

THE UNIVERSITY OF MANITOBA

INHIBITORY ASPECTS OF SEX GUILT, SOCIAL CENSURE
AND NEED FOR APPROVAL

by

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A dissertation submitted to the Faculty of Graduate Studies of
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ABSTRACT

Two experiments were conducted to reexamine earlier theoretical formulations of Sex Guilt by Mosher (1965) and Galbraith and Mosher (1968). Mosher has argued that High Sex Guilt subjects are both less dependent on and less sensitive to external cues portending social punishment for sexual behavior than are Low Sex Guilt subjects. An alternative "two-factor" theory involving State Guilt arousal and social reinforcement was proposed to account for his findings. This view opposed Mosher's interpretation by stating that High Sex Guilt subjects are as sensitive to changes in external social punishment cues as Low Sex Guilt subjects. In the present experiments, male and female undergraduates were preselected from the upper and lower thirds of the Sex Guilt scale of the Mosher Forced-Choice Guilt Inventory and the Marlowe-Crowne Social Desirability Scale, the two scales being orthogonal. Mosher's original Sex Guilt by Social Censure-Approval design was extended by the addition of the Need for Approval variable, in order to allow for a manipulation of the reinforcement effect of Social Censure-Approval, independent of changes in State Guilt.

The present two experiments were therefore based on a 2 x 2 x 2 factorial design involving High and Low Sex

Guilt, High and Low Need for Approval, and Social Censure-Approval. In the first study, 118 female college students were seen individually by a male experimenter. They were asked to read a sexually arousing literary passage and to listen to a taped "positive" or "negative" evaluation of this passage by a female confederate posing as another subject. In this way, the females were led to expect Social Censure or Approval from the confederate for subsequent sexually oriented responses which they made on perceptual defense and word association measures. In the second study, 120 male college students were seen in groups of four by a male experimenter. Bogus evaluative feedback (semantic differential scales) was "exchanged" between the four males after viewing 10 erotic or pornographic slides. At the end of both studies the subjects completed a Postexperimental Questionnaire on sexual experience, attitudes and demographic information.

In both the male and female studies, there was a failure to replicate Mosher's Sex Guilt by Social Censure-Approval interaction obtained originally with college males. It was felt that the use of the experimenter in these earlier studies, both to introduce the arousal condition (i.e. showing "nude pinups") as well as being the Censuring and Approving social agent, led to some confounding of variables. In the absence of any manipulation check in these earlier studies, one might speculate that High Sex Guilt subjects could view an experimenter who would show "dirty" pictures as simply

"approving", regardless of subsequent attempts by the experimenter to portray an Approving or Censuring attitude. The Low Sex Guilt subjects, however, may act in a less evaluative manner toward the showing of the pictures and be more influenced by the experimenter's subsequent role playing attempts. In the present studies, the experimenter did not play the Censure-Approval roles. Manipulation checks clearly showed that all subjects perceived the social cues portending Censure or Approval. Further results showed the expected Sex Guilt main effects for males and females on sexual inhibition and State Guilt arousal. In addition, males demonstrated greater inhibition under Social Censure than Approval. Few Need for Approval differences were evident, and little support was found for the proposed two-factor theory of Sex Guilt. Results on the Post-experimental Questionnaire supported the positive relationship between Sex Guilt and Sex Experience, as well as providing further clues as to the relationship of Sex Guilt to Need for Approval and Social Censure. In conclusion, Mosher's theoretical view of Sex Guilt appears questionable, although, the Sex Guilt construct is supported in predicting main effect differences in inhibition and guilt arousal.

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CHAPTER 1

INTRODUCTION

There is little of man's behavior which has not been attributed to a concept of guilt. The early growth of psychology from its philosophical roots was paralleled by theoretical attempts, and more recently some empirical attempts, to come to terms with the development of conscience, and, moral and ethical behavior. Western civilization has placed a great value on the individual, his freedom and his dignity. Underlying this value on individualism is the notion that man is not guided simply by standards of the moment, by social approval or disapproval, but rather by internalized standards of proper conduct or the "rightness" of a situation. With the development of internalized standards comes the development of guilt in the possibility of transgressing these standards. That guilt is a normal part of "healthy" social and psychological functioning seems apparent from this perspective. However, the concept of guilt has also been widely employed as an explanation for psychopathological functioning. The clinician may point to the lack of guilt in the psychopathic personality, the conflict involving guilt feelings in the depressive conditions, or the guilt motive underlying obsessive-compulsive defenses.

The explanatory utility of the guilt construct has been important in encompassing behaviors extending from the search for man's most idealized goals to behaviors labelled as mental illness.

In a recent article speculating on more than ten years of empirical research in the area of guilt, Donald Mosher (1972), states that "learning about sex in our society is in large part learning about guilt (p. 51)." The personality disposition of Sex Guilt is viewed by Mosher (1961, 1965a, 1968) as an internalized (ie. trans-situational) self-reinforcement mechanism. It operates as a generalized expectancy for self-mediated punishment when standards of proper conduct are transgressed. Mosher has argued that High Sex Guilt persons are less dependent on, and less sensitive to external cues portending social punishment for sexual behavior than are Low Sex Guilt persons. It will be argued here, that studies to date have not clearly differentiated the part played by guilt in producing inhibitory effects on sexually related behaviors under varying external conditions of social approval and disapproval for sexual expression.

The literature in personality has recently seen a renewed interest in the "situationism" controversy and the person-situation interaction (eg. Bowers, 1973). In understanding the Sex Guilt personality construct, it is important to understand the interaction of this supposed "internalized" reinforcement mechanism (Mosher, 1965), with

external reinforcement cues operating in the immediate environment. Is the High Sex Guilt individual, as Mosher would argue, less "attuned" or "hyposensitive" to situational punishment cues, paying more attention to internalized standards of moral conduct? Or, is the High Sex Guilt individual in direct "conflict" with the external social environment, being "sensitive" to external reinforcement cues, yet at the same time having to reach a compromise between these cues and internalized moral standards? Certainly the early existential (see Barrett, 1958), and psychoanalytic (see Freud, 1949) theories propose a conflict oriented view of guilt. Man is seen as caught between his internalized moral standards and the realities and demands of his social environment. Guilt leads to a struggle between man's inner and outer world rather than to a lack of sensitivity to social demands. This thesis proposes a conflict or two-factor theory of the Sex Guilt-situation interaction, in contrast to the differential sensitivity view proposed by Mosher.

This introduction will first look at the current theory and research surrounding the Sex Guilt personality construct. Within the context of this literature, the focus will shift to a further attempt to clarify the relationship between Sexual Guilt and external social censure and approval contingencies for sexually related behavior. Two recent developments in the literature will be introduced as

a possible means of elucidating this relationship. The first is the parallel between the personality variables of Need for Approval and that of Sex Guilt (Schill, 1972). The second is the differentiation between the concepts of Trait Guilt and State Guilt (Otterbacher and Munz, 1973).

The Recent Empirical and Theoretical
Approach to Sex Guilt: A Review

The bulk of the Sex Guilt research stems from Mosher's (1961) development of a sentence completion measure of three aspects of guilt: Hostility Guilt, Morality-Conscience Guilt, and Sexual Guilt. This scale derived much of its content validity from a psychoanalytic view of guilt, while later employing social learning theory in tests of the construct validity of the measure. The scale was first standardized on a male population, therefore, the early work forming the basis of the Sex Guilt construct (Mosher, 1965a; Galbraith and Mosher, 1968) has not been replicated on a female population. Later, Mosher developed two further methods of measuring guilt and standardized all three measures on both males (Mosher, 1966a) and females (Mosher, 1968). For males and females, Sex Guilt was found to be differentiated from Hostility Guilt and Morality-Conscience Guilt as well as from measures of social desirability and anxiety. Levy (1961), criticizes

the tendency for psychological research to increase in an area simply because a technique of measurement becomes available. However, it is clear that the publication of the Mosher scales provided the means by which an already important theoretical concept could be tied more securely to an empirical base.

Moral Conflict and Inhibition of Behavior

Inhibition of behavior in moral conflict situations has been attributed to both internal and external reinforcement mechanisms. On one hand, Rettig and colleagues (Rettig and Singh, 1962; Rettig and Rawson, 1963) have argued that the primary basis for inhibitory behavior in moral conflict situations is the expectancy for external negative reinforcement combined with an expectancy of the severity of this external reinforcement. This is generally consistent with the early Hartshorne and May (1928) specificity doctrine of moral behavior. On the other hand, Mosher and colleagues (Mosher, 1961, 1965a; Galbraith, 1968; Galbraith and Mosher, 1968) have argued that more emphasis be placed on the self-monitored or internal reinforcement mechanisms in accounting for behavior in moral conflict situations.

Mosher (1965a), states that "Guilt may be defined as a generalized expectancy for self-mediated punishment (i.e., negative reinforcement) for violating, anticipating the violation of, or failure to attain internalized standards of proper behavior" (p. 162). These standards of proper behavior

are thought to be related to a person's feelings of self-worth or self-esteem and include internalized prohibitions ("should not's") and internalized positively valued ideal-goals ("ought to's"). This generalized expectancy of guilt is seen as a personality disposition which varies between individuals according to their history of reinforcement. Mosher has speculated as to child-rearing practices which foster such differences. For instance, a personality disposition towards guilt is particularly likely "in a context of parent-child relationships in which the parents promise vague and delayed external punishment for improper or immoral behavior as they define it" (Mosher, 1965a, p. 162). Mosher further speculates that this self-reinforcement mechanism is a source of avoidant motivation which leads to conflict in moral approach-avoidant situations.

Theoretically, both Rettig and Mosher owe allegiance to Social Learning Theory in their use of the expectancy construct to explain moral behavior. Mosher, also employs Miller's (1959) model of approach-avoidance conflict to further his arguments. Bandura and his colleagues (Bandura and Walters, 1963; Bandura and Perloff, 1967) have also argued for the part played by self versus externally monitored reinforcement to produce conflict situations. The point of these theoretical arguments has been to explain and predict what produces transituational behavior stability into changing interpersonal situations.

In a modern society, a person is faced with a

multitude of changing roles. Behavior which is reinforced in one situation is not reinforced in another. Of particular interest are the conflict situations in which: (a) behavior leads to positive external reinforcement, and no positive or negative self-monitored reinforcement, and (b) behavior leads to negative external reinforcement, and no negative or positive self-monitored reinforcement. The key to behavior stability lies in the assumption, backed by considerable empirical evidence, that self-monitored reinforcement acquired through one's direct and vicarious reinforcement history, changes less rapidly than external contingencies of the moment.

Moral Conflict and Inhibition of Sexual Behavior

It is frequently argued that human sexual behavior involves approach-avoidant conflict situations between external contingencies and self-monitored reinforcement mechanisms of guilt or moral anxiety. The first investigations into moral conflict and sexual behavior involved subjects' responses to thematic apperception materials (TAT) under varying degrees of sexual stimulation (Clark, 1952, 1955, 1966; Leiman and Epstein, 1961; Mussen and Scodel, 1955). With the development of the Mosher scales came a direct testing of moral conflict, with subjects preselected on the personality variable of Sex Guilt (SG) and systematically introduced to various external contingency situations.

Moral Conflict and Sexual Stimulation.

Clark noted that sexual TAT themes were inversely related to external sexual stimulation. It was argued that by increasing sexual stimulation, the increased inhibitory or avoidant effect of sexual guilt was greater than the approach motivation toward sexual expression. Further, Leiman and Epstein found an interaction between a measure of guilt and sexual deprivation on thematic sexual responses for males. When guilt was low, deprivation and sexual response were positively related, whereas when guilt was high, deprivation and sexual response were negatively related. This again appeared to support an inhibitory or avoidant effect of guilt on thematic sexual response within an approach-avoidant gradient model of conflict. However, in a recent study employing the Mosher scales, Janda (1975) found no support for Leiman and Epstein's notion that High over Low Sex Guilt subjects should make more sexual responses to low sexually relevant TAT cards and fewer sexual responses to high relevant cards.

Outside of this TAT literature, Galbraith (1968), and Galbraith and Mosher (1968), found an interaction between differing degrees of sexual stimulation and Sex Guilt (SG) in college males. Employing the Mosher scales, Low Sex Guilt (LSG) males showed a significant increment in associative sexual responses to double-entendre words when exposed to sexual (nude photos) vs. neutral stimulation

procedures. High Sex Guilt (HSG) males showed no significant change across stimulation procedures. There was an overall negative relationship between SG and sexual associations on this Word Association Test (WAT). Taking a somewhat different approach, Galbraith and Sturke (1974), recently did a study in which HSG and LSG college males were given a list of 40 stimulus words that had been graded along a dimension of sexuality. The LSG males seemed to exhibit longer associative latencies to the highly sexual stimulus words than the HSG males. This was somewhat surprising since the opposite trend was expected. The investigators suggested that HSG males may encode the double entendres in an asexual or non-affective manner, leading to shorter response latencies than if the words were taken in their sexual meanings.

A constant problem and point of discussion in the literature on SG and inhibition has been whether SG mediates the relationship between sexual stimulation and sexual arousal or between arousal and behavioral response. It is clear that SG produces an inhibitory effect on sexually related behaviors. The exact locus of this effect has been a point of debate.

Moral Conflict: Sex Guilt vs. Social Censure and the Differential Sensitivity Interpretation.

An important theoretical and empirical basis of the SG construct has been the hypothesized interaction between SG and social cues portending censure or approval for

sexually related behaviors. This literature will be described in some detail since it provides the initial framework for the criticisms and proposals to be made later.

Mosher (1961, 1965a), studied the inhibitory effects of SG under varying external conditions of fear of social censure. Theoretically, both SG and social censure are seen as expectancy variables according to Rotter's Social Learning Theory, in which, Behavior Potential is a function of an Expectancy and Reinforcement Value variable. Therefore, SG is seen as a Generalized Expectancy for self-mediated punishment for transgression of sexual standards, whereas social censure is seen as a Situational Expectancy for external punishment. This Situational Expectancy is a function of external cues related to the subjective probability that sexual behaviors will lead to negative social reinforcement. In this sense, the Generalized and Situational Expectancies are assumed to be independent, the former being a function of history of reinforcement, and the latter a function of interpersonal cues operating in the immediate situation. Changes in expectancy conditions, either Generalized or Situational, should lead to changes in sexual behaviors. Mosher further reasons that under sexual stimulation conditions, two Behavior Potentials would be operating according to Miller's approach-avoidant gradient model of conflict. The avoidant Behavior Potential is a function of the Generalized and Situational Expectancies

for self-monitored and external punishment for sexual transgressions, in addition to the Reinforcement Value of these punishment contingencies. The approach Behavior Potential is a function of the Generalized and Situational expectancies for self-monitored and external positive reinforcement for sexual expression, in addition to the Reinforcement Value of these positive reinforcement contingencies. The specific hypothesis of the study was that subjects with a relatively weak Generalized Expectancy (Low Sex Guilt) would be more influenced by situational cues of negative reinforcement, than subjects with a strong Generalized Expectancy (High Sex Guilt). It was thought that if High Sex Guilt subjects showed any inhibitory change over external reinforcement conditions it would be a result of their Situational and not their Generalized Expectancy. The general notion is that individuals prone to guilt over sexually related activities (HSG) are guided more by internalized rather than external standards of proper conduct in moral conflict situations.

Following preselection of male college students on a measure of SG (Mosher Incomplete Sentences Test, MIST), all males participated in a sexual arousal condition by evaluating "pin-ups" from a men's magazine. Fear of social censure was then manipulated for both LSG and HSG males. In this manner, the experimenter agreed with each student on attitude statements either favorable (Social Approval)

or unfavorable (Social Censure) to the sexually arousing effects of the "pin-ups". Inhibitory sexual behavior was measured by a perceptual defense task (Cowen and Beier, 1950), in which sexually taboo words and neutral words were presented by the successive carbons method. The tendency to avoid responding to the taboo words was seen as a manifestation of an anxiety-produced inhibition of response (Eriksen and Browne, 1956), rather than a concern with the possibility of unconscious perception (Eriksen 1958, 1960).

On the whole, the results of this study tended to support the hypothesized interaction between guilt and fear of social censure. The HSG males showed no significant change in inhibitory behavior over the Censure-Approval conditions, whereas the LSG males showed significantly greater inhibition under the expectancy for Social Censure than Approval. Upon further analysis, however, the exact relationship between the four experimental groups showed some discrepancy from the original hypothesis. As expected, the LSG-Social Approval group showed the least inhibition. Contrary to prediction, the LSG-Social Censure group showed the greatest inhibition rather than the HSG-Social Censure group. In other words, the inhibitory effects of high guilt and expectancy for social punishment did not appear to be additive.

Conclusions were that HSG males seem uninfluenced by external changes in expectancy for punishment because of

a "differential sensitivity" to these external cues when compared with LSG males. On one hand, the HSG person was seen as learning to become more attuned to internal standards of behavior throughout his life and, therefore, conducts himself according to the probability for self-monitored punishment rather than cues relating to the probability for external punishment. The HSG person was seen as being "hyposensitive" to external punishment cues. On the other hand, the LSG person was seen as relatively "hypersensitive" to external punishment cues. An analogy is made with the so-called psychopath who has little internalized standards of culturally sanctioned behavior, and conducts himself according to the punishment or approval cues operating in the immediate situation. In other words, the LSG person learns to become quite sensitive in monitoring the external cues of the moment which point to the immediately appropriate behavior. Within this argument, the fact that the LSG-Social Censure group showed the highest sexual inhibition, would coincide with the theory of "hypersensitivity" of LSG persons to external punishment cues when compared with the "hyposensitivity" of HSG persons.

There is some question as to the manipulation of the Censure-Approval variable in the above study. The condition was manipulated by the experimenter nodding his head affirmatively, and saying "mm-hmm" each time the student agreed with statements either favorable (Social Approval,

fear reduction) or unfavorable (Social Censure, fear-induction) to erotic pictures. One might expect, though, that the pre-selected HSG males would respond with more "agrees" to the unfavorable statements and less "agrees" to the favorable statements than the LSG males. In the Censure condition, the experimenter would probably "agree" more frequently under the HSG than LSG condition, whereas, the reverse would hold true for the Approval condition. This obviously may lead to some confounding, since the Censure-Approval variable may not have been manipulated systematically across the guilt conditions. A later study by Galbraith and Mosher (1968), however, largely supported the earlier findings. In this case, the experimenter directly role played the Censure-Approval variable for a sample of pre-selected male college students, either leading subjects to believe that he held favorable or condemnatory attitudes to "pin-up" photos. As predicted, HSG males showed no significant change in associative sexual responses to double entendre words on the WAT, under the Censure or Approval conditions. The LSG males, in contrast, showed significantly greater sexual associations under Social Approval than Censure. Overall, the HSG males showed greater inhibition of associative sexual responses than the LSG. It was concluded that this lent support to Mosher's earlier findings and that "guilt can profitably be conceptualized as a self-reflexive reinforcement mechanism which introduces

overt behavioral stability into situations characterized by fluctuating external reinforcement contingencies" (p. 147).

Again, however, the Galbraith and Mosher study encountered difficulty in obtaining an unambiguous interpretation of the situational approval manipulation. A condition had been added to the study in which the experimenter did no role playing to suggest Censure or Approval of "pin-up" photos. The sexual inhibition results of this condition were similar to the Approval condition for both HSG and LSG males, rather than lying mid-way between the Censure and Approval conditions as expected. This may suggest that subjects identified the experimenter with the initial Arousal procedure (showing "nude" photos) and therefore viewed the experiment as condoning and approving of sexually related behaviors in the absence of any explicit manipulation of approval. It suggests, moreover, that in future studies the introduction of the Arousal procedure must be made as independent as possible from the manipulation of the Censure-Approval variable.

It is also interesting to note that HSG males seemed less aware of the possible sexual meanings of the double entendre word stimuli used in this study (eg. rubber, broad), than LSG males. This may suggest that HSG people expose themselves selectively to situations in which sexual language is used. Apart from this selective exposure or familiarity

hypothesis, however, it did appear that differential inhibition rather than differential recognition was responsible for the results obtained in the guilt-censure interaction. In support of this contention, there did not appear to be a significant correlation between words reported to have sexual meaning and associative sexual response scores for either HSG or LSG males. Further support for the contention that associative responses on the WAT cannot be explained simply on the basis of familiarity has been given recently by Schwartz (1975). When subjects made two association trials to each word, HSG subjects made fewer sexual responses on the first trial and more sexual responses on the second trial than LSG. Schwartz argues that HSG subjects produce sexual responses later in their associative hierarchy than LSG.

Although, there has been no research directly improving on the methodological difficulties inherent in the two early studies by Mosher (1965a), and Galbraith and Mosher (1968), there has been some mention in the very recent literature concerning the "differential sensitivity" interpretation of SG. Ray and Thompson (1974), combined Mosher's theory of SG with Lacey's (1959, 1967) theory of cardiac deceleration and sensitivity to the external environment. It was predicted that if HSG subjects tended to be less sensitive to the external environment than LSG subjects, then on presentation of sexual stimuli HSG subjects

should show cardiac acceleration whereas LSG subjects should show cardiac deceleration. Partial support for this hypothesis was obtained for one of the sexual stimuli (a slide showing male-female coitus). The LSG subjects showed a significant cardiac deceleration, whereas the HSG subjects showed a nonsignificant cardiac acceleration.

Janda (1975), also claimed support for a differential sensitivity interpretation of SG. The HSG males were unable to discriminate on a person perception measure, a female experimenter playing an "approachable" or "unapproachable" role. In contrast, the LSG males made a significant discrimination. The tendency for HSG males to rate the female experimenter in a generally favorable and approachable manner, however, may have had nothing to do with their not perceiving or being sensitive to social cues in the two experimental conditions. Rather, the HSG male may simply have been unwilling to report to a female experimenter that he saw her in any other way than in a "favorable" light. Further, if one accepts the differential sensitivity interpretation, it is difficult to explain why Janda failed to find support for a major hypothesis of his study. This hypothesis stated that LSG subjects' sexual responses on thematic apperception material would be affected by the experimenter's role playing, whereas, HSG males would not be affected. This hypothesis is actually the closer parallel to the earlier Mosher studies, and seems to be a failure to

replicate the differential sensitivity results.

A final recent study which has some implications for the differential sensitivity interpretation of SG, is the interesting "banned in Boston" effect found by Schill, Evans, Monroe, and Drain (1975). These investigators found that HSG subjects spent significantly more time viewing an erotic magazine after an experimental confederate evaluated it in a positive or negative manner, than in a neutral manner. In contrast, LSG subjects spent more time viewing the magazine in the negative than the positive condition, but neither condition differed significantly from the neutral condition. These results are not congruent with the view of HSG persons being less sensitive to social cues in their environment. Schill et. al. conclude that, "clearly, the relationship between guilt and reading erotic literature is more complex than one might have initially guessed after reading Mosher (1965)" (p. 104).

From this basic concern with the interaction of Sex Guilt under differing external punishment and approval expectancies, the literature on Sex Guilt and moral conflict has expanded in a variety of directions. As noted, this initial work was with male college students, however, further studies have included both male and female subjects, and both college populations and other specially selected populations. The approach has been to preselect subjects on a measure of SG, usually one of the Mosher scales, and

to introduce them to a variety of situations. Moral conflict situations have included different kinds of erotic films and literature, sexually humorous cartoons, and verbal learning of sexually taboo words. Measures have been taken on inhibitory sexual behaviors, sexual attitudes and arousal of feelings or affects. Further, there are a number of studies correlating the personality disposition of SG with self-report of previous sexual experience and other sexually related questionnaire data as well as other personality dimensions, particularly Need for Approval (NA). A continued review of this expanding literature will begin with the differentiation between the personality disposition of SG and guilt arousal or State Guilt.

Sexual Guilt: Trait Guilt and State Guilt

A main contention in Mosher's development and measurement of the guilt construct, is that the scales are designed to measure the personality disposition or trait of guilt rather than the affective or feeling state of guilt. Schwartz (1973a), demonstrates the factorial independence of the Mosher guilt scales from state measures of guilt. Mosher believes that Trait and State Guilt are linked through the transgression of moral standards. In discussing the personality disposition and measurement of guilt in the female, Mosher (1968) states that:

Females who score higher on these guilt measures are expected to inhibit the expression of aggressive or sexual behaviors when faced with temptations. If transgressions occur nevertheless, then females who score higher on these measures of the personality disposition of guilt are expected to experience the feeling of guilt, or to confess, or to punish themselves, or to make restitution. (p. 695)

In a recent article, Otterbacher and Munz (1973), make a specific case for the development of the concept and measurement of State Guilt in contrast to Trait Guilt. It is noted that the constructs of trait or inner predisposition have been criticized for lack of generality and consistency in predicting human behavior (Vernon, 1964; Wallace, 1967; Mischel, 1968, 1969). Adelson (1969) has commented on the growing trend in the literature towards investigating the relationship between transitory states and particular environmental conditions. Schachter (1964), has laid the groundwork for investigating the relationship between cognitive and situational factors and the individual's emotional state of the moment. A major assumption behind this type of research is that there exists a common set of verbal labels which can be used to identify and communicate particular emotional states. Furthermore, these labels are often specific to a particular population and research must necessarily proceed inductively over different populations in order to better define these sets of descriptive labels and their relationship to specific emotional states. A number of self-report measures of affective, emotional or

mood states have appeared in the literature (Nowlis, 1965; Zuckerman and Lubin, 1965; Jacobs and Munz, 1968). Nowlis and Green (1964), present the aim of their research to "induce definite changes in mood with clear-cut operations and to determine the relationship between these operations and verbal reports of mood (p. 2)."

Proceeding from this established trend in the literature, Otterbacher and Munz (1973), note the lack of a well defined measure of affective guilt. Therefore, they undertook the development of a self-report adjective scale of guilt which would tap guilt as a feeling state of the moment (G-State) in contrast to the subjective averaging of these states over time (G-Trait). In a group of Roman Catholic college students, G-State was measured by this Perceived Guilt Index (PGI). It was found that subjects who had undergone a "confessional" experience demonstrated a significant drop in G-State when compared with subjects who talked to the experimenter for the same length of time. The authors point to the need to examine the relationship between this state measure of experiential guilt, and the personality disposition of guilt as measured by the Mosher scales. Very recently, in fact, Janda and Magri (1975), have provided evidence to show a clear positive relationship between dispositional (Trait) guilt as measured by the Mosher Forced-Choice Guilt Inventory (MFCGI) and affective (State) guilt as measured by the PGI. After exposure to

the sexual double entendres on the WAT, the college women who scored high on the MFCGI also scored high on the G-State scale of the PGI. Trait guilt as measured by both the MFCGI and the PGI was also positively related to inhibition of sexual response on the WAT.

Although there has been no well-defined measure of State Guilt available until the recent attempts by Otterbacher and Munz, there have been a number of studies in the SG literature which have attempted to relate the personality disposition of SG to various measures of guilt arousal in moral conflict situations (Mosher and Greenberg, 1969; Schill and Chapin, 1972; Mosher, 1973; Ray and Walker, 1973).

Following the findings of Kinsey and his associates (Kinsey, Pomeroy, Martin and Gebhard, 1953), Mosher and Greenberg studied the affective responses of females to reading erotic literature. Kinsey et al. showed that in a large sample of male and female subjects, males were more responsive than females to a variety of potentially erotic stimuli. Reading erotic literature, however, was one of the categories in which females were as responsive as males. Mosher and Greenberg investigated further the affective responses of college females to erotic vs. non-erotic literature as a function of the personality variable of SG, and the presence or absence of a female experimenter. The major hypothesis was supported in that HSG females reported

a significant increase in the affective state of guilt after reading the erotic passage, in contrast to females in all other conditions. Sexual arousal showed a significant increase in all females who read the erotic passage. Also, the reading of the erotic passage significantly increased anxiety and especially so when the experimenter was present.

The results tend to support the theory that transgression of unacceptable sexual behavior in the HSG personality, leads to a concomitant increase in the affective state of guilt when compared with the LSG personality. This also parallels Okel and Mosher's (1968) findings of an increase in State Guilt after transgression of moral standards in the Hostility Guilt personality.

The findings that SG and experimenter's presence did not inhibit sexual arousal when reading erotic literature, would further suggest that guilt operates between sexual arousal and behavioral response, rather than between sexual stimulation and arousal. In other words, HSG females who read erotic literature may become as sexually aroused as LSG females, yet inhibit sexual expression. The data on anxiety is difficult to interpret owing to the uncertainty of the meaning of experimenter's presence or absence. However, it is interesting that females reported feeling an increase in guilt, anxiety and sadness in experimenter's presence regardless of the type of passage read. Further data on increases in State Guilt and other affective and

behavioral reactions of SG subjects will be considered below.

Sex Guilt: Erotic Films, Literature, Cartoons, Verbal Learning and Retention.

Following Schmidt and Sigusch's (1970) work with German subjects, Mosher (1973) showed two pornographic films of coitus and oral-genital sex to a sample of male and female college undergraduates. The HSG females and those subjects less sexually experienced rated the films as more offensive, disgusting and pornographic. The HSG subjects in general saw the oral-genital sex as being abnormal. However, the oral-genital film was more sexually arousing to males than females. The films also tended to increase the males' affect towards being more "eager" for sexual contact and other approach tendencies, while the females reported increases in negative affects, especially after viewing the oral-genital film. Within 24 hours after viewing the films there appeared to be little change in reported sexual behavior for all subjects. This may be due to the relative sexual inexperience and available sexual outlets for these single college students. Other studies seem to suggest an increase in sexual activity after viewing erotic films only when there is a previously well established sexual pattern (Schmidt and Sigusch, 1970; Byrne and Lamberth, 1971; Mann, Sidman, and Starr, 1971).

Although there were no behavioral changes in the Mosher study, emotionally after 24 hours, females and HSG subjects in general reported an increase in guilt feelings, internal unrest and nervousness.

Keir (1973), also investigated the responses of male and female college students to explicitly heterosexual films showing either coitus or oral-genital sex. Subjects varied in SG, sex experience, romantic love attitudes, and sex callousness. Post-film measures were taken on sexual arousal, physiological responses, affective reactions and thematic and sentence completion measures centering on the films. Results related to the SG variable showed that LSG subjects responded with more material concerning the performance aspects of sexual behavior. Males who rated the films more favorably were low guilt, low romantic or more sexually experienced. More favorable semantic differential ratings for persons portrayed in the films were given by the more calloused males or females who showed low guilt, high experience or high in romantic love attitudes. For the HSG group, females saw a more positive interpersonal relationship in the stories than the males. Also, the more positive or less negative affect changes to the films were given by males who were in the LSG group, more experienced, or more calloused.

In another sample of male and female undergraduates varying in SG, Ray and Walker (1973), measured affect and

arousal changes after viewing explicitly erotic film slides. The slides portrayed female masturbation, coitus, petting, and a "neutral" dating slide. After viewing the slides, all subjects demonstrated an increase in sexual arousal as predicted. The LSG females, in contrast to the HSG females, rated the erotic slides as safer, better, more pleasant, more sexually arousing, and more appealing. However, there did not appear to be a significant increase in affective guilt for any of the subjects, contrary to the prediction that HSG subjects would show an increase in State Guilt. The HSG subjects did rate the erotic slides as more unpleasant, disgusting and dangerous, than the LSG. Demographic data showed that HSG subjects were more frequently the firstborn and the only child in the family, demonstrated a high grade point average at school, and attended church more often than the LSG subjects.

These last results appear to contradict the earlier Mosher and Greenberg study of a rise in State Guilt for HSG subjects when placed in a sexually arousing situation involving erotic literature. The investigators note, however, that the college seniors in this study may have been more unwilling to admit to guilt arousal following exposure to sexually erotic stimuli than the freshman subjects in the Mosher and Greenberg study. Further, these results appear to contradict the early Kinsey et al. conclusions that females are not very responsive to visual erotic stimuli.

However, the results are congruent with more recent findings on responsiveness to both visual stimuli (Sigusch et al., 1970) and written material (Jakobovits, 1965).

In investigating SG and reactions to erotic literature, Bahm (1973), found that females were significantly sexually aroused after reading erotic stories which varied on dimensions of sexual explicitness and emotional, non-sexual cues. Sexual arousal was more influenced by the presence or absence of overt sexual cues in the stories than the presence or absence of emotional or non-sexual cues. Explicitness of sexual depiction did not significantly influence sexual arousal. The HSG subjects showed a slight trend to inhibit sexual arousal to highly socially unacceptable erotic stimuli, but in general SG and sexual arousal were not significantly related. On emotional-evaluative measures of pleasantness and pornography ratings, the HSG females responded more favourably to erotic stories containing interpersonal cues and low in sexual explicitness, than to stories high in sexual explicitness and sexual cues. The LSG females, in contrast, showed no change across conditions. Further, Schill and Chapin (1972), found that males preference for reading erotic magazines was negatively related to SG. Also, the greater the time spent reading erotic magazines for HSG males, the greater the degree of affective guilt arousal.

Some empirical work has been directed towards the

hypothesized tension-reducing properties of sex relevant humor in persons varying in SG. Lamb (1968) found a tendency for HSG over LSG subjects to reduce their discomfort in a sexually arousing situation by rating sexual cartoons as more humorous and enjoyable. Schwartz (1972), however, showed no relationship between SG in males and the rating of sexually explicit or subtle cartoons.

In the area of verbal learning and retention, a number of studies have compared the performance of subjects varying in guilt (Mosher, 1966b; Kelly, 1973; Schwartz, 1973b). Mosher, found that in a Taffel-type of operant verbal conditioning task, guilt subjects conditioned more readily to "superego" or guilt-related content than less guilty subjects. Kelly, found that SG effected the part-whole, free-recall learning (Tulving, 1962) of sexual and neutral words. The HSG subjects did not cluster the sexual words as great as the LSG, whereas, no difference occurred between HSG and LSG subjects in recall of sexual words. These findings were interpreted as demonstrating that SG affects cognitive structuring rather than the free-recall of sex-related material. In a more naturalistic experimental setting, Schwartz, found that HSG male and female college students showed greater difficulty in retaining a lecture on birth control than LSG students. The introduction of sexual stimulation procedures also led to poorer retention of the lecture.

The Correlation of Sex Guilt with other Self-Report Measures.

Galbraith (1969), correlated the SG subscale of the Mosher Forced-Choice Guilt Inventory (MFCGI) with the Thorne Sex Inventory (Thorne, 1966). In a sample of college males, SG correlated negatively with Sex Drive and Interest (SDI), Promiscuity-Sociopathy (PS), and positively with Repression of Sexuality (RS). The PS and RS correlations seem consistent with the inhibitory motivational properties of the SG construct. The negative SDI correlation also parallels earlier findings by Galbraith, Hahn, and Leiberman (1968), on the Need for Heterosexuality (NH) as measured by the EPPS. In this case, NH varied positively with sexual associations to double-entendre words whereas SG varied negatively with sexual word associations. Further, SG and NH were negatively related. That sexual responsivity varies inversely with guilt and positively with need strength would again seem to be consistent with previous theory and research.

Oliver and Mosher (1968), have found that homosexual prisoners show less SG than heterosexual prisoners. The inmates scores on the Mosher guilt scales were also positively correlated with MMPI subscales of Pt and Si, and negatively correlated with Pd, Sc, and Ma (see also Persons, 1970). Supportive evidence for guilt as an inhibitor derives from these results, in that the MMPI subscales most associated with acting-out show a negative correlation with guilt.

Mosher and Cross (1971), related SG in single college students to reports of previous sexual experience, feelings, reasons for participation or nonparticipation in sexual activities, and pre and postmarital sexual standards. The HSG students reported less intimate forms of premarital sexual experiences as well as less permissive premarital standards than LSG. Postmarital sexual standards were less related to SG. In the HSG females, reasons for nonparticipation in more intimate forms of sexual encounters such as intercourse or "heavier" forms of petting, were moral beliefs. The HSG males reported their reasons for such nonparticipation as moral beliefs, respect for the girl, and fear of pregnancy or disease. Precautions to assure subjects' anonymity were taken in this study, however, as in all self-report data the results rest on subjects' willingness to report accurately their sexual experiences. Therefore, this type of data may be a reflection of an inhibition to report sexual experiences rather than a reflection of actual sexual behavior.

In a recent study, Abramson and Mosher (1975), also developed a measure of negative attitudes toward masturbation, and looked at its correlation with SG, sex experience, and frequency of masturbation in both males and females. Although SG and negative attitudes toward masturbation were positively correlated, the SG scale appeared to be more predictive of heterosexual sex experience, whereas the

masturbation scale was more predictive of frequency of masturbation. It was also suggested that negative attitudes toward masturbation, as well as SG, serve to inhibit frequency of masturbation and heterosexual experience in women, whereas in men there was no relationship between masturbation attitudes and heterosexual experiences.

McMahon (1973) investigated SG, reports of sexual behavior, and attitudes toward premarital permissiveness in three different samples of females: single young women, married young women, and married older women. All females were matched on a variety of demographic variables such that the sample was primarily white, middle-class Protestants, from an urban midwestern upbringing, with about two years of college education. For all groups, a highly significant negative relationship was found between permissiveness and SG and a positive relationship between permissiveness and heterosexual behavior. The young married women also reported a greater latitude in sexual behavior than the other two groups. In general, the results tended to support the contention that young women today show less SG and more liberal attitudes toward sex than twenty years ago.

In a study of unmarried couples, D'Augelli and Cross (1975), found that SG was negatively related to sex experience for the men, but not the women. However, SG was related to sexual philosophy (eg. "virgins", "nonvirgins") for both men and women. Correlations with Kohlberg's Moral

Dilemmas Interview Schedule, showed that couples oriented at a "Law and Order" stage of moral reasoning were higher in SG than couples oriented at a "Social Contract" stage. It was concluded that SG and moral reasoning are important variables in relation to premarital sexual experience, and also are modified according to the couples' social interaction and definition of the relationship. This further demonstrates that sexual morality is not defined by a single variable but rather through the interaction of a number of variables.

In a sample of college males and females, Langston (1973), studied the relationship between SG as measured by the MFCGI and sexual behavior as measured by the Bentler Heterosexual Behavior Assessment Scale (Bentler, 1968a, 1968b). The Bentler scale involves self-report of actual heterosexual behavior. Substantiating previous research, the results showed a clearly inverse relationship between SG and extent of sexual behaviors. In the sample studied, females showed somewhat higher SG than males although, both were equal in regard to reported sexual behavior. Religious activity was positively related to SG and negatively related to sexual behavior. However, whether religious activity promotes SG or whether guilty persons seek out religious activity is uncertain. In females, there appeared to be a clear relationship between HSG and exposure to sexually arousing material. Females showing HSG and low sex behavior

preferred "G" and "GP" rated movies and read few "obscene/pornographic" books. The LSG females in contrast, preferred "X" and "R" rated movies and read more "obscene" literature. In males, there was no significant relationship in this regard. In a later study Langston (1975), also found that HSG college subjects were more likely to conform to social expectations regarding sexual behavior. Therefore, HSG males were more "assertive" in their sexual behavior, and HSG females were more "passive" in their sexual behavior, than their corresponding LSG peers.

Langston's results on erotic movie and literature exposure in females would appear to support an aspect of Galbraith and Mosher's (1968) earlier findings with college males. These previous results suggested that since HSG males were less aware of the sexual implications of double entendre words than LSG males, then there may be a "differential recognition" as well as a "differential inhibition" effect operating in the guilty persons response to sexual stimuli. High guilty persons may tend to avoid situations in which exposure to sexual material may lead them to violate internal standards of sexual conduct. Therefore, they may not have the opportunity to learn the sexual implications of a variety of commonly used sexual stimuli. They avoid sexual response to such stimuli not because of an inhibition of the response, but simply because the response is not in their behavioral repertoire. In addition, however, it was

clear from the Galbraith and Mosher study and from the recent Schwartz (1975) study, that an inhibitory effect was operating in subjects responses. Further, the Langston study demonstrates that males who showed a strong preference for the more sexually stimulating "R" and "X" rated movies, at the same time, showed a high inhibition of sexual behavior. This would again tend to support the contention that guilt operates in an inhibitory fashion between sexual arousal and expression of sexual response (Schill, 1972). Certainly the two hypotheses of "recognition" and "inhibition" are not necessarily incompatible, and may even operate differently in males and females. That a guilty individual may tend to avoid sexually stimulating situations, yet react with sexual arousal and subsequent inhibition of sexual response when placed in such a situation seems consistent. There is some evidence (Mosher, 1972) to suggest that HSG married males may seek certain sexually arousing situations such as pornographic movies and books while avoiding more threatening interpersonal sexual encounters. Further study needs to be done on the differential reactions of males and females varying in SG, to avoidance of sexual situations and to inhibition of sexual response when placed in such situations.

Following Fisher and Osofsky's (1967) contention that sexual behavior is not a unitary concept, Kutner (1971) related a measure of SG (Leiman and Epstein, 1961) to three

phases of a sexual behavior sequence. The sample consisted largely of married females who were leading active sex lives, and were currently using birth control. Self-report measures were taken on: (a) sexual desire (Motivation), (b) responsiveness and passion during intercourse (Instrumental Act), and (c) orgasm frequency, effort and relief (Goal Response). Responses were found to be more correlated within than between the stages. The SG measure was correlated negatively with all three stages, but more so with Motivation and Instrumental Act than with Goal Response. Demographic characteristics of the sample were neither correlated with SG or sex behavior, demonstrating some independence and generalizability of the results. Kutner also points to the degree of independence shown between the three stages of sexual response and speculates as to the differential effect of SG depending upon the particular stage in operation along a sexual behavior sequence. Individuals may differ in degree of sexual inhibition depending upon the particular sexual stage, or degree of sexual arousal that guilt has become conditioned. Again, further research needs to be done on the particular determinants of SG and its interaction with other personality and situational variables to produce effects on sexual inhibition.

Sex Guilt and Need for Approval.

From the beginning, the empirical literature on SG has been concerned with differentiating the guilt construct from measures of Social Desirability (Mosher, 1961, 1966a, 1968). It was Mosher's explicit purpose in constructing his guilt scales that there be no correlation between these two dimensions. On one hand, guilt was viewed as a personality disposition to respond according to "internalized" standards of proper conduct. On the other, Need for Approval (NA), the personality variable measured by the Marlowe-Crowne Social Desirability Scale (M-C SDS, Crowne and Marlowe, 1960), was viewed as the tendency to respond according to socially appropriate or situationally conforming standards of proper conduct. More recently, there has been some attempt in the literature to draw parallels between the personality dispositions of SG and NA (Schill, 1972). Both have been found to correlate significantly with inhibitory effects on sexual behavior yet, in the main, showing no significant correlation between them. The manner in which these two personality variables interact to produce inhibitory effects on sexual behavior is still unspecified. In order to gain perspective on this problem, a brief review of the personality variable of NA and its demonstrated correlation with sexual inhibition will be made along with the integration of this variable into the SG literature.

Research with the M-C SDS suggests that persons High

(HNA) as opposed to Low in Need for Approval (LNA) are more persuasible, compliant, defensive, eager to please and conforming in a variety of situations (Crowne and Marlowe, 1964). Scores on the M-C SDS are operationally defined as the subjects' endorsement of culturally sanctioned behaviors which are unlikely to be true. Within a Social Learning Theory framework (Rotter, 1954), subjects who score high on this scale may be seen as having a greater expectancy for social approval than those subjects who score low. Studies have shown that HNA over LNA subjects were judged to be more defensive by their friends (Barthel, 1963), more defensive on projective tests (Tutko, 1962), and showed more suppression of anger when socially frustrated (Conn and Crowne, 1964; Fishman, 1965). Further, HNA over LNA subjects have shown greater social conformity (Strickland and Crowne, 1962; Crowne and Liverant, 1963), including opinion conformity (Marlowe and Crowne, 1961), attitude change to persuasive communications (Salman, 1962), and verbal conditioning (Marlowe, 1962). There is some evidence, (Bates, 1972), to suggest that HNA subjects act to protect vulnerable self-esteem (Mosher, 1965b; Strickland and Crowne, 1963) rather than showing greater discrimination of behavior which leads to approval (Miller, Doob, Butler and Marlowe, 1965). In a recent study investigating the degree of openness of NA subjects under a social desirability instruction set, McLaughlin and Hewitt (1972)

conclude that "the defining characteristic of people with High Need for Approval seems to be their ability to alter their normal behavior and adopt behavior situationally defined as socially desirable" (p. 255). After some years of research, this view would seem to concur with Crowne and Marlowe's earlier conception of the approval motive.

Although there is much evidence to show that HNA over LNA subjects will show greater conformity to a socially approved task under situational pressure to conform, a further implication is the conformity of HNA and LNA subjects to a socially disapproved task under situational pressure to conform. Following this implication, an early study by Barthel and Crowne (1962) demonstrated a significant relationship between NA and the inhibition of sexual behavior measured as perceptual defense of socially taboo word stimuli. This perceptual defense task was similar to that used in the previously reviewed study on the SG, Social Censure interaction (Mosher, 1965a), except that words were presented tachistoscopically rather than by successive carbons. According to the procedure, Barthel and Crowne divided a sample of first year college females into HNA and LNA groups. Following the tachistoscopic presentation of sexually taboo and neutral words, the females were divided into those that saw the experimental task as a test of perceptual "speed" or "keenness" (Perceptual group) and those that saw the task as involving a measure of ones

response to "bad" or "disapproved" words (Disapproval group). As expected, the HNA females showed greater sexual word inhibition in the Disapproval than the Perceptual group. In contrast, LNA females showed an overall low inhibition score and no significant change in inhibition across the Disapproval-Perceptual classifications. There was also further evidence to show that the perceptual defense scores were a result of a conscious inhibition of sexual response rather than a result of perceptual blocking below the level of awareness. This is consistent with the position taken in the Mosher (1965a) study.

The above findings are somewhat confusing in that it is difficult to attribute the results to a change in a situational censure-approval variable and/or to a change in a personality variable. The Perceptual-Disapproval classification appears to be similar to what one might expect of LSG-HSG subjects. Besides the possibility of this variable falling along a SG personality dimension, however, it could also suggest a change in the subjects' definition of the experimental task as situationally approved or disapproved. It seems obvious that the personality variable of NA has a significant effect on the inhibition of sexual behavior, yet the interaction implied in this study is unclear. Certainly, a more systematic investigation needs to be done on the interaction between the personality variable of SG and NA, and the situational variable of

social Approval-Disapproval for sexually related behavior.

In a more recent study, Schill, Emanuel, Pedersen, Schneider and Wachowiak (1970), tested HNA and LNA male subjects in response to sexually double entendre words in the presence of a male or female experimenter. The double entendres were the same list (WAT) as used previously in testing sexual inhibition for subjects varying in SG (Galbraith and Mosher, 1968). The LNA group showed an increase in sexual associations when the experimenter was a male, while the HNA group showed low sexual associations regardless of the sex of the experimenter. Conclusions were that in the absence of explicit approval cues, HNA subjects operate under the general expectancy that sexual responding is largely inappropriate and socially disapproved, whereas LNA subjects are free to form expectancies from the more subtle social cues available in the situation.

In contrast to these findings, Galbraith et al. (1968) found no relationship between NA and sexual responsiveness as measured by the double entendre word association test. Also, there was a low positive correlation between the measures of SG and NA. It should be pointed out, however, that in contrast to the Galbraith et al. procedure, Schill et al. allowed subjects to make more than one association to the double entendres. This may have provided a greater opportunity for sexual associations to develop and, in turn, a greater opportunity for the personality

variable of NA to effect performance. The correlation between SG and NA provides further difficulties of interpretation keeping in mind Mosher's (1966, 1968) previous findings of no significant correlations between SG and measures of Social Desirability or NA. Other recent studies also show support for Mosher's contention in this regard (Schill, 1972; Schwartz, 1973a). That the two scales are somewhat conceptually related, however, may suggest some reason for a low positive correlation in some circumstances. Galbraith et al., point out the similarity that guilt involves self-evaluation against moral standards of right and wrong, and NA against societal standards of appropriateness-inappropriateness.

In a further study, Schill (1972), looked at both NA and SG in a sample of males who read either sexual or neutral stories. Sex Guilt and NA showed no relationship to sexual arousal or to the affect variables of anxiety, boredom, anger, or entertainment. The HSG males did show greater disgust after reading the erotic literature than the LSG. Sexual associations to the double entendre words was greater for LNA over HNA males, and this was especially apparent following sexual stimulation. The sexually stimulating literature had no significant effect on the sexual associations of HNA males. For the guilt variable, sexual associations to the double entendres was greater for LSG over HSG males regardless of type of passage read.

These results indicate that increases in both the personality variables of SG and NA lead to greater inhibition of sexual responding. Consistent with previous research this inhibition also appears to be operating between sexual arousal and behavioral response rather than between stimulation and arousal. Neither personality variable showed a relationship to measures of sexual arousal.

Although Schill's study incorporates both a measure of NA and SG, it is difficult to obtain a complete picture of how these two variables are related. The results show that an overall correlation between SG and NA in this sample is a nonsignificant correlation ($r = .10$). However, since there was no systematic preselection of NA and SG subjects into the experimental conditions based on sexual stimulation, there is no comparison in terms of a possible interaction between these independent variables. The situation leads one to speculate as to a possible interaction between NA and SG on sexual inhibition. From the bulk of the evidence, these two variables appear to be measuring relatively independent personality constructs yet having similar effects on sexual inhibition under certain situational conditions.

Following a similar issue in the SG literature, Schill and Pedersen (1973), tested whether the lower sexual responsivity of HNA over LNA subjects is a result of differential inhibition or simply less familiarity with the sexual meanings of the double entendre words (WAT). Under



standard instructions, LNA subjects showed significantly greater sexual responsivity than HNA, supporting previous findings (Schill, 1972). However, under instructions that many of the words had sexual as well as neutral meanings and to pick out the double entendres, both the LNA and HNA subjects significantly increased sexual responding.

This seems to be strong support for an inhibition rather than familiarity explanation of the lower sexual responsivity of HNA subjects. Also, from Schill's (1972) earlier findings it was apparent that sexual stimulation procedures did not increase responsivity of HNA subjects, whereas, in this study sensitizing instructions from the experimenter did increase responsivity. This may point to both the increased reaction of HNA subjects to social approval for sex related behavior, as well as a perceived responsibility explanation. The sensitizing instructions may be seen as the responsibility of the experimenter, whereas increased responsivity to erotic literature may be seen as largely the responsibility of the subject. However, the fact that HNA subjects' sexual responsivity never matched the increased responsivity of LNA subjects under sensitizing instructions, further suggests that HNA subjects may not only be reacting to approval from the experimenter but also acting to protect vulnerable self-esteem (Marlowe and Crowne, 1964) through inhibition of sexual response. In fact, many of these NA subjects are probably also high in SG making a

sexual situation a threat to self-esteem (Mosher, 1961, 1965a). Partialing out the SG variable would most likely lead to a greater understanding of the sexual inhibition effect.

A Further View of the Sex Guilt Construct

From the above review, it is apparent that the personality disposition of SG has an important relationship with the inhibition of sexual behavior and emotional affect in a variety of situations. The correlation of SG with other sexually oriented data and personality variables appears to add consistently to the utility and validity of the construct. That the inhibitory effects of SG do not significantly influence sexual arousal, but appear to operate between arousal and sexual expression, has been the conclusion reached by a number of investigators. There is also evidence to point towards a good deal of common ground between the operation of SG in the male and female, as well as some apparent differences, especially in affective reactions to various sexually arousing stimuli.

Forming the main basis of the SG construct, was Mosher and his colleague's early work on the SG, Social Censure interaction (Mosher, 1961, 1965a; Galbraith and Mosher, 1968). Since this time, the SG literature has

diverged into many areas and the conclusions derived from these early studies seem to have been largely left unchallenged. Very recent evidence (Schill et al., 1975) seems to question the validity of Mosher's earlier findings while others (Ray and Thompson, 1974; Janda, 1975) show only weak support for a differential sensitivity view of SG. None have replicated the results of the earlier studies. It is the purpose of this present research to challenge Mosher's early conclusions and to derive empirical evidence substantiating the arguments made here. The need for further research into the SG, Social Censure interaction is argued on three points. First, these early studies were never replicated on a female population. In light of the previously reviewed literature, it is difficult to simply assume that the SG construct operates in an inhibitory manner of exact similarity in the male and female. Second, there are some methodological problems in the earlier studies which have never adequately been resolved. In particular was the use of the experimenter to manipulate the Social Censure-Approval (SCA) variable as well as introducing the sexual moral conflict situation (i.e. showing "nude pin-ups"). It is difficult to know whether the SG by SCA interaction obtained by Mosher was a result of some confounding of variables, or was a result of the tendency for HSG subjects to be less sensitive to or less dependent on external social punishment cues. It is quite possible that HSG subjects

would view an experimenter who would show them "dirty" pictures as simply "approving", regardless of subsequent attempts by the experimenter to portray an approving or censuring attitude. The LSG subjects, however, may have reacted in a less evaluative manner to the showing of the pictures and may have been more influenced by the experimenter's subsequent role playing attempts at Censure or Approval. From this perspective, the results may have had nothing to do with differential sensitivity to external cues, but rather the result of HSG and LSG subjects interpreting the experimental situation differently. In the present studies, an attempt was made to separate the experimenter's introduction of the sexual moral conflict situation from the manipulation of the SCA variable. Also, a check on the adequacy of this SCA manipulation from the subject's point of view was included in the experimental procedure.

The third point to be made in challenging Mosher's earlier studies is that there appears to be alternative explanations for the obtained data besides the proposed "hyposensitivity-hypersensitivity" interpretation of guilt. This point will be discussed in some detail below.

The Sex Guilt, Social Censure Interaction and Guilt Arousal

In the previously reviewed Mosher (1965a) study it was found that under sexual stimulation conditions, HSG subjects showed no significant change in sexual response

inhibition across situational changes in Social Censure. The LSG subjects, however, showed greater inhibition in the Social Censure rather than the Social Approval condition for sexual expression. The results led to the view that HSG individuals are more attuned to, or pay more attention to, "internal" punishment cues rather than external cues in determining their sexual behavior. In fact, it was assumed that HSG individuals are relatively "hyposensitive" to these external reinforcement cues when compared with the "hypersensitivity" of LSG individuals. It is argued here that it is inaccurate to view the guilty individual as necessarily "hyposensitive" to the reinforcement cues available in the external environment. Rather, in certain situations, the guilty individual can be viewed as quite sensitive to such cues. Through further examination of the above study, it can be argued that there are actually two important variables being manipulated for the HSG subjects across Censure conditions. For LSG subjects, however, there is essentially only one of these variables being manipulated across Censure conditions. Inaccurate interpretation may result from the confounding of a guilt arousal or State Guilt variable with a simple social reinforcement variable.

As demonstrated, there is empirical evidence in a number of studies (Mosher and Greenberg, 1969; Schill and Chapin, 1972; Mosher, 1973) to suggest that under sexually stimulating conditions, HSG subjects will show a significant

increase in State Guilt, whereas LSG subjects will not. This is in agreement with the theoretical differentiation between Trait and State Guilt (Otterbacher and Munz, 1973) and follows Mosher's definition of the SG personality construct (Mosher, 1968). As yet untested, is the effect on State Guilt when sexually stimulated guilt disposed subjects, are put under varying conditions of social censure for sexually related behavior. However, there seems to be some fairly strong theoretical as well as intuitive support for the following prediction. Persons predisposed to SG will show a greater increase in the affective state of guilt when put under sexually stimulating conditions in which other persons in the situation are approving of sexually related behavior, than when they are disapproving of such behavior. Persons not disposed to SG will show little guilt arousal in either Censure-Approval condition.

This prediction follows primarily from Mosher's (1965a) definition of guilt. As noted, guilt was defined as a "generalized expectancy for self-mediated punishment (i.e., negative reinforcement) for violating, anticipating the violation of, or failure to attain internalized standards of proper behavior" (p. 162). In addition, such persons who are highly disposed to guilt and transgress a moral standard nevertheless, would be "expected to experience the feeling of guilt, or to confess, or to punish themselves, or to make restitution" (Mosher, 1968, p. 695). In the

above prediction, it follows that HSG over LSG subjects would be expected to experience the feeling state of guilt following introduction to the moral conflicting sexual stimulation procedures. Moreover, when HSG subjects are in this type of situation with other persons who approve rather than disapprove of sexual expression, it seems reasonable to assume a greater Situational Expectancy toward anticipating the violation of further sexual standards under social pressure. In the moral conflict situation, this Situational Expectancy will combine with the already established Generalized Expectancy for guilt, and therefore, lead to greater arousal of guilt feelings under the social approval than disapproval condition.

From another perspective, one could bring in the psychoanalytic line of reasoning of punishment and restitution implied in Mosher's definition. This would lead to the same prediction of differential guilt arousal under social approval and disapproval. In other words, after transgression of sexual standards leading to guilt arousal, HSG subjects may form a greater Situational Expectancy of punishment for this transgression under the Social Censure than Approval condition. This would lead to greater restitution and lower guilt feelings in the Social Censure over the Social Approval condition.

The idea of punishment to atone for "sin" is engrained within western culture and the socio-religious

roots of this culture (Reik, 1957). That one has a ready source of punishing social stimuli available in a situation in which sexual standards have been transgressed, may operate to alleviate present guilty feelings. It also seems intuitively obvious that finding oneself in a sexually arousing situation in which others, like yourself, disapprove of "unacceptable" sexual behavior, may help to alleviate guilty feelings. This may come both from the anticipation that you will not be forced through social pressure to transgress further sexual standards, as well as the feeling that others are "on your side". In fact, a cognitive consistency theoretical approach (Abelson, Aronson, McGuire, Newcomb, Rosenberg, and Tannenbaum, 1968) would also coincide with this prediction.

Extending a cognitive consistency approach, when a HSG person is in a moral conflict situation in which others approve of sexual expression, then this situation will be cognitively inconsistent or dissonant with the self-monitored expectancy of punishment for such behavior. This would increase "tension" within the cognitive self-system. However, a situation in which others disapprove of sexual expression will be more consistent with expectancy for self-monitored punishment, and less "tension" producing. In this sense, the cognitive consistency notion of "tension" could be equated with the affective arousal of guilt.

Considering the change in State Guilt under social

approval-disapproval conditions for HSG subjects a further step is to consider whether State Guilt in turn effects sexual response inhibition. As discussed previously, the theoretical conception is that persons with high Trait Guilt show greater State Guilt in moral conflict situations (Mosher, 1968; Otterbacher and Munz, 1973). A number of studies have shown that changes in Trait Guilt occur in positive relation to both changes in State Guilt and inhibition of sexual response in moral conflict situations (Okel and Mosher, 1968; Mosher and Greenberg, 1969; Schill and Chapin, 1972; Mosher, 1973; Janda and Magri, 1975). That State Guilt changes as a result of confessional behavior following moral transgression has been demonstrated (Otterbacher and Munz, 1973). From this theoretical and empirical basis, there is reason to suggest that State Guilt is the situational link between the personality disposition of guilt and the inhibition of sexual behavior in sexually moral conflict situations. This leads to the conclusion that subjects preselected equally on the personality dimension of SG, may show differences in the inhibition of sexual behavior depending upon how external contingencies of the moment affect the arousal of State Guilt. The greater the arousal of State Guilt in an HSG personality, the greater the inhibition of sexual behavior.

Returning to Mosher's study on the SG by SCA interaction, it is apparent from the above argument that the

manipulation of Social Censure for HSG subjects may have produced differences in State Guilt effecting inhibition of sexual behavior. However, the fact that no significant inhibitory changes occurred in the data for HSG subjects leads to a consideration of a second variable which may be confounding this effect.

The second variable in Mosher's study would appear to operate for both HSG and LSG subjects across censure conditions. In this sense, one can look at the Social Censure manipulation from a simple social reinforcement view rather than its effect on State Guilt. In other words, expectancy for positive or negative reinforcement following sexual behavior is likely to have some effect on frequency of sexual behavior for all subjects regardless of SG disposition. Indeed, Mosher found a highly significant main effect of greater inhibition under the censure than approval condition. One could postulate a situational fear or anxiety construct to account for this difference as Mosher has done, however, it is perhaps more consistent in this context to view the change as a simple social operant. In fact, following through with Mosher's reasoning of social disapproval inducing fear or anxiety, the prediction was that the HSG, Social Censure (Fear) condition would show the greatest behavioral inhibition over all conditions. This is on the assumption that the moral anxiety induced by guilt would add to the situational anxiety induced by social

censure to produce the greatest inhibition of response. However, contradicting this assumption, the data actually showed the LSG, Social Censure condition producing the highest inhibitory effect. The argument made here would predict the particular results that Mosher obtained, at the same time, contradicting the conclusions reached concerning the guilt construct.

Combining the hypotheses concerning the State Guilt and social reinforcement variables discussed above, the Mosher study could be reinterpreted in the following way. In the HSG, Social Censure condition, two effects would be operating. On one hand, Social Censure would have an effect of reducing State Guilt and, in turn, increasing sexual behavior. On the other hand, Social Censure would have a simple social reinforcement effect and decrease sexual behavior. For the HSG, Social Approval condition, the exact opposite holds true. On one hand, Social Approval would have an effect of increasing State Guilt and, in turn, decreasing sexual behavior. On the other hand, Social Approval would have a simple social reinforcement effect and increase sexual behavior.

In contrast to the HSG subjects, the LSG subjects, only have the variable of social reinforcement operating across censure-approval conditions. Therefore, interpretation of results is a relatively simple matter of differing expectancies for social reinforcement. That LSG

subjects show significantly greater inhibition of sexual behavior under expectancy for Social Censure than Approval is no theoretical surprise.

Looking at this interpretation in more general terms, one may say that a HSG person "feels better" and less inhibited in a sexually arousing situation with other persons who hold punishing attitudes toward sex. Yet, at the same time, this HSG person inhibits sexual expression since these responses are not socially approved. This is a relatively "comfortable" situation for the HSG person. In comparison, a HSG person may feel very "uncomfortable" and inhibited in a sexually arousing situation with others who hold approving attitudes toward sexual expression. Yet, at the same time, this person may feel socially obliged to respond somewhat sexually. This is a relatively conflictual and disturbing situation for the HSG person. In both censure and approval situations, however, the actual inhibitory behavior may appear very similar. To conclude that the HSG person is not sensitive to external punishment cues would be missing the point. Indeed, under certain circumstances significant differences may occur in the HSG individuals inhibitory behavior. The evidence (Langston, 1973; Galbraith and Mosher, 1968) which suggests that HSG individuals may tend to avoid morally conflicting environmental situations also appears to contradict the view of a guilty individual as "hyposensitive" to external

reinforcement cues. The recent "banned in Boston" effect found by Schill et al. (1975) would also question the differential sensitivity interpretation of SG.

Need for Approval and the Sex Guilt, Social Censure Interaction

From the above discussion, it is apparent that the two factors of State Guilt and social reinforcement may be operating differentially to inhibit sexual behavior for HSG subjects. However, simply a social reinforcement factor may be operating to inhibit sexual behavior for LSG subjects. This leads to a further problem of providing a convincing demonstration of how these two factors operate differently on inhibition of sexual behavior under social censure and approval conditions. Taking a measure of State Guilt as well as a measure of sexual response inhibition within the SG, Social Censure interaction would provide some evidence toward this point. However, the major problem is that one cannot easily separate, in an experimental procedure, the manipulation of the Social Censure variable from its social reinforcement and State Guilt effects in HSG subjects. The Need for Approval (NA) variable will be introduced as a possible means of further elucidating this relationship.

As previously reviewed both SG and NA appear to have similar effects on inhibition of sexual response as measured by perceptual defense (Barthel and Crowne, 1962; Mosher, 1965a) and by association to double entendre words (Schill,

1972). Although Galbraith et al. (1968) found a low positive correlation between SG and NA, the majority of investigators have found no significant correlation between these two personality variables (Mosher, 1966, 1968; Schill, 1972; Schwartz, 1973a). That the two variables are relatively orthogonal, that they both effect sexual inhibition, that they both interact with Social Censure and Approval, and that they may be somewhat conceptually related under particular circumstances, seems to be the position of the literature to date. There are no studies, however, to elucidate exactly how the independent variables of SG, NA and Social Censure interact on the inhibition of sexual behavior. This would appear to be the next logical step in clarifying the present literature.

The defining characteristic of HNA over LNA subjects seems to be the ability to alter their normal behavior to suit whatever behavior is socially approved or reinforced in a particular situation (McLaughlin and Hewitt, 1972; Crowne and Marlowe, 1964). In fact, Schill and Pedersen (1973) have recently shown that approval motivated subjects who usually inhibit sexual behavior in an experimental situation which does not manipulate situational Censure or Approval, will significantly increase sexual responsiveness when led to expect that it is socially appropriate. As noted, this was done by a simple suggestion from the experimenter that some of the words in the double entendre

list had sexual meaning. This seems to be relatively weak social approval in comparison to the more direct and explicit Social Censure-Approval (SCA) manipulations in the SG studies. Although there are no studies on the NA, Social Censure interaction exactly comparable to the SG literature, there seems to be strong inferential support (Barthel and Crowne, 1962) for the theoretically expected prediction. That is, HNA subjects will show greater inhibition of sexual behavior under Social Censure than Social Approval for sexual expression, while LNA subjects will show little or no significant inhibitory change across Censure-Approval conditions. This interaction should be further controlled through systematically equating subjects on the SG variable.

The study described here, involves a predicted second order interaction between the independent variables of SG, NA, and Social Censure-Approval on the inhibition of sexual behavior. In particular, the specific difficulties discussed in regards to the SG, Social Censure interaction were further investigated. This was made possible through the introduction of the NA variable which helped to differentiate between the State Guilt and social reinforcement inhibitory effects of the Censure-Approval manipulation. The argument was that subjects who vary in NA, vary in the extent to which social reinforcement is effective in altering behavior. This theoretically allows for some manipulation

of the social reinforcement effect of the Social Censure-Approval manipulation independent of changes in State Guilt under these conditions.

Figure 1 illustrates the prediction that HSG, HNA subjects will show greater inhibition of sexual response under the Social Censure (SC) than the Social Approval (SA) condition, whereas, HSG, LNA subjects will show greater inhibition under SA than SC. Therefore, HSG, HNA subjects will show a change in sexual behavior across the SCA manipulation largely on the social reinforcement effect of this manipulation. In contrast, HSG, LNA subjects will determine their change in sexual behavior across the SCA manipulation largely on the State Guilt effect of this manipulation. If this directional prediction holds, it is supportive evidence of the operation of two factors, State Guilt and social reinforcement, producing the differential inhibitory changes in the SG, Social Censure-Approval interaction.

Looking at the same comparisons for the LSG subjects (Figure 1), the predictions follow directly from the social reinforcement effect of the SCA manipulation. Therefore, for LSG, HNA subjects, the greatest inhibition of sexual response will occur under SC than SA. For the LSG, LNA subjects, there may be a slightly greater inhibition effect under SC than SA, or the SC and SA conditions may show relatively little difference. In any case, it was expected

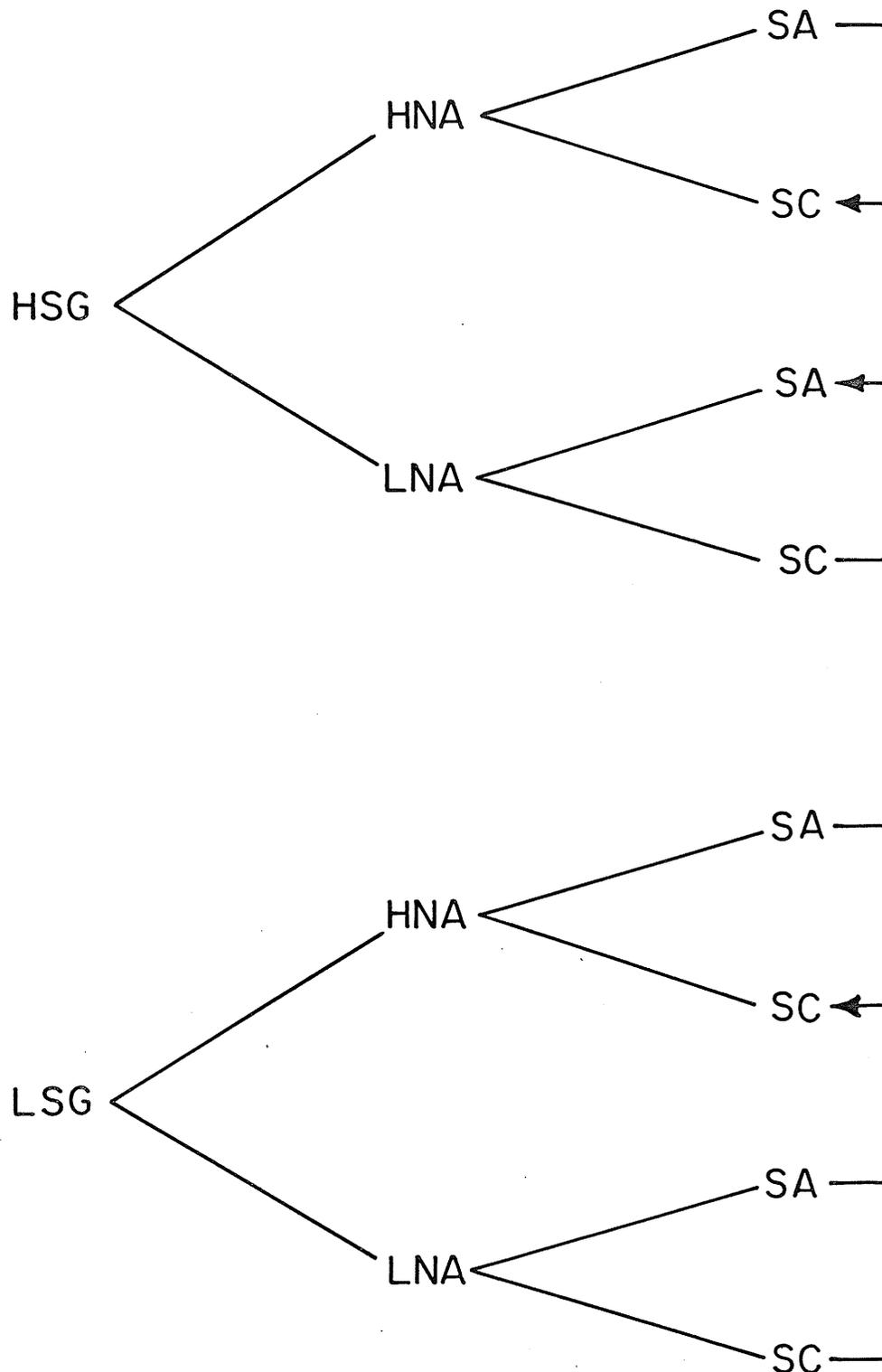


Figure 1. The predicted second order interaction between Sex Guilt (HSG-LSG), Need for Approval (HNA-LNA), and Social Censure-Approval (SC-SA) on the inhibition of sexual response. Direction of line vectors to right of the diagram, point to the cells showing greatest inhibition in each pairwise comparison.

that the LSG, HNA subjects will show a greater inhibitory difference between SC and SA than the LSG, LNA subjects. These predictions follow directly from the theoretical position that HNA subjects show a greater responsivity to changes in social censure conditions than LNA subjects. This second order interaction completes support for the differential effects of State Guilt and social reinforcement for those persons disposed to SG. This also supports the view of the HSG individual as being sensitive to external reinforcement cues under particular circumstances of the interaction between a personality and situational variable.

Main Hypotheses

The following experimental hypotheses were made in the context of all subjects first being introduced to a sexually oriented situation:

1. The HSG subjects will show greater arousal of State Guilt than LSG subjects.
2. The HSG, SA condition will show greater arousal of State Guilt than the HSG, SC condition. In contrast, the LSG subjects will show no significant change in State Guilt across the SCA condition.
3. The HSG subjects will show greater inhibition of sexual response than LSG subjects.
4. Mosher's SG by SCA interaction will be replicated. The HSG subjects will show little change in sexual

inhibition across the SCA condition, whereas, LSG subjects will show significantly greater inhibition under SC than SA.

5. There will be a second order interaction between the independent variables of SG, NA, and SCA on the inhibition of sexual response. For HSG subjects, the HNA condition will show greater inhibition of sexual response under SC than SA, whereas, the LNA condition will show greater inhibition under SA than SC. In contrast, for LSG subjects, the HNA condition will show greater inhibition of sexual response under SC than SA, whereas, the LNA condition will show equal or only slightly greater inhibition under SC than SA.

Additional Predictions

1. Following from previous research, HSG subjects will show less sexual experience on a variety of measures, be more conservative sexually, and religiously more devout, than LSG subjects.
2. The personality dispositions of SG and NA are expected to show some interactions on measures of sexual experience and inhibition. This prediction is investigative, and the direction of the interactions is not specified a priori.
3. More LSG than HSG subjects, and more HNA than LNA subjects, will agree to a postexperimental question asking them if they would volunteer for a similar study in the future (asked as a "hypothetical" question).

CHAPTER 2

METHOD

Two experiments were conducted, the first with college females, the second with college males. Since both studies have identical experimental designs, subject selection procedures, and similar dependent measures, these aspects will be discussed in common. Following this, particular consideration will be given to the experimental procedure employed in Experiment 1 (Females) and Experiment 2 (Males). The major differences between the studies is sex of subject, different moral conflict situations, and different methods of manipulating the independent variable of Social Censure-Approval (SCA). The two studies were designed to be analyzed independently.

Experimental Design

The design is an extension of Mosher's (1965) 2 x 2 (SG by SCA) factorial design, by the addition of a third independent variable, Need for Approval (NA). The factorial arrangement therefore contains eight independent conditions with two levels per factor: HSG-LSG, HNA-LNA, SC-SA. The design contains two preselected subject factors of SG and NA, and one experimentally manipulated factor of SCA.

Subjects

The subjects are 118 single female, and 120 single male undergraduates between the ages of 17 to 23, who were enrolled in a first year introductory psychology course at the University of Manitoba. The females were taken from the 1975 winter semester, the males from the 1975 fall semester. The subjects were preselected from a larger sample of 424 female and 423 male students, according to the Preselection Procedure described below. The study was voluntary to the extent that subjects could choose from a variety of experiments throughout the year to satisfy their course requirement of experimental participation. At the time of initially volunteering for the study, subjects were only told that the nature of the experiment concerned "feelings and attitudes". No mention was made of the sexual content of the study.

The Independent Subject Variables

Sex Guilt. The defining measure is the SG subscale of the male (Mosher, 1966) and female (Mosher, 1968) forms of the Mosher Forced-Choice Guilt Inventory (MFCGI, see Appendix A). The scales consist of forced-choice items such as:

If in the future I committed adultery ...

- A. I hope I would be punished very deeply. (SG+2)
- B. I hope I enjoy it. (SG-2)

Subjects who scored in the upper third of the sample population on this scale were defined as HSG, those in the lower third as LSG. Using the upper and lower thirds of the MFCGI is a departure from Mosher's earlier research which has typically employed a median split definition of HSG and LSG. It was reasoned here that by increasing the limits toward the ends of the scale would provide a more well-defined measure of SG and a more adequate test of the experimental hypotheses.

Mosher (1966, 1968) reports favorable reliability and validity data for the SG scales on an undergraduate college population. Scores on the 39 item female form range from +64 to -61, and the 28 item male form from +37 to -45.

Need for Approval. The defining measure of NA is the Marlowe-Crowne Social Desirability Scale (M-C SDS, Crowne and Marlowe, 1960). The 33 items of the scale were chosen to define behaviors which are culturally sanctioned and approved, yet which are improbable of occurrence. Half the items are weighted in the socially desirable "True" direction and half in the "False" direction. An item weighted in the "True" direction is:

No matter who I'm talking to, I'm always a good listener. T (+1) F (0)

Scores can range from 0 to 33. Subjects who scored in the upper third of the sample population on the M-C SDS were defined as HNA, those in the lower third as LNA. Crowne and Marlowe (1960, 1964) present favorable reliability and

validity evidence for the M-C SDS on an undergraduate college population.

Preselection Procedure

A total of 424 females, and 423 males, were administered the MFCGI (Female and Male Form respectively) and the M-C SDS, in groups of approximately 40-50 students. The same male experimenter conducted this pretesting as later conducted the main studies. The females were tested separately from the males. The students were told that they were going to fill out some questionnaires concerning "feelings and attitudes", and that their answers to the questionnaires would be held in the strictest of confidence, only to be reported later in the form of group statistics. All students were given the opportunity to withdraw from this testing, although, none did withdraw. Name, student number, name of psychology instructor, and students' telephone number were required on the computer scored answer sheets. The students were told that they may be contacted by phone for a second part of the study, which would be worth an additional hour of experimental credit. From the questionnaire data, the females (Experiment 1) and the males (Experiment 2) were preselected into four personality or S-type groups, defining the SG x NA factorial arrangement. The four S-types of 30 students per group are: (a) HSG-HNA; (b) HSG-LNA; (c) LSG-HNA; (d) LSG-LNA. To qualify for one of the four groups, students must score in the upper or

lower third of the SG scale as well as in the upper or lower third of the NA scale, defined by their respective sample population (either male or female). Due to drop-outs and cancellations at Experiment 1 (see Table A, Appendix B), only 28 students were actually obtained in the HSG-LNA female group, making the total for the females 118 subjects rather than the originally planned 120 subjects. The preselected students were contacted by phone to participate in the main experiments. Half of the students in each of the four S-type groups were randomly assigned to the SC condition and half to the SA condition for the main experiments.

The Dependent Measures

The dependent measures are divided into three categories: (a) measures of sexual inhibition, (b) measures of affective guilt arousal or State Guilt, and (c) a post-experimental questionnaire on sexual experience and demographic information.

Measures of Sexual Inhibition

The Word Association Test (WAT, Galbraith and Mosher, 1968) was used as a measure of sexual inhibition in both Experiments 1 and 2. The WAT consists of 30 double entendre words with a high degree of sexual implication in slang usage, and 20 sexually neutral words taken from the Kent-Rosanoff list. Previously, the WAT has been used only with males. The words are administered orally in a mixed

order, and the subject is instructed to give as many free word associations as possible within 10 second intervals (Schill, 1972). Later subjects are also given a printed copy of the WAT list (WAT Familiarity Form, see Appendix C) and asked to check those words which have a sexual implication or meaning. This procedure has been an attempt in the past to distinguish between the inhibition vs. familiarity hypothesis discussed in Chapter 1.

Responses to the WAT are scored with weights of 0, 1, or 2. The greater the score obtained on the WAT by summing across all word associates, the greater the sexual responsivity, or the less the sexual inhibition. A score of 0 means the word response is either asexual in meaning or simply a "symbolic" sexual response. In order to escape a 0 score, the response must be unequivocally and unambiguously sexual in nature when considered in relation to its word stimulus. To be given a score of 2, the word must pertain to sexual acts, sexual deviancy or, sexual anatomical features. A score of 1 is given to those responses escaping a 0 score, but not meeting the criteria for a 2 score. Scoring is done word by word across subjects, rather than across words for each subject. Using these scoring principles, Galbraith and Mosher originally obtained an interscorer reliability coefficient of .99. Of the many researchers who have used the WAT, all have reported interscorer reliabilities exceeding .95 (Schill, 1972). That

subjects' associations to the WAT reflect an attempt to inhibit sexual responses, rather than simple unfamiliarity with the sexual meanings of the double entendres, is supported by recent studies (Schill and Pedersen, 1973; Schwartz, 1975).

The second measure of sexual responsivity or inhibition used only in the female study, is perceptual defense to sexually taboo word stimuli (Perceptual Defense List, PDL). This technique was first introduced by McGinnies (1949) and later used to measure sexual inhibition in relation to the personality variables of NA (Barthel and Crowne, 1962) and SG (Mosher, 1965a). Here, the successive carbons method (Cowen and Beier, 1950) was used to present the five neutral and five sexually taboo words in random order. The usual instructions to encourage guessing were employed. The five taboo words are: whore, urine, bitch, penis, and raped. The five neutral words are: ranch, scent, towel, spray, and cable. All words are matched at five letters each. Eleven carbons of each word were typed in capital letters on an electric typewriter. Each word was placed in a booklet, with the least clear carbon first and successively arranged to the clearest carbon. The measure of perceptual defense was the discrepancy between the number of pages required to identify the taboo vs. the neutral words. The greater the number of pages required to identify the sexual words over the neutral words, the greater was the sexual inhibition.

Besides this perceptual defense measure of sexual inhibition used by Mosher (1965a) this study also investigated the use of a Certainty measure on the PDL. The Certainty score is a reflection of how many pages it takes subjects to be "absolutely certain" they have identified the sexual words correctly, in contrast to the neutral words. Difference scores reflecting the number of pages between first identifying the word correctly and being "certain" of identifying the word correctly was obtained for each word. The Certainty score was then defined as the overall difference between the sum of these difference scores for the sexual vs. the neutral words.

This perceptual defense task has been seen as measuring a conscious as well as an unconscious inhibition of sexual response (Eriksen and Browne, 1956). The possibility of unconscious perception in this task seems unlikely according to Eriksen (1958, 1960) and Barthel and Crowne (1962). This position is also in line with Mosher's (1965a) use of the PDL as a measure of an anxiety produced inhibition of response. In a recent review of personality and perception, Wolitzky and Wachtel (1973) consider the alternative hypotheses proposed for the perceptual defense phenomenon and conclude that:

In general, it seems that research attempting to 'prove' that perceptual defense does or does not occur is of limited value for personality researchers by now, but that the perceptual-defense paradigm may still

be useful for examining a number of specific issues regarding the implications of individual differences of various sorts, the conditions under which different defensive strategies are adopted, etc. (p. 831).

This is the position taken here. A variety of studies are reviewed in Chapter 1, supporting the use of both the WAT and PDL as valid measures of sexual responsivity or inhibition.

Measures of State Guilt

Two adjective measures of the affective or feeling state of guilt were employed in both Experiments 1 & 2. First, the Perceived Guilt Index (PGI) was developed on a population of college undergraduates by Otterbacher and Munz (1973). The scale (see Appendix C) contains a list of eleven adjectives which are individually weighted from the most intense subjective guilt feeling of "Unforgivable" (10.4) to the least intense of "Innocent" (1.1). Subjects are instructed to check only one of the words "...which best describes the way you feel AT THIS MOMENT." The eleven guilt items were selected from an original list of 324 adjectives by a modification of Thurstone's sorting technique, semantic differential ratings and a factor analysis. The authors argue that this intensive screening process suggests the scale possesses high internal reliability and lies within a single "semantic space", descriptive of the way college students report different intensities of guilt feelings.

The validity of the PGI was checked on a sample of Roman Catholic college students before and after a "confessional" experience. Employing a Solomon (1949) four-group design, "confessional" subjects showed a significantly greater drop in G-State than those who talked with the experimenter for the same length of time. There was no pretest sensitization effect or interaction with the experimental manipulation, suggesting that pretesting did not influence posttest scores. Janda and Magri (1975) also have recently shown support for the validity of the PGI measure of State Guilt. The PGI correlated positively with Mosher's SG scale after introduction of the subjects to a sexually oriented experimental task (WAT).

The second State Guilt measure is a group of seven adjectives (Adjective Guilt Scale, AGS) used originally by Haefner (1956) as a measure of guilt-arousal. The seven adjectives employed in the AGS are: contrite, repentant, ashamed, blameworthy, guilty, conscience stricken, and remorseful. Each adjective was responded to as definitely applies (4), slightly applies (3), undecided (2) and definitely does not apply (1). Supporting the validity of the AGS, it has been found that subjects high vs. low in the personality disposition of guilt show a significant increase in reported guilt feelings following introduction to a moral conflict situation (Okel and Mosher, 1968;

Mosher and Greenberg, 1969).

The Postexperimental Questionnaire

The Postexperimental Questionnaire (see Appendix D) was designed to elicit some relevant background information about the students selected for this study. The questions focused largely on sex experience and demographic variables. Many of the questions were taken from a questionnaire given by Perlman and his colleagues to a large sample of undergraduate students at the University of Manitoba in 1970-71 (Perlman, Martin, Eyres, and Karaz, 1972). The questionnaire contains a shortened form of Bentler's (1968a, 1968b) Heterosexual Behavior Assessment Scale (items 5 to 11). The scale is a unidimensional and cumulative Guttman-type, ranging from "Kissing with tongue contact" to "Heterosexual intercourse: Female facing away from male". Bentler reports that the scale is both highly reliable and valid as a self-report measure of sex experience which proceeds in a fairly definite "stepwise" manner. Besides the Bentler scale, the questionnaire also looks at frequency and age of dating behavior, being in love, premarital petting, and full sexual relations. As well as the items on Perlman's questionnaire, a few items were added of special interest to this study. Four questions on factors preventing expression of sexuality (Guilt, Social Disapproval, etc.), frequency of exposure and response to erotic or pornographic materials, and rating of own sexual attitude (liberal-

conservative), were taken from a much larger questionnaire published by Athanasiou, Shaver and Tavris (1970) in Psychology Today. A final question was added to the end of the items asking students "If you had a chance to volunteer for a similar study in the future, would you volunteer? (This is a hypothetical question)."

EXPERIMENT 1 (Females)

The Arousal Condition

A sexually oriented situation was specifically designed to produce arousal of guilt feelings in HSG over ISG college females. An erotic literary passage (see Appendix E) was taken from Chapter 72 of the novel Eternal Fire, by Calder Willingham (1963). The passage describes the seduction of a virginal girl by a sexually experienced young man. It traces the girl's increasing sexual excitement as sexual foreplay and petting give rise to moral conflict. The girl's internal conflict finally gives way until she actively encourages the young man to have intercourse with her. Mosher and Greenberg (1969) suggest that this passage is particularly suited to the college female since it provides a young, female heroine with which to identify.

This passage has previously been used by Mosher and

Greenberg in a SG study with undergraduate college females. It was found that the passage indeed led to a significant increase in State Guilt for HSG over LSG females and for all females who read a sexually neutral, academically oriented passage.

The Social Censure-Approval Condition

Two evaluations of the erotic literary passage were given by an experimental confederate (named "Mary") who was a college female posing as another subject. Each evaluation was audio recorded on a cassette tape. The Social Censure (SC) evaluation describes the passage in negative terms and was designed to induce the expectancy in the females toward social punishment from the confederate for sexual responses on the dependent measures of inhibition. The Social Approval (SA) evaluation describes the passage in very favorable terms and was designed to induce the expectancy in the females toward positive reinforcement from the confederate for sexual responses on the dependent measures of inhibition. The complete texts of the SCA evaluations are given in Appendix E.

A SCA Manipulation Check Form was also constructed with the question: "How do you think Mary feels about the display of erotic literature?" A rating could be made along a seven-point continuum labeled: Highly Disapproves (-3),

Moderately Disapproves (-2), Slightly Disapproves (-1), Neutral (0), Slightly Approves (+1), Moderately Approves (+2), Highly Approves (+3).

Experimental Setting

Two rooms were located adjacently with a "faked" intercom system connecting the rooms. In the experimental room were two desks, the subject's desk faced the common wall separating the rooms, and the experimenter's desk faced the wall to the left of the subject. On the subject's desk was a microphone and a speaker with the connecting wires clearly in view and leading through a small hole in the wall into the adjacent room. In the adjacent room, the speaker lead was connected to the output of an audio tape recorder. The microphone lead was not connected to any apparatus. The experimental room had a doorway on the opposite side of the room from the subject's desk, which led into the outer hallway. There was a second doorway to the left of the subject's desk which led into the adjacent room. The subject's desk was situated such that the subject could not see into the adjacent room when this door was opened.

Procedure

The male experimenter contacted the preselected females by phone and scheduled them individually. The experimenter ran the study blind as to S-type and experimental condition received. If the subject requested to know the

purpose of the study at the time of phoning, the experimenter reported that it concerned "feelings and attitudes", and more information would be given upon arrival at the study.

The experimenter met the subject in a separate waiting room for the scheduled appointment, signed her experimental credit card, and then accompanied her to the door of the experimental room. Before entering the room, the experimenter verbally instructed the subject of the following: (a) a brief overview of the study tasks; (b) that she will be participating with, and sharing some information and evaluations with another female student "subject" who arrived earlier for the study and who was now in the experimental room; (c) emphasizes the confidential nature of the results in future reports, and; (d) gives the subject a chance to withdraw from the study with no penalty of experimental credits. The subject was then brought into the experimental room and introduced to "Mary" who was sitting at the subject's desk with the erotic literary passage in front of her. It was explained that since Mary has already completed the first part of the study she can now go to the adjacent room and wait for further instructions from the experimenter. Mary picked up her coat and school books on the desk, and was shown into the adjacent room by the experimenter. As the experimenter stood at the open doorway now separating the two, he pointed out that the rooms are connected by an intercom system (pointing to the speaker and microphone on the subject's desk) which "will be used a little later in

the study". The door was closed with instructions to the confederate that "I will be back in a couple of minutes to give you further instructions."

Returning to the subject's desk, the experimenter instructed the subject to complete the PGI with the message that he was interested in how the subject was feeling "right at this moment". It was emphasized that "This will be a rating just to yourself, and will not be communicated to Mary". The subject was then requested to read the erotic literary passage that "Mary has already completed". Then the experimenter leaves the subject's room for the confederate's room with the message that "I will be back in about five to ten minutes, if you finish the story before I return please wait".

The experimenter returned with a cassette tape recorder explaining to the subject that "While you were reading, I've asked Mary to write down some of her thoughts concerning the story and to briefly record this evaluation on the cassette so you could listen to it". After the subject listened (through earphones) to either the SC or SA tape, she again filled out the PGI and also the AGS under the same confidentiality instructions as previous. The subject was then instructed concerning the WAT. It was explained that the experimenter had asked Mary to read a list of 50 words over the intercom at 10 second intervals. The subject was instructed to "write down as many words that you can think of which you associate with each word". It was also explained that the experimenter will later take the subject's

associations and give them to Mary "so she can compare your associations with those that she has made earlier to the same list". When the subject understood the WAT instructions, the experimenter opened the door to the confederate's room, and pretended to instruct Mary on how to turn on the intercom system. Under this pretense, the experimenter turned on the tape recorder and the WAT list (prerecorded) was given by Mary over the speaker on the subject's desk. While the list was administered, the experimenter sat at the experimenter's desk out of direct view of the subject. Upon completion of the WAT, the subject was given the PDL booklets with the instructions that the experimenter was interested both in how quickly (page on which) the subject could identify the word correctly, as well as the page when the subject was absolutely certain of the word. It was pointed out that the experimenter would give the subject the booklets and keep a record of the page numbers, while Mary would be recording the subjects responses over the intercom. Therefore the subject was instructed to say her guesses into the microphone so as to be clearly audible to Mary over the intercom.

Following administration of the PDL, the subject was taken back to the waiting room, with the instructions that the last part of the study would be "just by yourself and none of your responses will be communicated to Mary". The subject was instructed to complete the WAT Familiarity Form, the SCA Manipulation Check Form, and the Postexperimental

Questionnaire. The experimenter left the room and allowed the subject to complete these tasks alone. Upon returning, the experimenter debriefed the subject as to the experimental situation and requested that the information be kept confidential.

EXPERIMENT 2 (Males)

The Arousal Condition

A sexually oriented situation was specifically designed to produce arousal of guilt feelings in HSG over ISG college males. The arousal stimuli consisted of 10 erotic or pornographic slides depicting heterosexual activities with a male and a female nude model. Slides 1 and 2 showed petting or caressing behavior and were of the "soft pornography" variety. Slide 3 showed heterosexual intercourse with no entry of penis. The remaining slides were of the more "hard pornography" variety. Slides 4 to 9 showed heterosexual coitus in various positions with a clear view of penis entry. Slide 10 showed oral-genital contact with female on top of male.

The Social Censure-Approval Condition

Two sets of slide evaluations were constructed to represent an approving (SA) or disapproving (SC) attitude

toward the erotic or pornographic slide stimuli. The Slide Rating form (see Appendix F) consists of 6 semantic differential scales, and one free response question. Three Slide Rating forms were weighted in a generally positive or approving (SA) direction, and three were weighted in a generally negative or disapproving (SC) direction. The SCA variable was manipulated by bogus evaluative feedback from three other male subjects present in the experimental situation. In pretesting the evaluation, groups of four subjects were shown the slides and asked to evaluate them on the Slide Rating form. Following this, the evaluations were "exchanged" so as each subject unknowingly received the set of three SC evaluations or the three SA evaluations, believing they were from the other three subjects. On a subsequent Person Perception Ratings form (see Appendix F) it was shown that males who received the SC evaluations saw the other three males in their group as significantly more disapproving of the "display of erotic or pornographic material" than males who received the SA evaluations.

The SC evaluations were therefore designed to induce the expectancy of social punishment from the other three males in the group for sexual responses on a subsequent dependent measure (WAT). The SA evaluations were designed to induce the expectancy of positive reinforcement from the other three males for sexual responses on the WAT.

Experimental Setting

Along one end of the experimental room was a long table. The table was divided into five separate desk areas by barriers which were placed so as a person sitting at any one of the desks could see across the room to the opposite wall, but could not see a person sitting on either side of him. The experimenter's desk area was in the center and on either side were two subject desks. The subject desks were labeled starting on the left of the experimenter with "Subject Number 1" and "Subject Number 2", and on the right, "Subject Number 3" and "Subject Number 4". There were a group of five chairs placed to the left side of the room which subjects could see when sitting in place at their desks.

On the experimenter's desk were all the study forms and questionnaires to be administered. There was also a Kodak 850 Carousel slide projector set to project the erotic slide material at 15 second intervals on the opposite wall. Finally, was a cassette tape recorder with two speakers, one placed between the subjects' desks to the right of the experimenter, and one placed between the subjects' desks to the left of the experimenter. The cassette contained an Instruction Tape prerecorded by the experimenter with the instructions to be given to the subjects throughout the study.

Procedure

The preselected males were contacted by phone and scheduled in groups of four for the main experiment. If the subject requested to know the purpose of the study at the time of phoning, the experimenter repeated that it concerned "feelings and attitudes", and more information would be given upon arrival at the study. The subjects were told that they would be participating with three other male students.

The experimenter met the subjects in a separate waiting room, signed all experimental credit cards and checked that none of the subjects were "friends". If only three subjects showed for the study a male experimental "stooge" was standing by to substitute as the fourth subject. The four males were brought to the experimental room and seated randomly at the four subject desks. A record was kept by the experimenter of S-type and SCA condition to be received by each subject at the four numbered desks. Explaining that the experimenter has found it easier to record the experimental instructions rather than repeat them for every group, the experimenter turned on the cassette recorder and subjects were informed: (a) to remain completely silent and to not look at or attempt to communicate with the other subjects throughout the study unless instructed otherwise; (b) to place their "Subject Number" in the upper right hand corner of every

questionnaire completed; (c) that they may withdraw from the study at any time if they wish with no loss of experimental credits. The subjects were then informed that before the study begins, the experimenter would like to find out how subjects are feeling "right at this moment". The subjects completed the PGI on the understanding that "this will be a rating just to yourself and will not be communicated to any of the other subjects." The Instruction Tape then gave subjects a brief overview of the study mentioning: (a) the nature of the study tasks and the specific tasks (viewing erotic slides and making word associations) in which they will be required to share some evaluations between themselves; (b) the confidentiality of the results in future reports; (c) that although subjects may withdraw at any time, the experimenter would rather they withdraw now if they wished to do so, and if they wished to continue to stay to the end of the study.

The subjects were then informed that they would be viewing ten erotic or pornographic slides to be shown at 15 second intervals. A set was again given to the subjects that after the slides were shown they would be asked to make some evaluations of the slides and also to exchange these evaluations amongst themselves. The slides were shown by the experimenter, after which the subjects were requested to make three duplicate copies of their Slide Ratings so as they could be exchanged amongst the other

three subjects. It was emphasized that they remember to write their Subject Number in the upper right hand corner of each Slide Rating form. The experimenter collected the ratings and returned to the experimenter's desk with the verbal message that: "Just give me a minute to sort these evaluations so I can exchange them for you". The experimenter then gave to each subject the appropriate SC or SA set of Slide Rating forms rather than the actual ratings collected from the subjects. The Subject Numbers were arranged on the three forms for each subject to indicate they were from the other three subjects. The subjects were instructed to look over these Slide Ratings, and then to fill out the Person Perception Ratings form also given them. It was made explicit both on the Instruction Tape and in the written instructions on the Person Perception Ratings form that: "these ratings will be just to yourself and will not be given to the other subjects participating with you in this study". The completed ratings were collected by the experimenter, and the Instruction Tape informed the subjects that the experimenter "would like to get another rating as to how you are feeling right at this moment". The subjects completed the PGI and the AGS on the understanding that these ratings would again be "just to yourself". After collecting the PGI and AGS, the WAT was then administered with the 50 words prerecorded on the Instruction Tape at

10 second intervals by the experimenter. The subjects were instructed that for each 10 second interval "write down as many words that you can think of which you associate with that word". A set was also given that at the end of the study the subjects would be meeting together as a group using the chairs just in front of them, and, "At this time, each of you will be asked to share the associations you have given to this list with the group". After the experimenter administered and collected the WAT responses, the subjects were given the WAT Familiarity Form, and the Postexperimental Questionnaire, as final tasks "before we move from these chairs into the discussion group". It was stressed that both these tasks would again be "just to yourself". The completed Questionnaire and WAT Familiarity Form were collected before the subjects were requested to move from their desks into the discussion group. The experimenter then debriefed the group of subjects as to the nature of the experiment and the deception employed. The subjects were requested to keep this information confidential.

CHAPTER 3

RESULTS

Although analyzed independently, both Experiments 1 (Females) and 2 (Males) bear directly on the same experimental hypotheses. Therefore, the results of the two studies will be presented conjointly. Unless otherwise specified, all the analyses are based on the SG x NA x SCA factorial design. Before considering the major findings, however, some mention will be made of the general adequacy of this experimental design.

Checks on the Independent Variables

Analyses were conducted to test the adequacy of the experimental design in terms of the two preselected subject variables of Sex Guilt (SG) and Need for Approval (NA), as well as the Social Censure-Approval (SCA) experimental manipulation.

The Preselected Subject Variables. To assure no confounding effects between the eight experimental conditions on either the preselected SG or NA variables, analyses of variance were conducted on the SG x NA x SCA factorial design. Using the preselected SG scores as the dependent measure, there was the expected significant SG main effect

for both females ($F(1, 110) = 439.58, p < .0001$) and males ($F(1, 112) = 390.69, p < .0001$). No other significant interactions or main effects were evident (see Table B, in Appendix B). Similarly, for the NA scores, there was the expected significant NA main effect for both females ($F(1, 110) = 351.20, p < .0001$) and males ($F(1, 112) = 459.58, p < .0001$). Again, no other significant interactions or main effects were evident (see Table C, in Appendix B). The means of the preselected SG scores for the Female Form were HSG = 4.03 and LSG = -52.35, and for the Male Form, HSG = 3.68 and LSG = -35.42. The means of the preselected NA scores for the females were HNA = 18.62, and LNA = 8.69, and for the males, HNA = 18.17 and LNA = 7.98.

Those females scoring above -23 and below -43, and those males scoring above -14 and below -27, defined the upper (HSG) and lower (LSG) thirds of the sample populations on the SG scales (Female and Male Forms, respectively). The total number of students falling in each of the four S-type groups for the female and male experiments were: HSG-HNA (54 females, 67 males); HSG-LNA (46 females, 52 males); LSG-HNA (50 females, 42 males); LSG-LNA (64 females, 75 males). A nonsignificant correlation (Pearson r) of 0.052 was obtained between the SG and NA scores for the total 424 female undergraduates in the sample population, and another nonsignificant correlation of -0.041 for the 423 male undergraduates. These two sample populations also showed the following Hoyt internal consistency reliabilities for the SG and NA scales.

For the SG scale, the internal consistency coefficient on the Female Form was .91, and on the Male Form .87. For the NA scale, the internal consistency coefficient for the females was .77, and the males .78.

As a further test of the adequacy of the subject pre-selection process, a record was kept of the number of subjects initially contacted for the study, and the number of subjects who dropped out at various stages of the study, before the total of 118 females and 120 males were secured for the main experiments (see Table A, in Appendix B). It is of interest that 172 females and only 133 males were initially contacted by phone in order to finally obtain the requisite numbers for the main experiments. One can further note that of the 5 females who withdrew at the study itself, 4 were from the HSG group. The 2 females who withdrew while the study was in progress (after entering the experimental room and reading the erotic passage), were both from the HSG-LNA group. No males withdrew after arriving at the study.

Although subjects were originally selected between the ages of 17 to 23, an additional check was made to assure no significant age differences between the eight experimental conditions. Analyses of variance for age of the SG x NA x SCA factorial design showed no significant main effects or interactions for males or females. The mean age for the females was 18.71 years, with a standard deviation of 1.22, and for the males, a mean of 18.73 years with a standard deviation of 1.28.

The Social Censure-Approval (SCA) Variable. To assure subjects clearly perceived the SCA manipulation, SG x NA x SCA analyses of variance were conducted on the scores obtained from the SCA Manipulation Check Continuum (females) and the Person Perception Ratings (males). It was clear that the females rated the confederate as significantly more approving of erotic literature under the SA than the SC condition, $F(1, 110) = 697.06, p < .0001$ (see Table D, in Appendix B). Similarly, the males rated the three other students in their group as significantly more approving of erotic or pornographic material under the SA than the SC condition, $F(1, 112) = 434.43, p < .0001$ (see Table E, in Appendix B). In fact, for both the males and females, the means of the SA condition fell close to the "Highly Approves" end of the continua, whereas the means of the SC condition fell close to the "Highly Disapproves" end of the continua.

Although the females showed no other main effects or interactions on this manipulation check, the males did show a slight SG x SCA interaction effect ($F(1, 112) = 5.25, p < .02$) in addition to the highly significant SCA main effect just discussed. Under the SC condition, HSG males rated the others as less disapproving ($\bar{x} = 1.98$) than did LSG males ($\bar{x} = 1.54$) ($t(112) = 2.32, p < .05$). However, under the SA condition there was no significant difference between the ratings of HSG ($\bar{x} = 4.46$) and LSG ($\bar{x} = 4.64$) males.

The Main Hypotheses

The first two hypotheses concern the arousal of State Guilt. Hypothesis 1 predicts that within a sexually oriented situation, HSG subjects will show greater arousal of guilt feelings than LSG. Furthermore, Hypothesis 2 predicts that HSG subjects will show even greater arousal of guilt feelings when others around them are approving (SA) rather than disapproving (SC) of sexual expression. In contrast, LSG subjects will show little change in State Guilt across SCA conditions. The results of both experiments clearly support the first hypothesis while giving virtually no support to the second. Analyses of covariance were conducted on the Perceived Guilt Index (PGI) and Adjective Guilt Scale (AGS) measures of State Guilt, using the PGI pre-scores as the covariate adjustment in both cases. The analyses were based on the SG x NA x SCA factorial design. The HSG females showed greater guilt arousal than LSG females on both the Perceived Guilt Index ($F(1, 109) = 5.68, p < .02$) and Adjective Guilt Scale measures $F(1, 109) = 9.78, p < .002$. Similarly, the HSG males showed greater guilt arousal than LSG males on both the Perceived Guilt Index ($F(1, 111) = 18.10, p < .0001$) and Adjective Guilt Scale measures, $F(1, 111) = 22.41, p < .0001$ (see Tables 1 and 2). For the males, there was also a SCA main effect on the Adjective Guilt Scale ($F(1, 111) = 5.04, p < .03$) with the SC condition showing greater guilt arousal ($\bar{x} = 10.79$) than the SA condition

TABLE 1

Summary of Analysis of Covariance of Scores on the Perceived Guilt Index (PGI) Measure of State Guilt, with the PGI Pre-Scores as Covariate, and as a Function of Sex Guilt (SG), Need for Approval (NA), and Social Censure-Approval (SCA) for Experiments 1 (Females) and 2 (Males).

Source	df		MS		F	
	<u>Female</u>	<u>Male</u>	<u>Female</u>	<u>Male</u>	<u>Female</u>	<u>Male</u>
SG	1	1	22.97	100.64	5.68**	18.10***
NA	1	1	3.31	7.71	0.82	1.39
SG x NA	1	1	1.06	1.25	0.26	0.23
SCA	1	1	1.11	5.24	0.27	0.94
SG x SCA	1	1	11.06	17.67	2.73	3.18*
NA x SCA	1	1	7.56	0.12	1.87	0.02
SG x NA x SCA	1	1	0.89	0.16	0.22	0.03
ERROR	109	109	4.04	5.56		
TOTAL	116	118				

*p < .08

**p < .02

***p < .0001

TABLE 2

Summary of Analysis of Covariance of Scores on the Adjective Guilt Scale (AGS) Measure of State Guilt, with the Perceived Guilt Index (PGI) Pre-Scores as Covariate, and as a Function of Sex Guilt (SG), Need for Approval (NA), and Social Censure-Approval (SCA) for Experiments 1 (Females) and 2 (Males).

Source	df		MS		F	
	<u>Female</u>	<u>Male</u>	<u>Female</u>	<u>Male</u>	<u>Female</u>	<u>Male</u>
SG	1	1	99.59	294.73	9.78**	22.41***
NA	1	1	1.07	20.71	0.12	1.57
SG x NA	1	1	11.42	3.70	1.23	0.28
SCA	1	1	1.06	66.35	0.11	5.04*
SG x SCA	1	1	0.03	23.19	0.00	1.76
NA x SCA	1	1	8.46	5.88	0.91	0.45
SG x NA x SCA	1	1	0.55	0.28	0.06	0.02
ERROR	109	111	9.26	13.15		
TOTAL	116	118				

*p < .03

**p < .002

***p < .0001

($\bar{x} = 9.32$). Completely failing to support Hypothesis 2, neither the males or females showed a SG x SCA interaction on the two measures of State Guilt. On the Perceived Guilt Index there was a SG x SCA effect for the males which almost approached significance, ($F(1, 111) = 3.18, p < .08$), yet, the means were not in the predicted direction. In fact, for both the HSG males and females, the means across the SCA condition on all measures of State Guilt appear to be in the opposite direction (although not significantly) than that predicted (see Table 3).

The final three main hypotheses concern the measures of sexual inhibition. In particular, Hypothesis 3 predicts that HSG subjects will show greater inhibition than LSG. Following Mosher, Hypothesis 4 predicts that LSG subjects will show greater inhibition under SC than the SA, whereas, HSG subjects will show little change in inhibition across the SCA condition. Hypothesis 5, predicts a second order interaction between SG, NA and SCA, with four a priori comparisons between the eight experimental conditions illustrated in Figure 1 of Chapter 1. The results of both experiments showed strong support for Hypothesis 3, and virtually no support for Hypotheses 4 or 5.

The two measures of sexual inhibition employed were the Word Association Test (WAT) and the Perceptual Defense List (PDL). The WAT was employed in both experiments, whereas, the PDL was employed only in Experiment 1 (Females). The Perceptual Defense score on the PDL booklets was taken

TABLE 3

Adjusted Means on the Perceived Guilt Index (PGI) and Adjective Guilt Scale (AGS) Measures of State Guilt as a Function of Sex Guilt (SG) and Social Censure-Approval (SCA) for Experiments 1 (Females) and 2 (Males).

Condition	PGI		AGS	
	Adjusted Means		Adjusted Means	
	Females	Males	Females	Males
HSG				
SC	4.09	5.03	10.61	12.82
SA	3.28	3.86	10.40	10.45
LSG				
SC	2.59	2.43	8.81	8.80
SA	3.00	2.78	8.65	8.19

as the number of pages required to identify the taboo vs. the neutral words. The WAT was scored by a male and a female rater according to the usual scoring procedures described earlier. A Total Inhibition score was obtained for each subject by summing across the scores for all word associations. The greater the score the less the sexual inhibition. The raters worked independently and were blind as to experimental condition. In Experiment 1, both raters scored the WAT for all subjects. In Experiment 2, each rater scored for a random half of the subjects, after which five double entendres were chosen at random and scored by each rater for the other half of the subjects. The obtained interscorer reliability for Experiment 1 was .98, and for Experiment 2, .96 (Pearson r). These coefficients compare favorably to previous research employing the WAT.

Supporting Hypothesis 3, the HSG females showed significantly greater sexual inhibition than LSG females on both the Total Inhibition score of the WAT ($F(1, 110) = 18.84, p < .0001$) and the Perceptual Defense score of the PDL, $F(1, 110) = 5.13, p < .03$ (see Table 4). Similarly, the HSG males showed significantly greater sexual inhibition than LSG males on the Total Inhibition score of the WAT, $F(1, 112) = 8.44, p < .004$ (see Table 5). There was also a highly significant SCA main effect for the males on this measure, with the SC condition showing greater inhibition than the SA condition, $F(1, 112) = 40.11, p < .0001$. There were no other significant main effects or interactions on

TABLE 4

Summary of Analysis of Variance of Perceptual Defense Scores on the PDL as a Function of Sex Guilt (SG), Need for Approval (NA), and Social Censure-Approval (SCA) for Experiment 1 (Females).

<u>Source</u>	<u>df</u>	<u>MS</u>	<u>F</u>
SG	1	56.4351	5.13**
NA	1	19.6693	1.79
SG x NA	1	38.9788	3.54*
SCA	1	11.8327	1.07
SG x SCA	1	1.1799	0.11
NA x SCA	1	17.3342	1.57
SG x NA x SCA	1	13.0996	1.19
ERROR	110	11.0103	
TOTAL	117		

*p < .06

**p < .03

TABLE 5

Summary of Analysis of Variance of Total Inhibition Scores on the WAT as a Function of Sex Guilt (SG), Need for Approval (NA), and Social Censure-Approval (SCA) for Experiments 1 (Females) and 2 (Males).

Source	df		MS		F	
	<u>Female</u>	<u>Male</u>	<u>Female</u>	<u>Male</u>	<u>Female</u>	<u>Male</u>
SG	1	1	4810.33	3050.27	18.84**	8.44*
NA	1	1	294.85	1086.09	1.15	3.01
SG x NA	1	1	82.34	205.31	0.32	0.57
SCA	1	1	184.37	14498.09	0.72	40.11**
SG x SCA	1	1	2.12	343.36	0.01	0.95
NA x SCA	1	1	110.23	75.06	0.43	0.21
SG x NA x SCA	1	1	295.55	816.50	1.16	2.26
ERROR	110	112	255.32	361.42		
TOTAL	117	119				

* $p < .004$

** $p < .0001$

these Total Inhibition and Perceptual Defense measures of sexual inhibition for either experiment. There is a very clear failure to support the predicted second order interaction of Hypothesis 5, as well as Mosher's SG x SCA interaction of Hypothesis 4. Table 6 summarizes the Total Inhibition and Perceptual Defense means and multiple t-tests for each of the four predicted pairwise comparisons illustrated in Figure 1 of Chapter 1. For the males' Total Inhibition on the WAT, three of these comparisons indeed support the directional prediction of Hypothesis 5. However, the critical comparison between the HSG, LNA, SC and the HSG, LNA, SA groups appear to be significant in the exact opposite direction than predicted, $t(112) = 4.18$, $p < .0001$. Therefore, the HSG, LNA, SC group showed greater rather than less inhibition over the HSG, LNA, SA group. Looking at the same four comparisons for the females' Perceptual Defense scores, show the means to be in the predicted directions, yet none of the comparisons reaches significance by multiple t-tests. Table 7 also summarizes the Total Inhibition and Perceptual Defense means and multiple t-test comparisons for Mosher's SG x SCA factorial combination of Hypothesis 4. As mentioned, there was no support for a SG x SCA interaction on either of the sexual inhibition measures. Indeed, the males showed significantly greater inhibition under SC than SA, for both the HSG ($t(112) = 5.17$, $p < .0001$) and LSG ($t(112) = 3.79$, $p < .0002$) groups. In fact, directly contrary to the Mosher prediction, the

TABLE 6

Mean Total Inhibition (WAT), Mean Perceptual Defense (PDL), and Multiple t-test Comparisons as a Function of Sex Guilt (SG), Need for Approval (NA), and Social Censure-Approval (SCA) for Experiments 1 (Females) and 2 (Males).

Condition	Females		Females		Males	
	Mean PDL	t*	Mean WAT	t*	Mean WAT	t
HSG						
HNA						
SC	0.27	1.54	12.13	0.60	12.87	3.13**
SA	1.60		15.60		34.60	
LNA						
SC	1.50	-0.79	14.86	0.17	17.87	4.18***
SA	0.50		15.86		46.87	
LSG						
HNA						
SC	2.73	0.78	26.13	-0.40	23.73	3.66**
SA	3.67		23.80		49.13	
LNA						
SC	0.87	0.60	25.87	1.35	33.93	1.70
SA	1.60		33.73		45.73	

*t-test comparisons $p > .10$

** $p < .002$

*** $p < .0001$

TABLE 7

Mean Total Inhibition (WAT), Mean Perceptual Defence (PDL), and Multiple t-test Comparisons as a Function of Sex Guilt (SG), and Social Censure-Approval (SCA) for Experiments 1 (Females) and 2 (Males).

Condition	Females		Females		Males	
	Mean PDL	t*	Mean WAT	t*	Mean WAT	t
HSG						
SC	0.59		13.45		15.37	
SA	1.07	0.91	15.72	0.54	40.73	5.17***
LSG						
SC	1.80		26.00		28.83	
SA	2.63	0.97	28.77	0.67	47.43	3.79**

*t-test comparisons $p > .10$

** $p < .002$

*** $p < .0001$

SCA means for the HSG males appear to be further apart (although not significantly) than for the LSG males.

As a post hoc analysis, the WAT was scored according to the number of word associations given to the double entendres, and also the Perceptual Defense List (PDL) was reanalyzed according to the Certainty score, described in Chapter 2. The two measures are a departure from the usual methods of scoring, and were intended as a post hoc investigation of the potential of these instruments to measure sexual inhibition. Both these measures were mainly consistent with the above results, in that they supported Hypothesis 3, and showed no support for Hypotheses 4 or 5. On the Certainty score of the PDL, there was a SG main effect, $F(1, 110) = 4.95, p < .03$. The HSG females took less pages to be "certain" of the taboo words (vs. the neutral) after identifying them correctly than did the LSG females. There were no other main effects or interactions on this measure. On the WAT, the HSG males made a significantly less number of word associations to the double entendres than the LSG males, $F(1, 112) = 7.07, p < .01$. There was no SG main effect on this measure for the females, and no interactions involving SG for either males or females. However, the females did show a NA main effect ($F(1, 110) = 5.63, p < .02$) and a NA x SCA interaction, $F(1, 110) = 4.65, p < .03$. The HNA females showed no significant difference between the number of associations given to the double entendres under SC or SA, whereas, LNA

females showed fewer associations under SC than SA, $t(110) = 1.96$, $p < .05$. Overall, the HNA females made fewer associations to the double entendres than the LNA.

To test the Familiarity vs. Inhibition controversy on the Word Association Test (WAT), a SG x NA x SCA analysis of variance was conducted on the WAT Familiarity Form. Scores were obtained on this form by simply adding the total number of double entendre words checked by the subject as having a sexual implication. The HSG females reported less familiarity with the sexual meanings of the double entendres than LSG females, $F(1, 110) = 20.55$, $p < .0001$. A similar SG main effect was obtained for the males, $F(1, 112) = 4.09$, $p < .01$. In addition, the males showed main effects for NA ($F(1, 112) = 4.93$, $p < .05$) and SCA, $F(1, 112) = 14.09$, $p < .0003$. Therefore, males in the HSG, HNA, and SC groups reported less familiarity with the sexual meanings of the double entendres than males in the LSG, LNA, and SA groups respectively. Investigating this relationship further for the SG variable, the HSG males showed a significant positive correlation (Pearson r) of .62 ($p < .01$) between Total Inhibition on the WAT, and the number of words purported to have sexual meanings (WAT Familiarity Form). For the LSG males this correlation was also significant at .45 ($p < .01$). For the females, this same correlation for the HSG group was .55 ($p < .01$) and for the LSG, .39 ($p < .01$). Looking at the familiarity vs. inhibition controversy from another perspective, Schwartz (1975) has recently noted that HSG

subjects may differ from LSG in their associative response hierarchy to the WAT. To see if there was a tendency for HSG (over LSG) subjects to make fewer sexual associations on early vs. later associative responses, the WAT was reanalyzed. The WAT was subjected to a SG x NA x SCA x Associative Trial (First Association vs. Last Association) analysis of variance in both studies. One of the 118 females was rejected from the first analysis, since that subject made only one association for each stimulus word. There was the expected SG x Associative Trial interaction for the females ($F(1, 109) = 4.02, p < .05$), but not for the males, $F(1, 112) = 0.02, p > .10$. The LSG females showed significantly more sexual associations on the first association ($\bar{x} = 15.58$) than the last ($\bar{x} = 9.10$; $t(109) = 5.31, p < .0001$), whereas, the HSG females showed not as great a difference between the first ($\bar{x} = 8.51$) and last associations, $\bar{x} = 5.54$; $t(109) = 2.38, p < .02$.

Additional Predictions and Investigative Findings

The findings here derive largely from an analysis of the Postexperimental Questionnaire data; especially in relationship to the personality variables of Sex Guilt (SG) and Need for Approval (NA). In addition, however, post hoc investigation showed the experimental manipulation of Social Censure-Approval (SCA) to also have had an effect on the way subjects, and especially males, responded to the Postexperimental Questionnaire. This adds an extra dimension to the findings, not originally planned in the

design of the two experiments.

The first prediction is well supported by the data. This states that HSG subjects will show less sexual experience on a variety of measures, be more conservative sexually, and religiously more devout, than LSG subjects. A SG x NA x SCA multivariate analysis of variance was conducted on the items of the Questionnaire (see Appendix D) amenable to quantification along a continuum. Scores on the Bentler scale (items 5 to 11) were obtained by adding the total "yes" responses. Items 15, 16, 24, 26 and 29 were eliminated from this analysis. The analysis showed a multivariate SG main effect for both the females ($F(18,93) = 8.35, p < .0001$) and the males $F(18,95) = 6.31, p < .0001$. There were no other multivariate main effects or interactions in either experiment, with the exception of an SCA main effect for the males to be discussed later. Table 8 summarizes the univariate F-ratios for the SG and NA variables among the various items. These HSG (vs. LSG) male and female undergraduates showed: dating at a later age, fewer times having gone "steady", less sexual experience on the Bentler scale, fewer number of persons engaged in premarital petting, fewer number of persons engaged in full sexual relations, an older age of first engaging in full sexual relations, less voluntary exposure to erotic or pornographic material, a more disgusting response to erotic or pornographic material, own sexual attitude rated as more conservative, and greater religious devotion. The HSG (over LSG) females

TABLE 8

Main Effect Univariate F-Ratios on the Postexperimental Questionnaire Items as a Function of Sex Guilt (SG) and Need for Approval (NA) for Experiments 1 (Female) and 2 (Male).

Item	Female					Male					
	F	SG	p*	F	NA	F	SG	p	F	NA	p
1. Age Began Dating	4.32		<.04	0.02		17.05		<.0001	0.45		
2. No. Times Gone Steady	13.63		<.0004	0.64		10.75		<.001	0.12		
3. No. Times in Love	2.01			0.24		0.40			7.80		<.006
4. No. Dates in Week	4.31		<.04	0.06		0.25			0.07		
5.- 11. Sexual Experience (Bentler)	65.69		<.0001	1.27		56.93		<.0001	0.64		
12. No. Persons Premarital Petting	33.28		<.0001	2.75		46.53		<.0001	1.21		
13. No. Premarital Full Sex Relations	30.21		<.0001	0.22		40.08		<.0001	0.01		
14. Age First Full Sex Relations	54.17		<.0001	0.65		59.82		<.0001	0.03		
17. No. Obtained Pornography	6.39		<.01	3.81	<.053	25.22		<.0001	0.14		
18. Response to Pornography	27.39		<.0001	0.20		20.95		<.0001	0.00		
19. Rating of Sexual Attitude	90.15		<.0001	0.16		45.47		<.0001	1.16		
20. Father's Education	1.27			0.05		0.03			0.18		
21. Social Class	9.89		<.002	0.94		0.11			2.71		
22. Population While Growing Up	1.05			0.14		0.26			0.81		
23. No. Times Mother Worked	1.64			0.05		0.02			0.44		
25. Year of College	0.09			0.58		2.58			2.57		
27. Religious Devotion	9.75		<.002	1.00		14.39		<.0003	1.09		
28. Dating Status	0.44			0.80		4.14		<.04	0.03		
Multivariate F	8.35		<.0001	0.81	<.69	6.31		<.0001	0.96		<.52

* p values >.05 not reported

also reported less "dates" in an average week, and parents' social class rated lower, while the HSG (over LSG) males reported a less involved dating status. There were no apparent differences on the SG variable for males or females in terms of: number of times having been "in love", father's education, community population while growing up, number of times as a child that mother worked out of the home, or present year in college. In contrast to SG, the NA personality variable showed little relationship to the Questionnaire items in this analysis. Although, HNA males did report a greater frequency of having been "in love" than LNA, $F(1, 112) = 7.80, p < .006$. Frequency of being "in love" was the only sexually oriented item not showing a relationship to the SG variable for either males or females.

A few SG and NA differences were also evident on a chi-square analysis of the items excluded from the above parametric analysis. On item 16, significantly more HSG (over LSG) males and females reported "guilt feelings" (Males: $\chi^2(1) = 7.26, p < .007$; Females: $\chi^2(1) = 11.26, p < .0008$), and "religious and other moral training" (Males: $\chi^2(1) = 18.00, p < .0001$; Females: $\chi^2(1) = 15.38, p < .0001$) as factors inhibiting their sexuality. The SG variable was not a factor on other inhibitors such as "fear of pregnancy" and "fear of disease", although HSG males did list "social disapproval" as an inhibiting factor more often than LSG males, $\chi^2(1) = 3.86, p < .05$. In contrast to the

SG variable, the NA variable only showed one slight trend (not reaching the .05 level) on the "social disapproval" inhibitor. Surprisingly, more LNA than HNA subjects listed "social disapproval" as an inhibitor. This was evident for the females ($\chi^2(1) = 3.56, p < .06$) and a less significant difference for the males, $\chi^2(1) = 2.33, p < .13$. It is interesting to note that the females tended to report "religious and other moral training" as an inhibiting factor to their sexuality more frequently than did the males, $\chi^2(1) = 4.35, p < .04$. Also, the females tended to report a greater overall number of inhibitors than the males, $\chi^2(1) = 4.88, p < .03$.

There were little consistent effects on the religious affiliation item. More of the HSG (over LSG) females listed themselves as Protestant ($\chi^2(1) = 4.65, p < .03$), whereas, more of the HSG (over LSG) males listed themselves as Catholic, $\chi^2(1) = 6.13, p < .01$. More HNA (over LNA) females were also Catholic, $\chi^2(1) = 4.65, p < .03$. The only personality difference on the University Faculty item was that more HSG (over LSG) females listed themselves under the "Other" category, $\chi^2(1) = 4.23, p < .04$. Females in this category seemed to come from professional schools such as Nursing, Home Economics, Commerce etc.

The second investigative prediction concerns the appearance of any SG x NA personality interactions on measures of sexual experience or inhibition. For the females, there was some suggestion of SG x NA interactions

on the three postexperimental items of age of beginning full sexual relations ($F(1, 110) = 4.85, p < .03$), age of beginning to date ($F(1, 110) = 3.39, p < .07$), and number of dates in an average week ($F(1, 110) = 3.56, p < .06$), as well as on the Perceptual Defense measure of sexual inhibition in the main study, $F(1, 110) = 3.54, p < .06$. For the males, there were SG x NA interactions on the "community population while growing up" item ($F(1, 112) = 3.97, p < .05$) and the "dating status" item, $F(1, 112) = 5.51, p < .02$. Although three of these interactions do not quite reach an acceptable .05 level for significance, all six take on a somewhat similar interaction pattern. That is, when subjects are High Need for Approval (HNA) the differential sexual inhibition effect across the Sex Guilt (SG) variable appears to be greater than when subjects are Low Need for Approval (LNA). Therefore, under HNA, the HSG (over the LSG) females showed a later age of beginning full sexual relations and beginning to date, less dates in an average week, and greater sexual inhibition on the Perceptual Defense measure ($t(110) = 6.79, p < .0001$; $t(110) = 2.79, p < .006$; $t(110) = 2.62, p < .01$; $t(110) = 2.95, p < .006$; respectively), while the HSG (over LSG) males reported a less involved dating status, $t(112) = 3.09, p < .003$. In contrast, under LNA, the differential inhibitory effect across the SG variable appears reduced or disappears on these measures ($t(110) = 3.57, p < .0005$; $t(110) = 0.12, p > .10$; $t(110) = 0.12, p > .10$; $t(110) = 0.27, p > .10$;

respectively). These interactions can also be viewed from the opposite direction. For instance, under HSG the HNA (over LNA) females showed a slightly older (but non-significant) age at which they engaged in full sexual relations, and slightly greater (but nonsignificant) sexual inhibition on the Perceptual Defence measure. However, under LSG, the HNA (over LNA) females showed a significantly younger ($t(110) = 2.12, p < .05$) age of engaging in full sexual relations, and significantly less sexual inhibition on the Perceptual Defense measure, $t(110) = 2.30, p < .02$. The means for the other measures also appear to be occurring in this direction but not significantly so.

The final prediction of the study concerns subjects' response to item number 29 of the Postexperimental Questionnaire. It was predicted that more LSG than HSG, and more HNA than LNA subjects would agree to volunteer for a similar study in the future (asked as a "hypothetical" question). The item was submitted to a SG x NA x SCA analysis of variance, giving a "yes" response a weight of 2, and a "no" response a weight of 1. Two females did not answer this question; both were from the LNA group. For the females, the prediction was supported for both the SG ($F(1, 108) = 4.37, p < .04$) and the NA variable, $F(1, 108) = 4.88, p < .03$. For the males, the main effect for SG approached significance ($F(1, 112) = 3.68, p < .06$), and there was a clearly significant main effect for SCA ($F(1, 112) = 4.62, p < .03$). Therefore, males in both the HSG and

SC conditions reported less willingness to volunteer for a similar future study than males in the LSG and SA conditions respectively. Although the males did not show the predicted main effect for NA, there was a NA x SCA interaction, $F(1, 112) = 5.03, p < .03$. The HNA males showed little change in willingness to volunteer again, whether in the SC or SA condition, whereas, LNA males were significantly more resistant to volunteer again, when under the SC than the SA condition, $t(112) = 3.14, p < .002$.

Of further investigative interest to this study is the Postexperimental Questionnaire responses of subjects as a function of the SCA variable. Of special interest was subjects' response to the two items (17 and 18) concerning exposure and response to erotic or pornographic material. An interesting and unexpected SCA main effect appeared on the SG x NA x SCA multivariate analysis of variance of the Questionnaire items for the males, $F(18, 95) = 3.63, p < .0001$. Looking at the univariate analyses for the separate items shows that males who were in the SC (vs. the SA) condition reported: dating at a later age ($F(1, 112) = 10.04, p < .002$), fewer times having gone steady ($F(1, 112) = 7.40, p < .008$), a more disgusting response to erotic or pornographic material ($F(1, 112) = 19.63, p < .0001$), and a more liberal sexual attitude, $F(1, 112) = 4.21, p < .04$. The only SCA main effect for the females was on the item concerning response to erotic or pornographic material, $F(1, 110) = 4.43, p < .05$. An interesting SG x SCA interaction also occurred on

this particular item for both the males ($F(1, 112) = 6.53$, $p < .012$) and the females, $F(1, 110) = 3.34$, $p < .07$ (see Figures 2 and 3). The two interactions both appeared to be in the direction of HSG subjects showing a more negative response to pornography under the SC than the SA condition, whereas, LSG subjects showed no significant change across the SCA condition. The means and multiple t-test comparisons are shown in Table 9. There was no SG x SCA interaction on the exposure to pornography item for either males or females.

Further results also showed a second order SG x NA x SCA interaction on this same "response to pornography" item for the males, $F(1, 112) = 4.01$, $p < .04$. Since this item parallels to some extent the main dependent measures of this study, it was further investigated according to the four predicted pairwise comparisons of Figure 1, Chapter 1. Table 10 illustrates the means and relevant t-test comparisons. The results parallel those already obtained for the males in response to the WAT (see Table 6), and again do not support Hypothesis 5. That is, the critical comparison between the HSG, LNA, SC and HSG, LNA, SA means are highly significant, but in the opposite direction from that predicted.

The Slide Ratings form used in this study was designed to effectively manipulate the SCA variable. Although the scales on this form were not designed to act as a measuring device (ie. scales are weighted in the same evaluative direction, increasing the chance for response

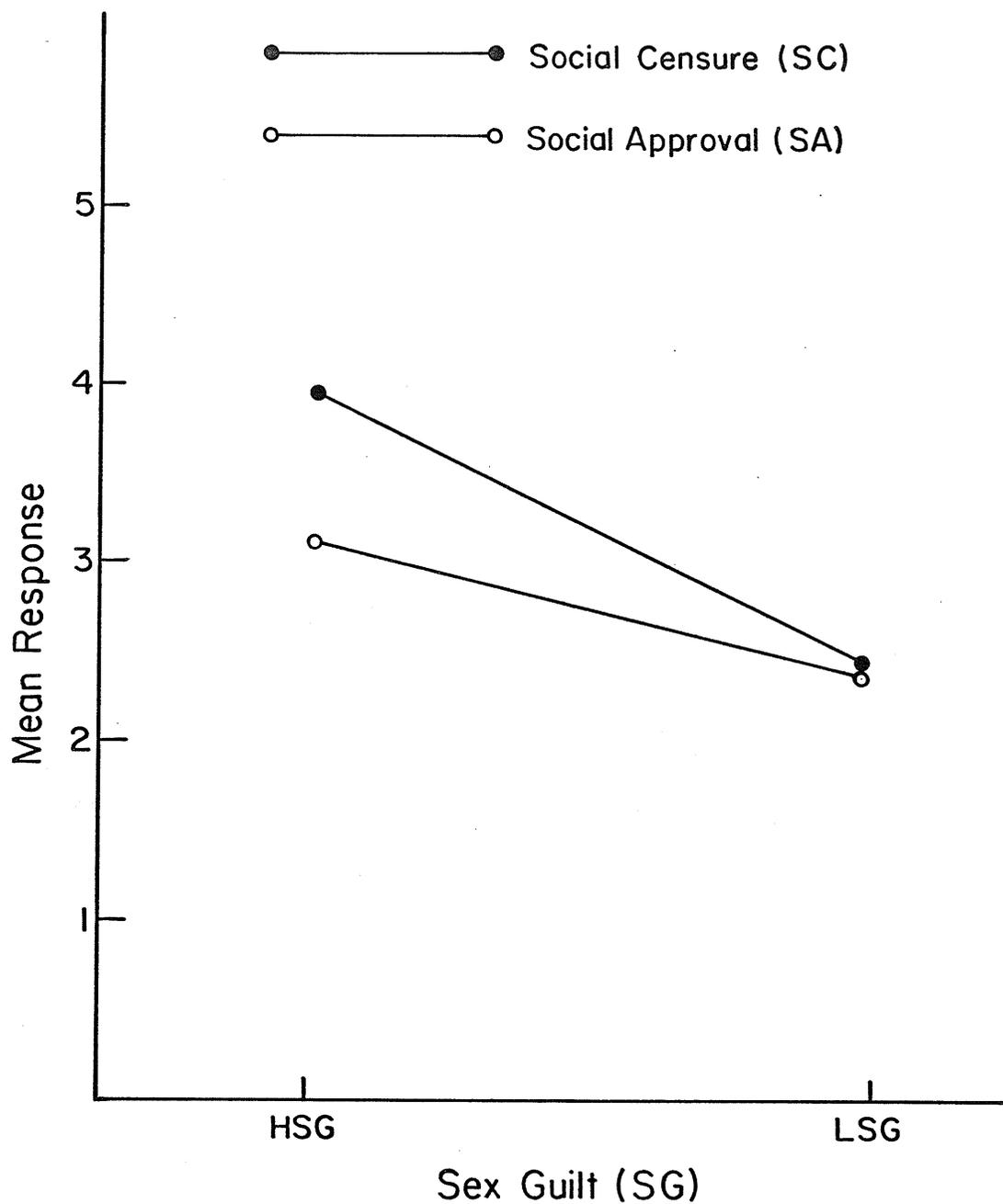


Figure 2. Mean response to pornography (Postexperimental Questionnaire Item 18) as a function of Sex Guilt (SG) and Social Censure-Approval (SCA) for Experiment 1 (Females).

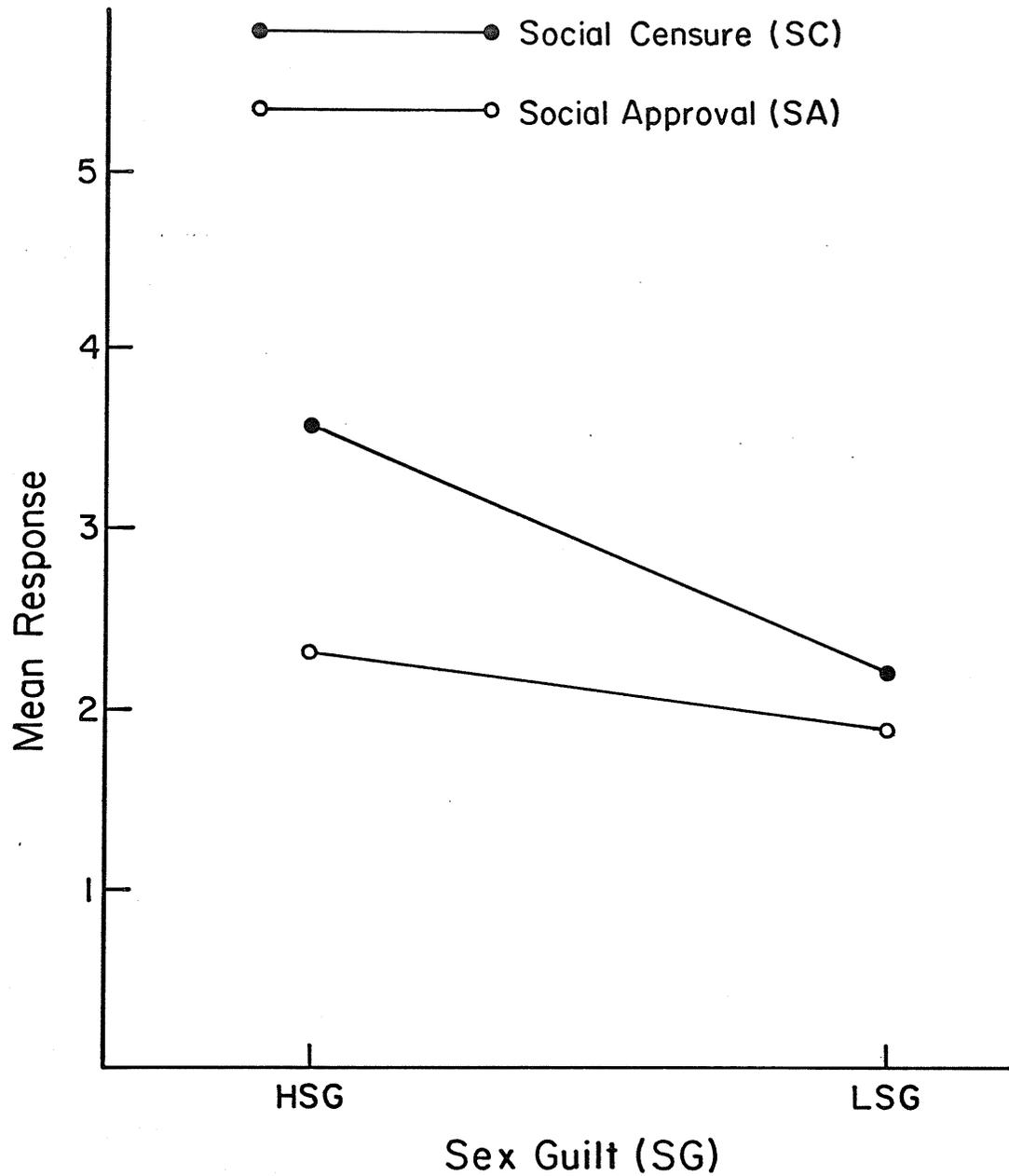


Figure 3. Mean response to pornography (Postexperimental Questionnaire Item 18) as a function of Sex Guilt (SG) and Social Censure-Approval (SCA) for Experiment 2 (Males).

TABLE 9

Means and Multiple t-test Comparisons on the Postexperimental Questionnaire Item 18 (Response to Pornography), as a Function of Sex Guilt (SG) and Social Censure-Approval (SCA) for Experiments 1 (Females) and 2 (Males).

Condition	Females		Males	
	Mean		Mean	
	Response	t	Response	t
HSG				
SC	4.00	2.82*	3.57	4.95**
SA	3.13		2.30	
LSG				
SC	2.47	0.23	2.27	1.33
SA	2.40		1.93	

*p < .006

**p < .0001

TABLE 10

Means and Multiple t-test Comparisons on the Postexperimental Questionnaire Item 18 (Response to Pornography), as a Function of Sex Guilt (SG), Need for Approval (NA), and Social Censure-Approval (SCA) for Experiment 2 (Males).

Condition	Mean	
	Response	t
HSG		
HNA		
SC	3.20	2.34**
SA	2.60	
LNA		
SC	3.93	7.54***
SA	2.00	
LSG		
HNA		
SC	2.33	1.56*
SA	1.93	
LNA		
SC	2.21	1.09
SA	1.93	

*p < .12

**p < .02

***p < .0001

bias), the scores do provide some indication of how the males evaluated the slides before the manipulation of the SCA variable. This information takes on some importance considering the Postexperimental Questionnaire differences on the SCA variable. Scores on the six semantic differential continua of the Slide Rating Form were therefore submitted to a SG x NA x SCA multivariate analysis of variance. As expected, there was a multivariate main effect for SG ($F=7.23$; $df=6, 107$; $p<.0001$), with significant univariate differences shown on all 6 continua. Therefore, HSG (over LSG) males rated the slides as: more disgusting ($F=25.93$; $df=1, 112$; $p<.0001$), more perverted ($F=27.26$; $df=1, 112$; $p<.0001$), "turning them off" to a greater extent ($F=15.79$; $df=1, 112$; $p<.0002$), more immoral ($F=37.65$; $df=1, 112$; $p<.0001$), more sickening ($F=22.34$; $df=1, 112$; $p<.0001$), and more "backward" ($F=16.94$; $df=1, 112$; $p<.0001$). Of particular importance, was the fact of no SCA main effect on any of the evaluative dimensions, and no first order interactions between any of the three independent variables. Interestingly, there was a second order SG x NA x SCA interaction on the multivariate analysis ($F=2.28$; $df=6, 107$; $p<.05$). There were three of the dimensions showing significance on the univariate analysis: Appealing-Disgusting ($F=4.50$; $df=1, 112$; $p<.04$), Healthy-Perverted ($F=4.09$; $df=1, 112$; $p<.05$) and Pleasurable-Sickening ($F=8.66$; $df=1, 112$; $p<.004$). The pattern of means among the eight independent conditions of these interactions, however, were not in the

direction which would facilitate the hypothesized interaction, or in any way explain the obtained inhibition results on the WAT.

CHAPTER 4

DISCUSSION

The foregoing experiments were intended to reexamine earlier theoretical formulations of Sex Guilt by Mosher (1965a) and Galbraith and Mosher (1968). An alternate view of the SG construct was proposed, differentiating the inhibition effects of a State Guilt from a Social Reinforcement variable. Following from recent findings, the SG x SCA factorial design was extended by the addition of a third independent variable, Need for Approval. The experimental hypotheses were tested on both college male and female subjects in separate studies. As a secondary outcome of this research, further evidence was gained as to the general relationship of sexual behaviors to the SG and NA personality constructs. Before discussing the results of the main experimental hypotheses, brief consideration will be given to the adequacy of the preselection procedures and manipulation of the SCA variable.

Checks on the Independent Variables

It was apparent that for both males and females there were no confounding effects, due to an unequal distribution of SG or NA scores among the eight experimental

conditions. As an example, HSG subjects in any one of the four experimental conditions did not differ on their mean SG score from HSG subjects in any of the other conditions. The success of the preselection process in obtaining adequate samples in each of the four S-type conditions, was most likely due to the nonsignificant correlation of SG and NA for both males and females. This tends to support the bulk of evidence from past studies showing that these two personality variables are essentially orthogonal. It also lends support to the discriminant validity of the SG construct. This maintains that guilt should theoretically differ from measures of social desirability (cf. Mosher, 1961, 1966, 1968).

It is interesting to note that more of the preselected females than males were contacted in order to obtain the requisite number for the main experiments. This may suggest, either that females are more reluctant to participate in a study of this sort, or that there is some other third variable involved. The fact that the female study was run in the spring and at the end of the university term, whereas, the males were run at the beginning of the next University term (fall), may account for this effect. The females were perhaps more pressured by final exams or had already obtained enough experimental credits, rather than being more reluctant to participate in an experiment involving sexual matters. It must be noted that none of

the subjects were told of the sexual content of the main experiment until arriving at the study, however, the sexual content of the MFCGI may have alerted subjects to this possibility in pretesting. It is interesting, however, that five of the females withdrew at the main study, whereas, none of the males withdrew. Four of these five females were from the HSG group which appears to support this construct. Further, the only two females who walked out during the study were both from the HSG, LNA group. It might be reasoned that those females who are more prone to feel guilty in sexually oriented situations (HSG) as well as being less dependent on receiving approval from others (LNA), would be just those females most likely to walk out of the study. There is a word of caution in comparing the females behavior at the study itself with the males, since the experimental situations were fairly different, and the two studies were not designed to be analyzed together. The males participated in groups of four, and the social pressure to remain in the study may have been greater than for the females.

In both experiments, it was clear that the subjects perceived the SCA manipulation. The females saw the confederate as significantly more disapproving of erotic literature when the confederate evaluated the erotic passage negatively (SC) vs. positively (SA). Likewise, the males rated the other three subjects in their experimental group

as significantly more disapproving of erotic or pornographic material after receiving the negatively weighted Slide Ratings forms (SC) vs. the positively weighted forms (SA). The magnitude of these main effects, in the almost total absence of other main effects or interactions, argues persuasively for the success of this SCA manipulation. However, there was one first order SG by SCA interaction for the males which deserves mention. Under the SC condition, HSG males did not rate the other three subjects quite as disapproving of the display of erotic or pornographic material as LSG males. Under the SA condition, there was no significant difference between HSG and LSG males. There may have been a slight anchoring effect here, whereby those males who are disapproving of the slides themselves (ie. HSG) would not see the other subjects' ratings quite as disapproving as those who held a more liberal attitude to the slides (ie. LSG). In other words, the LSG males whose own Slide Ratings were anchored at the positive end of the scales may have a greater tendency to perceive the negatively weighted SC ratings as a more extreme departure from their own position and, therefore, more disapproving from a general social perspective than HSG males.

The Experimental Hypotheses

The experimental hypotheses were based on the premise that Mosher's differential sensitivity interpretation

of SG is inaccurate. Mosher's assertion that SG is a major factor in sexual inhibition and guilt arousal was accepted as valid. One major focus of these studies was on the SG by SCA interaction, which was basically an attempt to replicate Mosher's earlier findings. The second major focus, was on the second order SG x NA x SCA interaction with the four a priori pairwise comparisons. These predictions were critical to the proposed two-factor or conflict view of SG, in contrast to Mosher's differential sensitivity view.

What is quite clear from the results of both studies, is that no support is shown for Mosher's SG x SCA interaction on inhibition of sexual response. In short, both HSG males and females were consistent in showing greater sexual inhibition and guilt arousal on all dependent measures than LSG subjects. However, neither HSG males, nor HSG females showed any tendency to less change in sexual inhibition across SCA conditions than their LSG counterparts. This demonstrates strong support for the SG construct as an important determinant of changes in guilt and sexual inhibition in sexually oriented situations. However, it shows no support for the contention that HSG subjects are less dependent on, or sensitive to, changes in external social censure cues for sexual behavior. These findings are even more convincing in that these studies further extend Mosher's research with male college students to a

female college population, as well as providing a check on the adequacy of the SCA experimental manipulation. How are we to resolve this failure to replicate the Mosher findings?

A major difference between Mosher's earlier studies, and the studies reported here, is the role of the experimenter. In Mosher's studies, the experimenter was employed both to introduce the arousal condition (ie. showing "nude pin-ups") as well as being the Censuring or Approving social agent. This could have led to some confounding of the variables. In the absence of any manipulation check in these earlier studies, one might speculate that HSG subjects could view an experimenter who would show "dirty" pictures as simply approving, regardless of subsequent attempts by the experimenter to portray an Approving or Censuring attitude. The LSG subjects, however, may act in a less evaluative manner toward the showing of the pictures and be more influenced by the experimenter's subsequent role playing attempts. In other words, the results obtained may have had nothing to do with HSG subjects being less dependent on, or sensitive to, the social censure cues. Rather, the HSG subjects may have simply interpreted the cues differently, and perhaps were even more sensitive in interpreting an incongruent social situation. The HSG subjects may have simply been more wary of an experimenter who shows them "dirty" pictures and then denies that he approves of them (SC condition).

In the present studies, the experimenter did not play the Censure-Approval roles. Manipulation checks clearly showed that all subjects perceived the social cues portending Censure or Approval from either the confederate (Experiment 1) or from the "other three subjects" (Experiment 2). The highly significant SCA main effect for sexual inhibition attests further to the adequacy of this experimental manipulation for the males. It appears that when the SCA variable is separated from the introduction of the sexually oriented stimuli by the experimenter, then Mosher's SG by SCA interaction effect simply does not hold. Certainly, the differential sensitivity interpretation as well as the dependency interpretation is not supported by these present results.

This leads to the proposed two-factor view of SG. The argument made here was that HSG subjects are influenced by the opposing inhibitory effects of State Guilt and expectancy for Social Reinforcement under the SCA conditions, whereas, LSG subjects are mainly influenced by the Social Reinforcement variable. This allowed for an acceptance of the interaction obtained by Mosher, yet at the same time offering an opposing interpretation of this effect. The first test of this proposed view was to show that HSG subjects demonstrate greater guilt arousal under the SA than the SC condition, whereas, LSG subjects would show less guilt arousal with no difference between the SCA

conditions. This interaction effect was clearly not supported in either study. There was, however, good support for HSG subjects showing greater guilt arousal than LSG on all dependent measures in both studies. The second test was to show a SG x NA x SCA interaction for sexual inhibition in the direction of the four predicted pairwise comparisons. Again this hypothesis was clearly not supported for either the males or females. The critical comparison in this hypothesis was to show that HSG subjects, in which the Social Reinforcement effect was minimized (ie. LNA), would show greater inhibition under Social Approval (SA) than Social Censure (SC). This would occur because of the supposed dominating effect of State Guilt under these conditions. For the males, this comparison was significant in the exact opposite direction than that predicted, although, the other three comparisons were according to predictions. These results would seem to indicate fairly convincingly, that the proposed view of SG is also untenable.

Therefore, neither Mosher's differential sensitivity view of SG nor the proposed conflict or two-factor view received support. The main positive findings of these studies were the clear main effect differences on the SG variable. This is definitely supportive of previous research, showing that both HSG males and females show greater sexual inhibition and guilt arousal in sexually oriented situations, than their LSG peers. Main effect

differences for SG were also apparent on the Postexperimental Questionnaire items. Again supportive of previous research, HSG college students, both male and female, report less sexual experience on a variety of measures, than LSG students. The HSG students also report that they are more conservative in their sexual attitude, and that guilt feelings and religious or other moral training are significant factors in the inhibition of their sexuality. It is interesting to note the general preponderance of main effect differences for the SG variable in the almost total absence of differences on the NA variable. This is again supportive of the discriminant validity of the SG construct in predicting sexually oriented feelings, behavior and attitudes.

Of some controversy in the literature has been the inhibition vs. familiarity explanation of main effect SG differences. Of particular concern to this study was the use of the WAT as a measure of sexual inhibition. Do HSG subjects give less sexual associations to the double entendres because they inhibit these available responses, or simply because they are less familiar or unaware of the sexual meanings of the words? At the end of both studies, HSG subjects did report less familiarity with the sexual meanings of the double entendres, and furthermore, both HSG and LSG subjects showed a positive correlation between familiarity with the words and the WAT inhibition score. On the surface, this would seem to indicate that the main

effect results may be due to familiarity with the words rather than inhibition of response. However, Schwartz (1975), has recently pointed out that inhibition could also effect the degree to which subjects are willing to report familiarity with the words. Therefore, we might expect HSG subjects to show less willingness to report being familiar with the sexual implications of the words, whether in fact they are familiar or not. The strong SCA main effect finding amongst males, showing that those in the Social Censure (SC) condition reported significantly less familiarity with the double entendres than those in the Social Approval (SA) condition, would seem to support this notion. In other words, there was no reason to believe that subjects randomly assigned to the SCA conditions at the beginning of the study should differ significantly in either inhibition or familiarity with the words. In fact analysis of the Slide Ratings before the manipulation of the SCA variable showed no evaluative differences between these groups. However, there was reason to expect that subjects who later received the SC condition would act more inhibited in the experiment than those who received the SA condition. The appearance of a strong SCA main effect on the WAT Familiarity Form, seems to reflect the susceptibility of this measure to changes in inhibition. Schwartz suggested another method of measuring how familiar subjects are to the WAT list. It is suggested that HSG subjects are

familiar with the sexual meanings of the double entendres, but their sexual associations to these words are further down in their response hierarchy. Therefore, HSG subjects should have a greater tendency than LSG, for sexual associations to turn up later in their associative responses. Here, this explanation seemed to hold in the female but not the male study. Taken together, however, there is reasonable evidence to suggest that the WAT is measuring an inhibition factor. The consistent evidence showing that HSG subjects differ from LSG on the other dependent measures of guilt arousal, inhibition, and sexual experiences and attitudes, is supportive of the positive relationship of SG to a sexual inhibition factor. Also, the tendency for, (a) HSG males to make a fewer number of free associations to the double entendres, and for, (b) HSG females to more quickly return the taboo word PDL booklets to the experimenter, both suggest an inhibition factor in HSG over LSG individuals.

Besides the generally positive findings on the SG variable considered alone, there were also a few interesting interactive relationships between the personality variables of SG and NA. The extensive literature on the relationship of SG to sexual behaviors, and the few recent studies on the relationship of NA and sexual inhibition on the WAT, suggests the possibility of an interaction between these two personality variables on various measures of sexual behavior. For the females, these personality variables showed a

tendency to interact on the postexperimental measures of age of beginning full sexual relations, age of beginning to date, and number of dates in an average week, as well as on the main Perceptual Defense measure. For the males, there was an interaction on the postexperimental measures of population while growing up, and present dating status. These interactions should be interpreted with extreme caution, however, considering, (a) the few measures on which they occurred, (b) the lack of any multivariate interactive effect on the postexperimental items considered together, and (c) the lack of any overlap between the two studies on this interaction with the females showing the greatest number. However, the similar pattern of the interactions do seem to suggest a similar type of relationship between SG and NA, which could be investigated further in future research. The pattern of the interactions suggest two trends. The first trend is for HNA to accentuate the inhibitory effect of SG, whereas, LNA appears to "dampen" this effect. Therefore, under HNA, the HSG (over LSG) females show dating and full sexual relations at a later age, less dates in an average week, and greater sexual inhibition, while males show a less involved dating status. Under LNA, this SG effect is either reduced or disappears. The second trend is for HSG to influence the NA variable in one direction and for LSG to influence it in the other direction. For example, the HSG females showed slightly

greater sexual inhibition, and a slightly older age of beginning full sexual relations (both not significant) under HNA than LNA, whereas, LSG females showed these trends significantly in the opposite direction - that is, LNA showed greater inhibition than HNA. Both these trends make some sense when looking at the evidence surrounding these two personality constructs. The recent evidence suggesting that HNA subjects show greater sexual inhibition similar to HSG subjects would seem to explain the first trend. That is, one might expect HNA to add to the inhibitory effect of the SG variable, whereas, LNA may reduce this effect. The second trend, is quite interesting and may suggest that NA operates differently in HSG and LSG persons. In other words, in HSG individuals, what is seen as "socially desirable" may be a relatively conservative sexual standard. Therefore, the combined influence of HNA with HSG would be to accentuate this conservative standard. However, in LSG individuals, what is seen as "socially desirable" may be a relatively liberal sexual standard. Therefore, when HNA is combined with LSG there will be an opposite trend toward accentuating this liberal standard. Moreover, noting the overall strong inhibitory effect of HSG, it seems reasonable that this NA effect should be somewhat reduced in HSG over LSG persons. As another word of caution, however, these interpretations are quite speculative considering the data presented, and should

be viewed as hypotheses for future research.

The final "voluntary participation" item on the Postexperimental Questionnaire was also generally supportive of the SG and NA constructs. The prediction that both HSG and LNA subjects would be less willing than LSG and HNA subjects to participate in another study of this sort, was directly supported for the females. It seems to follow that those females who tend to feel guilty in sexual situations (HSG), and those females who are less dependent on approval from the experimenter (LNA), would be just those females who would be less willing to volunteer for another study - even when the question is asked in a "hypothetical" manner. For the males, there was a weak main effect for SG in the predicted direction, however, rather than obtaining an NA main effect, there was a NA x SCA interaction. It seemed that those males who had a tendency to seek approval (HNA) agreed to future participation regardless of whether they had been in the SC or SA condition. In contrast, those males who had a lower approval motivation (LNA) were more likely to want to volunteer again if they had been with others who had approved (SA) than disapproved (SC) of the slides. This seems to make sense, when considering the stronger need of the HNA males to seek approval from the experimenter even though they may have disliked the study (ie. the SC condition).

It is interesting that overall, males who were with

others that disapproved of the slides (SC) were much less likely to want to participate in another study of this sort. Apparently, the study was more attractive to males who were with others that saw the slides in a positive light (SA). Perhaps this could also be another indication of the pervasive inhibiting effects of the SCA manipulation, which was reflected not only on the main dependent measures, but also on many of the Postexperimental Questionnaire items of Experiment 2. The studies were designed to attempt to reduce the SCA factor on the Postexperimental Questionnaire, by explicitly informing subjects that their responses would be entirely confidential. In fact, the females were taken to a separate room to complete this Questionnaire alone. In any case, for the males, the SCA manipulation appeared consistently on measures throughout the study, and was apparently a stronger manipulation than in the female study. This makes sense, when considering the group pressure to conform in the male study, in contrast to the single confederate employed in the female study.

Having reviewed the findings according to the main hypotheses and additional predictions set out at the beginning, the following might be said in summary. Although there is good evidence to support main effect differences on the SG variable, and a few interesting SG and NA relationships, there is virtually no support for Mosher's differential sensitivity view of SG or for the present conflict

or two-factor view of SG. Therefore, neither Mosher's theory or the proposed theory appear useful in predicting the relationship between guilt and social censure cues. In what position does this leave the SG construct? An important basis of the SG construct to date has been its hypothesized interaction with social reinforcement cues. The early Mosher (1961, 1965a) studies based the construct on the notion that persons predisposed to guilt over sexuality would be more dependent on internal rather than external standards of moral conduct. Does the present evidence suggest that there really is no interactive relationship between the internal guilt construct and external reinforcement cues?

Although the main evidence seems to point in the affirmative, there are some findings on the Postexperimental Questionnaire for both males and females, which still suggests an SG x SCA interaction. Of particular concern was the item (number 18) on subjects response to erotic or pornographic material. The HSG subjects showed a significantly greater negative response when they had received the SC rather than the SA condition. The LSG subjects, however, showed no difference between the SC and SA conditions on this measure. The evidence is fairly convincing since this pattern appeared in both the male and female study. What is interesting, is the fact that this interaction is the exact opposite of what Mosher would predict. According to Mosher's

theory, HSG subjects should have been little influenced in their response to pornography whether in the SC or SA condition, since they are guided mainly by internal standards. In contrast, the LSG subjects should have been very influenced in their response to pornography depending on the social situation - with a more negative response under the SC than the SA condition. The obtained interaction may have been caused partly by an additive inhibitory effect of HSG and SC, and partly by the little evaluative shift of LSG subjects across SCA conditions. In other words, when HSG subjects, who already have a negative response to pornography, are put in a social situation in which others also have a negative response, this may significantly increase their negative evaluation. On the other hand, the SA condition may also have "liberalized" their stand somewhat. In contrast, LSG subjects seem to hold to their generally positive response to pornography regardless of whether others around them are Approving or Disapproving. Perhaps from this point of view, we might reverse Mosher's interpretation and say that LSG individuals are the ones who are more dependent on their internal liberal sexual standards than the external reinforcement cues of the moment. In contrast HSG individuals are more likely to alter their internalized conservative sexual standards depending on the social cues of a particular situation. Overall, however, the HSG students seem to be more conservative in their

sexual standards than LSG. It is interesting to note that even on the main WAT measure of the male study, the HSG males seemed to show greater change across SCA conditions than LSG. This, however, was clearly not a significant interaction effect.

It may be argued that the obtained interaction on the response to pornography item was simply due to some chance variation in assigning subjects to conditions at the beginning of the studies. This seems unlikely, however, since the interaction appeared in both studies. Also, in Experiment 2 there was an opportunity to obtain an evaluative measure towards the slides before the SCA variable was actually manipulated. Clearly, there was no SG x SCA interaction on this measure, making it unlikely that there were more conservative HSG males in the SC condition initially. Finally, as mentioned before there seems to be a definite indication, especially in Experiment 2, that the inhibitory effects of the SCA manipulation was operating not only for the main dependent measures, but also for the Postexperimental Items. The SG x SCA interaction on the response to pornography item, seems to be a real effect. Of course, there is some difference between this attitudinal or evaluative measure, and the measures of sexual inhibition used as the main dependent variable. Nevertheless, this post hoc finding does suggest possibilities for future research.

What is fairly certain from these studies, is that Mosher's differential sensitivity view of SG obtained originally with college males, does not seem to replicate for either college males or females, after the original studies were corrected for methodological flaws. Less certain, is whether there actually is no interaction between SG and external censure cues, or whether they interact in a manner quite different than originally suspected.

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APPENDICES

APPENDIX A

THE MOSHER FORCED-CHOICE GUILT INVENTORY

(MALE AND FEMALE FORMS)

THE MARLOWE-CROWNE SOCIAL DESIRABILITY SCALE

APPENDIX A

The Mosher Forced-Choice Guilt Inventory(MFCGI, Female Form)

This questionnaire consists of a number of pairs of statements or opinions which have been given by college women in response to the "Mosher Incomplete Sentences Tests": These women were asked to complete phrases such as "When I tell a lie" and "To kill in war" to make a sentence which expressed their real feelings about the stem. This questionnaire consists of the stems to which they responded and a pair of their responses which are lettered A and B.

You are to read the stem and the pair of completions and decide which you most agree with or which is most characteristic of you. Your choice, in each instance, should be in terms of what you believe how you feel, or how you would react, and not in terms of how you think you should believe, feel, or respond. This is not a test. There are no right or wrong answers. Your choices should be a description of your own personal beliefs, feelings or reactions.

In some instances you may discover that you believe both completions or neither completion to be characteristic of you. In such cases select the one you more strongly believe to be the case as far as you are concerned. Be sure to find an answer for every choice. Do not omit an item even though it is very difficult for you to decide, just select the more characteristic member of the pair.

Your answers are to be recorded on a separate answer sheet. If alternative A is more characteristic of you for a particular item blacken the space in the column under ^T1. If alternative B is more characteristic of you for a particular item blacken the space under the column headed _F2.

1. I punish myself.....
 - A. very infrequently.
 - B. when I do wrong and don't get caught.
2. If I killed someone in self-defense.....
 - A. I would be glad to be alive.
 - B. I would be a murderer.
3. Women who curse.....
 - A. usually want to bring attention to themselves.
 - B. in private are still ladies.
4. When anger builds inside me.....
 - A. I let people know how I feel.
 - B. I'm angry at myself.
- *5. If in the future I committed adultery.....
 - A. I hope I would be punished very deeply.
 - B. I hope I enjoy it.
6. Obscene literature.....
 - A. is all right if you like it.
 - B. ought to be completely abolished.
- *7. "Dirty" jokes in mixed company.....
 - A. do not bother me.
 - B. are something that make me very uncomfortable.
- *8. Masturbation.....
 - A. helps one feel eased and relaxed.
 - B. is wrong and will ruin you.
9. I detest myself for.....
 - A. nothing, I love life.
 - B. for my sins and failures.
- *10. Sex relations before marriage.....
 - A. should be permitted.
 - B. are wrong and immoral.
- *11. If in the future I committed adultery.....
 - A. I would be unworthy of my husband.
 - B. I would have a good reason.
12. I should have been punished for.....
 - A. many things I kept secret.
 - B. for very few things.
13. Capital punishment.....
 - A. is totally acceptable for capital crimes.
 - B. is wrong and should be stopped.

* Sex Guilt Items

- *14. If I committed a homosexual act.....
A. it would be my business.
B. it would show weakness in me.
15. When caught in the act.....
A. I make a fool of myself.
B. I try to get out of it the best I can.
16. After a childhood fight, I felt.....
A. guilty and ashamed.
B. that I had triumphed.
- *17. When I was a child, sex.....
A. was not talked about and was a feared word.
B. was fun to think about.
- *18. When I have sexual dreams.....
A. I sometimes wake up feeling excited.
B. I try to forget them.
19. When I was younger, fighting.....
A. didn't bother me.
B. never appealed to me.
20. Arguments leave me feeling.....
A. elated at winning.
B. depressed and disgusted.
- *21. "Dirty" jokes in mixed company.....
A. can be funny depending on the company.
B. are in bad taste.
22. Capital punishment.....
A. is a good deterrent to crime.
B. does not deter crime, so why keep it.
23. Obscene literature.....
A. makes interesting reading.
B. is for people with sick minds.
24. I detest myself for.....
A. nothing at present.
B. being so self-centered.
- *25. Petting.....
A. is an expression of affection which is satisfying.
B. I am sorry to say is becoming an accepted practice.
26. Unusual sex practices.....
A. are not so unusual.
B. don't interest me.

27. After a childhood fight, I felt.....
A. good if I won, bad otherwise.
B. hurt and alarmed.
28. If I hated my parents.....
A. I would need psychiatric help.
B. I would rebel at their every wish.
- *29. "Dirty" jokes in mixed company.....
A. disgust me.
B. do not bother me as long as they are just in fun.
- *30. If I had sex relations, I would feel.....
A. very dirty.
B. happy and satisfied.
- *31. Sex.....
A. is good and enjoyable.
B. should be saved for wedlock and childbearing.
32. After an outburst of anger.....
A. I usually feel quite a bit better.
B. I feel ridiculous and sorry that I showed my emotions.
33. I punish myself.....
A. when I make mistakes.
B. rarely.
34. After an argument.....
A. I feel proud in victory, understanding in defeat.
B. I wish that I hadn't argued.
35. A guilty conscience.....
A. does not bother me too much.
B. is worse than a sickness to me.
- *36. When I have sexual desires.....
A. I enjoy it like all healthy human beings.
B. I fight them for I must have complete control of my body.
- *37. Prostitution.....
A. makes me sick when I think about it.
B. needs to be understood.
38. After a childhood fight, I felt.....
A. that it was partly my fault.
B. much better, but made friends afterward.
- *39. Unusual sex practices.....
A. might be interesting.
B. are disgusting and revolting.

40. The idea of murder.....
A. is inconceivable to me.
B. understandable at times.
- *41. Sex relations before marriage.....
A. are disgusting and unnecessary.
B. are o.k. if both partners are in agreement.
- *42. Masturbation.....
A. is sickening.
B. is understandable in many cases.
43. One should not.....
A. say "one should not."
B. lose his temper.
- *44. If in the future I committed adultery.....
A. I would resolve not to commit the mistake again.
B. I would hope there would be no consequences.
- *45. Unusual sex practices.....
A. are all in how you look at it.
B. are unwise and lead only to trouble.
46. Obscene literature.....
A. helps people become sex perverts.
B. is fun to read once in a while.
47. Capital punishment.....
A. is the only thing some criminals can understand.
B. is legal murder; it is inhuman.
- *48. Petting.....
A. is just asking for trouble.
B. can lead to bigger and better things.
49. After an outburst of anger.....
A. my tensions are relieved.
B. I am jittery and all keyed up.
- *50. When I have sexual desires.....
A. I know it's only human, but I feel terrible.
B. I usually express them.
- *51. If I had sex relations, I would feel.....
A. guilty, sinful and bad.
B. happy if I loved the boy and he loved me.
52. I punish myself.....
A. for very few things.
B. by denying myself a privilege.

- *53. Masturbation.....
A. is stupid.
B. is a common thing in childhood.
54. Sin and failure.....
A. are the works of the devil.
B. do not depress me for long.
- *55. Unusual sex practices.....
A. are the business of those who carry them out and no one else's.
B. are dangerous to one's health and mental condition.
56. After an argument.....
A. I feel happy if I won or still stick to my own views if I lose.
B. I am disgusted that I let myself become involved.
- *57. Petting.....
A. is justified with love.
B. is not a good practice until after marriage.
58. After a childhood fight, I felt.....
A. like I was a hero.
B. as if I had done wrong.
- *59. When I have sexual desires.....
A. I try to go to sleep and forget them.
B. I become easily aroused.
60. I detest myself for.....
A. not always listening to those who know better.
B. very little.
- *61. If I had sex relations, I would feel.....
A. cheap and unfit for marriage.
B. warm and very good.
- *62. Sex relations before marriage.....
A. ruin many a happy couple.
B. might help the couple to understand each other and themselves.
63. I regret.....
A. the way I have behaved.
B. few things in my life.
- *64. Masturbation.....
A. is a normal outlet for sexual desires.
B. is wrong and a sin.
65. After an argument.....
A. if I have won, I feel great.
B. I am sorry for my actions.

- *66. Petting.....
A. depends on whom I'm with.
B. is against my better judgment but hard to resist for some.
67. After a fight, I felt.....
A. relieved.
B. it should have been avoided for nothing was accomplished.
- *68. Masturbation.....
A. is all right.
B. is a form of self destruction.
- *69. Unusual sex practices.....
A. are all right if both partners agree.
B. are awful and unthinkable.
- *70. If I committed a homosexual act.....
A. I would want to be punished.
B. I would be discreet.
- *71. When I have sexual desires.....
A. I attempt to repress them.
B. I sometimes think of past experiences.
- *72. If I had sex relations, I would feel.....
A. all right, I think.
B. I was being used not loved.
73. Arguments leave me feeling.....
A. that it was a waste of time.
B. as if I might have accomplished something.
74. Sin and failure.....
A. depress me more than any other acts.
B. are not necessarily related.
75. If I felt like murdering someone.....
A. I would be ashamed of myself.
B. it would be for a good reason.
- *76. Sex relations before marriage.....
A. are not good for anyone.
B. with the person I hope to marry is o.k.
77. After an outburst of anger.....
A. I feel much better.
B. I usually hate myself for being so silly.
- *78. "Dirty" jokes in mixed company.....
A. should be avoided.
B. are acceptable up to a point.

APPENDIX A (Cont.)

The Mosher Forced-Choice Guilt Inventory(MFCGI. Male Form)

This questionnaire consists of a number of pairs of statements or opinions which have been given by college men in response to the "Mosher Incomplete Sentences Test": These men were asked to complete phrases such as "When I tell a lie..." and "To kill in war..." to make a sentence which expressed their real feelings about the stem. This questionnaire consists of the stems to which they responded and a pair of their responses which are lettered A and B.

You are to read the stem and the pair of completions and decide which you most agree with or which is most characteristic of you. Your choice, in each instance, should be in terms of what you believe, how you feel, or how you would react, and not in terms of how you think you should believe, feel, or respond. This is not a test. There are no right or wrong answers. Your choices should be a description of your own personal beliefs, feelings, or reactions.

In some instances you may discover that you believe both completions or neither completion to be characteristic of you. In such cases select the one you more strongly believe to be the case as far as you are concerned. Be sure to find an answer for every choice. Do not omit an item even though it is very difficult for you to decide, just select the more characteristic member of the pair.

Your answers are to be recorded on a separate answer sheet. If alternative A is more characteristic of you for a particular item blacken the space in the column under ^T1. If alternative B is more characteristic of you for a particular item blacken the space under the column headed ^F2.

1. When I tell a lie.....
 - A. it hurts.
 - B. I make it a good one.
2. To kill in war.....
 - A. is a job to be done.
 - B. is a shame but sometimes a necessity.
3. Women who curse.....
 - A. are normal.
 - B. make me sick.
4. When anger builds inside me.....
 - A. I usually explode.
 - B. I keep my mouth shut.
5. If I killed someone in self-definse, I.....
 - A. would feel no anguish.
 - B. think it would trouble me the rest of my life.
6. I punish myself.....
 - A. for the evil I do.
 - B. very seldom for other people do it for me.
- *7. If in the future I committed adultery.....
 - A. I won't feel bad about it.
 - B. it would be sinful.
8. Obscene literature.....
 - A. is a sinful and corrupt business.
 - B. is fascinating reading.
- *9. "Dirty" jokes in mixed company.....
 - A. are common in our town.
 - B. should be avoided.
- *10. As a child, sex play.....
 - A. never entered my mind.
 - B. is quite wide spread.
11. I detest myself for.....
 - A. my sins and failures.
 - B. for not having more exciting sexual experiences.
- *12. Sex relations before marriage.....
 - A. ruin many a happy couple.
 - B. are good in my opinion.
- *13. If in the future I committed adultery.....
 - A. I wouldn't tell anyone.
 - B. I would probably feel bad about it.

* Sex Guilt Items

- *14. When I have sexual desires.....
A. I usually try to curb them.
B. I generally satisfy them.
15. If I killed someone in self-defense, I.....
A. wouldn't enjoy it.
B. I'd be glad to be alive.
- *16. Unusual sex practices.....
A. might be interesting.
B. don't interest me.
17. If I felt like murdering someone.....
A. I would be ashamed of myself.
B. I would try to commit the perfect crime.
18. If I hated my parents.....
A. I would hate myself.
B. I would rebel at their every wish.
19. After an outburst of anger.....
A. I usually feel quite a bit better.
B. I am sorry and say so.
20. I punish myself.....
A. never.
B. by feeling nervous and depressed.
- *21. Prostitution.....
A. is a must.
B. breeds only evil.
22. If I killed someone in self-defense, I.....
A. would still be troubled by my conscience.
B. would consider myself lucky.
23. When I tell a lie.....
A. I'm angry with myself.
B. I mix it with truth and serve it like a Martini.
- *24. As a child, sex play.....
A. is not good for mental and emotional well being.
B. is natural and innocent.
25. When someone swears at me.....
A. I swear back.
B. it usually bothers me even if I don't show it.
26. When I was younger, fighting.....
A. was always a thrill.
B. disgusted me.

- *27. As a child, sex play.....
A. was a big taboo and I was deathly afraid of it.
B. was common without guilt feelings.
28. After an argument.....
A. I feel mean.
B. I am sorry for my actions.
- *29. "Dirty" jokes in mixed company.....
A. are not proper.
B. are exciting and amusing.
- *30. Unusual sex practices.....
A. are awful and unthinkable.
B. are not so unusual to me.
- *31. When I have sex dreams.....
A. I cannot remember them in the morning.
B. I wake up happy.
32. When I was younger, fighting.....
A. never appealed to me.
B. was fun and frequent.
33. One should not.....
A. knowingly sin.
B. try to follow absolutes.
34. To kill in war.....
A. is good and meritable.
B. would be sickening to me.
35. I detest myself for.....
A. nothing, I love life.
B. not being more nearly perfect.
- *36. "Dirty" jokes in mixed company.....
A. are lots of fun.
B. are coarse to say the least.
- *37. Petting.....
A. is something that should be controlled.
B. is a form of education.
38. After an argument.....
A. I usually feel better.
B. I am disgusted that I allowed myself to become involved.
39. Obscene literature.....
A. should be freely published.
B. helps people become sexual perverts.

40. I regret.....
A. my sexual experiences.
B. nothing I've ever done.
41. A guilty conscience.....
A. does not bother me too much.
B. is worse than a sickness to me.
42. If I felt like murdering someone.....
A. it would be for good reason.
B. I'd think I was crazy.
43. Arguments leave me feeling.....
A. that it was a waste of time.
B. smarter.
44. After a childhood fight, I felt.....
A. miserable and made up afterwards.
B. like a hero.
45. When anger builds inside me.....
A. I do my best to suppress it.
B. I have to blow off some steam.
- *46. Unusual sex practices.....
A. are O.K. as long as they're heterosexual.
B. usually aren't pleasurable because you have preconceived feelings about their being wrong.
47. I regret.....
A. getting caught, but nothing else.
B. all of my sins.
48. When I tell a lie.....
A. my conscience bothers me.
B. I wonder whether I'll get away with it.
- *49. Sex relations before marriage.....
A. are practiced too much to be wrong.
B. in my opinion, should not be practiced.
- *50. As a child, sex play.....
A. is dangerous.
B. is not harmful but does create sexual pleasure.
51. When caught in the act.....
A. I try to bluff my way out.
B. truth is the best policy.
- *52. As a child, sex play.....
A. was indulged in.
B. is immature and ridiculous.

53. When I tell a lie.....
A. it is an exception or rather an odd occurrence.
B. I tell a lie.
54. If I hated my parents.....
A. I would be wrong, foolish, and feel guilty.
B. they would know it that's for sure!
55. If I robbed a bank.....
A. I would give up I suppose.
B. I probably would get away with it.
56. Arguments leave me feeling.....
A. proud, they certainly are worthwhile.
B. depressed and disgusted.
- *57. When I have sexual desires.....
A. they are quite strong.
B. I attempt to repress them.
58. Sin and failure.....
A. are two situations we try to avoid.
B. do not depress me for long.
- *59. Sex relations before marriage.....
A. help people to adjust.
B. should not be recommended.
60. When anger builds inside me.....
A. I feel like killing somebody.
B. I get sick.
61. If I robbed a bank.....
A. I would live like a king.
B. I should get caught.
- *62. Masturbation.....
A. is a habit that should be controlled.
B. is very common.
63. After an argument.....
A. I feel proud in victory and understanding in defeat.
B. I am sorry and see no reason to stay mad.
64. Sin and failure.....
A. are the works of the Devil.
B. have not bothered me yet.
- *65. If I committed a homosexual act.....
A. it would be my business.
B. it would show weakness in me.

66. When anger builds inside me.....
A. I always express it.
B. I usually take it out on myself.
- *67. Prostitution.....
A. is a sign of moral decay in society.
B. is acceptable and needed by some people.
68. Capital punishment.....
A. should be abolished.
B. is a necessity.
- *69. Sex relations before marriage.....
A. are O.K. if both partners are in agreement.
B. are dangerous.
70. I tried to make amends.....
A. for all my misdeeds, but I can't forget them.
B. but not if I could help it.
71. After a childhood fight, I felt.....
A. sorry.
B. mad and irritable.
72. I detest myself for.....
A. nothing, and only rarely dislike myself.
B. thoughts I sometimes have.
73. Arguments leave me feeling.....
A. satisfied usually.
B. exhausted.
- *74. Masturbation.....
A. is all right.
B. should not be practiced.
75. After an argument.....
A. I usually feel good if I won.
B. it is best to apologize to clear the air.
76. I hate.....
A. sin.
B. moralists and "do gooders."
- *77. Sex.....
A. is a beautiful gift of God not to be cheapened.
B. is good and enjoyable.
78. Capital punishment.....
A. is not used often enough.
B. is legal murder, it is inhuman.
- *79. Prostitution.....
A. should be legalized.
B. cannot really afford enjoyment.

The Marlowe-Crowne Social Desirability Scale (M-C SDS)

Listed below are a number of statements concerning attitudes and traits. Read each item and decide whether the statement is true or false as it pertains to you personally.

1. Before voting I thoroughly investigate the qualifications of all the candidates. (T)
2. I never hesitate to go out of my way to help someone in trouble. (T)
3. It is sometimes hard for me to go on with my work if I am not encouraged. (F)
4. I have never intensely disliked anyone. (T)
5. On occasion I have had doubts about my ability to succeed in life. (F)
6. I sometimes feel resentful when I don't get my way. (F)
7. I am always careful about my manner of dress. (T)
8. My table manners at home are as good as when I eat out in a restaurant. (T)
9. If I could get into a movie without paying and be sure I was not seen I would probably do it. (F)
10. On a few occasions, I have given up doing something because I thought too little of my ability. (F)
11. I like to gossip at times. (F)
12. There have been times when I felt like rebelling against people in authority even though I knew they were right. (F)

13. No matter who I'm talking to, I'm always a good listener. (T)
14. I can remember "playing sick" to get out of something. (F)
15. There have been occasions when I took advantage of someone. (F)
16. I'm always willing to admit it when I make a mistake. (T)
17. I always try to practice what I preach. (T)
18. I don't find it particularly difficult to get along with loud mouthed, obnoxious people. (T)
19. I sometimes try to get even rather than forgive and forget. (F)
20. When I don't know something I don't at all mind admitting it. (T)
21. I am always courteous, even to people who are disagreeable. (T)
22. At times I have really insisted on having things my own way. (F)
23. There have been occasions when I felt like smashing things. (F)
24. I would never think of letting someone else be punished for my wrongdoings. (T)
25. I never resent being asked to return a favor. (T)
26. I have never been irked when people expressed ideas very different from my own. (T)

27. I never make a long trip without checking the safety of my car. (T)
28. There have been times when I was quite jealous of the good fortune of others. (F)
29. I have almost never felt the urge to tell someone off. (T)
30. I am sometimes irritated by people who ask favors of me. (F)
31. I have never felt that I was punished without cause. (T)
32. I sometimes think when people have a misfortune they only got what they deserved. (F)
33. I have never deliberately said something that hurt someone's feelings. (T)

APPENDIX B
ADDITIONAL TABLES A to E

APPENDIX B

TABLE A

Subject Preselection Process: Number of Subjects Initially Contacted and Cancellation Rate in each S-Type Group for Experiments 1 (Female) and 2 (Male).

Group	Number of Available Subjects		Refused on the Phone		Withdrew Before the Study		Didn't Show for One Appointment		Didn't Show for Two or More Appointments		Withdrew at Beginning of Study		Withdrew During Study		Total Cancellations	
	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female
HSG-HNA	67	54	3	11	0	1	0	1	0	0	0	1	0	0	3	14
HSG-LNA	52	46	1	10	0	2	2	1	0	2	0	1	0	2	3	18
LSG-HNA	42	50	1	7	1	2	1	1	1	0	0	1	0	0	4	11
LSG-LNA	75	64	1	7	0	4	2	0	0	0	0	0	0	0	3	11
TOTAL	236	214	6	35	1	9	5	3	1	2	0	3	0	2	13	54

APPENDIX B (Cont.)

TABLE B

Summary of Analysis of Variance of Sex Guilt Scores as a Function of Sex Guilt (SG), Need for Approval (NA), and Social Censure-Approval (SCA) for Experiments 1 (Females) and 2 (Males).

Source	df		MS		F	
	<u>Female</u>	<u>Male</u>	<u>Female</u>	<u>Male</u>	<u>Female</u>	<u>Male</u>
SG	1	1	68481.94	45864.25	439.58*	390.69*
NA	1	1	459.03	1.20	2.95	0.01
SG x NA	1	1	349.82	67.47	2.25	0.57
SCA	1	1	107.83	12.02	0.69	0.10
SG x SCA	1	1	83.09	1.16	0.53	0.01
NA x SCA	1	1	101.46	7.49	0.65	0.06
SG x NA x SCA	1	1	476.68	0.24	3.06	0.00
ERROR	110	112	155.78	117.39		
TOTAL	117	119				

*p < .0001

APPENDIX B (Cont.)

TABLE C

Summary of Analysis of Variance of Need for Approval Scores as a Function of Sex Guilt (SG), Need for Approval (NA), and Social Censure-Approval (SCA) for Experiments 1 (Females) and 2 (Males).

Source	df		MS		F	
	<u>Female</u>	<u>Male</u>	<u>Female</u>	<u>Male</u>	<u>Female</u>	<u>Male</u>
SG	1	1	17.34	1.01	2.11	0.15
NA	1	1	2890.47	3111.00	351.20*	459.58*
SG x NA	1	1	18.86	0.08	2.29	0.01
SCA	1	1	1.17	3.67	0.14	0.54
SG x SCA	1	1	7.38	8.01	0.90	1.18
NA x SCA	1	1	0.30	3.02	0.04	0.45
SG x NA x SCA	1	1	18.86	1.40	2.29	0.21
ERROR	110	112	8.23	6.77		
TOTAL	117	119				

* $p < .0001$

APPENDIX B (Cont.)

TABLE D

Summary of Analysis of Variance of Scores on the SCA Manipulation Check Continuum as a Function of Sex Guilt (SG), Need for Approval (NA) and Social Censure-Approval (SCA) for Experiment 1 (Females).

<u>Source</u>	<u>df</u>	<u>MS</u>	<u>F</u>
SG	1	0.00	0.00
NA	1	0.75	0.68
SG x NA	1	0.75	0.68
SCA	1	766.58	697.06*
SG x SCA	1	0.31	0.28
NA x SCA	1	0.54	0.49
SG x NA x SCA	1	0.0	0.0
ERROR	110	1.10	
TOTAL	117		

* $p < .0001$

APPENDIX B (Cont.)

TABLE E

Summary of Analysis of Variance of Scores on the SCA Person Perception Ratings Form as a Function of Sex Guilt (SG), Need for Approval (NA) and Social Censure-Approval (SCA) for Experiment 2 (Males).

<u>Source</u>	<u>df</u>	<u>MS</u>	<u>F</u>
SG	1	0.48	0.90
NA	1	0.46	0.85
SG x NA	1	0.08	0.16
SCA	1	233.52	434.43**
SG x SCA	1	2.82	5.25*
NA x SCA	1	0.80	1.49
SG x NA x SCA	1	1.05	1.95
ERROR	112	0.54	
TOTAL	119		

* $p < .02$

** $p < .0001$

APPENDIX C
WAT FAMILIARITY FORM
PERCEIVED GUILT INDEX (PGI)

APPENDIX C.

WAT FAMILIARITY FORM

Put a check mark beside those words, which in slang usage, have a sexual implication or meaning:

- | | |
|-------------|---------------|
| 1. Light | 26. Queer* |
| 2. Chair | 27. Spider |
| 3. Snatch* | 28. Wiener* |
| 4. Tobacco | 29. Tail* |
| 5. Rubber* | 30. Butterfly |
| 6. Table | 31. Soldier |
| 7. Broad* | 32. Piece* |
| 8. Health | 33. Pet* |
| 9. Bust* | 34. Hump* |
| 10. Ocean | 35. Tool* |
| 11. Nuts* | 36. Suck* |
| 12. Park* | 37. Bang* |
| 13. Prick* | 38. Period* |
| 14. Salt | 39. Stove |
| 15. Make* | 40. Ass* |
| 16. Street | 41. City |
| 17. Crack* | 42. Balls* |
| 18. Screw* | 43. Cherry* |
| 19. Bitter | 44. River |
| 20. Cabbage | 45. Jugs* |
| 21. Blow* | 46. Eagle |
| 22. Carpet | 47. Pussy* |
| 23. Cock* | 48. Box* |
| 24. Mount* | 49. Sour |
| 25. Lamp | 50. Lay* |

*double entendres

APPENDIX C (Cont.)

The Perceived Guilt Index (PGI)

INSTRUCTIONS: Below is a list of words and phrases people use to describe how they feel at different times. Please check the word or phrase which best describes the way you feel AT THIS MOMENT. So that you will become familiar with the general range of feeling that they cover or represent, carefully read the entire list before making your selection. Again, check only ONE word or phrase, that which best describes the way you feel AT THIS MOMENT.

- ____ REPROACHABLE (6.8)*
- ____ INNOCENT (1.1)
- ____ PENT UP (4.3)
- ____ DISGRACEFUL (9.4)
- ____ UNDISTURBED (2.0)
- ____ MARRED (7.8)
- ____ CHAGRINED (5.9)
- ____ RESTRAINED (3.4)
- ____ DEGRADED (8.6)
- ____ FRETFUL (5.3)
- ____ UNFORGIVABLE (10.4)

* Scoring Weights

APPENDIX D

THE POSTEXPERIMENTAL QUESTIONNAIRE

APPENDIX D

THE POSTEXPERIMENTAL QUESTIONNAIRE

175

SEXUAL EXPERIENCES

1. AT WHAT AGE DID YOU BEGIN DATING?

- 1) UNDER 11
- 2) 11 - 12
- 3) 13 - 14
- 4) 15 - 16
- 5) 17 OR MORE

2. HOW MANY TIMES HAVE YOU GONE STEADY?

- 1) NEVER
- 2) ONCE
- 3) TWICE
- 4) THREE TIMES
- 5) FOUR OR MORE TIMES

3. HOW MANY TIMES HAVE YOU BEEN IN LOVE?

- 1) NEVER
- 2) ONCE
- 3) TWICE
- 4) THREE TIMES
- 5) FOUR OR MORE TIMES

4. HOW MANY DATES DO YOU HAVE DURING AN AVERAGE WEEK?

- 1) NONE
- 2) ONE
- 3) TWO
- 4) THREE
- 5) FOUR OR MORE

LISTED BELOW ARE VARIOUS HETEROSEXUAL PRACTICES. FOR EACH ITEM, PLACE A CHECKMARK (✓) UNDER "YES" IF YOU HAVE ENGAGED IN THAT PRACTICE WITH A PERSON OF THE OPPOSITE SEX. PLACE A CHECKMARK (✓) UNDER "NO" IF YOU HAVE NOT ENGAGED IN THAT PRACTICE.

PRACTICE	YES	NO
5. KISSING WITH TONGUE CONTACT	_____	_____
6. MALE MANIPULATING NUDE FEMALE BREAST WITH HIS HANDS	_____	_____
7. MALE KISSING NIPPLES OF NUDE FEMALE BREAST	_____	_____
8. MALE MANIPULATING FEMALE SEX ORGANS (GENITALS) WITH HIS HANDS	_____	_____
9. MUTUAL MANUAL MANIPULATION OF GENITALS	_____	_____
10. HETEROSEXUAL INTERCOURSE	_____	_____
11. HETEROSEXUAL INTERCOURSE: FEMALE FACING AWAY FROM MALE	_____	_____
12. WITH HOW MANY PERSONS HAVE YOU ENGAGED IN PREMARITAL PETTING?		
_____ 1) NONE		
_____ 2) ONE		
_____ 3) TWO		
_____ 4) THREE		
_____ 5) FOUR		
_____ 6) FIVE		
_____ 7) SIX OR MORE		
13. PREMARITALLY, WITH HOW MANY PEOPLE HAVE YOU ENGAGED IN FULL SEXUAL RELATIONS?		
_____ 1) NONE		
_____ 2) ONE		
_____ 3) TWO		
_____ 4) THREE		
_____ 5) FOUR		
_____ 6) FIVE		
_____ 7) SIX OR MORE		

APPENDIX D (Cont.)

14. PREMARITALLY, AT WHAT AGE DID YOU FIRST ENGAGE IN FULL SEXUAL RELATIONS?

- _____ 1) 15 OR UNDER
- _____ 2) 16 - 17
- _____ 3) 18 - 19
- _____ 4) 20 - 21
- _____ 5) 22 OR OVER
- _____ 6) I HAVEN'T YET EXPERIENCED PREMARITAL INTERCOURSE

15. OF THE NUMBER OF TIMES YOU HAVE ENGAGED IN PREMARITAL INTERCOURSE, WHAT PROPORTION OF THE TIME DID YOU AND/OR YOUR PARTNER USE SOME CONTRACEPTIVE METHOD (OTHER THAN RHYTHM OR WITHDRAWAL)?

- _____ 1) 0% OF THE TIME (NEVER)
- _____ 2) 1% - 20% OF THE TIME
- _____ 3) 21% - 40% OF THE TIME
- _____ 4) 61% - 80% OF THE TIME
- _____ 5) 81% - 99% OF THE TIME
- _____ 6) 100% OF THE TIME (ALWAYS)
- _____ 7) I HAVEN'T YET EXPERIENCED PREMARITAL INTERCOURSE

16. HAVE ANY OF THE FOLLOWING PREVENTED YOU FROM FREELY EXPRESSING YOUR SEXUALITY? (YOU MAY CHECK MORE THAN ONE)

- _____ 1) FEAR OR PREGNANCY
- _____ 2) FEAR OF DISEASE
- _____ 3) SOCIAL DISAPPROVAL
- _____ 4) GUILT FEELINGS
- _____ 5) RELIGIOUS OR OTHER MORAL TRAINING
- _____ 6) OTHER (SPECIFY)

17. HAVE YOU VOLUNTARILY OBTAINED OR SEEN EROTIC OR PORNOGRAPHIC BOOKS, MOVIES, MAGAZINES, ETC.?

- _____ 1) FREQUENTLY
- _____ 2) A FEW TIMES
- _____ 3) ONCE OR TWICE
- _____ 4) NO, BUT I WOULD LIKE TO
- _____ 5) NOT INTERESTED
- _____ 6) NEVER WOULD

18. WHAT IS YOUR RESPONSE TO EROTIC OR PORNOGRAPHIC MATERIAL?

- _____ 1) GREATLY AROUSED
- _____ 2) AROUSED OCCASIONALLY
- _____ 3) NO REACTION
- _____ 4) MIXED AROUSAL AND DISGUST
- _____ 5) USUALLY DISGUSTED
- _____ 6) AVOID IT

19. HOW WOULD YOU RATE YOUR OWN SEXUAL ATTITUDES AS COMPARED TO THOSE OF THE AVERAGE PERSON?

- _____ 1) VERY LIBERAL
- _____ 2) SOMEWHAT LIBERAL
- _____ 3) MODERATE
- _____ 4) SOMEWHAT CONSERVATIVE
- _____ 5) VERY CONSERVATIVE

DEMOGRAPHIC AND BACKGROUND INFORMATION

20. HOW MANY YEARS OF SCHOOL DID YOUR FATHER FINISH?

- _____ 1) 0 - 6 YEARS (I.E., GRADE SCHOOL)
- _____ 2) 7 - 9 YEARS (I.E., JUNIOR HIGH SCHOOL)
- _____ 3) 10 - 12 YEARS (I.E., HIGH SCHOOL)
- _____ 4) 13 - 14 YEARS (I.E., SOME COLLEGE)
- _____ 5) 15 or 16 YEARS (I.E., GRADUATED FROM COLLEGE)
- _____ 6) GRADUATE STUDY

21. IF YOU WERE ASKED TO DESCRIBE YOUR PARENTS' SOCIAL CLASS, TO WHICH CLASS WOULD YOU SAY THEY BELONGED?

- _____ 1) LOWER CLASS
- _____ 2) LOWER MIDDLE CLASS
- _____ 3) MIDDLE CLASS
- _____ 4) UPPER MIDDLE CLASS
- _____ 5) UPPER CLASS

22. IN TERMS OF POPULATION, APPROXIMATELY HOW MANY PEOPLE WERE THERE IN THE COMMUNITY WHERE YOU SPENT THE MOST TIME WHILE YOU WERE GROWING UP?

- | | |
|--------------------------|----------------------------|
| _____ 1) 0 - 999 | _____ 5) 25,000 - 49,999 |
| _____ 2) 1000 - 2499 | _____ 6) 50,000 - 249,999 |
| _____ 3) 2500 - 9999 | _____ 7) 250,000 - 750,000 |
| _____ 4) 10,000 - 24,999 | _____ 8) OVER 750,000 |

23. WHILE YOU WERE GROWING UP, HOW MUCH OF THE TIME DID YOUR MOTHER WORK OUTSIDE OF THE HOME?

- _____ 1) PARTLY OR NEVER
- _____ 2) SOME OF THE TIME
- _____ 3) MOST OF THE TIME

24. WHAT IS (WAS) YOUR MAJOR OR FACULTY?

- _____ 1) ARTS
- _____ 2) SCIENCE AND ENGINEERING
- _____ 3) SOCIAL WORK
- _____ 4) EDUCATION
- _____ 5) OTHER (SPECIFY)

25. WHICH YEAR OF COLLEGE ARE YOU IN?

- _____ 1) FIRST
- _____ 2) SECOND
- _____ 3) THIRD
- _____ 4) HONORS (FOURTH)
- _____ 5) OTHER (SPECIFY)

26. WHAT IS YOUR RELIGIOUS PREFERENCE?

- _____ 1) ROMAN CATHOLIC
- _____ 2) EASTERN ORTHODOX OR UKRAINIAN CATHOLIC
- _____ 3) ANGLICAN
- _____ 4) PROTESTANT
- _____ 5) JEWISH
- _____ 6) NONE
- _____ 7) OTHER (SPECIFY)

APPENDIX D (Cont.)

27. DO YOU CLASSIFY YOURSELF AS RELIGIOUSLY DEVOUT, MODERATELY DEVOUT, SLIGHTLY DEVOUT, OR NOT AT ALL DEVOUT?

- _____ 1) DEVOUT
_____ 2) MODERATELY DEVOUT
_____ 3) SLIGHTLY DEVOUT
_____ 4) NOT AT ALL DEVOUT

28. WHAT IS YOUR DATING STATUS?

- _____ 1) SINGLE AND NOT DATING
_____ 2) SINGLE AND CASUALLY DATING
_____ 3) SINGLE AND GOING STEADY
_____ 4) ENGAGED
_____ 5) SINGLE AND LIVING WITH A GIRL FRIEND^a

GENERAL INFORMATION CONCERNING YOUR IMPRESSION OF THIS STUDY

29. IF YOU HAD A CHANCE TO VOLUNTEER FOR A SIMILAR STUDY IN THE FUTURE, WOULD YOU VOLUNTEER? (THIS IS A HYPOTHETICAL QUESTION.)

_____ YES _____ NO

30. ANY COMMENTS ABOUT THE STUDY?

^a For females substitute BOYFRIEND

APPENDIX E
THE EROTIC LITERARY PASSAGE
THE SCA EVALUATIONS

PREVIOUSLY COPYRIGHTED MATERIAL,
LEAVES 182-185, APPENDIX E,
NOT MICROFILMED.

Willingham, Calder. Eternal Fire. Excerpt from
Chapter 72.

APPENDIX E

THE EROTIC LITERARY PASSAGE^a

Half an hour later, after many repeated passionate kisses, Laurie Mae lay with her fingers locked behind her head, sighing and breathing heavily as Harry's hands caressed her breasts. It excited her so much her brain hardly could work at all.

But a few dim thoughts filtered through, and even a trace of guilt. She had promised herself she would not allow this to happen. To kiss him a few times was bad; this was terrible. She really had not intended to go so far. However, it had happened by degrees. First, his hand had touched her over the bra. Then his fingers had slipped into the bra and on her breast. The next thing, one of her breasts was out. The bra was binding her and it was in the way. Laurie Mae herself unhooked it and pulled it over her shoulders.

Hands on her girlish breasts, Harry stared down at her in the moonlight, which now shone more directly into their little nest of fluffy cotton. "Look, honey," he said in a gentle voice, "this isn't smart. It'll just get us both all wrought up. You've helped me in my trouble and I'd never forgive myself if I did anything to hurt you. Why don't you put your bra back on and your dress too? This isn't any good. Really it isn't."

"I know," she whispered, "I know it isn't."

Harry lifted one hand from her body and ran his fingers through his hair. The other hand remained on her breast in a protecting manner. Her skin was wet with perspiration and soft as living velvet. Harry smiled and touched with his fingertip the nipple on her right breast. "You're a beautiful little thing," he said, "but I really don't want to hurt you. That boy would die if he knew I was touching you like this."

"I know, I know," she said. "It's awful of me."

Gently, and in an idle manner, Harry pinched the nipple between his thumb and forefinger, making it stand erect in the pretty pink circle that surrounded it. She sighed heavily. That excited her. The nipples were extremely sensitive. Harry took her damp, sweaty little hand and squeezed it. "Honey," he suggested, "why don't you put on your bra and dress, and let's just sit and talk?"

^a From Chapter 72 of the novel Eternal Fire by Calder Willingham (1963).

APPENDIX E (Cont.)

Laurie Mae wet her lips and swallowed. "I will in a minute," she replied.

"I guess I'm not helping much," said Harry. He moved his fingertips lightly over her right breast, a perfect and beautiful little cupcake, and not so little either, then he paid his compliments to the left. Laurie Mae shut her eyes, white teeth printed in her lower lip. "You have beautiful breasts, honey," said Harry. "Just beautiful."

She murmured something in an indistinct voice. At first Harry didn't understand her, then he realized she had said, "Small."

"Oh, no," he laughed. "Not small, honey. Just right. Beautiful. And such pretty little nipples, too. You don't know how beautiful you are."

Laurie Mae sighed heavily. "I better get up," she said in a hoarse voice. "This is getting me too upset, I really better put on my clothes."

"Well, I think so," said Harry.

However, Laurie Mae did not get up and put on her clothes. She continued to lie there, while Harry caressed her. Soon the kissing resumed. Arms tightly around his neck, the girlish breasts he admired flat against his naked chest, she kissed him passionately on and on in the night. As it continued, she became more and more wildly aroused. The sensations she felt were becoming intolerable.

Half an hour later, Harry's hand was between her thighs and her panties were halfway to her knees. She, not Harry, had pulled them down. Twisting and raising her pelvis, she gripped his shoulders with a strength that was surprising. It was an elementary thing. When her breathing began to quicken, the right hand would be still and the left hand would smooth the hair from her sweating forehead; then, when her breathing slowed, the same process over again. Ten minutes of this and any notion she might have had of her whereabouts was practically gone.

"Listen, honey," said Harry in a worried tone. "We've got to stop this. I told you before, I don't want to hurt you. It's hard for me to leave you alone, but we've got to stop it. You don't want to lose that boy, do you?"

"No, no, I don't," she answered.

Gently, Harry said, "I can't sleep with you, honey. I couldn't get you pregnant and the boy would never know, but you'd feel guilty. This is all my fault. I shouldn't have got you aroused."

APPENDIX E (Cont.)

Breathing hard, Laurie Mae replied, "No . . . it's my fault. You aren't to blame."

During this conversation, Harry's finger was in her body. Now he put two fingers into her, and then three. She gave a little gasp, and he said, "You know, you don't have a hymen. Most virgins have a trace of one, anyhow. But that's lucky for you. Sleeping with a man wouldn't hurt you."

"Oh, don't," she said weakly, "that *does* hurt!"

"It's only the pressure," said Harry gently. Pushing his hand as far forward as possible, he felt with the tips of his fingers the cherry-like mouth of her womb.

"Oh!" she gasped. "Oh, that hurts, please don't!"

Harry took his fingers out of her and patted her on the leg. In a gentle and sympathetic voice he said, "Well, I can't sleep with you. I just can't do it. That's out. But I can help you and make it easier for you."

Laurie Mae, who thought she knew all about sex, didn't have the faintest inkling of how Harry intended to make it easier for her. The only thought in her mind was relief that he had taken his hand away. It was true the fingers had been slightly painful, but worse than that by far was the unbelievably exciting effect upon her. She had never known it was possible to feel so passionate. Thankful he wasn't doing that any more, she relaxed as Harry put his hands on her hipbones and rested his cheek on her stomach. The thing he had done, she believed, was the ultimate. Nothing could possibly be more exciting than that.

She was wrong. A moment later, she gasped and threw back her head. She didn't realize it then, because at that moment she was incapable of reflection, but there were things under the sun of which she had never heard. In the realm of rustling sheets and nighttime sighs, she was a little child. True to his word as a gallant knight, Harry was helping her with a gentle and tender courtliness. Strangely enough, his attentions did not have the effect of calming her down. On the contrary, he aroused her to the point where she literally did not know what she was doing. Ten minutes later, Harry looked into her eyes in the dim moonlight and whispered:

"Do you *really* want me to?"

"Yes!" she said. "Yes, I do!"

Harry paused. The moment was so delightful he couldn't bring

APPENDIX E (Cont.)

himself to end it, although heaven knows he'd never wanted a woman so badly in his life. "Will it bother you later?" he asked. "Are you completely sure?"

"Oh, please!" she said in a strangled voice. Again she raised her hips, blindly searching for him. The sweet moment had come. Harry tilted on one hand, and then, calmly and without difficulty, he penetrated her virginal body. "Oh-h-h-h!" she gasped. "Oh, God!"

Hands on her shoulders, Harry gazed with his silver-gray eyes at her distorted face. Smiling, he began to make love to her, the sound of her gasping and panting breath like music in his ears. After a while he paused. Immobile upon her writhing body, he gently inquired: "Do you love me?"

"Oh, yes! Yes, I love you! Oh, Harry, yes I love you!"

As with slow thrusts he resumed the act of generation, a feeling of real tenderness swept through Harry. Once again, the emotion of love briefly warmed the icy wasteland of his soul. Winding his arms tightly around her, he embraced her slender body in rapture and delight. "My little darling!" he cried. "My beautiful angel!"

Beyond a doubt, it was his greatest score.

APPENDIX E (Cont.)

THE SCA EVALUATIONS (Prerecorded)

The Social Approval (SA) Evaluation

I think that's a great story. Literature like that turns me on. There has been some talk in the news in the last few months about the open display of erotic literature on the newstands. I agree with those who feel that erotic literature can be educational and is a good outlet for sexual feelings. I mean this particular passage is an example of some good writing which is certainly entertaining. That's my opinion.

The Social Censure (SC) Evaluation

I think that's a disgusting story. Literature like that turns me off. There has been some talk in the news in the last few months about the open display of erotic literature on the newstands. I agree with those who feel that erotic literature provides little educational value and is morally degrading. I mean this particular passage is an example of some cheap writing which is certainly not entertaining. That's my opinion.

APPENDIX F

THE SLIDE RATINGS FORM

(The SC and SA Set)

THE PERSON PERCEPTION FORM

SLIDE RATINGSThe Social Censure Set (Form 1)^a

For each of the continua or scales below, rate how you are feeling about the slides you have just seen. Make your rating by circling one of the numbers for each continuum.

APPEALING 1 2 3 4 5 DISGUSTING

HEALTHY 1 2 3 4 5 PERVERTED

TURNS ME ON 1 2 3 4 5 TURNS ME OFF

MORAL 1 2 3 4 5 IMMORAL

PLEASURABLE 1 2 3 4 5 SICKENING

EDUCATIVE 1 2 3 4 5 BACKWARD

Now write down one word or phrase which best sums up your feelings toward the slides. This can be any word or phrase of your choosing.

Shouldn't be shown

^a This set of ratings (Forms 1, 2, and 3) are an example of the feedback given to Subject Number 1, under the SC experimental condition. The Subject Numbers in the upper right hand corner are arranged accordingly for the other three subjects.

SLIDE RATINGS

The Social Censure Set (Form 2)

For each of the continua or scales below, rate how you are feeling about the slides you have just seen. Make your rating by circling one of the numbers for each continuum.

APPEALING	1	2	3	4	5	DISGUSTING
HEALTHY	1	2	3	4	5	PERVERTED
URNS ME ON	1	2	3	4	5	URNS ME OFF
MORAL	1	2	3	4	5	IMMORAL
PLEASURABLE	1	2	3	4	5	SICKENING
EDUCATIVE	1	2	3	4	5	BACKWARD

Now write down one word or phrase which best sums up your feelings toward the slides. This can be any word or phrase of your choosing.

Garbage

SLIDE RATINGS

The Social Censure Set (Form 3)

For each of the continua or scales below, rate how you are feeling about the slides you have just seen. Make your rating by circling one of the numbers for each continuum.

APPEALING 1 2 3 4 5 DISGUSTING

HEALTHY 1 2 3 4 5 PERVERTED

TURNS ME ON 1 2 3 4 5 TURNS ME OFF

MORAL 1 2 3 4 5 IMMORAL

PLEASURABLE 1 2 3 4 5 SICKENING

EDUCATIVE 1 2 3 4 5 BACKWARD

Now write down one word or phrase which best sums up your feelings toward the slides. This can be any word or phrase of your choosing.

Didn't enjoy them

SLIDE RATINGSThe Social Approval Set (Form 1)^a

For each of the continua or scales below, rate how you are feeling about the slides you have just seen. Make your rating by circling one of the numbers for each continuum.

APPEALING 1 2 3 4 5 DISGUSTING

HEALTHY 1 2 3 4 5 PERVERTED

TURNS ME ON 1 2 3 4 5 TURNS ME OFF

MORAL 1 2 3 4 5 IMMORAL

PLEASURABLE 1 2 3 4 5 SICKENING

EDUCATIVE 1 2 3 4 5 BACKWARD

Now write down one word or phrase which best sums up your feelings toward the slides. This can be any word or phrase of your choosing.

Should show more

^a This set of ratings (Forms 1, 2, and 3) are an example of the feedback given to Subject Number 1, under the SA experimental condition. The Subject Numbers in the upper right hand corner are arranged accordingly for the other three subjects.

APPENDIX F (Cont.)

SLIDE RATINGS

The Social Approval Set (Form 2)

For each of the continua or scales below, rate how you are feeling about the slides you have just seen. Make your rating by circling one of the numbers for each continuum.

APPEALING 1 2 3 4 5 DISGUSTING

HEALTHY 1 2 3 4 5 PERVERTED

TURNS ME ON 1 2 3 4 5 TURNS ME OFF

MORAL 1 2 3 4 5 IMMORAL

PLEASURABLE 1 2 3 4 5 SICKENING

EDUCATIVE 1 2 3 4 5 BACKWARD

Now write down one word or phrase which best sums up your feelings toward the slides. This can be any word or phrase of your choosing.

Enjoyed them

SLIDE RATINGS

The Social Approval Set (Form 3)

For each of the continua or scales below, rate how you are feeling about the slides you have just seen. Make your rating by circling one of the numbers for each continuum.

APPEALING 1 2 3 4 5 DISGUSTING

HEALTHY 1 2 3 4 5 PERVERTED

TURNS ME ON 1 2 3 4 5 TURNS ME OFF

MORAL 1 2 3 4 5 IMMORAL

PLEASURABLE 1 2 3 4 5 SICKENING

EDUCATIVE 1 2 3 4 5 BACKWARD

Now write down one word or phrase which best sums up your feelings toward the slides. This can be any word or phrase of your choosing.

Great

APPENDIX F (Cont.)

PERSON PERCEPTION RATINGS

The ratings on this page will be just to yourself, and will not be given to the other subjects participating with you in this study.

It has been found that people can make fairly accurate impressions of other people, even after knowing them for a very short time or having received only very limited information about them. Having now reviewed the slide evaluations of the other three subjects, how would you say each of them feels about the display of erotic or pornographic material.

For each continuum please write in the number of the subject you are rating, before circling your rating on the continuum.

A) SUBJECT NUMBER _____

HIGHLY DISAPPROVES 1 2 3 4 5 HIGHLY APPROVES

B) SUBJECT NUMBER _____

HIGHLY DISAPPROVES 1 2 3 4 5 HIGHLY APPROVES

C) SUBJECT NUMBER _____

HIGHLY DISAPPROVES 1 2 3 4 5 HIGHLY APPROVES

APPENDIX G

RAW DATA

GROUP MEANS AND STANDARD DEVIATIONS

APPENDIX G

TABLE A

Raw Data over Subjects on the Perceived Guilt Index (PGI), Adjective Guilt Scale (AGS), Word Association Test (WAT) and Perceptual Defense List (PDL) for Experiments 1 (Female) and 2 (Male).

Subject Number	PGI				AGS		WAT		PDL
	Pre Male	Pre Female	Post Male	Post Female	Male	Female	Total Male	Inhibition Female	Perceptual Defense Female
The High Sex Guilt, High Need for Approval, Social Censure Group									
1	4.3	4.3	2.0	5.3	14	10	19	6	3
2	2.0	2.0	8.6	2.0	15	10	0	0	-6
3	2.0	2.0	2.0	2.0	12	10	10	15	-2
4	5.3	4.3	2.0	4.3	7	10	3	8	2
5	2.0	2.0	2.0	2.0	12	7	2	11	4
6	1.1	2.0	8.6	9.4	7	13	22	0	-5
7	2.0	3.4	2.0	6.8	7	21	16	12	6
8	2.0	1.1	7.8	5.3	12.8	9	11	31	7
9	2.0	5.3	2.0	3.4	7	7	51	28	1
10	1.1	3.4	2.0	2.0	14	12	0	27	-1

APPENDIX G (Cont.)

TABLE A (Cont.)

Subject Number	PGI		Post		AGS		Total	WAT		PDL	
	Pre Male	Female	Male	Female	Male	Female		Male	Inhibition Female	Perceptual Female	Defense
11	2.0	1.1	2.0	1.1	9	8	6	2		-6	
12	2.0	4.3	2.0	2.0	12	10	1	4		-4	
13	2.0	2.0	7.8	4.3	12	10	6	3		-3	
14	2.0	1.1	7.8	4.3	17.5	7	35	10		1	
15	2.0	5.3	8.6	2.0	17	8	11	25		-1	
The High Sex Guilt, High Need for Approval, Social Approval Group											
16	2.0	4.3	5.3	2.0	12	14	56	7		2	
17	2.0	1.1	2.0	2.0	7	8	17	9		1	
18	2.0	4.3	2.0	2.0	11	7	17	16		-1	
19	1.1	5.3	7.8	5.3	17.5	16	53	27		2	
20	3.4	1.1	3.4	4.3	8	10	53	18		-1	
21	3.4	5.9	7.8	1.1	17	8	52	9		2	
22	9.4	2.0	8.6	1.1	21	7	39	2		3	
23	2.0	2.0	2.0	2.0	8	12	3	18		2	

APPENDIX G (Cont.)

TABLE A (Cont.)

Subject Number	PGI				AGS		WAT		PDL
	Pre Male	Pre Female	Post Male	Post Female	Male	Female	Total Male	Inhibition Female	Perceptual Defense Female
24	6.8	5.3	3.4	9.4	7	13	53	19	-1
25	5.3	5.3	2.0	1.1	7	10	43	16	3
26	2.0	4.3	3.4	9.4	10	12	29	14	0
27	2.0	2.0	2.0	1.1	9	12	26	6	3
28	2.0	2.0	2.0	3.4	7	7	27	4	1
29	2.0	3.4	2.0	5.3	8	12	30	53	4
30	2.0	2.0	2.0	2.0	7	8	21	16	4
The High Sex Guilt, Low Need for Approval, Social Censure Group									
31	2.0	2.0	2.0	4.3	8.2	16	32	3	-1
32	2.0	2.0	4.3	9.4	9	21	18	4	0
33	2.0	2.0	9.4	2.0	21	8	9	49	2
34	4.3	2.0	4.3	3.4	12	12	15	21	1
35	2.0	3.4	5.3	2.0	11.8	8	19	14	-3
36	2.0	2.0	2.0	5.9	12	9	8	2	0

APPENDIX G (Cont.)

TABLE A (Cont.)

Subject Number	PGI				AGS		Total Male	WAT		PDL Perceptual Defense Female
	Pre Male	Female	Post Male	Female	Male	Female		Inhibition Female		
37	2.0	5.3	2.0	3.4	9.3	7	10	20	-1	
38	2.0	1.1	2.0	2.0	7	18	25	0	-2	
39	2.0	2.0	2.0	2.0	7	8	38	26	0	
40	3.4	3.4	9.4	3.4	15	7	34	41	4	
41	4.3	2.0	9.4	2.0	23	8	5	0	6	
42	2.0	1.1	8.6	5.3	21	8	1	3	8	
43	2.0	5.3	9.4	9.4	20	8	0	15	6	
44	4.3	2.0	9.4	4.3	21	15	36	10	1	
45	2.0		2.0		7		18			

The High Sex Guilt, Low Need for Approval, Social Approval Group

46	4.3	2.0	2.0	2.0	8	8	65	2	-1
47	2.0	2.0	2.0	2.0	12	11	56	16	-2
48	3.4	5.3	6.8	5.3	8	19	18	48	-4
49	5.3	2.0	8.6	2.0	16	7	124	13	0

APPENDIX G (Cont.)

TABLE A (Cont.)

Subject Number	PGI		Post		AGS		Total	WAT		PDL Perceptual Defense Female
	Pre Male	Female	Male	Female	Male	Female		Inhibition Male	Female	
50	2.0	2.0	7.8	2.0	18	17	20	13	0	
51	4.3	3.4	3.4	2.0	12	9	51	50	8	
52	4.3	2.0	6.8	3.4	18	10	61	6	-1	
53	5.3	3.4	5.3	2.0	13	7	34	13	2	
54	2.0	2.0	2.0	2.0	8	7	41	0	2	
55	2.0	3.4	8.6	3.4	7	10	21	21	1	
56	2.0	3.4	2.0	8.6	8	13	35	3	-3	
57	3.4	2.0	3.4	2.0	7	7	48	9	-1	
58	2.0	4.3	2.0	4.3	9	11	51	15	3	
59	1.1	2.0	2.0	2.0	11	9	32	13	3	
60	2.0		1.1		10		46			
The Low Sex Guilt, High Need for Approval, Social Censure Group										
61	4.3	3.4	1.1	2.0	10	11	8	44	6	
62	2.0	6.8	2.0	2.0	7	12	34	19	1	

APPENDIX G (Cont.)

TABLE A (Cont.)

Subject Number	PGI				AGS		Total Male	WAT		PDL Perceptual Defense Female
	Pre Male	Pre Female	Post Male	Post Female	Male	Female		Inhibition Female		
63	2.0	2.0	2.0	2.0	8	8	9	31	6	
64	1.1	6.8	2.0	2.0	8	7	7	57	5	
65	4.3	2.0	3.4	1.1	7	16	7	12	1	
66	2.0	4.3	2.0	2.0	7	7	37	35	-1	
67	1.1	2.0	1.1	2.0	7	8	20	25	2	
68	2.0	3.4	2.0	1.1	7	9	16	14	-2	
69	2.0	2.0	2.0	2.0	7	7	8	19	6	
70	2.0	5.3	2.0	2.0	7	11	56	18	3	
71	2.0	2.0	2.0	2.0	7	9	18	39	6	
72	2.0	3.4	2.0	2.0	11	7	17	10	-1	
73	2.0	4.3	3.4	5.3	13	7	50	54	1	
74	2.0	2.0	2.0	2.0	9	7	46	14	3	
75	3.4	2.0	3.4	2.0	7	8	23	1	5	

APPENDIX G (Cont.)

TABLE A (Cont.)

<u>Subject Number</u>	<u>PGI</u>		<u>Post</u>		<u>AGS</u>		<u>Total</u>	<u>WAT</u>		<u>PDL</u> <u>Perceptual Defense</u> <u>Female</u>
	<u>Pre</u> <u>Male</u>	<u>Female</u>	<u>Male</u>	<u>Female</u>	<u>Male</u>	<u>Female</u>		<u>Male</u>	<u>Female</u>	
The Low Sex Guilt, High Need for Approval, Social Approval Group										
76	5.3	2.0	2.0	2.0	7	7	65	8		7
77	2.0	5.3	2.0	6.8	7	16	84	49		0
78	2.0	4.3	2.0	2.0	7	7	59	2		4
79	2.0	4.3	2.0	2.0	7	8	41	42		6
80	1.1	2.0	2.0	2.0	8	7	52	7		5
81	2.0	2.0	3.4	3.4	14	8	36	48		7
82	2.0	4.3	6.8	4.3	9	7	0	1		12
83	2.0	4.3	2.0	4.3	7	11	54	4		2
84	2.0	6.8	2.0	3.4	7	12	25	37		-1
85	2.0	6.8	3.4	2.0	7	11	58	23		4
86	2.0	2.0	2.0	2.0	7	10	102	33		-3
87	2.0	3.4	2.0	7.8	7	14	80	10		3

APPENDIX G (Cont.)

TABLE A (Cont.)

Subject Number	PGI				AGS		Total	WAT		PDL Perceptual Defense Female
	Pre Male	Female	Post Male	Female	Male	Female		Inhibition Male	Female	
88	2.0	2.0	1.1	2.0	7	8	4	46	1	
89	2.0	2.0	2.0	2.0	7	8	26	13	3	
90	1.1	2.0	2.0	2.0	8	8	51	34	5	
The Low Sex Guilt, Low Need for Approval, Social Censure Group										
91	2.0	2.0	2.0	2.0	7	12	56	2	2	
92	4.3	2.0	4.3	4.3	9.3	8	14	38	7	
93	2.0	5.9	2.0	5.9	8	7	29	26	-8	
94	2.0	4.3	2.0	2.0	8	11	12	20	-2	
95	2.0	5.3	2.0	5.9	8	8	46	18	-2	
96	3.4	2.0	9.4	2.0	19	9	11	37	1	
97	2.0	2.0	2.0	5.3	7	8	47	26	4	
98	7.8	4.3	2.0	3.4	11	7	20	47	0	
99	3.4	2.0	1.1	4.3	14	8	41	40	-1	
100	2.0	6.8	2.0	2.0	7	10	34	19	-1	

APPENDIX G (Cont.)

TABLE A (Cont.)

Subject Number	PGI		Post		AGS		WAT		PDL
	Pre Male	Female	Male	Female	Male	Female	Total Male	Inhibition Female	Perceptual Defense Female
101	2.0	3.4	2.0	3.4	7	7	51	39	5
102	2.0	2.0	2.0	2.0	7	7	36	25	2
103	1.1	2.0	2.0	2.0	7	9	29	10	1
104	2.0	2.0	2.0	2.0	8	10	37	23	1
105	2.0	4.3	2.0	2.0	11	11	46	18	4
The Low Sex Guilt, Low Need for Approval, Social Approval Group									
106	3.4	5.3	3.4	4.3	7	7	46	58	3
107	5.9	4.3	2.0	2.0	8	8	67	60	0
108	2.0	5.3	2.0	5.9	9	8	59	68	3
109	2.0	2.0	7.8	2.0	10	7	71	31	2
110	4.3	2.0	3.4	2.0	11	7	75	2	2
111	2.0	2.0	2.0	2.0	10	7	45	29	0
112	5.3	5.3	5.3	4.8	11	8	33	29	8

APPENDIX G (Cont.)

TABLE A (Cont.)

<u>Subject Number</u>	PGI		Post		AGS		WAT		PDL
	<u>Pre Male</u>	<u>Female</u>	<u>Male</u>	<u>Female</u>	<u>Male</u>	<u>Female</u>	<u>Total Male</u>	<u>Inhibition Female</u>	<u>Perceptual Defense Female</u>
113	4.3	4.3	2.0	3.4	7	8	58	67	8
114	2.0	3.4	2.0	1.1	7	9	24	4	-4
115	2.0	2.0	2.0	5.3	8	12	19	10	4
116	4.3	2.0	4.3	2.0	9.8	7	42	2	-3
117	3.4	4.3	3.4	2.0	8	8	38	40	0
118	2.0	2.0	3.4	3.4	7	7	39	17	-3
119	2.0	2.0	2.0	2.0	7	8	32	42	4
120	4.3	2.0	2.0	2.0	10	8	38	47	0

APPENDIX G (Cont.)

TABLE B

Group Means and Standard Deviations of Measures Derived from the Word Association Test (WAT) and the Perceptual Defense List (PDL) for Experiments 1 (Females) and 2 (Males).

Group	WAT Total Inhibition	WAT Familiarity	WAT Number of Associations to Double Entendres	PDL Perceptual Defense	PDL Certainty
Females					
HSG					
HNA					
SC	12.13(10.72) ^a	18.87(7.27)	52.00 (9.38)	-0.27(4.17)	1.33(4.06)
SA	15.60(12.33)	19.40(5.36)	51.60(17.82)	1.60(1.72)	-0.93(1.94)
LNA					
SC	14.86(15.36)	19.93(6.40)	52.64(10.04)	1.50(3.30)	-0.14(2.98)
SA	15.86(15.22)	19.93(5.86)	60.00(14.61)	0.50(3.03)	0.57(2.68)
LSG					
HNA					
SC	26.13(16.63)	23.40(4.15)	56.73(15.48)	2.73(2.84)	-1.33(2.72)
SA	23.80(18.19)	22.40(6.21)	49.33(10.80)	3.67(3.70)	-2.40(3.31)
LNA					
SC	25.87(12.32)	24.53(4.00)	57.20(16.01)	0.87(3.58)	0.13(3.50)
SA	33.73(23.36)	25.93(2.94)	64.20(14.78)	1.60(3.60)	-0.67(3.18)
Males					
HSG					
HNA					
SC	12.87(14.32)	18.00(7.95)	42.53(14.40)		
SA	34.60(16.59)	24.13(3.98)	43.93 (9.72)		
LNA					
SC	17.87(12.71)	21.27(4.38)	47.13(11.70)		
SA	46.87(25.89)	25.47(3.44)	50.40(15.65)		
LSG					
HNA					
SC	23.73(16.76)	22.13(6.66)	49.00(13.14)		
SA	49.13(28.33)	25.47(6.95)	54.13(10.93)		
LNA					
SC	33.93(14.52)	25.27(5.80)	50.87(12.57)		
SA	45.73(16.88)	26.73(2.74)	54.60(12.27)		

^a Means are printed first with standard deviations in parentheses.