of reference for future experiences. As a result, an observer tends to be highly selective to particular stimuli, or cues, to further assist his organization of new perceptual experiences.

According to Hastorf, Schneider and Polefka (1970), the interpretation of stimuli imposes order on social interactions, by limiting the amount and content of future experiences, for example, uniforms indicate occupation. It therefore follows that the interpretation of clothing stimuli will contribute order to social encounters. On the other hand, distance behavior is an interpretation and response toward stimuli which functions to maintain the social order. How then, do clothing stimuli affect distance responses?

Considerable research has been done on person percep-

tion, impression formation, and clothing symbolism as well as on social distance, yet no studies have yet been made on the effect of clothing on interpersonal distance.

## CHAPTER II

### REVIEW OF LITERATURE

A review of related literature is given in two separate sections. The first section is a review of pertinent research in the area of social distance behavior, and the second section, a discussion of relevant information and research on the socio-psychological aspects of clothing and appearance.

#### Related Social Distance Research

Social scientists have long been studying the factors which contribute to physical spacing in human encounters. Emory S. Bogardus (1938), a sociologist and pioneer in "social distance" research, first cited these factors as: (a) differences in temperament and biological make-up; (b) differences in personal tastes; (c) differences in culture patterns and (d) lack of acquaintance and knowledge of the subject or person (1938:467). He explained that social distance is the result of the attracting and repelling forces between stimulus persons.

Man does not interact socially without the element of physical spacing. In fact, each individual is known to have his own "personal space," or "bubble," the boundaries

of which are not observable. These boundaries however, have been found to expand and contract depending upon the nature of the environment surrounding an individual (Hall, 1966:121; Sommer, 1959:68).

In the time since Bogardus first probed into the characteristics of social distance behavior, several researchers have taken an interest in this phenomenon. Some studies in the fields of anthropology and architecture have shown comparable social distance behavior patterns.

Edward T. Hall, an anthropologist (1963b, 1966, 1968), has coined the term "proxemics," which generally is defined as the study of man's cultural use of space (1966:1). It is chiefly a study of the relationships existing between the observations made and the theories developed regarding social distance behavior. Hall has also investigated this phenomenon cross-culturally.

However, where Bogardus (1959) sought to determine prejudicial attitudes toward various racial and ethnic groups, Hall chose to study the subtle nuances in the behavior of these groups which inadvertently led to certain prejudices. For example, in Hall's study (1966) members of the English, French, German, and Arabic cultures were observed for characteristic behavior, especially interpersonal behavior, differing from our own. Obvious features, such as the typical closeness of Arabs in interaction, stood out as facilitating distance behavior in intercultural social encounters.

On the basis of these observations, Hall has formulated the theory that members of different cultures may interpret sensory stimuli differently. He explains that this phenomenon occurs due to learned variations in conceptualizing. That is, members of one group may see objects in a context, while members of another group may see these objects only in relation to each other (1968:90). This phenomenon has been explained by Hastorf, Schneider and Polefka (1970:6) as a function of one's cultural upbringing.

Other cross-cultural studies by Watson (1970), Watson and Graves (1966), and Triandis and Davis (1965), have supported Hall's theories and observations regarding the attitudes and actions associated with proxemic behavior. However, even within one's own society, there are various techniques by which the use of space is directed.

In 1964, Robert F. Murphy investigated the use of the veil by the Tuareg people of North Africa. "The veil, though providing neither isolation nor anonymity, bestows facelessness and the idiom of privacy upon its wearer and allows him to stand somewhat aloof from the perils of social interaction while remaining a part of it" (1964:1257). This is a cultural nuance involving the veil to symbolically introduce distance between themselves and those with whom they are interacting. The veil not only allows the wearer to manipulate social spacing, but also provides cues to help members of the society recognize appropriate distance responses.

Some studies have shown that an individual may have distorted perceptions even within his own culture or society. This was illustrated by Sommer (1969), who studied the schizophrenic's use of space. His findings revealed that patients suffering from this disorder would manifest either extreme withdrawal or come too close to a male decoy in an experiment (1969:69-70). A case in point was cited by Horowitz (1965) in a study of human spatial behavior. A young male, a chronic schizophrenic, would insist that the left side of his body, especially his left arm, did not belong to him. "He would often bump into people with his left side, seemingly by accident, but this never happened on his right side" (1965:23-24).

Sommer concluded that persons afflicted with the personality disorder of schizophrenia inhabit different sensory worlds, thereby causing them to utilize inappropriate distance responses.

Perhaps one would associate this type of social distance behavior with Bogardus's personal taste factor. Differences in personal tastes, he said, can cause adverse sensory reactions (1938:467). These reactions are sometimes evident toward people with obvious physical handicaps who elicit either extreme avoidance, or extreme helping behavior. However, the avoidance aspect has also been found to hold true for persons who do not have visible handicaps. Research by Kleck, Buch, Goller, London, Pfeiffer and Vukcevic (1968), has revealed that stigmatized

persons (those described as having epilepsy) elicit greater distance responses from subjects than do non-stigmatized persons (1968:111).

In 1970, Patterson and Sechrest conducted a study to determine the effect of interpersonal distance on impressions of personality. A front row classroom setting was used giving distance approximations of two, four, six or eight feet between the subject and confederate. Results indicated that interpersonal distance did indeed, affect the formation of impressions. Male confederates were rated more dominant than female confederates, while female confederates were considered more extroverted than males (1970:164).

More recent studies by Little (1965) and Brien and Ryback (1970) substantiated Bogardus' claim that lack of acquaintance and knowledge of the subject or person is a contributory factor to social spacing.

Research by Little has established that the degree of acquaintanceship can affect interpersonal distance. His findings supported his prediction that there would be an increasing rank order of distances of interactions between two friends, two acquaintances, or two strangers. The type of setting, suggesting different social situations and differing degrees of proximity, was also considered a variable affecting interpersonal distance. The three settings used in the study were: a living room, an office waiting room, and a street corner. The findings revealed

that for both sexes, figures of strangers in an office waiting room produced maximum distance, while friends on a street corner produced the minimum distance (1965:241).

Brien and Ryback (1970) report that people generally consider themselves psychosocially "closer" to others who are liked, positive, attractive or perceived as similar. Known as a psychosocial orientation, it pertains to the psychological determinants of a person's willingness to accept or associate with certain designated "others" in situations varying in intimacy (1970:23).

The following study of Klukken (1971) also reflects a similar relationship to Bogardus' acquaintance factor. Klukken investigated the effect of topic intimacy on interpersonal distance and found that in a naturalistic, as opposed to experimental setting, interactions of high topic intimacy with a stranger resulted in greater distances than those of low intimacy (1971:38). Thus, Little (1965) and Klukken (1971) have pursued the fourth factor mentioned by Bogardus with substantiating results. And although four factors have been demonstrated as contributing to social distances, it is perception, or the understanding derived from experience, which allows an individual to make appropriate distance responses.

Distance responses are not always conscious and it is these unconscious patterns of behavior which have been observed and studied by Sommer (1959; 1969). For example, seating arrangements in different physical and attitudinal

environments such as libraries, cafeterias, and lounges, were observed, where interactions during conversation, cooperation on some form of work, or competition were studied. Sommer found that subjects overwhelmingly chose a corner-to-corner, or face-to-face arrangement for casual conversation at a rectangular table (1969:68), but where sofas were used, either side-by-side, or face-to-face arrangements were most often observed (1961). In this study however, seating depended largely upon the distance between the sofas and whether they could be moved. Increasing the distance between facing sofas often led subjects to sit side-by-side.

These observations have interesting implications for designers and architects alike, and the concept of space has long been a concern of architects. Hall (1966), Sommer (1969), and Watson and Graves (1966), as social scientists, have sought to bridge the gap between architecture and the social sciences. Although man has devised methods of structuring his environment, he has made gross errors regarding optimum space requirements for different types of individuals. Great increases in population have led to overcrowded cities. Homes are smaller with fewer rooms, while high-rise apartment buildings have contributed to increased population per unit area (1966:160). The incidence of crime has also increased considerably in recent years, and a tremendous paradox exists between man's search for an efficiently structured environment and his rebellion against this

system. Granted, the element of space may not be the sole problem, but neither can it be overlooked as a contributing factor. The need for optimum spacing is an inherent part of our social lives.

Summary: Social distancing is basically an overt demonstration of one's degree of acceptance or rejection of the "other" in any given situation.

Several factors may strongly influence the degree of proximity allowed in social interaction. These include: (1) degree of acquaintanceship, (2) topic intimacy, (3) physical setting and (4) attitudinal environment. Conversely, studies involving the manipulation of distances in social interaction between subjects and an experimental confederate, have produced effects in impressions of personality.

Research has disclosed a number of contributing factors to variations in the use of space. However, no direct investigation has yet been made regarding the effect of appearance on the social distance behavior of interacting strangers.

#### Related Socio-Psychological Research in Clothing and Appearance

In recent years, studies in the clothing area have used a distinctly more socio-psychological approach. Several investigations, focusing on basic psychological

theories such as personality and self-concept, perception, motivation, attitudes and interests, role theory, and related behavior have yielded interesting data. Hamid (1967, 1968, 1969, 1972), has made interesting contributions in this field. Ryan (1966) discusses the role of clothing in impression formation, and the identification of a wearer and his role in society. Meanwhile, other research concerned with such concepts as symbolism and awareness - concepts of communication - have illustrated how clothing does help facilitate a successful interaction. This is especially true where certain types of dress can identify a wearer's occupation.

The area of psychology most relevant to the present study is that of person perception. Perceptions are known to take place over a wide range of experiences providing cues to appropriately confront new experiences.

Lefkowitz, Blake, and Mouton (1955) illustrated how the perception of a person's attire determined whether pedestrians would follow him in violating a traffic signal. "Significantly more violations occurred among pedestrians when the non-conforming model was dressed to represent high social status than when his attire suggested low social status" (1955:706). The pedestrians used the model's clothing as a means of determining their own legitimacy in violating the traffic signal.

Several studies on impression formation have been conducted by clothing and psychological researchers alike.

Ryan (1966) and Hoult (1954) found that impressions of persons changed as a result of changes in clothing, and that behavioral responses were based on these various impressions. Ryan (1966) further discovered that perceptions of an individual's mood and certain personality traits can vary with clothing. She stipulated however, that variations exist among different viewer's perceptions in relationships with the wearer, and in the types of situations which affect clothing-based perceptions.

Hamid's (1967) earliest study dealt directly with the effect of contact, or social distance, on dress stereotypes. He looked at the categorizing responses to a set of four

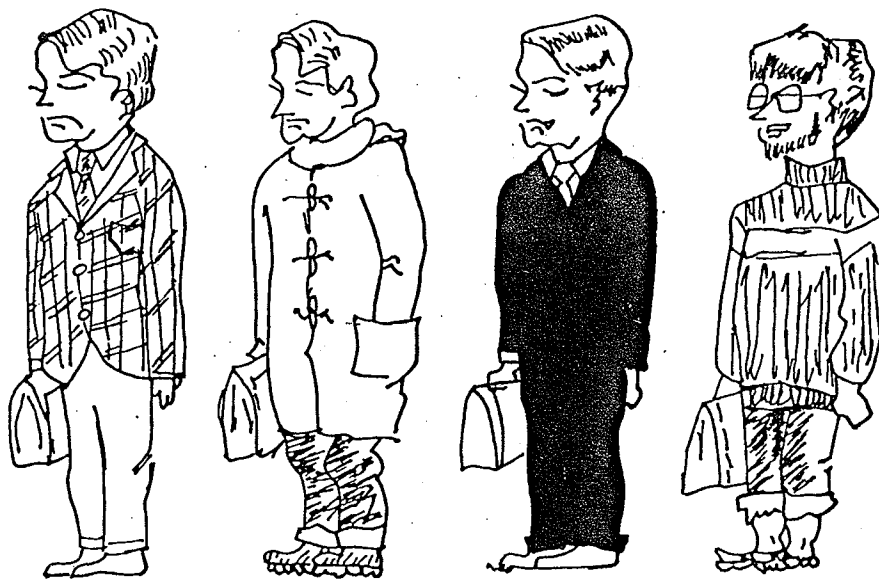


FIGURE 1

CARTOONS OF FOUR STUDENTS IN DIFFERENT  
MODES OF DRESS

\*By permission of Dr. Paul N. Hamid, April, 1975.

cartoons of supposed university students, as well as the relationship between variation in stereotype image and degree of contact with students. Subjects were two groups of 300 adults each, one group from a city population where a university was located, and one from a small town. Hamid's results showed a significant difference between subjects who had contact with the students and those who did not have any contact with them (1967:150). It was found that contact with students was a significant factor in the choice of a cartoon stereotype (1967:151). Seventy-one per cent of those subjects choosing the first cartoon had been university students at one time. The high agreement among these subjects corresponded to what Hamid felt was the student's perception of himself. On the other hand, eighty-eight per cent of subjects choosing the fourth cartoon had had no contact with students; this indicated stereotype formation by those who have little or no available information about students (1967:150).

On the basis of Hamid's results one may conclude that identification of individuals, for example, university students, depends largely upon the amount of information available to the perceiver. Frequent contact with such a stimulus person provides one with information, and reduces the tendency to stereotype. However, his more recent research has disclosed that these stereotypes were less important than were particular cues provided by appearance. Hamid also found that female subjects made more accurate

observations of the models in a live setting, than did male subjects. The general conclusion derived from these studies is that dress and appearance do provide cues for the formation of impressions, and that these cues will facilitate the classification of others in a social situation (1969:191).

Attribution theory is closely linked with both impression formation and stereotyping in person perception. Argyle and McHenry (1971) studied the attribution of intelligence based on appearance. Using video-tape and manipulating the viewing time, they looked at the effect of wearing glasses on judgements of intelligence. Results showed that brief contact yielded first impressions of intelligence toward persons wearing glasses, while longer exposure periods tended to dispel these impressions. They concluded that subjects initially based their judgements on certain physical cues such as glasses.

Ryan (1966) on the other hand, found that facial expression tended to produce greater effects in judgements of personality traits than did clothing. This however, was contrary to Hamid's findings that stereotypic responses were independent of facial expression. Nevertheless, Ryan did find that perception of socio-economic status, education, occupation, and intelligence did change with changes in dress. She therefore concluded that clothing is definitely a factor in the perception of personality traits, even though it may not be the most important factor (1966:21).

Douce (1969) used perceptual theory to explain the communicative aspects of dress. She explained that perception is a covert response intervening between an external stimulus and a manifested, observable response (1969:14). Since clothing is a visible stimulus, it is quite possible that perception is the intervening variable between clothing stimuli and distance responses. By this process, Douce has exposed the method whereby clothing facilitates communication.

Similarly, Rosencranz (1965, 1972) has concluded that through the interpretation and ordering of experiences demanded by the perceptual process (of which clothing stereotypy is an integral feature), clothing symbolism is a silent language, part and parcel of the non-verbal system of communication.

Summary: Impressions may be formed on the basis of appearance, and these impressions are known to change with changes in clothing. Particular dress cues often determine the impression formed, and these cues will assist in the classification of others in social situations. (Sex stereotypes are usually predominant over other types where clothing is a variable.) Certain cues, perceived in a limited time space, can result in the attribution of particular characteristics to another, but these are usually dispelled after longer exposure periods.

Perception is a covert response to stimuli, which

intervenes between the actual stimulus and the observable response that may be demonstrated. Clothing is one such external stimulus which may be perceived and reacted to overtly. Clothing has symbolism in social interaction, and is therefore a medium of non-verbal communication.

Degree of contact, and therefore the amount of available information about an individual, were also factors affecting the formation of impressions. Particular traits are attributed to individuals on the basis of these impressions, and these may depend partly on clothing styles.

## CHAPTER III

### STATEMENT OF THE PROBLEM

The purposes of this research were to determine if particular clothing styles elicit specific distance responses between strangers, and to determine if there is a difference between males and females in their distance responses toward clothing styles.

The following definitions, hypotheses and assumptions were used in this research.

#### Definition of Terms

The following terms have their meaning clarified for this particular study.

Strangers: Those individuals who have never before come into face-to-face contact (Wood, 1934).

Social Distance: A discriminating response involving physical spacing between interacting persons. A positive response (Intimate or Casual Distance) would allow moderate to great proximity while a negative response (Remote Distance) would indicate proximity is undesirable.

Intimate Distance: The distance represented by the following four activities which were chosen on the basis of consensus response to the term, "Intimate," and

which occur within a range of zero to one and one half feet.

1. I would have a personal conversation with her.
2. I would sit close to her in a car, or on a couch.
3. I would embrace her as a close friend.
4. I would lie beside her in a meadow watching clouds and scenery.

Casual Distance: The distance represented by the following four activities which were chosen on the basis of consensus response to the term, "Casual," and which occur within a range of one and one half to twelve feet.

1. I would talk with her as a neighbor over the fence.
2. I would play a game for two with her such as chess, or a game of cards.
3. I would go for a boat ride with her, or go fishing together.
4. I would talk informally with her over coffee.

Remote Distance: The distance represented by the following four activities which were chosen on the basis of consensus response to the term, "Remote," and which occur at a distance of twelve feet or greater.

1. I would try to observe her without being noticed.
2. I would walk the same street at night even if she were acting suspiciously.
3. I would avoid her on the street.
4. I would observe her through a pair of binoculars.

Clothing Style: The overall appearance of a garment, including color, line, texture and silhouette (Thomas, 1971).

Mod: considered well dressed in the sense of wearing expensive, highly styled clothes [fashions current at the time the study is undertaken] ... The garments worn by this group obviously come from the higher priced stores.

Straight: tend to wear "simple, classic, conventional" styles.

Grubby: Criteria such as "unkempt," "faded blue jeans," "old army fatigue uniforms," were used as descriptive terms of persons wearing this clothing style, largely because they were prevalent in this area and easily accessible for the present study.

The definitions for the three clothing style categories, Mod, Straight and Grubby were all adapted from Gurel's (1970) study and qualified for the present study by a three-class forced choice sorting of representative pictures of apparel from fashion magazines.

### Hypotheses

The following null hypotheses were formulated for testing:

1. There will be no significant relationship between the Mod, Straight and Grubby styles of dress and Intimate, Casual and Remote distance responses.

2. There will be no significant differences between male and female subjects in their distance responses to the styles of dress under investigation.

### Assumptions

Throughout the planning of this study and the construction of the measures, certain assumptions were taken into consideration. These assumptions are:

1. The operational definitions derived from the activities consensus questionnaire are valid in so far as they represent the distances under investigation.

2. The three-class forced choice sorting of pictures of apparel from fashion magazines, in combination with Gurel's categories of dress, is a valid means of categorizing styles of dress for the selected sample.

3. The subjects, who were university students, have a greater tolerance toward the styles used in this study than non-university males and females of the same age group, and therefore, are less prejudicial in their discrimination.

4. Due to random selection, there are no differences between subjects participating in this study.

5. Due to reassurances that responses would remain confidential, subjects express their reactions willingly and honestly.

## CHAPTER IV

### PROCEDURE

The procedure used are discussed in the following order: 1. development of the Testing Instrument, 2. selection of the clothing styles and stimulus person, 3. selection of presentation medium, 4. subjects, 5. administration and experimental procedure, and 6. analysis of the data.

#### Development of the Social Distance Test

A social distance test was developed by administering three pretests to university students in introductory psychology and sociology classes. The first pretest was administered to collect social distance activities in the intimate, casual, and remote distance categories. Social distance categories were operationally defined in terms of physical distance, specific sensory criteria and body contacts, and specific examples were given as well. Examples for Intimate behavior were suggested as "protecting," "comforting," and "wrestling," while those provided for Casual activities were, "shopping," "impersonal business," or "driving in a car." Such Remote activities as tennis and ping pong, or independent work while another is present,

were given as suggestions. Subjects were asked to list activities under each category. Biographical data was also collected. See Appendix C.

A list of the most mentioned activities for each of the three distance categories was compiled from the result of the first pretest. Vague and duplicating responses were excluded from this list.

Using the activities compiled from the first pretest, the second pretest was given to get a consensus on the activities which could be listed under each category, and to get a consensus on the activities in the list which could be performed by persons of the same sex or by persons of the opposite sex.

In the second pretest, subjects were asked to indicate agreement or disagreement to the categorization of each activity, indicate whether the activity would be performed by persons of the same sex or the opposite sex, and explain their concept of intimacy, casualness, and remoteness. If the subject disagreed with the categorization of an activity, a recategorization of the activity was requested. Unlike the first pretest, only the physical distance criteria was given to guide the subject in his decision making.

The number of responses from the second pretest was found to be inadequate for the purposes set by the researcher, so a third pretest with a changed format became necessary. Sixty-three activities, twenty-one for each social distance category, were randomly arranged and listed.

The establishment of twenty-one activities was a restriction resulting from the least number of responses given by subjects to the Remote category in the first pretest. Subjects were asked to categorize all the activities in the list under one of the three social distance categories studied. Like the first and second pretests, biographical data was collected, but unlike the first pretest, only the physical distance criteria was given to guide the subject in his choice.

Twelve activities, four for each social distance category were finally selected for the social distance test instrument. The criteria used in the selection of the activities were:

1. The acceptability level of each activity must be 54.5 per cent or above. This lower limit of acceptability was determined by the remote category which received the lowest acceptability level of 54.5 per cent.
2. Each activity must be suitable for either sex to engage in with a female partner.

The final test instrument consisted of twelve randomly arranged activities, four in each social distance category. These activities were placed in first-person sentence form, such that they proposed a direct contact between respondent and stimulus person. Probability scales ranging from zero to ten were assigned to each activity so that a respondent could indicate the likelihood, in varying degrees of interaction with the stimulus person. Reliability of the test

instrument was partly established by method of construction used, while face validity was established by a reviewing committee of six persons from the Home Economics and Sociology faculties of the University of Manitoba.

### Selection of Clothing Styles!

#### and Stimulus Person

Three clothing styles were chosen for the study: Mod, Straight, and Grubby. Definitions for these styles were adapted from Gurel (1972), and qualified for the present study by means of a three-class forced choice sorting of current fashion magazine pictures representing various dress styles. A panel of five judges, predominantly students majoring in clothing and textiles, were asked to sort the pictures under the Mod, Straight and Grubby categories. Pictures receiving the highest consensus were chosen as reference for garment selection, in addition to Gurel's definitions. Gurel's study was undertaken with adolescents in the United States, so it was necessary to insure that the clothing styles chosen would apply to an older age group, and to a group of supposedly different cultural background than the subjects in Gurel's study.

After consensus on clothing styles for use in the study was established, garments were selected from different local department stores for the stimulus presentation. The garments went through a screening committee composed of three staff members from the Home Economics faculty and

the Sociology department. Fifteen outfits and variations were selected for possible use in the stimulus presentation.

A professional photographer was employed to prepare the slides of the model wearing each variation. A panel of advisory staff and the experimenter selected the three most representative slides for the Mod, Straight and Grubby styles. The same background was used for all the slides. The only model used in the study posed for the full-length view with posture, gesture and facial expression held as similar as possible. See Appendix D for photographs from the slides.

Two criteria were set for the selection of the model. They were: 1) that the model must be approximately the same age group as the subjects to establish a common ground for potential interaction, and 2) that the model must not be acquainted with any of the subjects to be able to maintain the notion of stranger interaction and to promote first impression formation.

#### Selection of Presentation Medium

The use of a live model, a moving film and slides were the three presentation media considered for the study. The use of slides was chosen for the following reasons.

1. They allowed consistency in facial expression and pose of the stimulus person.
2. Exposure time of subjects to the stimulus could be controlled.

3. They could be used in group situations over an extended period of time.

4. Extraneous variables, such as body movement, could be eliminated.

5. The variable of color could be used.

#### Results of the Pilot Study

A pilot study was performed on the test material to organize the presentation format and to further correct flaws in the test booklet. Twelve subjects consisting of six males and six females, were used in the pilot study.

Responses on the social distance instrument, factor evaluation, identity question, biographical data, and personal clothing style assessment were recorded, and the main and interaction effects were analyzed. The analysis showed a significant effect due to distance, at the ten per cent level. The magnitude of this effect was, however, considered inconclusive, due to the few responses involved. The fact that no other effects were found to be significant, was also considered in light of the limitations due to the number of subjects participating.

#### Subjects

A nominal role of all students registered for the 1973 Summer Day Session at the university was obtained from the Registrar's office. Initially, a total of 180 subjects, ninety male and ninety female students ranging in age from

eighteen to twenty-two years were randomly drawn out from the roll and were separately numbered by sex. The experimenter contacted the 180 subjects by telephone. Of those contacted, fifty-two males and thirty-seven females could not participate in the study for various reasons. Eventually, a total of 248 males and 217 females were randomly selected from the list and called. Of these, 176 males and 160 females were contacted. Among the male students contacted were 114 who accepted while 52 declined participation in the study, and of the females contacted, 116 accepted and 37 declined participation. In addition, there was an attrition of sixteen males and eighteen females.

One hundred eighty subjects was considered to be the most ideal number for the study, for this reason it was important to replace those subjects who could not participate. Replacements were randomly selected from what was left in the nominal roll. To allow for errors which might invalidate questionnaires, 196 subjects were finally tested.

Two major reasons for declining participation in the study were cited as time conflicts with classes or part-time jobs, and lack of incentive provided. A summary of the response characteristics of the sample is presented in Table I.

#### Experimental Procedure

Subjects were asked to meet in a designated room at scheduled time periods. Subject groups, balanced for sex,

TABLE I

BREAKDOWN OF RESPONSE PATTERNS TO RECRUITMENT  
PROCEDURE FOR MALES AND FEMALES

Type of Response	Males		Females	
	Number	Percentage	Number	Percentage
Called	248	100.0	217	80.97
Contacted	176	70.97	160	59.7
Accepting	114	64.7	116	70.0
Rejecting	52	29.55	37	23.1
Uncategorized Responses*	10		7	
Number Responding <sup>†</sup>	98	85.96	98	84.5
Attrition Rate	16	14.0	18	15.5
Invalid	7	7.1	2	2.0
Valid	91	92.9	96	98.0
Analyzed	90		90	
Extra (not analyzed)	1		6	

<sup>†</sup> Those who were actually tested.

\* Between number contacted, rejecting, and accepting there were some subjects who could not be categorized in this way, i.e. they would not give a definite answer.

+ Those who were actually tested.

viewed one slide of the three slides prepared for the study. Each slide depicted either the Mod, Straight or Grubby clothing style. The assignment of subjects to groups was carried out in such a manner that thirty males and thirty females were exposed to one of the three slides, fulfilling the requirements for a factorial design with thirty subjects in each of six cells.

For each group tested, the procedure was as follows. Subjects were handed a test booklet, consisting of a set of instructions and the questionnaire format in the order listed; Part A, a social distance test instrument, Part B, factors influencing appearance, Part C, which consisted of a model identification question, a forced choice personal clothing style assessment preceded by the definitions of the three clothing styles under investigation, and a personal data inventory.

Instructions for filling in the questionnaire were carefully read to the subjects prior to viewing the slide. Subjects were asked not to open the test booklet until a signal was given for them to start. Subjects were shown one of the three slides for a period of thirty seconds during which time they were asked to observe as much about the stimulus presentation as possible. They were then asked to fill in the questionnaire. No time limit accompanied the response portion of the test sessions, although subjects were asked to work as quickly as possible. They were instructed to answer all questions in the test booklet.

### Statistical Analysis

With four items in each category, scores based on a continuum of zero to ten per item were recorded and totalled for each distance category. A total score of forty for each distance category for each subject was possible. Activities included in the Intimate category were:

1. I would have a personal conversation with her.
5. I would sit close to her on a couch, or in a car.
9. I would embrace her as a close friend.
11. I would lie beside her in a meadow watching clouds and scenery.

Activities included in the Casual category were:

2. I would talk with her as a neighbor over the fence.
4. I would play a game for two with her such as chess, or a game of cards.
6. I would go for a boat ride with her, or go fishing together.
8. I would talk informally with her over coffee.

Activities included in the Remote category were:

3. I would try to observe her without being noticed.
7. I would walk the same street at night even if she were acting suspiciously.
10. I would avoid her on the street.
12. I would observe her through a pair of binoculars.

A two-by-three-by-three analysis of variance for mixed designs by F. Chebib (a program on disc in the University of Manitoba computer terminal) was used to find the relationship

between the independent variables, sex, and clothing style, and the dependent variable, distance. The F test was used to determine the significance of the data.

Information taken from the factor evaluation and personal data inventory was also recorded.

#### Limitations

1. No adequate social distance scale exists, and the reliability and validity coefficients of the scale developed for this study have not been determined. Consensus as high as eighty per cent was achieved on several Intimate and Casual activities in pretesting, but the lowest acceptable consensus was only 54.5 per cent. It is therefore evident that there is some uncertainty on the part of the subjects regarding this level of proximity.

2. It was important to have equal numbers of males and females, due to the nature of the experimental design. However, as a true random sample was not available, but rather random with replacement, the purity of randomization was reduced.

3. Inanimate stimuli lack realism. Therefore, the slide presentation may have posed certain limitations to potential interaction.

## CHAPTER V

### RESULTS AND DISCUSSION

This chapter includes a description of the characteristics of the sample, the social distance preferences, and a discussion and interpretation of results obtained from the interaction effects of: 1) reactions toward clothing due to sex; 2) distance variations due to sex; 3) distance variations due to clothing style and; 4) variations between males and females due to clothing style in terms of social distance.

#### Description of the Sample

The total sample consisted of ninety male and ninety female students ranging in age from eighteen to twenty-two years who were on campus during summer school at the University of Manitoba in 1973. The mean ages were 20.1 and 20.06 years for male and female subjects respectively. See Figure 2.

The mean level of completed university education for males was 2.2 years, while that of females was 2.4 years. However, the distribution in Table II shows that male subjects were fairly evenly distributed throughout the first three years of university education at 28.9, 30.0, and 28.9

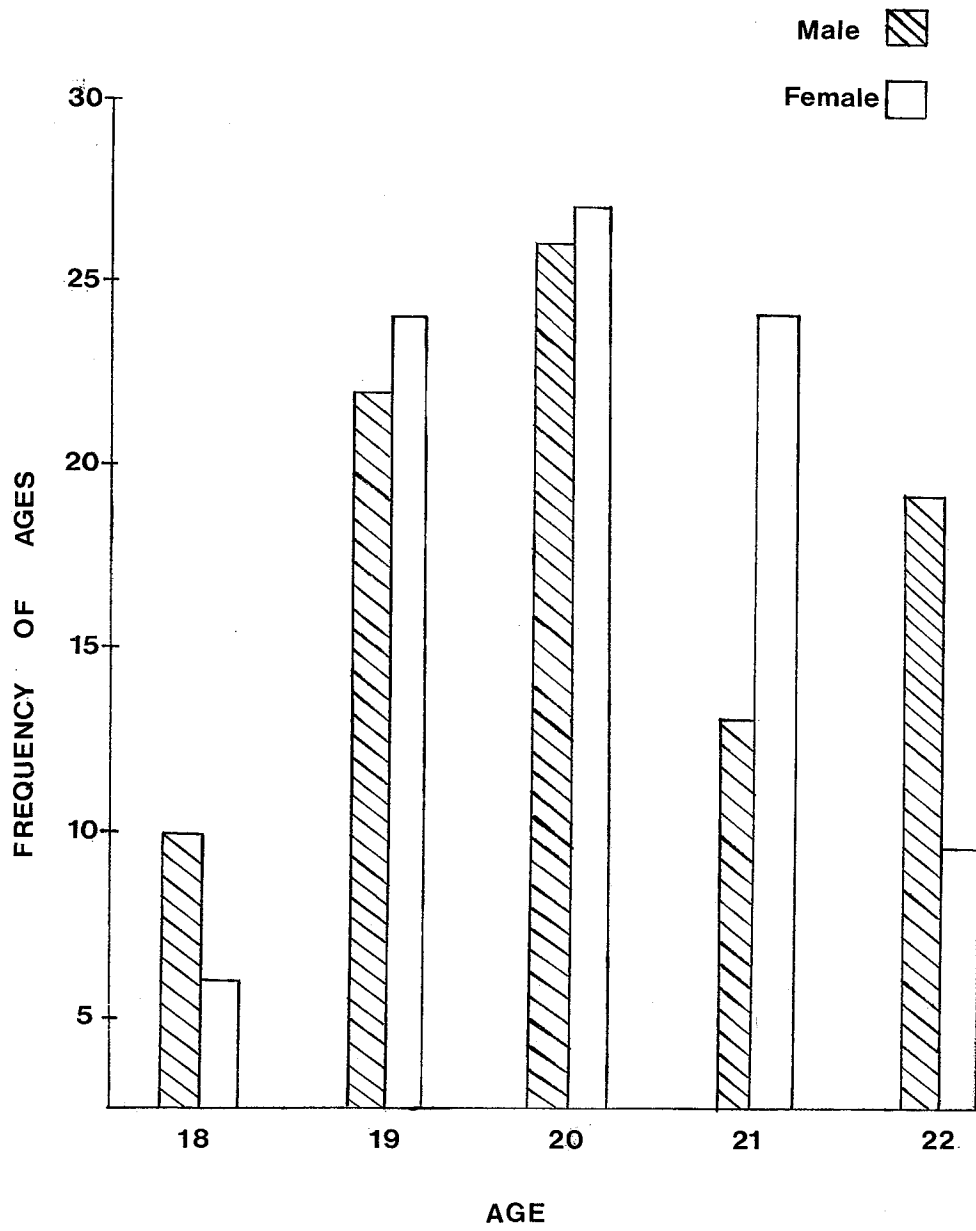


FIGURE 2

FREQUENCY DISTRIBUTION OF MALE AND FEMALE  
SUBJECTS ACCORDING TO AGE

TABLE II

FREQUENCY AND PERCENTAGE DISTRIBUTIONS OF AGE, EDUCATION  
COMPLETED, BACKGROUND, MARITAL STATUS, FACULTY OF  
ENROLLMENT AND RELIGION FOR NINETY MALE  
AND NINETY FEMALE SUBJECTS

Characteristics	Male		Female	
	Frequency	Percentage	Frequency	Percentage
Age	18	10	6	6.6
	19	22	24	26.7
	20	26	27	30.0
	21	13	24	26.7
	22	19	9	10.0
Total	90	100.0	90	100.0
Mean	Male 20.1	Female 20.06		
Education Completed				
	1	26	14	15.6
	2	27	33	36.7
	3	26	37	41.1
	4*	11	5	5.5
	4	0	1	1.1
Total	90	100.0	90	100.0
Mean	Male 2.2	Female 2.4		
Residential Background				
Urban	78	86.7	67	74.4
Rural	10	11.1	20	22.3
No Response	2	2.2	3	3.3
Total	90	100.0	90	100.0
Marital Status				
Single	86	95.6	80	88.9
Married	4	4.4	9	10.0
Separated	0	0.0	1	1.1
Total	90	100.0	90	100.0
Religion				
Protestant	30	33.3	47	52.2
Catholic	21	23.2	30	33.3
Jewish	11	12.2	6	6.7
Other	2	2.2	6	6.7
None	4	4.4	1	1.1
Total	90	100.0	90	100.0
Faculty of Enrollment				
Arts	37	41.1	30	33.3
Science	31	34.4	15	16.7
Education	3	3.3	21	23.0
Nursing	0	0.0	15	16.7
Other	19	21.2	9	10.0
Total	90	100.0	90	100.0

\* Graduate or post-graduate student, twenty-two years of age or younger.

per cent, while female subjects were concentrated mainly in the second and third year levels of education at 36.7 and 41.4 per cent respectively, indicating that females were generally older and had spent more time in university.

Data show that 95.6 and 88.9 per cent of the male and female subjects respectively, were unmarried. Urban residential backgrounds were given by 86.7 per cent of the males and 74.4 per cent of the female subjects.

Protestant religious affiliation was given by 52.2 per cent female and 33.3 per cent male; Roman Catholic by 33.3 per cent female and 23.3 per cent male while 26.8 per cent "other" or unspecified affiliation. No religious affiliation was reported by males and female subjects respectively as 4.4 and 1.1 per cent.

The faculty of greatest percentage participation was the Arts faculty with 41.1 per cent male and 33.3 per cent female participation; Science faculty with 34.4 per cent male, and Education with 23.0 per cent female participation.

Of the male subjects, 56.7 per cent classified their overall clothing style as Straight, 26.7 per cent as Grubby, and 15.5 per cent as Mod. For female subjects however, 61.1 per cent classified their overall clothing style as Straight, 18.9 per cent as Mod, and 18.9 per cent as Grubby. The personal clothing style assessment and Part B of the questionnaire were included with the hope of adding a greater interest dimension to the study. See Table III.

TABLE III

PERSONAL CLOTHING STYLE ASSESSMENT FOR NINETY MALE AND NINETY  
NINETY FEMALE SUBJECTS

Personal Clothing Style Assessment	Male		Female	
	Frequency	Percentage	Frequency	Percentage
Mod	14	15.5	17	18.9
Straight	51	56.7	55	61.1
Grubby	24	26.7	17	18.9
No Response	1	1.1	1	1.1
Total	90	100.0	90	100.0

#### Social Distance Preferences

Sex, clothing style, and social distance were the three variables considered in the statistical analysis. Data show that of the three, only the social distance factor showed significant variation, which lends support to the concept of social distance behavior, that this phenomenon however unconscious, does exist. See Table IV. The social distance variable was found to be significant at the one per cent level, for both sexes over all clothing styles. This suggests that social distance preferences are almost always prevalent in initial encounters regardless of sex or style of dress.

Table V shows the order of preference for interaction at the three social distances. Casual distance is preferred over the Intimate and Remote distances, and both

TABLE IV

ANALYSIS OF VARIANCE OF THE SOCIAL DISTANCE PREFERENCES OF  
 NINETY MALE AND NINETY FEMALE SUBJECTS FOR  
 THREE CLOTHING STYLES

Source of Variation	Sum of Squares	Degrees of Freedom	Mean Square	F Ratio
Sex	103.14	1	103.14	1.09
Style	40.00	2	20.00	.211
Sex X Style	734.14	2	367.17	3.878*
Error I	16470.17	174	94.66+	
Distance	20437.97	2	10218.98	261.62**
Sex X Distance	796.56	2	398.28	10.196*
Style X Distance	304.12	4	76.03	1.95
Sex X Style X Distance	262.87	4	65.72	1.68
Error II	13593.15	348	39.066++	

\*  $p < .05$

\*\* $p < .01$

+ c.v. 48.95%

++c.v. 32.03%

TABLE V

SOCIAL DISTANCE PREFERENCE MEAN SCORES FOR  
180 MALE AND FEMALE SUBJECTS

Social Distance Preference	Male	Female	Mean Score
Intimate	20.244	18.044	19.144
Casual	25.967	28.500	27.233
Remote	13.656	10.700	12.178

Casual and Intimate distances are preferred to Remote. However, the low mean value received by the Remote category of social distance may indicate that this degree of proximity is not acceptable for interaction. If remoteness is rejected as an unfavorable distance for introductory encounters, it would seem reasonable to presume that some other degree of proximity is preferred. In other words, one's first impression requires a "closer look."

A social distance scale developed by Bogardus (1959), was so designed that if intimacy or informal proximity were acceptable, then remote interactions were inclusive. That is, acceptance of intimacy presupposed the acceptance of remote interactions, as well as casual or informal ones.

The inclusiveness embedded in Bogardus's instrument does not necessarily apply to the instrument developed for the present study, as this dimension was not the crucial focus of the study. That remoteness was rejected relative

to intimacy and casual proximity, suggests to the experimenter two alternative orders of social distance preference. Casual proximity may indeed, be the most acceptable distance for introductory encounters. This seems to be a most reasonable assumption given the sample studied and in light of the fact that our North American culture is rather informal. If, as data show, intimacy is generally not acceptable in new interactions, the two alternative orders of preference may be:

1. casual, remote, intimate
2. remote, casual, intimate

The latter alternative would conform to the pattern of response yielded by the Bogardus instrument. If interaction is most acceptable at casual distances, remoteness should not be as objectionable as intimate proximity for first encounters.

#### Discussion of Interaction Effects

In addition to the analysis of main effects four types of interaction effects were analyzed as well:

- 1) reactions toward clothing style due to sex
- 2) distance variations due to sex
- 3) distance variations due to clothing style
- 4) sex variation due to clothing style in terms of social distance. The latter two interaction effects did not prove significant. Discussion is limited to the significant effects only.

Data show that two interactions were significant at the five per cent level. These were: reactions toward clothing style due to sex (see Figure 3); and variations of distance responses due to sex (see Table IV).

Reactions Toward Clothing Style Due to Sex

The order of clothing style preferences for male subjects was found to be Straight, Mod, and Grubby, while female subjects highly favored the Grubby clothing style,

TABLE VI

CLOTHING STYLE PREFERENCE MEAN SCORES FOR  
180 MALE AND FEMALE SUBJECTS

Clothing Style Preference	Male	Female	Mean Score
Mod	20.489	17.878	19.183
Straight	21.067	18.633	19.850
Grubby	18.311	20.733	19.522

followed by the Straight and the Mod styles of dress. See Table VI and Figure 3. Males may view a modly dressed or straight attired female as a suitable companion for a number of activities. On the other hand, rejecting the Grubby companion as being unsuitable for a number of activities may be due to the fact that such a companion would prove to be a social threat to what could be perceived as an approval-

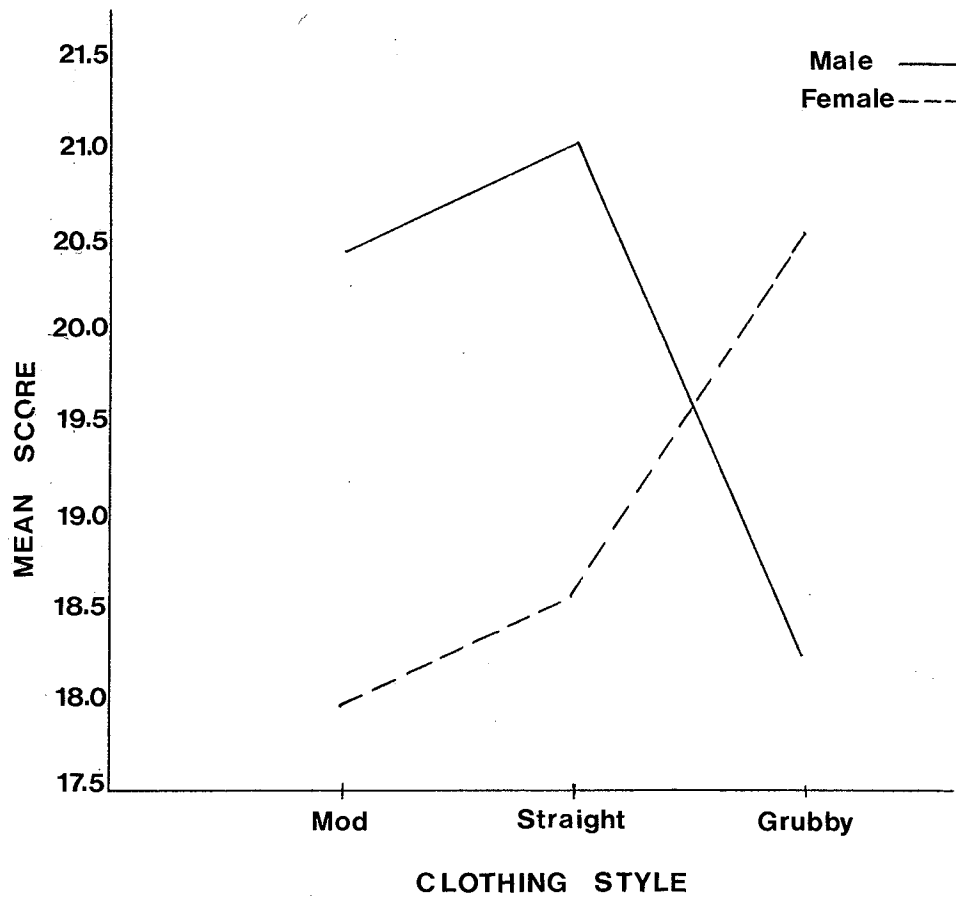


FIGURE 3

CLOTHING STYLE PREFERENCES ACCORDING TO SEX

seeking aspect of the male character. Females would tend to reject a modly dressed companion for competitive reasons, while the Grubby appearance of a potential companion may be less threatening to the female respondents.

Females may also be less concerned with social approval from other girls than males, and tend to reject modly dressed persons as being possibly less sincere in relationships than companions who channel their efforts in directions unrelated to style of dress.

#### Distance Variations Due to Sex

Data show that the interaction effect between sex and social distance was significant at the five per cent level. See Table IV. Both sexes preferred Casual proximity to Intimacy, which in turn were preferred to Remote. However, it must again be clarified that the low scores attributed to the Remote distance category indicate that some other distance would be more preferable. The significance may be largely due to the strong variation between distances, and very little to between-sex variation. This was explained in the discussion given earlier regarding the distance main effect, that is the variation between the distances themselves is so dominant as to effectively reduce any result compounded by the sex variable. The reversal illustrated between males and females at the casual distance point is unlikely to be of great importance.

### Analysis of Appearance Factors

The purpose of Part B of the questionnaire was to determine on what aspects of appearance subjects relied most in deciding their social distance preferences. Seven factors were analyzed; 1) hair style, 2) accessories, 3) make-up or use of cosmetics, 4) a specific article of clothing, 5) colors, 6) overall appearance and 7) the type of apparel worn. However, to further explore the differentiation between them, these seven factors were collapsed into two categories, a) specific, consisting of the first five factors, and b) general, consisting of the remaining two factors.

A two way analysis of variance was performed on the seven factors, to discover the degree of influence existing for different features of appearance. Data show that the factors, as a conglomerate variable, were significant at the one per cent level. See Table VII. This implies that appearance does provide cues for interpersonal encounters.

For what were designated as specific factors: hair style; accessories; use of cosmetics; specific clothing items; or colors, mean values remained relatively consistent for both sexes, suggesting that little effect could be attributed to the existence of these specific factors of appearance. See Table VIII. However, for the general factor categories, overall appearance, and type of apparel worn, a marked increase in degree of influence was noted.

TABLE VII

ANALYSIS OF VARIANCE OF SEVEN APPEARANCE FACTORS  
FOR NINETY MALE AND NINETY FEMALE SUBJECTS

Source	Sum of Squares	Degrees of Freedom	Mean Square	F Ratio
Total	13370.11	1259		
Between subjects	4635.21	179		
Sex	433.96	5	86.79	3.59*
Error b	4201.25	174	24.15	
Within subjects	8734.90	1080		
Factors	1665.37	6	277.56	45.58*
Factors X sex	708.47	30	23.62	3.88**
Error w	6361.06	1044	6.09	

\*  $p < .05$

\*\*  $p < .01$

This particular outcome suggests that general appearance factors, rather than specific factors have greater importance in decision-making processes for the selected sample.

A second main effect, sex, was also significant at the one per cent level. The results obtained indicate that males and females reacted fairly similarly toward the seven factors, and that the variations existed among the factors themselves, rather than the difference being due to sex. See Table VIII.

It seemed that a fairly general overall appearance created more influence in the decision-making than did specific features of appearance. See Figure 4. According to these results subjects tended to be influenced less by specific features, and were more dependent upon the general overall appearance of the model. This result is somewhat contrary to the findings of Hamid and to those of Argyle and McHenry, who have shown that subjects may initially base first impressions on certain physical cues, such as glasses.

By collapsing across the sex variable and performing a t-test on the pooled highest means against the pooled lowest mean values, a significant difference was found at the 0.001 level. See Table IX. Since style of dress was not found to be a statistically significant variable in this study, but rather sex and social distance preferences, these

TABLE VIII

TOTAL AND MEAN FACTOR VALUES FOR SPECIFIC AND GENERAL  
FACTORS FOR NINETY MALE AND NINETY  
FEMALE SUBJECTS

Specific Factors	Male		Female	
	Total	Mean	Total	Mean
Hair Style I	431	4.79	332	3.69
Accessories II	406	4.51	411	4.57
Make-up III	293	3.26	296	3.87
Specific article IV	444	4.93	391	4.34
Color V	357	3.97	363	4.03
General Factors				
Overall appearance VI	641	7.12	665	7.39
Type of apparel VII	491	5.46	492	5.47

TABLE IX

POOLED MEAN VALUES FOR SPECIFIC AND GENERAL FACTORS  
FOR NINETY MALE AND NINETY FEMALE SUBJECTS

Specific Factors	Total	Mean
(I-V)	3724	4.135
General Factors		
(VI-VII)	2289	6.36

$p = .001$

$df = 12$

$t_{obt} = 5.9$

$t_{.001} = 4.32$

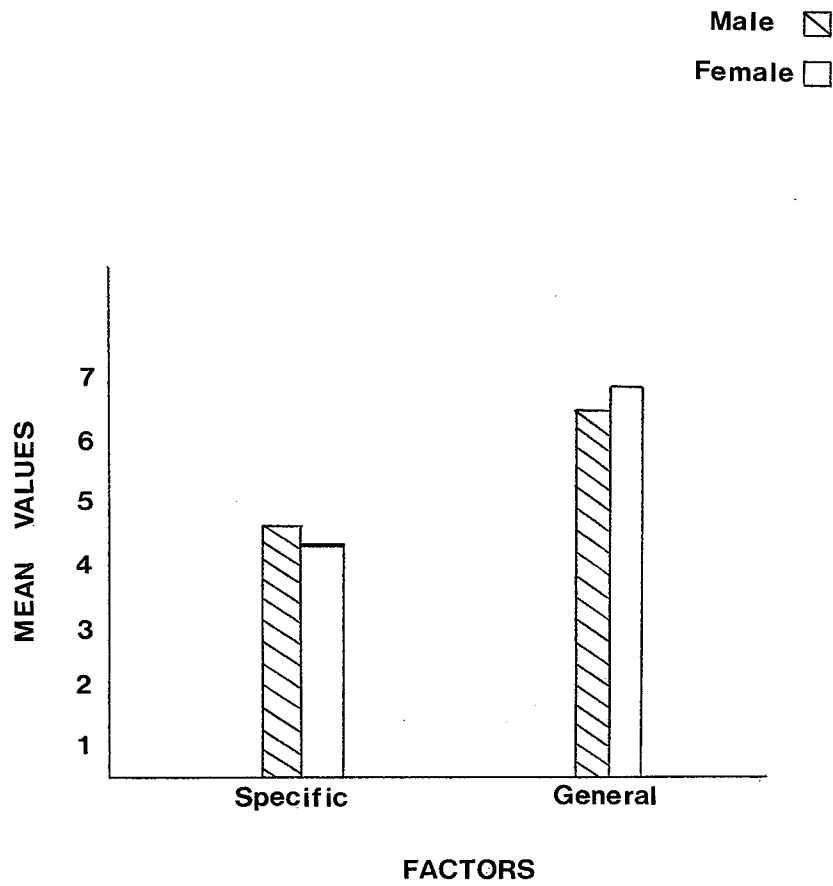


FIGURE 4

MEAN SPECIFIC AND GENERAL FACTOR VALUES  
FOR 180 MALE AND FEMALE SUBJECTS

results seem realistic. To conclude that subjects did not place great importance on specific factors, but relied more on general appearance is then justified according to statistical findings that substantiate the lack of importance placed on clothing style.

The interaction effect between sex and the appearance factors was significant at the five per cent level. The low significance can be attributed to the fact that they were not pretested for their degree of importance nor for their mutual exclusiveness. Nevertheless, it is interesting to note that interactions occurred only within the five specific factors. It is therefore recommended, that prior testing to either isolate or graduate the importance of such factors, be a consideration for future researchers.

#### Evaluation of the Hypotheses

Hypothesis 1. There will be no significant relationship between Mod, Straight and Grubby styles of dress, and Intimate, Casual and Remote distance preferences.

Statistical findings indicate no significant relationship between the Mod, Straight and Grubby styles of dress, and Intimate, Casual and Remote distance preferences. Thus Hypothesis one was accepted.

Hypothesis 2. There will be no significant difference between male and female subjects in their distance responses toward style of dress. Although the sex-by-style-by-distance interaction did not prove significant, this can be further

examined by considering the sex-by-style component, which was found to be significant at the five per cent level. A further examination of this result reveals that the differentiation between the clothing styles is not as variant as the response differences associated with sex, that is, there exists a more dominant within-style difference due to sex, but a relatively less dominant between-style difference due to sex. See Appendix A, Table X. Therefore, hypothesis two was accepted.

## CHAPTER VI

### SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

The specific objectives of this study were to determine if particular clothing styles elicit specific social distance responses, and to determine if there is a difference between male and female subjects in their distance responses toward clothing styles.

The clothing styles of Mod, Straight and Grubby, originally defined and investigated by Gurel (1972), were adapted for the present study with the use of current magazine pictures of appropriate apparel.

Three ranges of social distance were investigated: Intimate, Casual and Remote. The physiological criteria and physical dimensions of these distances were adapted from Hall (1966).

A random-by-replacement sample of 180 voluntary participants, students eighteen to twenty-two years of age, from the University of Manitoba 1973 Summer Day Session, were used for the study. Male and female subjects, similar in mean age and level of completed university education, were studied for their social distance responses toward various clothing styles.

A social distance questionnaire, consisting of twelve

activities representing the Intimate, Casual and Remote levels of proximity, was administered to 180 male and female subjects. Each of three groups of subjects, consisting of thirty males and thirty females to each group, was exposed to one of three slides illustrating a stimulus person in either Mod, Straight or Grubby attire. Respondents viewed the slide for thirty seconds, filled in the social distance questionnaire, and provided biographical data in addition to their personal clothing style assessment.

The three styles of dress were found to be significant at the five per cent level. The significance, however, was due largely to the between-sex variation, rather than the between-style effect. Alternative orders of preference for the clothing styles differed for males and females. Males conformed fairly closely to a Mod-Straight-Grubby ordering, while females responded in the reverse manner, that is, Grubby, Straight and then Mod.

The distance variation compared between males and females was found to be significant at the five per cent level. Males, however, showed very little difference from females in response patterns over the three distances. The significant effect, therefore, may be due to the strong variations between the Intimate, Casual and Remote distances.

The only main effect to produce a significant result at the one per cent level, was social distance, indicating that strong differences exist in perceptions of activities involving proxemic relations.

The first hypothesis stated that there would be no significant relationship between Mod, Straight and Grubby styles of dress and specific distance responses of Intimate, Casual and Remote. Statistical findings indicated no significant relationship between styles of dress and specific distance responses, thus the first hypothesis was accepted.

The second hypothesis stated that there would be no significant differences between male and female subjects in their distance responses toward clothing styles. As no significant effect was found for the sex-by-style-by-distance interaction, the second hypothesis was accepted.

The results of this study indicate that little significance can be attributed to these styles of dress in the primary social encounters given. However, it was evident that different social distance preferences occur in given encounters between a female stimulus person and both male and female respondents. It is a likely assumption that males respond for quite different reasons than females. The potential encounters for male subjects involved opposite-sex interaction. Such encounters have a quite different meaning than the same-sex interaction proposed for female subjects.

University students are exposed to wide variations in style of dress, from most current within the locale, to that which is passé. It is perhaps a legitimate assumption that a sample of this nature is more tolerant toward style variations, and therefore, does not respond significantly on this dimension. The less dominant relationship obtained

between the clothing styles may be largely due to the sample selected or to the similarity of clothing styles used, that wide variations in response were not possible.

Statistical analysis of seven factors including hair style, accessories, use of cosmetics, specific clothing items, color, overall appearance, and type of apparel worn, yielded a significant effect at the one per cent level.

For the first five factors, designated as specific factors, mean values remained relatively consistent for both sexes, suggesting that little effect could be attributed to the existence of these specific factors of appearance. However, for the general factor category, which consisted of the remaining two factors, a marked increase in degree of influence was noted. These general appearance factors were found to have greater importance in the decision-making process for the selected sample.

In addition, data show that males and females reacted fairly similarly toward the seven factors. This main effect for sex was significant at the one per cent level, but it was felt that the variations existed among the factors themselves, rather than the difference being due to sex.

The interaction effect between sex and the appearance factors was significant at the five per cent level. However, the factors were not pretested for their degree of importance nor their mutual exclusiveness, and the interactions which did occur were found to take place among the specific factors.

The interactions represented in the study conformed

fairly closely to those researched by Hall (1966) and Sommer (1959). Since Hall's work was used as a basic model for the present study, these interactions were pretested for their agreement with the intimate, casual and remote distances which he researched. One particular activity, which proposed sitting next to the stimulus person on a couch, draws parallels to the arrangements observed by Sommer. There appears to be an implied similarity between the instrument developed for the present study, and the social distance scale designed by Bogardus. This has been discussed previously.

The use of live models instead of the inanimate slide presentation may have elicited from the respondents, truer reactions toward the stimulus person. Certain variables such as body movement, eye contact, facial expressions or other mannerisms, however, would have required further statistical analysis. This is not to be considered a disadvantage for future research. In fact, subject biases toward any inconsistencies which occurred between standardized poses and facial expressions, relative to the styles of dress represented, could possibly be eliminated with the use of live models.

The variation in clothing style preferences between males and females has interesting implications for future study. It is conceivable that males defined the clothing styles used in a different manner than the female subjects. A further consideration may be that despite pretesting to

categorize the styles, neither group defined them in the manner intended. In addition, no ordering of styles was imbedded in the operational definitions, so that a specific pattern of response would not necessarily be anticipated.

### Recommendations

Further investigation into the relationship between appearance and social distance behavior is recommended.

1. The investigation needs to be repeated with a completely randomized sample from populations other than university students. The use of other populations might show interesting results.

2. Both male and female stimuli could be studied to bring in a dimension of same-sex interaction for males, and opposite-sex interaction for females.

3. Further investigation is recommended to include more clothing styles.

4. It is also recommended that further work be made in the development of a flexible social distance instrument.

5. Further investigation is recommended to discover the difference between psychosocial and physical distances.

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## APPENDIX A

Mean Values and Standard Errors of Main  
and Interaction Effects of Independent  
and Dependent Variables According to  
Classification

TABLE X

MEAN VALUES AND STANDARD ERRORS ACCORDING TO			CLASSIFICATION OF VARIABLES		
			MEANS	STANDARD ERROR	
SEX					
	MALE		19.956	.592	
	FEMALE		19.081	.592	
STYLE					
	MOD		19.183	.725	
	STRAIGHT		19.850	.725	
	GRUBBY		19.522	.725	
SEX X STYLE					
	MALE	MOD	20.489	1.026	
		STRAIGHT	21.067	1.026	
		GRUBBY	18.311	1.026	
	FEMALE	MOD	17.878	1.026	
		STRAIGHT	18.633	1.026	
		GRUBBY	20.733	1.026	
DISTANCE					
	INTIMATE		19.144	.466	
	CASUAL		27.233	.466	
	REMOTE		12.178	.466	
SEX X DISTANCE					
	MALE	INTIMATE	20.244	.659	
		CASUAL	25.967	.659	
		REMOTE	13.656	.659	
	FEMALE	INTIMATE	18.044	.659	
		CASUAL	28.500	.659	
		REMOTE	10.700	.659	
STYLE X DISTANCE					
	MOD	INTIMATE	19.417	.807	
		CASUAL	25.483	.807	
		REMOTE	12.650	.807	
	STRAIGHT	INTIMATE	18.750	.807	
		CASUAL	28.483	.807	
		REMOTE	12.317	.807	
	GRUBBY	INTIMATE	19.267	.807	
		CASUAL	27.733	.807	
		REMOTE	11.567	.807	
SEX X STYLE X DISTANCE					
	MALE	MOD	INTIMATE	22.333	1.141
			CASUAL	25.300	1.141
			REMOTE	13.833	1.141
		STRAIGHT	INTIMATE	20.633	1.141
			CASUAL	27.900	1.141
			REMOTE	14.667	1.141
		GRUBBY	INTIMATE	17.767	1.141
			CASUAL	24.700	1.141
			REMOTE	12.467	1.141
	FEMALE	MOD	INTIMATE	16.500	1.141
			CASUAL	25.667	1.141
			REMOTE	11.467	1.141
		STRAIGHT	INTIMATE	16.867	1.141
			CASUAL	29.067	1.141
			REMOTE	9.967	1.141
		GRUBBY	INTIMATE	20.767	1.141
			CASUAL	30.767	1.141
			REMOTE	10.667	1.141

## APPENDIX B

The final questionnaire administered to subjects following the experimental manipulation is presented here.

Part A contains a list of activities paired with probability scales on which subjects respond to the stimulus. Numbers one, five, nine and eleven represent Intimate distance: numbers two, four, six and eight constitute Casual distance, and numbers three, seven, ten and twelve represent Remote distance.

Part B contains a list of aspects of appearance which subjects were to indicate affected their responses on Part A.

Part C contains a stimulus person identity question used to eliminate subjects from the statistical analysis, if any indication was made regarding acquaintance with the stimulus person.

The biographical data follows Part C, and was used mainly to ascertain the sex and age of the subject.

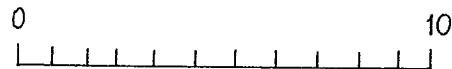
The researcher is conducting a study on appearance as a factor in impression formation. A slide will be presented briefly, and a list of activities provided from which you will evaluate the girl in the slide in terms of how likely it would be for you to engage in interpersonal activities with her.

You will see in the slide, a young lady about the same age as yourself. Your task will be to rate her as a potential partner in each of the interpersonal activities listed. Please indicate the likelihood of your choice with a checkmark on the scales provided for each activity.

0 - Definitely Not Likely

10 - Definitely Yes

eg. I would go to a movie with her.



Choose any position between 0 and 10, but be sure to give a response for every activity. You are urged to be as honest as possible in your evaluations. Your responses will remain confidential.

Please answer Parts A, B, and C as well as the biographical data.

Your assistance in this study is greatly appreciated. Please keep the nature of the project confidential until its completion. Details regarding the results will be made available on request to Louise Landry (474-9529 or Room 303,

Home Economics Bldg.) after the study is completed.

Please wait for the experimenter to signal before turning the page.

Make certain each section is completed before going on to the next. Once you have completed a section do not go back over it.





Part C

1. If you know the person in the slide please check here \_\_\_\_\_, and provide her name \_\_\_\_\_.

Clothing style is defined as the overall appearance of a garment and includes color, line, texture and silhouette.

Mod is well-dressed, highly styled clothes in the very latest fashion, which come from higher priced stores and are advertised in the latest fashion magazines.

Straight is a simple, classic, conservative style of dress.

Grubby is generally an unkempt and poorly groomed appearance. Clothes like worn, bleached blue jeans, baggy sweatshirts and denim work shirts, or old army fatigue uniforms are often found in this category.

2. Given the above definitions, under which category of clothing style would the clothes that you most often wear, fall? Please check:

\_\_\_ Mod  
\_\_\_ Straight  
\_\_\_ Grubby

Sex (check one):  male  female

Age (check one):  17-22  
 23-28  
 29-34  
 35-40  
 41-49  
 50 and older

Present level of education (check one):

1st year university  
 2nd year  
 3rd year  
 4th year  
 other, please specify \_\_\_\_\_  
\_\_\_\_\_

Background:  rural  urban

Religion:  Protestant  
 Catholic  
 Jewish  
 Other, please specify \_\_\_\_\_

Marital Status:  single  
 married  
 widowed  
 divorced  
 separated

## APPENDIX C

An example of the first, second, and third pre-tests appear in this appendix.

The first pre-test was administered to a psychology class at the University of Manitoba.

The second pre-test was given to an introductory sociology class, and they were asked to return the completed questionnaire at the next class meeting. This procedure proved to be ineffective in gaining an adequate number of responses. Therefore, the format and administration of the test were changed.

Pre-test three is an example of the changed format which was administered to a second group of introductory sociology students, during a class meeting.

[PRETEST ONE]

"Specific distances in social interaction depend upon the transaction; the relationship between the interacting persons, how they feel, and what they are doing."

Edward T. Hall

The Hidden Dimension, p. 128

The researcher is studying two specific distances: intimate, and remote. You are requested to read the explanations for these distances and to give your own examples. If you wish, you may put these examples in the context of a particular situation.

An explanation for casual distances is also included, in order to achieve a balance in comparing the intimate and remote distances. You are therefore requested to give your examples of casual activities as well.

Intimate behavior between two persons is felt to involve all the senses. Sight is often distorted; features appear blurred, or larger. Body odors, and body heat may be detected, as well as the smell and feel of another's breath. Physical contact, or the high possibility of it, is of primary awareness in the minds of the two individuals. Muscles and skin come into contact; arms may encircle. Vocal communication is either involuntary, or conversation is kept at a whisper and is often minimal.

Intimate behavior has been measured to take place at a distance of from 0-18 inches.

Examples of intimate activities are given as:

1. Love-making
2. Wrestling
3. Comforting
4. Protecting
5. Hand-holding

Please give your examples of intimate activities.

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Casual activities involving two persons allow greater relaxation for the senses. Visual accommodation is unnecessary because objects and physical characteristics are seen clearly. Physical contact at close range is possible with the extremities. The voice level has been found to be more normal or moderate than in either of the other two cases. Body heat is generally not perceptible, but again, depending upon the closeness, breath odor may be noticeable.

Casual activities have been found to occur within a range of from one and a half to twelve feet.

Examples of casual activities within this range are:

1. Mingling and conversing at a social gathering or party.
2. Impersonal business
3. Requesting information from a receptionist or at an information booth
4. Shopping
5. Driving a car

Please give your examples of casual activities.

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Sex (check one):  male  
 female

Age (check one):  17-22  
 23-28  
 29-34  
 35-40  
 41-49  
 50 and older

Present level of education (check one):

grade school  
 2 years high school  
 high school graduate  
 2 years college  
 Business college  
 college degree  
 other, please specify \_\_\_\_\_  
\_\_\_\_\_

Background (check one):  rural  urban

Religion (check one):  Protestant  
 Catholic  
 Jewish  
 Other, please specify \_\_\_\_\_

Marital status (check one):  single  
 married  
 widowed  
 divorced  
 separated

## [PRETEST TWO]

On the following pages are a series of activities listed under the categories: Intimate, Casual, and Remote. Each of these activities would be performed with only one other person. They were compiled to represent certain physical distances where intimacy occurs in a range from 0 - 18 inches, casualness from 1 1/2 - 12 feet, and remoteness from a distance of 12 feet or greater.

Please indicate the activities in each category with which you do NOT agree, and if possible give the category in which you feel they do belong. Also, indicate whether you feel they are same sex or opposite sex activities, and briefly explain your conception of intimacy, casualness, and remoteness.

INTIMATE ACTIVITIES

	Agree	Disagree	Same Sex	Opposite Sex
1. Caressing or hugging				
2. Dancing at a public affair				
3. Slow dancing, close ie. waltzing				
4. Kiss (Goodnight, Greeting, etc.)				
5. Lovemaking in bed (or elsewhere)				
6. Tickling and horsing around				
7. Sitting together watching T.V. or a movie, or listening to records				
8. Going by crowded bus, elevator, or car				
9. Contact sports, eg., rugger, football				
10. Sitting close (on a couch, in a car)				
11. Sleeping close for assurance, comfort, warmth				
12. Talking intimately for conversation alone				
13. Walking holding hands				
14. A game for two, eg. ouija, chess, cards				
15. Whispering in another's ear				
16. Petting				
17. Lying side by side				
18. Looking after someone who is ill				
19. Sunbathing				
20. Fighting				

INTIMATE ACTIVITIES

	Agree	Disagree	Same Sex	Opposite Sex
21. Looking at each other when sitting close				
22. Winking, or flirting with the eyes				
23. Being assisted by a salesperson or seamstress when trying on a garment				
24. Watching a movie at a theatre				
25. Necking				
26. Talking intimately before sex				
27. Working together on something				
28. Listening to or attending a concert				
29. Sleigh ride (& warm-up afterwards) <sup>3</sup>				
30. Sitting beside a student or friend to help with a problem				
31. Having a glass of wine and enjoying each other's company				
32. Walking in the park				
33. Talking to an attractive member of the opposite sex				
34. Observing the sensuous movements of a member of the opposite sex				
35. Having a romantic dream				
36. Sharing dream				
37. Back rubbing				
38. Feet massage				
39. Nibbling the ear				
40. Having hair styled by hairdresser				

INTIMATE ACTIVITIES

	Agree	Disagree	Same Sex	Opposite Sex
41. Having teeth checked by a dentist				
42. E.S.P. (sharing the same thoughts)				
43. Tobogganing				
44. Ice or Roller Skating				
45. Motorbike riding				
46. Bird-watching				
47. Bathing together				
48. Making a pass at a member of the opposite sex				
49. Being examined by a doctor				
50. Sitting around a campfire, or a fireplace				
51. Going to a drive-in movie				
52. Having an intimate conversation				

Please give your conception of:

Intimacy - \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Casualness - \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Remoteness - \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

CASUAL ACTIVITIES

	Agree	Disagree	Same Sex	Opposite Sex
1. A game for two, eg. cards, chess, etc.				
2. Swimming				
3. Drinking beer at a pub				
4. Cycling				
5. Dining out at a restaurant				
6. Watching a movie at a theatre				
7. Talking casually (over coffee)				
8. Reading at the same time				
9. Asking information from a receptionist, placing an order with a waitress				
10. Checking and guarding an opponent while playing basketball or hockey				
11. Shopping				
12. Gardening, cutting the grass				
13. Cleaning rugs, making beds, washing dishes				
14. Going to class; sitting in on a lecture				
15. Boat riding (and fishing); rowing				
16. Meeting a friend unexpectedly in a public place				
17. Watching T.V.				
18. Dancing at a party or social				
19. Riding a crowded elevator or bus				
20. Sunbathing on the beach				
21. Jogging				

CASUAL ACTIVITIES

	Agree	Disagree	Same Sex	Opposite Sex
22. Making a purchase				
23. Team-teaching				
24. Attending church together				
25. Work as a teaching assistant				
26. Conversing with a teacher				
27. Talking with a neighbour over the fence				
28. Sitting around a campfire				
29. Walking with a girlfriend (2-3' max.)				
30. Sitting on opposite sides of car when driving				
31. Watching a horserace, football game				
32. Mingling and/or conversing at a party				
33. Sitting face-to-face on a bus				
34. Being interviewed				
35. Having eyes examined				
36. Playing shuffleboard				
37. Washing a car				
38. Two persons acting or singing together				
39. Shaking hands with a casual acquaintance				
40. Opening a door for someone				
41. Walking down a street together				
42. Lecturing or speaking to someone				
43. Drive-in movie				

CASUAL ACTIVITIES

	Agree	Disagree	Same Sex	Opposite Sex
44. Conversing with a bank teller while cashing a cheque				
45. Being checked ("frisked") by the police				
46. Personal conversation				
47. Visting friends on vacation				
48. Visiting relatives				
49. Going to a park				
50. Riding on a plane				
51. Enjoying conversation and a meal at home				
52. Business conversation				
53. Casual conversation				

REMOTE ACTIVITIES

	Agree	Disagree	Same Sex	Opposite Sex
1. Badminton, tennis				
2. Swimming				
3. Gardening				
4. Turn back when someone threatens (being evasive or defensive)				
5. Baseball				
6. Conversing on the telephone				
7. Avoiding someone on the street				
8. Waving to someone you recognize				
9. Observing someone without being noticed				
10. Photographing someone				
11. Having a discussion with an advisor				
12. Skiing together				
13. Skating				
14. Camping				
15. Cycling				
16. Basketball				
17. Track, etc.				
18. Talking with neighbours				
19. Instructing, eg. swimming				
20. Guiding a towed car				
21. Being observed by supervisor during performance of duties				
22. Watching a concert or play				
23. Cooking while others do dishes				
24. Sitting in a car watching people go by				

REMOTE ACTIVITIES

	Agree	Disagree	Same Sex	Opposite Sex
25. Watching cars pass while sitting in yard				
26. Observing through a telescope				
27. Gift-giving				
28. Receiving gifts				
29. Spectator sports				
30. Reading a newspaper or book				
31. Horseshoes				
32. Croquet				
33. Hunting				
34. Bird-watching				
35. Conoeing				
36. Girl-watching				
37. Arguing				
38. Football				
39. Walking street at night acting suspiciously				
40. Talking to someone on opposite side of the street				
41. Talking across a long table				
42. Teaching				
43. Acting				

Sex: (check one)  male  
 female

Age: (check one)  17-22  
 23-28  
 29-34  
 35-40  
 41-49  
 50 and older

Present level of education:  1st year university  
 2nd year university  
 3rd year university  
 4th year university  
 other, please specify \_\_\_\_\_

Background (check one):  rural  urban

Religion (check one):  Protestant  
 Catholic  
 Jewish  
 Other, please specify \_\_\_\_\_

Marital Status (check one):  single  
 married  
 widowed  
 divorced  
 separated

## [PRETEST THREE]

The following list consists of several activities compiled from a series of previous questionnaires. They were selected with the intention that they represent certain physical distances, between two people interacting to perform the various activities. Three distance categories are given: Intimate (representing a range of 0-18 inches), Casual (a distance of 1 1/2 - 12 feet), and Remote (a distance of 12 feet or greater).

Each activity involves an interaction between two people. Your task is to think of someone (either real or imaginary) with whom you would perform each activity, and check whether you believe the interaction to be either: Intimate, Casual, or Remote. Since some activities involve a partner of the opposite sex, and some a partner of either sex, then your partner may change depending upon the activity.

Note: FOR EACH ACTIVITY, PLEASE MAKE ONLY ONE CHOICE.

It is extremely important that you indicate a choice for every activity. There are no right or wrong answers. Your responses will remain anonymous; they should be strictly your own opinion. Please work quickly, and thank you for participating.

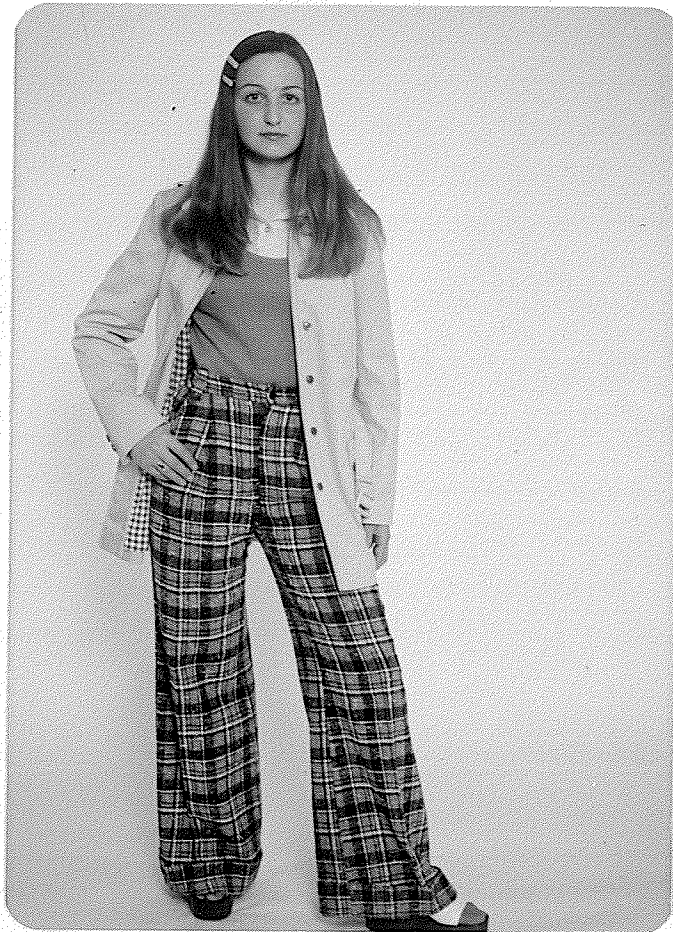


	Intimate	Casual	Remote
28. Necking			
29. E.S.P. (sharing the same thoughts)			
30. Dancing at a public affair			
31. Looking at each other when sitting close			
32. Playing shuffleboard with someone			
33. Playing contact sports such as rugger or football			
34. Being observed by a supervisor during performance of duties			
35. Observing someone through a telescope			
36. Petting			
37. Playing a game for two: cards, chess, etc.			
38. Talking informally over coffee			
39. Visiting relatives			
40. Shaking hands with an acquaintance			
41. Sitting in a car together watching people pass by			
42. Sitting close (on a couch, in a car)			
43. Observing someone without being noticed			
44. Watching a concert or play with someone			
45. Walking a street at night when someone is acting suspiciously			
46. Watching any spectator sport together			
47. Caressing or hugging			
48. Boat riding (and fishing); rowing			
49. Washing a car			
50. Lying side by side			
51. Having teeth checked by a dentist			



APPENDIX D

Photographic Reproductions of Slides



MOD