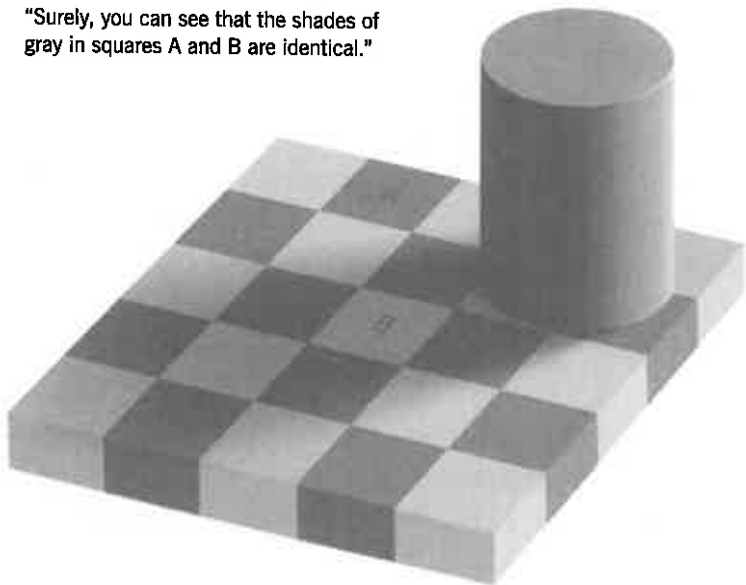


**"Surely, you can see that the shades of gray in squares A and B are identical."**



For **INSECTS** and for **words pleasant in meaning**, mark in the circle to the left. For everything else (FLOWERS and unpleasant-meaning words) mark in the circle to the right. Start at top left, go from top to bottom doing all items in order, then do the second column. At bottom right, record the elapsed time in seconds.

INSECTS or pleasant words	FLOWERS or unpleasant words	INSECTS or pleasant words	FLOWERS or unpleasant words
<input checked="" type="radio"/>	WASP	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	poison	<input checked="" type="radio"/>	<input type="radio"/>
<input type="radio"/>	TULIP	<input checked="" type="radio"/>	<input type="radio"/>
<input checked="" type="radio"/>	enjoy	<input type="radio"/>	<input type="radio"/>
			ROSE
			heaven
			ORCHID
			gentle

# A

For **INSECTS** and for **words pleasant in meaning**, mark in the circle to the left. For everything else (**FLOWERS** and **unpleasant-meaning words**) mark in the circle to the right. Start at top left, go from top to bottom doing all items in order, then do the second column. At bottom right, record the elapsed time in seconds.

INSECTS or pleasant words	FLOWERS or unpleasant words	INSECTS or pleasant words	FLOWERS or unpleasant words
<input type="radio"/> ORCHID <input type="radio"/>	<input type="radio"/>	<input type="radio"/> TULIP <input type="radio"/>	<input type="radio"/>
<input type="radio"/> gentle <input type="radio"/>	<input type="radio"/>	<input type="radio"/> enjoy <input type="radio"/>	<input type="radio"/>
<input type="radio"/> ROSE <input type="radio"/>	<input type="radio"/>	<input type="radio"/> WASP <input type="radio"/>	<input type="radio"/>
<input type="radio"/> heaven <input type="radio"/>	<input type="radio"/>	<input type="radio"/> poison <input type="radio"/>	<input type="radio"/>
<input type="radio"/> FLEA <input type="radio"/>	<input type="radio"/>	<input type="radio"/> ROACH <input type="radio"/>	<input type="radio"/>
<input type="radio"/> damage <input type="radio"/>	<input type="radio"/>	<input type="radio"/> evil <input type="radio"/>	<input type="radio"/>
<input type="radio"/> DAFFODIL <input type="radio"/>	<input type="radio"/>	<input type="radio"/> DAISY <input type="radio"/>	<input type="radio"/>
<input type="radio"/> cheer <input type="radio"/>	<input type="radio"/>	<input type="radio"/> gloom <input type="radio"/>	<input type="radio"/>
<input type="radio"/> CENTIPEDE <input type="radio"/>	<input type="radio"/>	<input type="radio"/> MOTH <input type="radio"/>	<input type="radio"/>
<input type="radio"/> vomit <input type="radio"/>	<input type="radio"/>	<input type="radio"/> ugly <input type="radio"/>	<input type="radio"/>
<input type="radio"/> GNAT <input type="radio"/>	<input type="radio"/>	<input type="radio"/> WEEVIL <input type="radio"/>	<input type="radio"/>
<input type="radio"/> hurt <input type="radio"/>	<input type="radio"/>	<input type="radio"/> happy <input type="radio"/>	<input type="radio"/>
<input type="radio"/> LILAC <input type="radio"/>	<input type="radio"/>	<input type="radio"/> LILY <input type="radio"/>	<input type="radio"/>
<input type="radio"/> love <input type="radio"/>	<input type="radio"/>	<input type="radio"/> friend <input type="radio"/>	<input type="radio"/>















# B

For **FLOWERS** and for **words pleasant in meaning**, mark in the circle to the left. For everything else (**INSECTS** and **unpleasant-meaning words**) mark in the circle to the right. Start at top left, go from top to bottom doing all items in order, then do the second column. At bottom right, record the elapsed time in seconds.

FLOWERS or pleasant words	INSECTS or unpleasant words	FLOWERS or pleasant words	INSECTS or unpleasant words
<input type="radio"/> FLEA <input type="radio"/>	<input type="radio"/>	<input type="radio"/> GNAT <input type="radio"/>	<input type="radio"/>
<input type="radio"/> gentle <input type="radio"/>	<input type="radio"/>	<input type="radio"/> enjoy <input type="radio"/>	<input type="radio"/>
<input type="radio"/> ORCHID <input type="radio"/>	<input type="radio"/>	<input type="radio"/> WASP <input type="radio"/>	<input type="radio"/>
<input type="radio"/> evil <input type="radio"/>	<input type="radio"/>	<input type="radio"/> poison <input type="radio"/>	<input type="radio"/>
<input type="radio"/> ROSE <input type="radio"/>	<input type="radio"/>	<input type="radio"/> ROACH <input type="radio"/>	<input type="radio"/>
<input type="radio"/> damage <input type="radio"/>	<input type="radio"/>	<input type="radio"/> heaven <input type="radio"/>	<input type="radio"/>
<input type="radio"/> DAFFODIL <input type="radio"/>	<input type="radio"/>	<input type="radio"/> DAISY <input type="radio"/>	<input type="radio"/>
<input type="radio"/> cheer <input type="radio"/>	<input type="radio"/>	<input type="radio"/> gloom <input type="radio"/>	<input type="radio"/>
<input type="radio"/> CENTIPEDE <input type="radio"/>	<input type="radio"/>	<input type="radio"/> LILY <input type="radio"/>	<input type="radio"/>
<input type="radio"/> vomit <input type="radio"/>	<input type="radio"/>	<input type="radio"/> ugly <input type="radio"/>	<input type="radio"/>
<input type="radio"/> LILAC <input type="radio"/>	<input type="radio"/>	<input type="radio"/> MOTH <input type="radio"/>	<input type="radio"/>
<input type="radio"/> hurt <input type="radio"/>	<input type="radio"/>	<input type="radio"/> happy <input type="radio"/>	<input type="radio"/>
<input type="radio"/> TULIP <input type="radio"/>	<input type="radio"/>	<input type="radio"/> WEEVIL <input type="radio"/>	<input type="radio"/>
<input type="radio"/> love <input type="radio"/>	<input type="radio"/>	<input type="radio"/> friend <input type="radio"/>	<input type="radio"/>

# A

For **pleasant words** and for **African American children's faces**, mark in the circle to the left. For everything else (**unpleasant words** and **European American children's faces**) mark in the circle to the right. Start at top left, go from top to bottom doing all items in order, then do the second column. At bottom right, record the elapsed time in seconds.











pleasant or Afr. Am. faces	unpleasant or Eur. Am. faces	pleasant or Afr. Am. faces	unpleasant or Eur. Am. faces
<input type="radio"/> disaster <input type="radio"/>	<input type="radio"/>	<input type="radio"/> agony <input type="radio"/>	<input type="radio"/>
<input type="radio"/>  <input type="radio"/>	<input type="radio"/>	<input type="radio"/>  <input type="radio"/>	<input type="radio"/>
<input type="radio"/> hatred <input type="radio"/>	<input type="radio"/>	<input type="radio"/> smile <input type="radio"/>	<input type="radio"/>
<input type="radio"/>  <input type="radio"/>	<input type="radio"/>	<input type="radio"/>  <input type="radio"/>	<input type="radio"/>
<input type="radio"/> honest <input type="radio"/>	<input type="radio"/>	<input type="radio"/> sincere <input type="radio"/>	<input type="radio"/>
<input type="radio"/>  <input type="radio"/>	<input type="radio"/>	<input type="radio"/>  <input type="radio"/>	<input type="radio"/>
<input type="radio"/> grief <input type="radio"/>	<input type="radio"/>	<input type="radio"/> crash <input type="radio"/>	<input type="radio"/>
<input type="radio"/>  <input type="radio"/>	<input type="radio"/>	<input type="radio"/>  <input type="radio"/>	<input type="radio"/>
<input type="radio"/> lucky <input type="radio"/>	<input type="radio"/>	<input type="radio"/> diamond <input type="radio"/>	<input type="radio"/>
<input type="radio"/>  <input type="radio"/>	<input type="radio"/>	<input type="radio"/>  <input type="radio"/>	<input type="radio"/>
<input type="radio"/> peace <input type="radio"/>	<input type="radio"/>	<input type="radio"/> sweet <input type="radio"/>	<input type="radio"/>
<input type="radio"/>  <input type="radio"/>	<input type="radio"/>	<input type="radio"/>  <input type="radio"/>	<input type="radio"/>
<input type="radio"/> rotten <input type="radio"/>	<input type="radio"/>	<input type="radio"/> tragedy <input type="radio"/>	<input type="radio"/>
<input type="radio"/>  <input type="radio"/>	<input type="radio"/>	<input type="radio"/>  <input type="radio"/>	<input type="radio"/>

Number of seconds: \_\_\_\_\_

Number of errors: \_\_\_\_\_

# B

For **unpleasant words** and for **African American children's faces**, mark in the circle to the left. For everything else (**pleasant words** and **European American children's faces**) mark in the circle to the right. Start at top left, go from top to bottom doing all items in order, then do the second column. At bottom right, record the elapsed time in seconds.

unpleasant or Afr. Am. faces	pleasant or Eur. Am. faces	unpleasant or Afr. Am. faces	pleasant or Eur. Am. faces
<input type="radio"/> disaster <input type="radio"/>	<input type="radio"/>  <input type="radio"/>	<input type="radio"/> agony <input type="radio"/>	<input type="radio"/>  <input type="radio"/>
<input type="radio"/>  <input type="radio"/>	<input type="radio"/> hatred <input type="radio"/>	<input type="radio"/> smile <input type="radio"/>	<input type="radio"/>  <input type="radio"/>
<input type="radio"/>  <input type="radio"/>	<input type="radio"/> honest <input type="radio"/>	<input type="radio"/> sincere <input type="radio"/>	<input type="radio"/>  <input type="radio"/>
<input type="radio"/>  <input type="radio"/>	<input type="radio"/> grief <input type="radio"/>	<input type="radio"/> crash <input type="radio"/>	<input type="radio"/>  <input type="radio"/>
<input type="radio"/>  <input type="radio"/>	<input type="radio"/> lucky <input type="radio"/>	<input type="radio"/> diamond <input type="radio"/>	<input type="radio"/>  <input type="radio"/>
<input type="radio"/>  <input type="radio"/>	<input type="radio"/> peace <input type="radio"/>	<input type="radio"/> sweet <input type="radio"/>	<input type="radio"/>  <input type="radio"/>
<input type="radio"/>  <input type="radio"/>	<input type="radio"/> rotten <input type="radio"/>	<input type="radio"/> tragedy <input type="radio"/>	<input type="radio"/>  <input type="radio"/>

Number of seconds: \_\_\_\_\_  
 Number of errors: \_\_\_\_\_



aggressive

intelligent

musical

revengeful

ambitious

honest

neat

scientifically minded

artistic

impulsive

persistent

sportsmanlike

boastful

physically dirty

industrious

conservative

stolid

jovial

practical

superstitious

conventional

lazy

progressive

talkative

efficient

loyal to family ties

quarrelsome

unreliable

gregarious

methodical

reserved

witty

scientifically minded (78%)

industrious (65%)

stolid (44%)

intelligent (32%)

methodical (31%)

**Table 5-1. Seven-Dimensional Automobile Category Generator**

MODEL	YEAR	BODY TYPE	ENGINE SIZE	POWER SOURCE	TRANSMISSION	DRIVE
Ford Taurus	1990	Hatchback	4-cylinder	Diesel	manual 4-speed	front wheel
Cadillac Seville	1991	Station wagon	6-cylinder	Electric	manual 5-speed	rear wheel
VW Jetta	1992	Convertible	8-cylinder	Hybrid	automatic	4-wheel
...	...	SUV		Gasoline		
Subaru Legacy	2007	Pickup				
Audi Turbo	2008	2-door sedan				
Toyota Camry	2009	4-door sedan				
Mercedes 550SL	2010	Van				

## FEAT 2: MILLIONS OF PERSON CATEGORIES CREATABLE ON THE FLY

**Table 5-2. Six-Dimensional Person Category Generator**

RACE	RELIGION	AGE	NATIONALITY/ REGION	SEX/GENDER	OCCUPATION
White	Christian	Young	French	Male	Professor
Asian	Muslim	Middle-aged	Detroit	Female	Homemaker
Black	Jewish	Sixtyish	Australian	Gay	Flight attendant
Hispanic	Zoroastrian	Elderly	American	Lesbian	Factory worker

TRAIT

Leadership

Musical talent

Legal expertise

Math ability

Criminality

GROUPS

Men more than women?

African Americans more than Native Americans?





























Jews more than Christians?

Asians more than Whites?

Italians more than Dutch?





























# A

For weapons and African American faces, mark in the circle to the left. For everything else (harmless objects and European American faces) mark in the circle to the right. Start at top left, go from top to bottom doing all items in order, then do the second column. At bottom right, record the elapsed time in seconds.

weapons or Afr. Am. faces		harmless objects or Eur. Am. faces		weapons or Afr. Am. faces		harmless objects or Eur. Am. faces
<input type="radio"/>		<input type="radio"/>		<input type="radio"/>		<input type="radio"/>
<input type="radio"/>		<input type="radio"/>		<input type="radio"/>		<input type="radio"/>
<input type="radio"/>		<input type="radio"/>		<input type="radio"/>		<input type="radio"/>
<input type="radio"/>		<input type="radio"/>		<input type="radio"/>		<input type="radio"/>
<input type="radio"/>		<input type="radio"/>		<input type="radio"/>		<input type="radio"/>
<input type="radio"/>		<input type="radio"/>		<input type="radio"/>		<input type="radio"/>
<input type="radio"/>		<input type="radio"/>		<input type="radio"/>		<input type="radio"/>
<input type="radio"/>		<input type="radio"/>		<input type="radio"/>		<input type="radio"/>
<input type="radio"/>		<input type="radio"/>		<input type="radio"/>		<input type="radio"/>
<input type="radio"/>		<input type="radio"/>		<input type="radio"/>		<input type="radio"/>
<input type="radio"/>		<input type="radio"/>		<input type="radio"/>		<input type="radio"/>
<input type="radio"/>		<input type="radio"/>		<input type="radio"/>		<input type="radio"/>
<input type="radio"/>		<input type="radio"/>		<input type="radio"/>		<input type="radio"/>
<input type="radio"/>		<input type="radio"/>		<input type="radio"/>		<input type="radio"/>

# B

For **weapons** and **European American faces**, mark in the circle to the left. For everything else (**harmless objects** and **African American faces**) mark in the circle to the right. Start at top left, go from top to bottom doing all items in order, then do the second column. At bottom right, record the elapsed time in seconds.

weapons or Eur. Am. faces		harmless objects or Afr. Am. faces		weapons or Eur. Am. faces		harmless objects or Afr. Am. faces
<input type="radio"/>		<input type="radio"/>		<input type="radio"/>		<input type="radio"/>
<input type="radio"/>		<input type="radio"/>		<input type="radio"/>		<input type="radio"/>
<input type="radio"/>		<input type="radio"/>		<input type="radio"/>		<input type="radio"/>
<input type="radio"/>		<input type="radio"/>		<input type="radio"/>		<input type="radio"/>
<input type="radio"/>		<input type="radio"/>		<input type="radio"/>		<input type="radio"/>
<input type="radio"/>		<input type="radio"/>		<input type="radio"/>		<input type="radio"/>
<input type="radio"/>		<input type="radio"/>		<input type="radio"/>		<input type="radio"/>
<input type="radio"/>		<input type="radio"/>		<input type="radio"/>		<input type="radio"/>
<input type="radio"/>		<input type="radio"/>		<input type="radio"/>		<input type="radio"/>
<input type="radio"/>		<input type="radio"/>		<input type="radio"/>		<input type="radio"/>
<input type="radio"/>		<input type="radio"/>		<input type="radio"/>		<input type="radio"/>
<input type="radio"/>		<input type="radio"/>		<input type="radio"/>		<input type="radio"/>
<input type="radio"/>		<input type="radio"/>		<input type="radio"/>		<input type="radio"/>
<input type="radio"/>		<input type="radio"/>		<input type="radio"/>		<input type="radio"/>



For **FEMALE** words and **family** words mark in the circle to the left. For everything else (**MALE** words and **career** words) mark in the circle to the right. Start at top left, go from top to bottom doing all items in order, then do the second column. At bottom right, record the elapsed time in seconds.

<b>FEMALE or family</b>	<b>MALE or career</b>	<b>FEMALE or family</b>	<b>MALE or career</b>
<input type="radio"/> SHE <input type="radio"/>	<input type="radio"/>	<input type="radio"/> WOMEN <input type="radio"/>	<input type="radio"/>
<input type="radio"/> garden <input type="radio"/>	<input type="radio"/>	<input type="radio"/> home <input type="radio"/>	<input type="radio"/>
<input type="radio"/> HER <input type="radio"/>	<input type="radio"/>	<input type="radio"/> MAN <input type="radio"/>	<input type="radio"/>
<input type="radio"/> office <input type="radio"/>	<input type="radio"/>	<input type="radio"/> manager <input type="radio"/>	<input type="radio"/>
<input type="radio"/> HE <input type="radio"/>	<input type="radio"/>	<input type="radio"/> MEN <input type="radio"/>	<input type="radio"/>
<input type="radio"/> laundry <input type="radio"/>	<input type="radio"/>	<input type="radio"/> salary <input type="radio"/>	<input type="radio"/>
<input type="radio"/> GIRL <input type="radio"/>	<input type="radio"/>	<input type="radio"/> SHE <input type="radio"/>	<input type="radio"/>
<input type="radio"/> job <input type="radio"/>	<input type="radio"/>	<input type="radio"/> office <input type="radio"/>	<input type="radio"/>
<input type="radio"/> HIM <input type="radio"/>	<input type="radio"/>	<input type="radio"/> BOY <input type="radio"/>	<input type="radio"/>
<input type="radio"/> profession <input type="radio"/>	<input type="radio"/>	<input type="radio"/> garden <input type="radio"/>	<input type="radio"/>
<input type="radio"/> HIS <input type="radio"/>	<input type="radio"/>	<input type="radio"/> HIM <input type="radio"/>	<input type="radio"/>
<input type="radio"/> briefcase <input type="radio"/>	<input type="radio"/>	<input type="radio"/> marriage <input type="radio"/>	<input type="radio"/>
<input type="radio"/> WOMAN <input type="radio"/>	<input type="radio"/>	<input type="radio"/> WOMAN <input type="radio"/>	<input type="radio"/>
<input type="radio"/> kitchen <input type="radio"/>	<input type="radio"/>	<input type="radio"/> children <input type="radio"/>	<input type="radio"/>



# B

For **FEMALE** words and **career** words mark in the circle to the left. For everything else (**MALE** words and **family** words) mark in the circle to the right. Start at top left, go from top to bottom doing all items in order, then do the second column. At bottom right, record the elapsed time in seconds.

FEMALE or career		MALE or family		FEMALE or career		MALE or family
<input type="radio"/>	SHE	<input type="radio"/>		<input type="radio"/>	WOMEN	<input type="radio"/>
<input type="radio"/>	garden	<input type="radio"/>		<input type="radio"/>	home	<input type="radio"/>
<input type="radio"/>	HER	<input type="radio"/>		<input type="radio"/>	MAN	<input type="radio"/>
<input type="radio"/>	office	<input type="radio"/>		<input type="radio"/>	manager	<input type="radio"/>
<input type="radio"/>	HE	<input type="radio"/>		<input type="radio"/>	MEN	<input type="radio"/>
<input type="radio"/>	laundry	<input type="radio"/>		<input type="radio"/>	salary	<input type="radio"/>
<input type="radio"/>	GIRL	<input type="radio"/>		<input type="radio"/>	SHE	<input type="radio"/>
<input type="radio"/>	job	<input type="radio"/>		<input type="radio"/>	office	<input type="radio"/>
<input type="radio"/>	HIM	<input type="radio"/>		<input type="radio"/>	BOY	<input type="radio"/>
<input type="radio"/>	profession	<input type="radio"/>		<input type="radio"/>	garden	<input type="radio"/>
<input type="radio"/>	HIS	<input type="radio"/>		<input type="radio"/>	HIM	<input type="radio"/>
<input type="radio"/>	briefcase	<input type="radio"/>		<input type="radio"/>	marriage	<input type="radio"/>
<input type="radio"/>	WOMAN	<input type="radio"/>		<input type="radio"/>	WOMAN	<input type="radio"/>
<input type="radio"/>	kitchen	<input type="radio"/>		<input type="radio"/>	children	<input type="radio"/>

According to my first feeling reactions I would willingly admit members of each race (as a class, and not the best I have known, nor the worst members) to one or more of the classifications under which I have placed a cross (X).

	To close kinship by marriage	To my club as a personal chum	To my street as my neighbor	To employment in my occupation, in my country	To citizenship in my country	As visitor only to my country	Would exclude from my country
Mexicans	—	X	X	—	X	X	X
Greeks	—	—	—	—	—	—	—
Negroes	—	—	—	—	—	—	—

Figure 1: Bogardus's measure of social distance for three groups

This is an experimental study of attitudes toward races and nationalities. You are asked merely to underline the one nationality, or race, of each pair that you would rather associate with. For example, the first pair is:

Greek — Mexican

If, in general, you prefer to associate with Greeks rather than with Mexicans, underline Greek. If you prefer, in general, to associate with Mexicans, underline Mexican. If you find it difficult to decide for any pair, simply underline one of them anyway. If two nationalities are about equally well liked, they will have about the same number of underlinings in all of the papers. Be sure to underline one of each pair even if you have to make a sort of guess.

American — Hindu

Englishman — Swede

Negro — Turk

*Figure 2: Four of the 210 judgments used in Thurstone's 1928 study of nationality preferences*

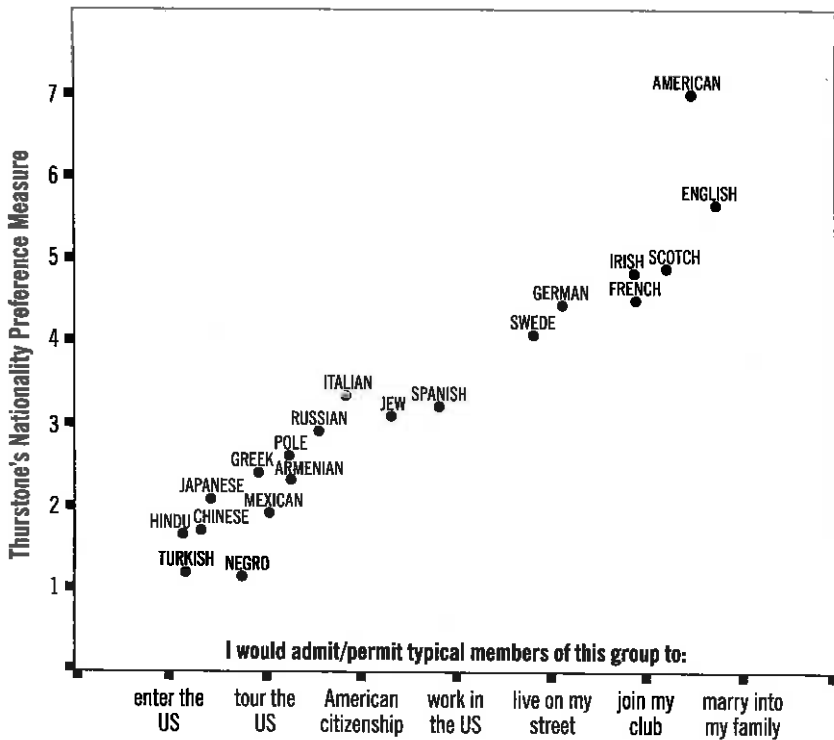


Figure 3: Comparison of Bogardus's and Thurstone's findings

This is a study of attitudes toward the Negro. On the following page you will find sixteen statements expressing different attitudes towards the Negro.

Put a check mark (  ) if you agree with the statement.

Put a cross (  ) if you disagree with the statement.

If you cannot decide about a statement, you may mark it with a question mark.

This is not an examination. People differ in their opinions about what is right and what is wrong in this issue.

Please indicate your own attitude by a check mark when you agree and by a cross when you disagree.

1. The educated Negro is less of a burden on the courts and is less likely to become a dependent or a defective than the educated white man.
2. A wide-awake Negro is physically superior and in other respects equal to the white man.
3. The Negro is fully capable of social equality with the white man, but he should not be so recognized until he is better trained.
4. The rich spiritual life of the Negro compensates adequately for the defects in his nature.
5. After you have educated the Negro to the level of the white man there will still be an impassable gulf between them.
6. The feeble-mindedness of the Negro limits him to a social level just a little above that of the higher animals.

*Figure 4: Six items from Hinckley's measure of Attitude Toward the Negro*

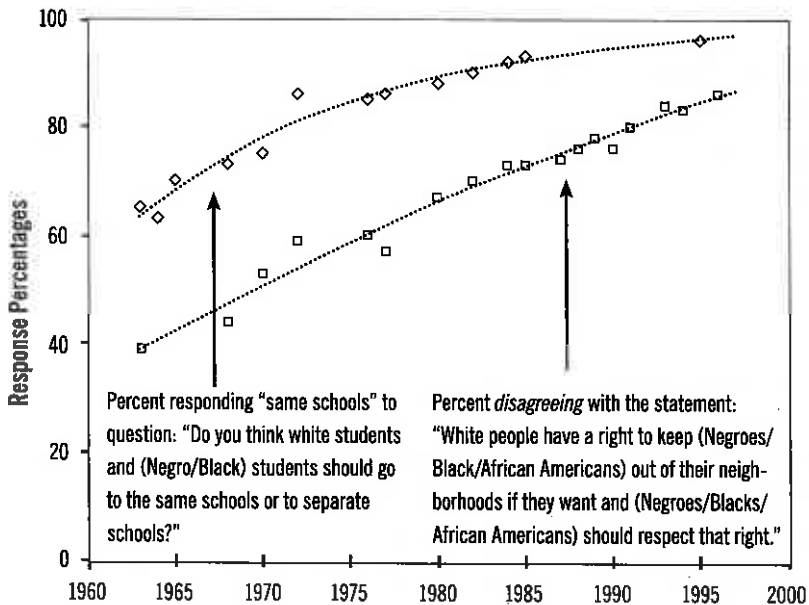
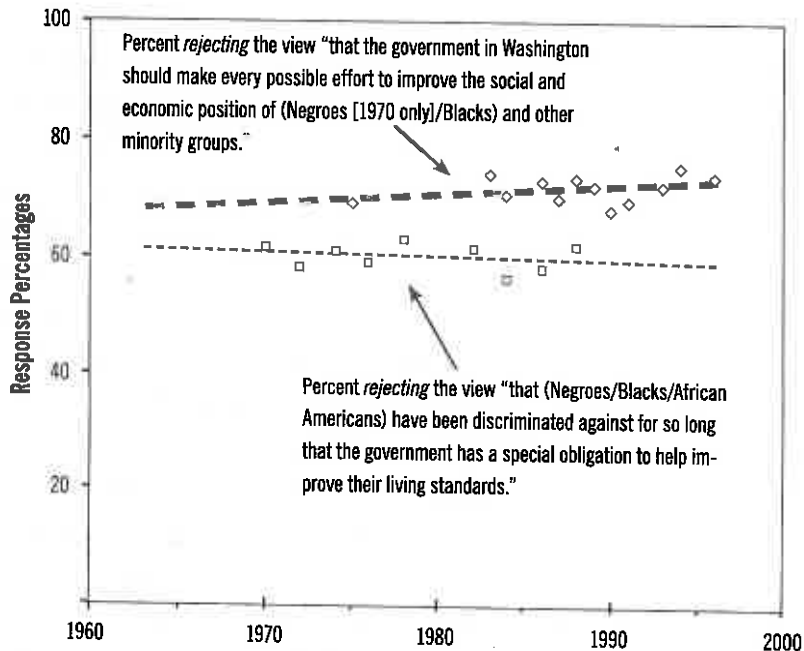


Figure 5: White Americans' increasing rejection of segregation (1963–1996)

Data source: Schuman, H., Steeh, C., Bobo, L., and Krysan, M. (1997) *Racial attitudes in America*. Cambridge, Mass.: Harvard University Press. Table 3.5A.



**Figure 6: White Americans' steady rejection of government help to minorities (1970–1996)**  
 Data source: Schuman, H., Steeh, C., Bobo, L., and Krysan, M. (1997) *Racial attitudes in America*. Cambridge, Mass.: Harvard University Press. Tables 3.1A and 3.1B.