

MIXED-ETHNIC GROUPS' CHOICE OF NURSE PERSONNEL

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A friend may very well be
reckoned the masterpiece
of Nature.

Emerson

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BJR

CHAPTER I.

INTRODUCTION

The nursing profession has always been concerned with meeting human needs. Since its conception, "meeting needs" has necessarily been extended across both sex and ethnic lines. Nursing's history repeatedly reflects a professional pride related to need fulfillment for all human beings, regardless of race, color or creed. In this vein, the profession has tried to maintain an ethnically non-discriminatory norm in the educational setting, among its colleagues, and in performance of its professional duties.

For years, nurse personnel have been strongly committed to the concept, individualized care, on behalf of health consumers. Individualized care implies that both one's needs and preferences are given serious consideration when planning appropriate intervention. However, an extensive review of nursing literature reveals that a conspicuous lack of attention is being paid to consumer's preferences. At present, only two consumer-oriented investigations appear in nursing literature. While informative, both studies were conducted in an in-patient setting, which may act either to inhibit or influence consumers' revelations.

There is evidence that the health consumer population is gaining more and more control over health services designed for their consumption. Thus, it is imperative that Nursing begin to listen to the growing numbers of consumers before they are beset with illness. Knowledge

about their preferences would prove to be an invaluable asset to Nursing, who must continuously evaluate its progress in providing individualized care.

Casual observation reveals that persons appear to put forth greater effort to communicate with individuals whom they like. In addition, persons appear to be more influenced by those whom they like. Therefore, it seems reasonable to predict that the greater the degree of a patient's preference for a nurse, the more effective the nursing intervention is likely to be. Hence, in order to maintain the individualized care process, Nursing needs to find out consumers' preferences for nurse personnel. Specifically, the focus of concern is whether or not well consumers' choice of nurse personnel is related to their own sex or ethnic identity.

In addition to previously stated advantages which are anticipated from such an inquiry, findings could provide Nursing a measuring tool. Such information could aid Nursing with the task of determining "where it is" in relation to the problem for study. Thus, it is the aforementioned concerns which are viewed to provide rationale for the present exploratory study. According to Abdellah, an exploratory study is one which is concerned with "how the phenomena under study are related to each other" (Abdellah, 1965, p. 39).

STATEMENT OF THE PROBLEM

The problem for study was to determine whether or not a positive correlation existed between varied adult male and female health consumers'

preferences for registered nurse personnel and the consumers' own ethnic or sex identity.

PURPOSES

The purposes for this explanatory investigation were:

1. To acquire information about Caucasian, Negro and Mexican-American group preferences' for registered nurse personnel.
2. To identify the degree of preference existing for registered nurse personnel among Caucasian, Negro, and Mexican-American groups and the group's own sex or ethnic identity.
3. To determine whether or not the Caucasian, Negro, or Mexican-American investigator appeared to influence consumers' expressed preferences during sampling of various ethnic populations.
4. To provide the nursing profession with relevant information about various ethnic consumer group preferences' for registered nurse personnel.

BACKGROUND AND SIGNIFICANCE

In 1969, Lorig addressed the subject of consumer-controlled nursing saying, "While the consumer voice is still too quiet, it is growing, and if nursing is going to meet the challenge of consumer control, the time to start is now (Lorig, 1969)". In recent years, there have been increasing numbers of articles which allude to the need for research about the consumer. However, actual research designed to elicit relevant information from health consumers is indeed sparse.

Among those investigators who have chosen a consumer focus in nursing research is Beach (1973). In an interesting study entitled, "Attitudes Toward the Male Nurse in the Obstetrical Area", Beach found that the minority male nurse was more acceptable to maternity subjects than among his female nurse counterparts (Beach, 1973).

At present, investigations which have been conducted in an apparent-wellness setting are non-existent. In addition, none have chosen to deal with the concept of ethnicity as a variable, or its apparent relationship to consumers' preferences for registered nurse personnel. Hence the present inquiry was deemed not only appropriate, but overdue.

DEFINITION OF TERMS

In this investigation, the following terminology was utilized:

Registered or

Professional Nurse --	An adult male or female who has been granted legal sanction (licensure) to practice the profession of nursing.
-----------------------	--

Health-care consumer or

Health Consumer --	The role is ascribed to any human being who will ever have occasion to utilize health care service during a life-span.
--------------------	--

Apparent-Wellness

Setting --	Any geographic location which contains the characteristic of being exclusive of any health-care setting.
------------	--

LIMITATIONS

This investigation was subject to the following limitation:

The subject population was not controlled for educational status or socioeconomic status.

DELIMITATIONS

This investigation was subjected to the following delimitation:

Subjects for the study were comprised of Causasian, Negro, and Mexican-American males and females eighteen years of age and older.

SUMMARY AND OVERVIEW

This exploratory study addresses previously unanswered inquiries related to consumers' preferences for registered nurse personnel. The problem for study was to determine whether or not a positive correlation existed between varied adult male and female health consumers' preferences for registered nurse personnel and the consumers' own ethnic or sex identity.

In Chapter II, an extensive review of nursing literature indicates that prior to this investigation, neither the apparent-wellness setting nor the variable of ethnicity and its apparent relationship to health consumer groups' preferences for registered nurse personnel had been studied. Hence the theoretical basis for study is established in terms of the important role preferences play for Man and his natural

tendency to prefer his own kind. In addition, writings which appear to contain components that are tangentially related to the present study will be considered appropriate documentation.

Chapter III is devoted to a discussion about the essential components of the methodology utilized in this investigation. The procedure for collection and treatment of data is explained.

Chapter IV is devoted both to analysis of data and discussion of findings. Tables which depict data and resulting findings are included for purpose of clarification.

Chapter V consists of a summary of findings and resulting recommendations, implications and conclusions. Specific recommendations and implications for further study are presented for consideration.

CHAPTER II

REVIEW OF LITERATURE

Introduction

Nursing has made very limited inquiry about consumers' preferences. While a review of literature does yield some tangentially related components, health consumers' preferences for nurse personnel is an important area about which Nursing has a great deal to learn. The great majority of consumer-oriented studies conducted both by Psychology and Sociology have been presented from the researchers' point of view. Thus, investigations designed to elicit consumers' preferences for helpers, whether they be nurses, psychologists, psychiatrists, sociologists, or social workers are indeed sparse.

In lieu of the scant amount of research related to the present investigation, some discussion about the characteristics of preferences in Man, his natural tendency to prefer his own kind, and tangentially related components extracted from the above-mentioned writings is deemed appropriate.

Preferences

According to some behavioral scientists, a preference is the indicator of the person's attitude (Allport, 1954), (Borgatta, 1954), (Sherif and Sherif, 1969), (Kramer, 1970). In this context, Allport (1954) suggests that the term, preference, is an outgrowth or end

result of a prevailing attitude which was formed early in the growth process because of "Man's need to categorize in order to bring some order to his worldly existence (Allport, 1954, p. 9)". Sherif and Sherif (1969) note that preferences are basic components of one's self system and therefore play a primary role in meeting the need for self-consistency:

The components of the self system include the person's feeling that tomorrow he will still be the things that he cherishes today. When these things are disrupted or lost, or when he violates them by his actions or even in his thoughts, the person feels that something precious is lost, disrupted, or violated in his very self (Sherif and Sherif, 1969, p. 293).

These investigators claim that while attitudes and their overt expressions (preferences) are not immutable--that is, may be subject to change under changing circumstances and new constellations of human relationships -- they are not "made anew day-in and day-out but rather are lasting over time (Sherif and Sherif, 1969, p. 293)". When commenting upon this characteristic, the authors say:

This characteristic of unswerving directionality permits Man to blot out all stimuli that is irrelevant to that situation; and to select and attend only to that (stimuli) which is both meaningful to the situation and contributed congruity to his self image (Sherif and Sherif, 1969, p. 296).

The implication is that like attitudes, Man's preferences are relatively stable. Also, because of their role relationship to the self system, Man is seldom, if ever, neutral to his surroundings. However, research does indicate that one's attitudes, hence preferences, are influenced by what is considered "socially desirable" under a given set of circumstances (Sherif and Sherif, 1969, p. 36). When commenting upon the

need to inhibit the "socially desirable response set" in subjects under experimental conditions, the Sherifs state the following rationale:

The forthright expression may be hazardous, harmful, or, in minor matters, tactless and inappropriate. As everyone knows, language is used under some circumstances to hide one's abiding convictions and preferences as well as to express them (Sherif and Sherif, 1969, p. 37).

In this vein, Moreno, a pioneer in sociometric research, states that when human being's preferences are being explored, the sociometric instrument should both be designed and presented "in such fashion as to be non-threatening to subjects (Moreno, 1960, p. 643)". Thus, in addition to a suitable instrument, both the setting and "situation-for-involvement" are due serious consideration when preferences are being investigated.

Man's Tendency to Prefer His Own Kind

According to Allport (1954), the fact that people tend to mate with their own kind, eat, play, pray, and reside together is due to nothing more than convenience:

There is no need to turn to out-groups for companionship. With plenty of people at hand to choose from, why create for ourselves the trouble of adjusting to new languages, new foods, new cultures, or to people of a different educational level? It requires less effort to deal with people who have similar presuppositions (Allport, 1954, p. 17).

The implication that life can go on with less effort when one cleaves to his own kind suggests that consumers' preferences for registered nurse personnel may be based upon such rationale. In this

context, findings from a study conducted by Lundberg and Dickson (1952) suggests that the desire to remain among one's own kind may be greater than is the desire to integrate:

. . . . American minority high school students display even greater ethnocentrism than do native white Americans. Negro, Chinese and Japanese young people are much more insistent upon choosing their friends, their work companions and their "dates" from their own groups (Lundberg and Dickson, 1952, p. 6).

Killian and Grigg also found an apparent preference for "one's own kind" existing among subjects. In their study entitled, "Racial Crisis in America", the investigators noted that "Blacks tend to rank desegregation very low (Killian and Grigg, 1964, p. 164).

It is interesting to note that the apparent condition of separateness existing among humans is not necessarily confined to racial, educational or socioeconomic motivations. Studies related to the acceptance of one "minority-sexed" group by a differing, majority-sexed group reveal that in some circumstances, preference for one's own kind appears to be extended to one's own sex -- particularly in gender-defined situations (Editorial, Nursing Outlook, January, 1970), (Boorer, 1968), (Aldag and Christensen, 1967). Silver and McAtee (1972) proposed that Nursing's name be changed in order "to eliminate the feminine connotation" and thus promote a wider acceptance of the male nurse both among his feminine colleagues and the public (Silver and McAtee, 1972, p. 78).

Consumers' Preferences

A review of the literature indeed suggests that Simon (1973) is the pioneer in "consumer-preference-for-helpers" research. In an interesting study entitled, "Age, Sex, and Title of Therapist as Determinants of Patients' Preferences", Simon (1973) found that patients prefer "psychologists" and "therapists" to "behavioral consultants", "emotional counselors", and "psychoanalysts", who in turn were preferred to "social workers". Findings also indicated that male therapists were preferred to female therapists and that thirty-five-year-old therapists were preferred to fifty-five-year-old therapists who in turn were preferred to twenty-five-year-old therapists (Simon, 1973, p. 145).

On those occasions when professional nurses have made inquiries of consumers about their preferences, responses indicated definite ideas and preferences about nursing care (Nehring and Geach, 1973). Lorig (1969) found that "a primary concern for health services appropriate to the needs of the community and not merely dictated by traditional professional standards" rated high among consumers' preferences. When commenting upon consumers' serious concern for appropriate health services, the author said:

Consumers agreed that if during interviews the board (consumers) is not convinced of the caring nature of the individual, no matter what his academic or experience qualifications, he will not be hired (Lorig, 1969, p. 51).

Another major preference was that health professionals "be constantly aware of and willing to learn about the culture (Lorig, 1969, p. 51)". Lorig elaborates saying:

Professionals must learn to work within a culture in promoting health. For example, nurses are taught that eggs, orange juice, toast, and milk comprise a good breakfast, and they tend to frown on people whose breakfast is beans, cheese and coffee (Lorig, 1969, p. 51).

The implication is that consumers prefer that health professionals give health services and teach health education in a manner that is culturally acceptable. The author notes that "only that kind of teaching is relevant, and in a consumer-controlled health setting, one has to learn quickly what are inappropriate activities (Lorig, 1969, p. 51-52)". Finally, Lorig (1969) found a strong consumer preference for "professionals to speak their language", adding that consumers view "a refusal to learn the language as a sign of not caring (Lorig, 1969, p. 52)".

In addition to being both interesting and informative, the above-mentioned concepts and research findings tend to amplify the need for Nursing to acquire additional information about its consumers' preferences. Therefore, this review of literature becomes the theoretical basis for the present investigation.

SUMMARY

A review of the literature reveals that both Nursing and the behavioral sciences have made very limited inquiry about consumers' preferences. To date, most consumer-oriented research has been presented from the researcher's point of view.

The literature indicates that preferences are indicators of Man's attitudes, and, as such, play an important role in maintaining his

need for self-consistency. In addition, there is considerable evidence to suggest that preferences are relatively stable and thus are seldom of neutral quality.

The fact that Man appears to possess a natural tendency to prefer his own kind suggests that consumers' preferences for registered nurse personnel may be formed on this basis. Various studies indicated that Man tends to exhibit consistently the tendency to prefer his own kind.

Finally, available research indicated that when provided the opportunity, consumers do indeed express their preferences related both to health services and its professionals. Therefore, research about consumers' preferences for professional nurse personnel appears both feasible and desirable.

CHAPTER III

METHODOLOGY

Introduction

This non-experimental, exploratory study's purpose was to determine mixed-ethnic, adult consumers' preferences for registered nurse personnel. Subjects' ethnicity, sex and preferences for nurse personnel were variables for study. Subjects consisted of adult male and female Caucasian, Mexican-American, and Negro populations. Population N was thirty males and thirty females, or a total of sixty N for each ethnic group. N grand total was one hundred and eighty.

Requirements for this research were: (1) Appropriate populations and social milieu; (2) A Caucasian, Mexican-American and Negro female investigator; and (3) A two-part, partially disguised sociometric instrument. Each of the above-mentioned requirements and other pertinent factors will be treated in the following discussion about methodology for this study.

Background and Setting

In view of America's Supreme Court decision (1954) and resulting legislation supporting integration, it was anticipated that the populations under study would not exhibit overt discriminatory behaviors. In fact, it was assumed that all subjects indeed had experienced some degree of social interaction with persons of differing ethnicity.

This commonality in background among the populations under investigation was viewed to provide each subject some basis for cross-ethnic preference, if so desired.

Since this study's concern was well-consumers' preferences for registered nurse personnel, appropriate-social milieu was an important consideration. According to Asch (1956) and others, individuals who are situated among their peers are less likely to reveal their "true" feelings or preferences -- especially if they sense that their feelings and preferences are different from the "majority" (Asch, 1956, p. 120). Hence, it was necessary to select a climate where individuals representative of the populations under study congregate and independently engage in daily living activity. In this investigation, Dallas Metroplex shopping center areas were defined as appropriate milieu.

Population Sampling

A combined, convenience-quota sampling technique was utilized to select subjects for this investigation. By definition, a convenience sample is a nonprobability sample where "we select for study subjects who happen to be in the location of the investigation (Abdellah, 1965, p. 310)". According to Abdellah (1965), the traditional convenience sampling method "always runs the risk of bias in the selection of subjects". However, the author does acknowledge that the convenience technique can be refined if population quotas are set (Abdellah, 1965, p. 310-11).

According to Matheson, Bruce and Beauchamp (1970), a quota sample or representative sample is one where "the sample is selected in such a manner that it matches certain characteristics of the population". These psychologists cite the following example: "A sample containing the same number of males and females is a quota sample". Also, when commenting upon the appropriateness of quota sampling to acquire a representative population, they say, "in studying human behavior, a sample containing the same number of males and females (for example) will be more valid than a sexually biased sample (Matheson, Bruce and Beauchamp, 1970, p. 27)".

In this study, each investigator assumed the responsibility for collecting one-third of the data from each of the populations under investigation. For purpose of clarification, each investigator collected the following from subjects eighteen years or older: (1) Ten questionnaires from Caucasian males; (2) Ten questionnaires from Caucasian females; (3) Ten questionnaires from Mexican-American males; (4) Ten questionnaires from Mexican-American females; (5) Ten questionnaires from Negro males; and (6) Ten questionnaires from Negro females. In addition, it should be noted that each investigator utilized separate shopping center areas when convenience sampling and collecting data.

The Instrument

The experimenter-made instrument utilized for this study consisted of two parts: (1) A photo-display containing color photographs of

male and female registered nurses who were representative of the three ethnic groups being investigated; and (2) A questionnaire designed to collect both the subjects' rank-ordered preferences for nurses depicted in the photo display and demographic data (see appendix).

According to Jahoda, "while it is not easy to standardize pictorial stimuli, a higher degree of objectivity is assured when 'uninterested' parties judge the stimuli independently of the investigator (Jahoda, 1957, p. 184)". Hence, several color photos depicting "registered nurses" who were representative of the populations under study were submitted to a designated panel of judges for the purpose of validating appropriateness for use as stimuli. The following were selected for use in this investigation: (1) One each Caucasian male and female nurse; (2) One each Mexican-American male and female nurse; and (3) One each Negro male and female nurse. The selected photographs were then assembled in a mixed-ethnic order and mounted on suitable display material.

A review of the literature indicates that pictorial methods are particularly useful when there is a question of literacy level of the population being investigated. According to Jahoda (1957), pictures are of particular value "in depicting many types of situations which are difficult to describe -- thus, they permit the uncovering of reactions which are difficult to obtain by other methods (Jahoda, 1957, p. 184)". Jahoda (1957) and others agree that a pictorial test usually has more inherent interest than a singular questionnaire

and thus is more likely to meet with less resistance (Jahoda, 1957, p. 184), (Moreno, 1960, p. 273).

In this investigation, a factual, self-coded, questionnaire (see appendix) was utilized for data collection. By definition, a factual questionnaire is one which consists of "a battery of questions aimed at eliciting data on demographically oriented organismic variables such as age, marital status, occupations, educational level, size of family, or on economic variables such as possessions owned, salary earned, expenditures made, as well as on variables concerned with behaviorial characteristics such as kinds of books read, hobbies pursued, hours of work performed, television programs watched, jobs held, and variables which describe preferences (Abdellah, 1965, p. 318)". In addition, the author notes that "factual questionnaires can serve as useful criterion measures for a research study (Abdellah, 1965, p. 318)".

When speaking of self-coded questionnaires, Abdellah (1965) and others note a primary advantage to be the ease with which data is tabulated (Abdellah, 1965, p. 318), Thurstone, 1929, 222-249, (Borgadus, 1947, p. 55-62). In this vein, Abdellah (1965) defines a self-coded questionnaire as being one "in which the respondent replies to the items by checking the appropriate category of responses (Abdellah, 1965, p. 318)".

The Sociometric Approach

In this study, a sociometric approach was utilized to elicit subjects' preferences for registered nurse personnel. Simply defined, sociometric research is that which elicits subjects' "choice" behaviors. Or, according to Riley (1963), in sociometric research, each person is asked "to choose those others with whom he would like to interact, and to indicate those others with whom he would prefer not to interact (Riley, 1963, p. 174)".

When addressing the need for rationale, Riley (1963) stresses the importance of situationally involving subjects under investigation "in order that subjects' choices are as realistic as possible (Riley, 1965, p. 174)". Asch (1951) and others concur that the rationale should both be reality-based and designed to inhibit subjects' socially desirable response set (Asch, 1951), (Matheson, Bruce and Beauchamp, 1970, p. 148), (Sherif and Sherif, 1969, p. 114). Therefore, this investigator attempted to present visual stimuli to subjects in a partially disguised or subtle manner. This stimuli presentation was accomplished by avoiding any reference to the photographed nurses' sex or ethnicity.

The Rationale

A review of the literature has indicated that preferences are indicators of one's ego attitudes. In this investigation, a rationale was designed to elicit subjects' ego involvement. A situational involvement

which could provide an anticipated need fulfillment -- which was one's choice (in order of preference) of registered nurse personnel in the event of illness -- was deemed an appropriate rationale for subjects.

The Investigators

Research clearly indicates that a research situation is a social situation (Sherif and Sherif, 1964, 1969), (Roher, 1965), (Edward, 1957). Thus, the current undertaking was concerned both with effects of experimenter bias and experimenter effect upon subjects. In this context, Edward (1957), in an interesting study entitled, "The Social Desirability Variable in Personality Assessment and Research", found a given subject in a research setting is "likely to endorse statements of and to express attitudes or preferences that he thinks are socially desirable in the opinion of his evaluators (Edward, 1957, p. 351-9)". In view of this implication -- that subjects are likely to respond as they perceive the investigator would like them to -- this research attempted both to inhibit the "socially desirable response effect", and to avoid experimenter bias. In this investigation, a female Caucasian, Mexican-American, and Negro investigator, (whose individual responsibility as previously stated, was to collect one-third of the data from each ethnic group under study) was utilized for purpose of data collection. This mixed-ethnic investigator group was viewed to provide another dimension for study: Whether or not a relationship existed between a given ethnic population's "first" choice (in order of preference) of registered nurse personnel and a given investigator's own sex or ethnicity.

For this study, the investigators were: (1) A female Mexican-American and a female Negro undergraduate student nurse currently enrolled in the College of Nursing, Texas Woman's University, Dallas Center, Dallas, Texas; and (2) The researcher, a graduate nurse student currently enrolled in the graduate nurse program, Texas Woman's University, Dallas Center, Dallas, Texas, who assumed the role of the Caucasian investigator.

Investigators' Briefing

Prior to investigation, the researcher briefed the investigators regarding both their approach to prospective subjects and the rationale in the following manner:

Hello, I'm a student from Texas Woman's University. May I take a few minutes of your time? I am helping to collect some information about these nurses pictured here. Would you please look at these nurses and tell me which one you would like to care for you in case you got sick? You don't have to give your reasons, and your answers are anonymous. If you would please just fill out this piece of paper, it would really be appreciated! Thank you.

As previously stated, each investigator was instructed to collect one-third of the total population N (ten questionnaires per ethnic gender).

Procedure for Collection of Data

For purpose of clarification, the following steps were incorporated for data collection:

1. Investigator went to shopping center area where there are ample numbers of adult male and female Caucasians, Mexican-Americans and Negroes.
2. The investigator approached a prospective subject and verbalized the above-stated rationale.
3. The investigator repeated steps one and two until ten completed questionnaires were collected from each ethnic gender under investigation. (A total of sixty N per investigator.)
4. The Mexican-American and Negro female investigators then returned their data to the Caucasian investigator (researcher) in order that it could be compiled for analysis.

Procedure for Treatment of Data

Data were collected and categorized according to ethnicity, investigator, and sex. The ranks assigned by each of the ten consumers in each ethnic-investigator-sex combination were tallied. All procedures for the treatment of data were based upon the sums of the ranks of the six photographs. The two major statistical models were: (1) Friedman Chi Square, which is designed to analyze the agreement of any one group of consumers; and, (2) \mathcal{W} (Script W), a generalized coefficient of concordance which analyzes the agreement or disagreement between and within two consumer groups (Siegel, S., 1956, p. 166-72), (Schucany, W.R., and Frawley, W.H., 1973, p. 249-58), (Beckett, J., 1975, p. 6-10). Thus, the consumer groups were analyzed by

holding a level of the factor under consideration fixed -- that is, members of the male and female groups would include all ethnic and investigator combinations.

Summary

This non-experimental, exploratory study utilized a sociometric approach to determine mixed-ethnic, adult consumers' preferences for registered nurse personnel. Major consideration was given to the following: (1) Selection of appropriate population; (2) Background of population; (3) Setting for the investigation; (4) Sampling technique; (5) Appropriate instrument; (6) Appropriate sociometric technique (Rationale); (7) Appropriate investigators for the collection of data; (8) Standardization of investigator approach to prospective subject; (9) Standardized rationale and data collection among investigators; and (10) Application of appropriate statistical model for analysis of data.

In this chapter, methodology was presented both in general and specific discussion format. Following the general narrative, the procedure for collection of data was outlined for purpose of clarification. This particular methodology is viewed to permit an extensive analysis of findings and thus reflect a comfortable margin of validity.

CHAPTER IV

ANALYSIS OF DATA

Introduction

Two nonparametric statistical tests, Friedman Chi-Square (X^2_r) and (M) Script W, were utilized to analyze data obtained from this exploratory study. Statistical literature indicates that these tests are specifically designed to examine rank-ordered data (Seigel, S., 1956, p. 166-73), (Schucany, J., and Frawley, W.H., 1973, p. 249-58), (Beckett, J., 1975, p. 3-10). This chapter will be devoted to pertinent discussion concerning the analysis of data and resultant findings.

All Consumers' Agreement

Data were analyzed by applying the Friedman X^2_r test of significance to all consumers' (N=180) responses to determine whether or not all consumers were in basic agreement over some preference pattern of the nurses photographed. Test results revealed a X^2_r of 260.48, which is highly significant. The significant value of X^2_r with five (5) degrees of freedom at the .001 level is 20.5. Thus it is concluded that consumers under investigation agreed that female nurses were preferred to male nurses -- as indicated by the total sums of ranks in Table I.

All investigators reported that many consumers frequently verbalized their preferences for the female nurse. Typical consumer remarks were:

"Why do you have pictures of men -- Oh! I see! They are for the men to choose"

and "What is this really all about -- there aren't any men nurses!"

or "It just don't seem natural for a man to take care of a sick person -- that's a woman's job!"

Respondent Characteristics

In view of the above-mentioned finding, the nurses' photographs were assembled according to the respective sex group for purpose of analysis of nurse ethnicity. This procedure permitted scrutiny of rankings assigned female nurses by all male and female consumers, and rankings assigned male nurses by all male and female consumers. Quantification of the sex-grouped data (male consumers vs. female consumers) revealed $\chi^2 = .0394$ for the female photo ranks and $\chi^2 = -.0394$ for the male photo ranks. These nonsignificant values reveal that consumers' preferences for professional nurse personnel were not based upon their own sex identity. For purpose of clarification, the following table (Table I) presents the sums of ranks obtained for: (1) All ethnic groups; (2) Male and female consumer groups; (3) Each ethnic consumer group; (4) Investigator group; and (5) Groups of ten consumers per investigator-ethnic-sex group. Data in Table I indicates that there is basic agreement among all ethnic groups when ranking both male and female nurses together. However,

TABLE 1

SUMS OF RANKS BY GROUPS									
Consumers		Sample Size	I	II	III	IV	V	VI	
		Photo	Photo	Photo	Photo	Photo	Photo	Photo	Photo
Total:		180	766	462	802	806	413	531	
By Sex:		90	367	246	395	396	215	271	
Male		90	367	246	395	396	215	271	
Female		90	399	216	407	410	198	260	
By Ethnicity:		60	261	128	287	247	151	192	
N		60	261	128	287	247	151	192	
C		60	253	147	296	264	150	150	
M/A		60	252	187	225	295	112	189	
SUMS OF RANKS PER TEN CONSUMERS PER INVESTIGATOR									
Consumers		Sample Size	I	II	III	IV	V	VI	
		Photo	Photo	Photo	Photo	Photo	Photo	Photo	Photo
Data			C/M	N/F	M/A M	N/M	M/A F	C/F	
I.	Con.	10	45	24	52	43	24	22	
M/A	C/M	10	45	24	46	50	20	25	
M/A	C/F	10	43	21	46	49	25	26	
M/A	N/M	10	44	22	53	37	25	29	
M/A	N/F	10	44	22	53	37	25	29	
M/A	M/A M	10	39	41	38	48	22	22	
M/A	M/A F	10	36	33	42	53	15	31	
N	C/M	10	41	22	53	42	29	23	
N	C/F	10	42	21	50	40	27	30	
N	N/M	10	51	18	43	39	22	37	
N	N/F	10	47	17	56	33	25	32	
N	M/A M	10	53	18	33	44	23	39	
N	M/A F	10	51	19	38	51	17	34	
C	C/M	10	36	33	49	37	30	25	
C	C/F	10	44	23	46	52	20	25	
C	N/M	10	37	25	45	46	22	35	
C	N/F	10	39	25	38	43	32	33	
C	M/A M	10	22	44	36	48	18	42	
C	M/A F	10	51	32	38	51	17	21	

Code: I - Investigator; Con. = Consumer; N = Negro; M/A = Mexican-American; C = Caucasian; C/M = Mexican-American Female; M/A M = Mexican-American Male; C/F = Caucasian Male; N/M = Negro Male; N/F = Negro Female

when male and female nurse data are separated, as in Table II., χ^2 reveals the following for the female nurses:

Consumer vs. Consumer

Negro vs. Caucasian = .0151

Negro vs. Mexican-American = .0294

Caucasian vs. Mexican-American = .0126

Sig. χ^2 = -.0232

These statistical findings indicate that when ranking the female nurses, consumers, regardless of ethnicity, were in agreement that the Caucasian female nurse was least preferred. That is, the Caucasian female nurse received a low ranking by all ethnic groups. Thus consumers' expressed opinions about the Caucasian female nurse are worthy of mention:

"She looks cold."

and "Why doesn't she smile like the others"

or "She looks too stern -- maybe she's just tired."

These comments suggest that the female nurse photographs were not as homogeneous (in facial expression) as the male nurse photographs, where there was strong disagreement among all ethnic groups.

When all ethnic groups ranked the male nurses, data in Table II clearly indicates that all consumers' preferences for nurse personnel were based upon their own ethnicity. In this context, χ^2 revealed the following:

Consumer vs. Consumer

Negro vs. Caucasian = .0308

Negro vs. Mexican-

American = -.0765**

Caucasian vs. Mexican

American = -.0725**

**(Sig. χ^2 = -.0232)

Data related to Mexican-American consumer preferences is particularly interesting. As χ^2 indicates, Mexican-American consumers strongly disagreed with both the Negro and Caucasian groups when ranking male nurses. Thus, data in Table II indeed indicates that Mexican-American consumers' preferences for nurse personnel were based upon their own ethnicity. Negro and Caucasian consumers' rankings also indicate that preferences were based upon their own ethnicity. Table II presents rankings both of male and female nurses by consumer sex and ethnic groups.

TABLE II

Consumer - Sex - Ethnic Group Rankings:						
Consumers By Sex:	Male Nurse Rankings			Female Nurse Rankings		
	Caucasian	Negro	Mexican- American	Caucasian	Negro	Mexican- American
Male	172	183	185	197	177	166
Female	180	187	173	202	176	162
Consumers By Ethnic.						
Negro	177	111	132	144	102	114
Caucasian	108	111	134	122	116	122
Mexican- American	127	141	92	133	135	92

Thus, data presented in TABLES I and II revealed no interaction between sex and ethnicity, either in a positive or negative sense, among consumers' preferences for professional nurse personnel. In other words, while both male and female consumers expressed a clear preference for female nurses, their total rankings reflect the fact that males, like females, chose female nurses. While a given nurse's sex identity was not a factor with any consumer, ethnicity was.

Investigator Effect

As the following tables (III and IV) will indicate, the investigator effect in this exploratory study is both complex and different for different investigator-ethnic respondent combinations:

TABLE III.

Rankings: Males Only			
	Total Consumer Rankings		
Investigator	Caucasian	Negro	Mexican-American
Negro	132	106	122
Caucasian	109	134	117
Mexican-American	111	130	119
Rankings: Females Only			
	Total Consumer Rankings		
Investigator	Caucasian	Negro	Mexican-American
Negro	146	98	116
Caucasian	129	130	101
Mexican-American	124	125	111

Data in Table III indicates that when all consumers ranked male nurses, they tended to rank-order in favor of the particular investigator. That is, all consumer groups tended to base their choice of nurse personnel upon the investigator's own ethnicity. The above \mathcal{W} values indicated strong disagreement among consumers' preferences for nurse personnel; resulting from the particular investigator's own ethnicity. Statistical findings were as follows:

Investigator vs. Investigator

Negro vs. Caucasian: $\mathcal{W} = -.0468^*$
 Negro vs. Mexican-
 American: $\mathcal{W} = -.0350^*$
 Caucasian vs. Mexican-
 American: $\mathcal{W} = .0339$

*Sig. $\mathcal{W} = -.0232$ at $p < .05$

Data related to consumers' rankings of females in Table III again suggest that all consumers were basically agreeing that the Caucasian female nurse was least preferred among female nurses. Statistical findings were as follows:

Investigator vs. Investigator

Negro vs. Caucasian: $\mathcal{W} = .0126$
 Negro vs. Mexican-
 American: $\mathcal{W} = .0042$
 Caucasian vs. Mexican-
 American: $\mathcal{W} = .0360$

Even though the above \mathcal{W} values for the female nurses are non-significant, they are not in conflict with previously stated findings. For example, when consumers' responses toward the Caucasian female

nurse are taken into account and hence disregarded, there is evidence of a numerical reversal of consumers' expressed preferences for the Negro and Mexican-American female nurses. Consumers' ranks for the photographs actually reveal that each investigator-group (N=60) disagreed. This finding of investigator-group disagreement indicates that each group of sixty consumers definitely responded according to the respective investigator.

Table IV clearly reveals the preference patterns of all consumers in each investigator grouping. Examination of ranks disclosed that Mexican-American consumers expressed a strong preference for the Mexican-American female nurse. In fact, Mexican-American consumers also indicated a high degree of preference for the Mexican-American male nurse. Therefore, the findings from this study indicated that Mexican-American consumers' preferences indeed were based upon their own ethnicity. While Negro consumers did not demonstrate the degree of preference for their "own kind" as did Mexican-Americans, Table IV data reveals a definite tendency for Negro consumers to choose Negro nurse personnel. Only the Caucasian consumers tended to remain relatively indifferent in their preferences for nurse personnel. However, when overall data is examined, particularly Table IV, Caucasian consumers' indifferent preferences appear to be a function of a lack of homogeneity among female nurse photos. Table III data, where all consumers' ranked male nurses, lends credence to the above-mentioned assumption. In addition, previously stated consumers' remarks about the Caucasian female nurse's photograph cannot be ignored.

TABLE IV.

Investigator Vs. Ethnicity						
Sums of Ranks						
Ranking Male Nurses						
Investigator-Ethnic Groups of Consumer Rankings						
I.	Con.	C.	M/A	N	Value χ^2_r	Subjective Interpretation of Investigator Effect:
N	N	42	49	29	10.30**	N prefers N Nurse.
N	C	38	47	35	3.90	C prefers N Nurse.
N	M/A	52	26	42	17.20**	M/A prefers M/A Nurse.
C	N	38	40	42	.40	N prefers C Nurse.
C	C	32	45	43	4.90	C prefers C Nurse.
C	M/A	39	32	49	7.30*	M/A prefers M/A Nurse.
M/A	N	37	43	40	.90	N prefers C Nurse.
M/A	C	38	42	40	.40	C prefers C Nurse.
M/A	M/A	36	34	50	7.60*	M/A prefers M/A Nurse.
Sums of Ranks						
Ranking Female Nurses						
Investigator-Ethnic Groups of Consumer Rankings						
I.	Con.	C.	M/A	N	Value χ^2_r	Subjective Interpretation of Investigator Effect:
N	N	53	39	28	15.70**	N prefers N Nurse.
N	C	41	43	36	1.30	C prefers N Nurse.
N	M/A	52	34	34	10.80**	M/A prefers both M/A and N.
C	N	46	36	38	2.80	N indicates slight preference for M/A Nurse.
C	C	39	40	41	.10	C indicates only very sl. preference for C Nurse.
C	M/A	44	25	51	18.10**	M/A definitely prefers M/A Nurse.
M/A	N	45	39	36	2.10	N prefers N Nurse.
M/A	C	42	39	39	.30	C is indifferent.
M/A	M/A	37	33	50	7.90*	M/A prefers M/A Nurse.

Code: I = Investigator; Con = Consumer; C = Caucasian;
M/A = Mexican-American; N = Negro.

Value χ^2_r = Freidman Chi Square Findings.

* Sig. $P < .05$ (5.99).

** Sig. $P < .005$ (10.60).

Synthesis of Findings

In conclusion, analysis of data obtained from this exploratory study revealed the following findings: (1) Consumers expressed a clear preference for the female nurse; (2) Consumers' preferences for nurses did not appear to be based upon their own sex identity; (3) Consumer groups tended to base their preferences for nurse personnel upon respective ethnicity. In addition, Mexican-American consumers expressed the greatest degree of preference for nurses of identical ethnicity. Negro consumers also indicated a strong degree of preference for nurse personnel of identical ethnicity. Only Caucasian consumers tended to express indifferent preferences for nurse personnel, which is believed to be partially due to the less than homogeneous female nurse photographs; and, (4) All consumer ethnic groups were influenced by the particular investigator's ethnicity. All data indicated that there was a definite investigator effect upon all ethnic groups under study.

Summary

Data obtained from this exploratory study were analyzed by applying Friedman Chi-Square (χ^2) and \mathcal{W} (Script W). The Friedman χ^2 was utilized to determine agreement among consumers regarding preferences for nurse personnel within a particular ethnic and sex grouping. \mathcal{W} , which is an average of Spearman Rho's (Beckett, J., 1975, p. 7), (Schucany, W.R., and Frawley, W.H., 1973, p. 255) was employed to

find disagreement among consumers both within and between ethnic, sex and investigator groups.

Analysis of the data revealed the following statistically significant findings: (1) Consumers preferred the female to the male professional nurse; (2) Consumers under investigation did not base their preferences for nurse personnel upon their own sex identity; (3) Consumers under investigation did base their preference for nurse personnel upon their own ethnicity; and, (4) Consumer groups based preferences for nurse personnel upon the particular investigator's ethnic identity. Thus, the investigator's ethnicity was a strong factor in consumers' preferences.

The lack of disagreement when ranking the female nurses is interpreted as follows: All consumer groups agreed that the Caucasian female nurse was least preferred. While rankings of female nurses by all were statistically non-significant, the aforementioned agreement was significant in terms of overall findings.

Data related to preferences for professional nurse personnel by ethnic groups revealed the following findings: (1) Mexican-American consumers expressed the greatest degree of preference for nurses of identical ethnicity; and, (2) Negro consumers expressed a greater degree of preference than did Caucasian consumers for nurses of identical ethnicity. Caucasian consumers' tendency toward indifferent preferences for nurse personnel in this investigation appears to be a function of less than homogeneous female nurse photographs. This assumed function is based upon overall data and resultant findings.

Data related to consumers' preferences according to the investigator revealed disagreement among respective investigator groupings when subjected to ~~W~~ analysis. Thus, under the same experimental conditions, a Negro investigator and a Caucasian or Mexican-American investigator brought back conflicting results.

CHAPTER V

SUMMARY, RECOMMENDATIONS, IMPLICATIONS, CONCLUSIONS

Introduction

This chapter is devoted both to summation of the major aspects of this study and its findings' relatedness to Nursings' goal, individualized care. In addition, implications for further study and recommendations and conclusions based upon the findings are presented for the reader's interest and consideration.

SUMMARY

This exploratory study endeavored to determine whether or not a positive correlation existed between varied adult male and female health care consumers' preferences for registered nurse personnel and the consumers' own ethnic or sex identity.

Subjects for this investigation were adult male and female Caucasian, Mexican-American, and Negro consumers located in an apparent-wellness setting. The sample size for each ethnic group under study was sixty (N=60). The sample size for the investigation was one hundred and eighty (N=180).

Investigators for this study consisted of one each Caucasian, Mexican-American, and Negro female student currently enrolled at Texas Woman's University, Dallas Center, Dallas, Texas. The Investi-

gators employed a partially disguised, sociometric instrument (questionnaire) designed to elicit essential demographic information about consumers and their responses to pictorial stimuli (photographs of mixed-ethnic-sexed professional nurses).

Data obtained from this investigation were analyzed by applying Friedman Chi-Square (X^2) and *SPSS* (Script W). Significant findings were as follows: (1) All consumers expressed a strong preference for the female nurse; (2) Consumers' preferences for registered nurse personnel appeared to be based upon their respective ethnic identities; (3) Consumers' preferences for nurse personnel did not appear to be based upon their respective sex identities; and, (4) Consumers' preferences for nurse personnel appeared to be influenced in the direction of the investigator's ethnic identity.

IMPLICATIONS

The highly significant finding related to consumers' preferences for the female nurse suggests that Nursing needs to devise both ways and means to promote a positive image of its equally capable male nurse. The implication is that the profession give serious consideration to the idea of launching an extensive, intensive public relations campaign on behalf of male nurses. Facets of such a campaign might be the following: (1) Depicting male nurses on recruitment posters; (2) Involving increasing numbers of male nurses in active recruitment; and, (3) Ridding the profession of its' feminine connotation by

changing its' name, Nursing, to health-care specialist, for example.

The fact that consumers' preferences for nurse personnel appeared to be based upon their own ethnicity tends to lend credence to others' assumptions about human beings' natural inclination to "cleave to one's own kind". Hence, it is recommended that Nursing utilize this information when planning individualized care. For example, modification of staffing patterns by Nursing Service would insure availability of personnel who patients apparently "prefer". In view of the professions' mixed-ethnic population being located in most health care settings, this recommendation seems reasonable. In addition, modified staffing patterns are viewed both to further the concept of individualized care and to enhance health consumers' image of the profession. In this context, it is recommended that nurse educators take into account this finding while developing curricula designed to prepare tomorrow's nurses to function in an ever-increasing, multi-cultured health-care setting. In addition to recruitment across ethnic lines, an increased focus upon language requirements for students, in light of the many bilingual regions within these United States is merited. Caucasian nurse students would benefit greatly from bilingual preparation. This recommendation gains support in the literature, which indicates that ethnic consumer groups do associate the caring aspect in helpers with a demonstrated effort both to learn and to speak the prevalent language. Finally, nurse educators might scrutinize current behavioral science requirements in terms of their apparent ability to foster the professions' goal, individualized care.

Advanced coursework, where there is an indepth focus upon the role culture plays in Man's existance, might be considered for inclusion.

The fact that consumers' preferences for nurse personnel appeared to be influenced by an investigator's own ethnicity in this study provides Nursing a meaningful insight into the human tendency "to respond according to what is perceived to be socially acceptable or desirable." Thus, implications for nurse educators are: (1) To increase the focus upon this "tendency" when teaching communication skills; and, (2) To concentrate upon helping their students to acquire more effective interviewing skills. Also, knowledge of the persistent investigator effect in the research situation suggests the need for a more sophisticated research format. In this context, the following examples are presented for consideration: (1) Added instruction in use of blind and double-blind research design; (2) Development of research designs which tend to eliminate the investigator effect. For example, in this study, all three investigators could have approached a "captive" audience of consumers, given instruction simultaneously, and left the room . or, this study could have utilized a stimulus-reward type design, where consumers responded via a "robot" or Skinner-type apparatus.

Findings which revealed that the Caucasian female nurse received low rankings by all ethnic groups provides the profession with information about consumers' apparent perceptions of "desirable" nurses. Consumers' unsolicited remarks about the Caucasian female nurse's photograph suggest that nurses whose appearance depicts friendliness and warmth are most desired by consumers. Thus, the implication

is that all nurse personnel should be mindful of consumers' apparent perceptions and strive to acquire a "desirable" image. This finding also implies that nursing researchers need to take this knowledge into account when there is need for standardization of stimuli for future, similiar research endeavors.

RECOMMENDATIONS

This investigatory experience resulted in the following recommendations: (1) Extension of the present design by studying other ethnic groups located in different regional areas in the United States; (2) Extension of the present design to provide for an experimental or control group -- for example, inclusion of a fourth consumer group who responds to a Skinner-type apparatus while investigators approach the other three consumer groups. At minimum, such extension is viewed to provide a valid measure for the degree of investigator effect; (3) Extension of the current design to include two sets of nurse photographs; that is, both serious and smiling poses of the same nurses. This extension would help to determine both the effect of standardization of pictorial stimuli upon consumers' responses and learn more about consumers' perceptions of nurses. In this design, consumers could view a mixture of poses (serious and smiling). Or, consumers could be exposed to the displays containing identical poses within a specified time frame -- in this situation, consumers would serve as their own control; and, (4) A longevity study designed to measure consumers' acceptance of the male nurse -- ideally conducted prior to

and following a simulated public relations campaign. Finally, this study definitely suggests that investigation of consumers' preferences per se is both feasible and worthwhile.

CONCLUSIONS

The above-mentioned findings obtained from this study have yielded the following conclusions: (1) When provided the opportunity, consumers will express both their views and preferences for registered nurse personnel; (2) The highly significant finding of consumers' preferences for the female nurse suggests that the profession needs to focus both upon ways and means to create a more favorable, accepting, public image of its male nurses; (3) Findings which suggest that consumers prefer their own kind, even in a health-care setting, suggest that Nursing must take this fact into consideration in order to maintain its' goal, individualized care; and, (4) It is concluded that similar research endeavors must take into account the fact that the research situation, like other situations, is a social situation. Nursing must make provisions to control for the inevitable investigator effect in future research efforts.

QUESTIONNAIRE

Please look at each number printed under each of the pictures
and use them to indicate your choice of nurse in the following
questions:

CIRCLE ONE!

- | | |
|--------------------------------|-------------|
| I. My <u>first</u> choice is | 1 2 3 4 5 6 |
| II. My <u>second</u> choice is | 1 2 3 4 5 6 |
| III. My <u>third</u> choice is | 1 2 3 4 5 6 |
| IV. My <u>fourth</u> choice is | 1 2 3 4 5 6 |
| V. My <u>fifth</u> choice is | 1 2 3 4 5 6 |
| VI. My <u>sixth</u> choice is | 1 2 3 4 5 6 |

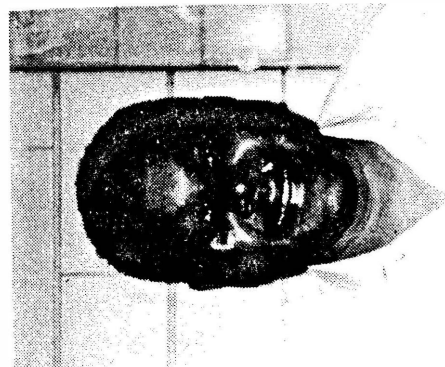
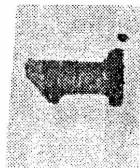
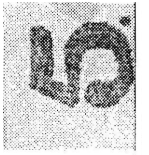
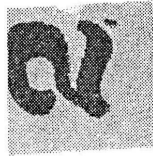
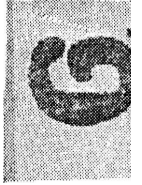
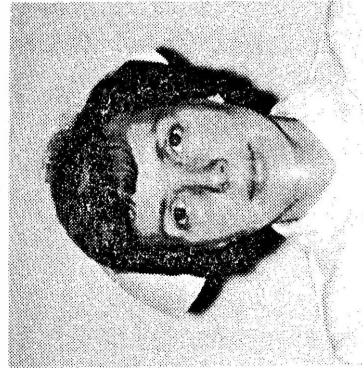
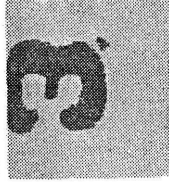
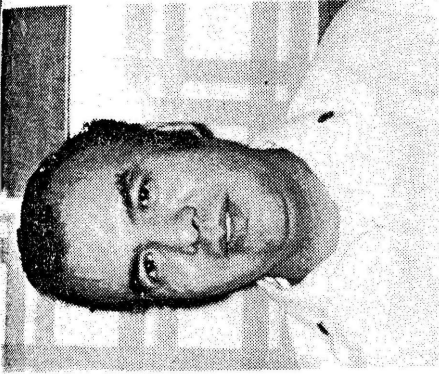
Please circle "what describes you" in the following:

- I. I am: (1) Under 18 years of age. (2) 18 years or older.
- II. I am: (1) A Male. (2) A Female.
- III. I am: (1) Black. (2) White (3) Mexican-American.

I APPRECIATE YOUR WILLINGNESS TO GIVE YOUR TIME!

THANKS VERY MUCH!!

REPRODUCTION OF PICTORIAL DISPLAY



COLOR PHOTOGRAPHS

2



3

1



5



6



4



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