

THE IMAGE OF NURSING AS PERCEIVED BY RECENT
FEMALE HIGH SCHOOL GRADUATES

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CHAPTER 1

INTRODUCTION

The most persuasive influence on attitudes and perceptions of people is the mass media, both printed and broadcasted (Bauer & Bauer, 1960; P. Kalisch & B. Kalisch, 1980b). Bauer & Bauer (1960) stated " . . . the image of reality presented by the mass media diverges from the ideal norm . . ." (p. 51). Since a high proportion of the news is presented to hold an audience, mass media often makes the news as well as presents it. Artificial importance is given to some events along with the impression of public involvement (Bauer & Bauer, 1960).

According to a survey done by U.S. News and World Report (1980), television, one form of mass media, ranks second in importance to the White House in the amount of influence that it has upon the nation as a whole. Ninety-seven percent of American households have television sets while the average viewing time is more than 6 hours per day.

Little attention has been given to the mass media's presentation of the image of nursing. The image of nursing portrayed by mass media has usually been negative according to B. Kalisch and P. Kalisch (1983b). This image affects

nursing by distorting the public's image of nursing and reinforcing outmoded beliefs, expectations, and myths (P. Kalisch & B. Kalisch, 1980b).

The professional image of nursing portrayed by mass media affects the quality and number of persons choosing this occupation. Young women are entering the workforce in increasing numbers and choosing nonfamilial and traditionally male occupations (B. Kalisch & P. Kalisch, 1983b). Female high school graduates who may not have made an occupational choice are in a position to be affected by the media, and in particular television, since exposure is so widespread. This study was conducted to determine whether there was a relationship between nursing television programs and female high school graduates' perception of the image of nursing.

Problem of Study

The problem of this study was to determine if there is a relationship between the perception of image of nursing scores and television programs, identified as nursing, watched by recent female high school graduates.

Justification of Problem

Over 200 million Americans watch television programs on a regular basis, programs which are controlled by a few hundred network employees. Mass media portrayal of nursing has usually been derogatory through presentation of outmoded

expectations, myths, and beliefs. These distorted images of nursing are reinforced daily through television programs which are about nursing or include nurses. Many people, including those who are in the process of choosing a profession, are given false information about nursing (B. Kalisch & P. Kalisch, 1983b).

College students and the image of nursing were investigated by Stegmaier (1983). Stegmaier used television programs which included nurses and a questionnaire about different images of nursing to study freshmen students' perceptions of nursing. Stegmaier concluded that students' economic and professional/job satisfaction attitudes toward nursing were affected by television programs. Since college students' perceptions about the image of nursing can be affected by television programs, one may wonder whether others' perceptions could be affected such as policymakers, the general public, and nurses themselves.

Policymakers who have power to allocate funds for nursing and nursing care are affected by negative media views concerning nurses. Over 40% of health care is funded by the public. Since 1968 health care costs have increased more than any basic human need. Improvement of health care can be accomplished through improving health services, making accessibility more equitable and keeping costs in

proper proportion. Since policymakers are accountable to the general public besides being elected by them, the general public's perception of nursing is important. Physicians receive most of the credit for health care on television while services which nurses can offer are often overlooked and neglected. Nursing's definition of health care is holistic in nature which is not known totally by the public or policymakers. Nurses themselves are affected through portrayal of negative images and self-confidence, beliefs, and values all may be affected by negative images of nursing as portrayed by television programs (B. Kalisch & P. Kalisch, 1983b; P. Kalisch & B. Kalisch, 1980a, 1980b).

This study was conducted to uncover any effects that television viewing might have upon the image of nursing as perceived by recent high school graduates. This study, a modified replication of Stegmaier's *The Image of Nursing as Perceived by Female College Freshmen* (1983), used recent high school graduates as the population. Students who are on the threshold of choosing a career and entering the job market can be affected by a poor image of nursing and will opt to enter other professions (B. Kalisch & P. Kalisch, 1983b; P. Kalisch & B. Kalisch, 1980b). This study was done to document the image of nursing as perceived by recent high school graduates who have not yet entered the

job market. By becoming more aware of the image of nursing, nurses can become actively involved in improving the image and role of nurses as portrayed by television programs. The present image of nursing as presented by the media affects the future of nursing, who will be attracted to the profession, and what direction it will take.

Theoretical Framework

Albert Bandura's social learning theory (Bandura, 1974, 1977; Bigge, 1982) was used as the theoretical framework for this study. According to Bandura, almost all behavior is learned through direct experience or observation.

Behavior learned through direct experience is cognitive in nature. Individuals become aware of the positive and negative effects that their actions produce, and behavior which produces inappropriate results is discarded.

Most behavior is learned through observation or modeling. Individuals observe others to learn behaviors, code the behavior, and store it for later use. Observational learning is governed by four processes: attentional, motor reproduction, incentive, and motivational processes.

Attentional processes determine what behaviors are selected and which are overlooked. Through imaginal and verbal symbols, modeling is transferred into the memory to

serve as a guide for future behavior. Motor reproduction processes are used to integrate behavior into new response patterns. Incentive and motivational processes determine whether or not observational behavior will be performed. All behavior which is observed is not performed. This is a distinguishing feature of the social learning theory.

Modeling can influence the generation of new behaviors beyond what individuals have seen or heard. Modeling plays a role in spreading ideas and social practices within a society or between societies. Mass media, especially television, serves as the mode of transmission (Bandura, 1974, 1977; Bigge, 1982).

Modeling, behavior learned through observation, can be applied to the image of nursing as portrayed by the mass media. Mass media such as television gives certain characteristics to nurses. The general audience watches the program and observes the behavior or images of nurses. Through attentional processes, certain behaviors are selected. Imaginal and verbal symbols transfer the behaviors into the memory. Motor reproduction processes are used to integrate the behavior into new response patterns. Incentive and motivational processes determine whether or not that behavior will be utilized. Behaviors have different effects upon different people depending

upon the time, place, and people toward whom the behaviors are directed (Bandura, 1977).

Viewers of television programs which convey images of nurses will be affected differently. Each viewer will be affected according to prior development of selective observation, memory encoding, coordination of their motor systems, and prior outcomes of consequences of behaviors (Bandura, 1977).

Bandura's social learning theory explains learning through modeling. Since television was the media which was examined in this study, modeling or observation could be used to explain how viewers might or might not be affected by nursing television programs. Programs which concern nursing may enhance or detract the image of nursing which ultimately may affect the future of nursing.

Assumptions

Assumptions used for this study were:

1. All persons learn through direct experience and observations.
2. Behaviors have different effects upon people depending upon consequences or results.
3. The results of behavior are dependent upon the time, place, and persons involved.

Hypotheses

The following null hypotheses for this study were:

1. There is no significant relationship between the perception of the image of nursing scores and television programs identified as nursing watched by recent female high school graduates.

2. There is no significant relationship between the perception of status category score in nursing and television programs identified as nursing watched by recent female high school graduates.

3. There is no significant relationship between the perception of the social category score in nursing and television programs identified as nursing watched by recent female high school graduates.

4. There is no significant relationship between the perception of the economic category in nursing and television programs identified as nursing watched by recent female high school graduates.

5. There is no significant relationship between the perception of the professional/job satisfaction category in nursing and television programs identified as nursing watched by recent female high school graduates.

Definition of Terms

The following terms were defined for this study as used in Stegmaier's *The Image of Nursing as Perceived by Female College Freshmen* (1983):

1. Image of nursing score--score measuring the image of nursing using the Stegmaier Opinion Survey (SOS) (Appendix A).

a. Status level--score obtained from statements in the status category of the SOS.

b. Social level--score obtained from the statements in the social category of the SOS.

c. Economics level--score obtained from the statements in the economics category.

d. Professional/job satisfaction level--score obtained from the statements in the professional/job satisfaction category of the SOS.

2. Television program(s) identified as nursing--programs identified by the subject on the demographic data sheet.

3. Recent female high school graduates--female students selected from a small southwestern town of 50,000 who are at least 18 years of age, May, 1984 high school graduates, and have not attended college.

Limitations

The limitations used for this study were as follows:

1. The results of this study are limited to the sample selected for study; therefore, generalizations cannot be made.
2. Subjects' previous experience with nurses is identified but will be listed as other findings.
3. This study does not take into consideration economical, social, or ethnic backgrounds of the subjects.

Summary

Mass media consumption by the public is widespread. The image of nursing has usually been negative when presented by the media, particularly television. The problem of this study was to determine if there is a relationship between the perception of the image of nursing score and nursing television programs watched by recent female high school graduates. This study which was done to document the image of nursing as perceived by recent high school graduates used Albert Bandura's social learning theory (Bandura, 1974, 1977; Bigge, 1982) as the theoretical framework. Five null hypotheses were used that stated no relationships existed between five images of nursing and television programs watched by recent female high school

graduates. Terms were operationally defined as used by Stegmaier (1983) in her study.

CHAPTER 2

REVIEW OF LITERATURE

This chapter reviews literature related to the image of nursing and its perception by recent female high school graduates. This review of literature is divided into three parts. Aspirations of high school students are covered in the first section of this review. Mass media and its effect on the public follows with a discussion concerning nursing and mass media's effect on nursing reviewed in the final section.

Aspirations of Female High School

Students After High School

According to the 1980 Census of Population (U.S. Department of Commerce, 1984), 44,523,000 females were employed outside the home. Registered nurses numbered 1,415,000 in 1982. What and who influences females in choosing their careers?

Marriage and career, career, or marriage--these are some of the choices that females have after high school graduation. Accordingly, more women are choosing to have careers and families. Combining a marriage and career causes concern for some female high school students since

they do not seem to have a high level of information about occupational experiences of women (Heller & D'Lugin, 1979; Patrick, 1972; Pedro, 1978).

Heller and D'Lugin (1979) surveyed senior female high school students attending a career planning workshop during the spring of 1979. Senior high school students from 62 different schools were asked to apply for the workshop. Of the 321 students who completed applications, 128 students were selected to participate in the career workshop. Emphasis of the workshop was placed on motivating females to choose nontraditional careers. Two-thirds of the group wanted a career in health, business, or secretarial studies. Heller and D'Lugin found that high school students were uncertain about combining a career with marriage and concluded that high school seniors did not understand the demands of the adult world.

Patrick (1972) surveyed both male and female high school students selected randomly from 14 school districts in Arkansas. Questionnaires were distributed to 50 senior girls and 10-20 senior boys in each district. When total enrollment was less than 50 in a district, all girls participated in the study. One-third of the females surveyed expressed traditional attitudes and beliefs about working women. Patrick found from this study that future high

school graduates considered marriage the most important goal in the future followed by a full time career.

Pedro (1978) in her study of 115 junior high school students in Wisconsin found that only 26% of the students intended to work full time during their adult life. The remainder of the students intended to work only before marriage, before children were born, or part time. Pedro also found that grades were the only predictor of job knowledge, knowledge of occupational experience, and maturity attitudes. Pedro stated that the more facts known about occupational experiences of women by students, the less students intended to give up careers for marriage. She concluded from results of this study that having a high school level of general job information does not necessarily relate to having a high level of knowledge about occupational experiences of women.

During the last 10 years there has been an increase in the female workforce. Approximately half of all females are employed outside the home. The value system for females has switched from a life goal of family to occupational goals (Lueptow, 1980). Studies have been conducted to determine what areas students are interested in and what or whom is perceived to be influential in their determination of life goals.

Females often choose traditional occupational goals such as nursing and teaching. Roane State Community College (1977) found from a survey of 469 high school seniors from 6 high schools that an overall trend of indecision existed. Eight percent of the total number of females (244) chose health-related occupations as future goals. A total of 1,947 juniors and seniors from 8 county high schools in Kansas were surveyed about future job goals by Johnson Community College (1979). Results from that 27% of the students demonstrated an interest in the health field. Whether students are interested in a certain occupation or undecided is often influenced by others as studies have shown such as those conducted by the Houston Community College System (1979) and Johnston (1982).

The Houston Community College System (1979) surveyed 1,350 students selected randomly from the Houston Independent School District and 2- and 4-year institutions. A total of 401 high school students were surveyed--53.1% of the group were female. Female high school students ranked their mothers as being most influential in determining future career choices. Parental influence was strongest overall among high school students.

Johnston (1982) conducted a descriptive survey to determine differences between high school girls choosing

traditional female careers and those choosing non-traditional careers. A random sample was chosen from 4,579 Denver senior high school girls who took the Career Interest Survey in 1980. Factors associated with choosing a non-traditional career include having a higher IQ, higher grade point average, father's employment, higher level of mother's and father's education, and being Anglo. Perceived influences on choice of career included mothers, friends, school experiences, fathers, teacher, and persons one knows in the occupation.

Sex stereotyping is another area which has been studied as an influence in choosing a career by females. Davis, Gaa, and Baptiste (1982) surveyed 213 female senior high school students to investigate relationships among females' self-perceptions on sex stereotypic attributes and occupational aspirations. Questionnaires were used to determine occupational choice and sex stereotypic attributes of occupations. They concluded from the results of this study that sex stereotypes serve as a variable for occupational choices of high school females. Females seem to enter occupations less prestigious and more sex-typed than occupations that they actually would like to enter.

Harwitz and White (1977) investigated the relationship between sex-linked vocational information and occupational

choices of high school juniors. Vocational opportunity information for women was read by 144 students while general occupational opportunities information was read by 106 students. Students then were surveyed for occupational choices which were found to be made on basis of sex stereotype or lack of knowledge of success in given occupation.

Role modeling also has been studied as an influence for career choice of females. Helms (1983) studied high school females who had been divided into two groups in a career decision-making course. Forty students were either exposed to a teacher or a female employed in a nontraditional occupation during discussion of occupations. Students who were exposed to the nontraditional role model tended to choose nontraditional occupations.

Female high school students have had several options available to them following high school--marriage, career, or both. Studies have found that students may not understand the demands of the adult world (Heller & D'Lugin, 1979; Patrick, 1972; Pedro, 1978). Females often expressed an interest in traditional occupational goals such as nursing and teaching (Johnson Community College, 1979; Roane State Community College, 1977). School practices, textbooks, and news media have contributed to barriers to seek certain

occupational goals (Patrick, 1972). Sex stereotyping also has been mentioned as being influential upon females choosing future careers (Davis, Gaa, & Baptiste, 1982; Harwitz & White, 1977).

Mass Media and Its Effect on the Public

According to Schramm and Porter (1982), 5 hours of the average American's day is consumed by the media. During a typical evening, 100 million Americans watch 2 1/2 hours of television and read 61 million copies of newspapers; one-third of all Americans read books for 47 minutes. Individuals in society turn to mass media for various reasons. Some use the media to escape from problems; others use the media as an emotional release, for vicarious interactions, for discussion topics, and stimulation of the imagination (Hubert, Ungurant, & Bohn, 1974; Atwood, Sohn, & Sohn, 1978).

Certain factors have been mentioned in the literature as affecting the effectiveness of mass media upon the public. Whether the type of or combinations of media are effective depends upon what skills are needed by the public for use. Emotion and drama also play a part in the effectiveness of media. Literature has shown that the public is more willing to accept ideas which are familiar and easy to relate to past experiences. Facts and ideas

that agree with existing opinions are more easily reinforced rather than changed by media. New opinions are more easily created rather than changed. Behavior also may be affected by media. Different variables such as the size of the audience involved, any risks or changes involved, personality, values, and motives play a part in media effectiveness upon the public's behavior (Hubert, Ungurant, & Bohn, 1974).

Television serves as the primary source of information for most of society. Television can affect a leader's status--his chances to improve or fail are shaped by selective programming of news. Often the public becomes impatient with leaders because television programs will give clear answers to problems when none really exist (Sancff, 1984).

Media, particularly television, occupies a large portion of time for the American population. The literature states various reasons for media's popularity. Its effectiveness depends upon the population involved, what message is presented, and its departure from current thinking or beliefs. High school students are very vulnerable when exposed to media's presentation of life. Television portrayal of life is often distorted as are portrayals of television characters. These characterizations

may serve as role models for high school students who are on the threshold of choosing lifetime careers and occupations. Since literature has shown that a large portion of the average American's day is consumed by media (Schramm & Porter, 1982), one cannot help but wonder how this influences career choices. Television's most significant influence may be in areas that are difficult or impossible to measure (Bogart, 1972).

Mass Media's Effect Upon Nursing

Previously reviewed literature stated that an average American spent 5 hours a day exposed to various types of media (Schramm & Porter, 1982). Because the mass media attracts such a large audience, any presentation of nursing affects nursing as a profession (P. Kalisch & B. Kalisch, 1982c). Literature will next be reviewed for the image of nursing as presented by newspapers, novels, motion pictures, and television. Finally, nursing's own effect upon the image of nursing will be discussed.

Newspapers

B. Kalisch, P. Kalisch, and Clinton (1981b) conducted a content analysis of newspaper coverage for 1 year on 4 different groups of nurses: racial minorities, males, foreign-trained nurses, and midlife entrants into nursing.

A total of 3,127 newspaper articles were reviewed. Only 2.6% of the articles focused on minority nurses. Circulation of newspapers was usually less than 50,000 when articles were printed about minority nurses. Articles covered the topics of lack of health care for minorities, underrepresentation in the profession and recruitment and retention problems. Articles about males suggested that only 2% of nurses are men, and they hold answers to problems in nursing. The remaining 98% of the profession, females, were helpless, emotional, and ineffectual. Articles about foreign-trained nurses discussed frustration, anger, and vulnerability. Midlife-entrant nursing themes discussed balancing nursing studies with family responsibilities.

B. Kalisch, P. Kalisch, and Clinton (1981a) also analyzed newspaper coverage of the shortage of nursing. A total of 3,000 articles were analyzed by the investigators. Consequences of nursing shortages were mentioned in 14% of the articles: decreased availability and diversity of services, decreased quality of care, and increased health care costs. Newspapers mentioned nurses themselves as being responsible for the shortages due to their geographic distribution, unfavorable working conditions, and a large number of inactive nurses in the profession. Expanding

health care operations and decreasing funding of quality nursing education were also mentioned as contributing factors.

Newspapers are the primary source of the public's perception of school nursing according to literature. Schools depend upon taxpayers for financial support; therefore, the public's perception of their worth is very important to schools. Articles written during 1978 and 1980 were reviewed by researchers which described services provided by school nursing programs. An average of 1.43 articles per state was published during 1978 while an average of 6.30 articles was published during 1980 by newspapers in each state. Services provided by nurses were described by 77% of the articles; inadequate resources for school nursing programs were described by one-half of the articles. School nursing was praised in 80% of the articles for having improved school children's health (B. Kalisch, P. Kalisch, & McHugh, 1983).

Reviewed literature concerning newspaper coverage of nursing covered racial minorities, males in nursing, foreign-trained nurses, midlife entrants, nursing shortage, and school nursing. School nursing was praised in 80% of articles reviewed by researchers (B. Kalisch, P. Kalisch, & McHugh, 1983) while nurses themselves were criticized for

the nursing shortage (B. Kalisch, P. Kalisch, & Clinton, 1981a). Articles also suggested that male nurses may hold answers to problems in nursing (B. Kalisch, P. Kalisch, & Clinton, 1981b).

Novels

Novels are another area which was reviewed for coverage of the nursing profession. P. Kalisch & B. Kalisch (1982b) analyzed 207 novels and found that 99% of nurse characters were female. Nurses were usually white (97%), single (71%), childless (92%), and under 35 years of age (69%). The Kalisches reported that nurses were often categorized into three categories by novels: Man's companion, destroyer, and mother or mother of his children. A nurse's image was usually a female supporting a physician's work while searching for romance and adventure. From 1900-1919 nurses in novels were involved in the search for success in nursing, happiness, and fulfillment through love and marriage. This image decreased throughout the years. From 1960-1970 nurses were associated with sexual promiscuity. Nursing was portrayed as a technical occupation while education and research were deemphasized.

Florence Nightingale is often used as a topic for visual and written media productions. Much information for productions is taken from biographies done by three

individuals--Sir Edward Cook, Cecil Woodham-Smith, and Lytton Strachey. Sir Edward Cook wrote about Nightingale in 1914. He spent more time than others describing various projects by Nightingale but excluded information which might embarrass her heirs. Cook recognized her demanding personality, intolerance of weakness in others, and gave her credit for trying to make demanding reforms. Cecil Woodham-Smith published Florence Nightingale: 1820-1910 in 1951. She presented Nightingale as a short-tempered arrogant female. Woodham-Smith was criticized for relying on Cook's work too much. She also ignored available documentary while writing Nightingale's biography. Lytton Strachey offered a distinctive interpretation of Nightingale's personality in a biographical sketch in his Eminent Victorians. He wrote about the most dramatic parts of Nightingale's life in a short narrative. He portrayed her personality as a fierce crusader (B. Kalisch & P. Kalisch, 1983a).

Reviewed literature concerning the image of nursing as presented by novels described the typical, young unmarried female as the topic for novels. Themes ranged from the search for happiness and success by nurses to involvement in sexual promiscuity. Three biographies of Florence

Nightingale were also mentioned as sources for media production information which emphasized her personality and reforms.

Motion Pictures

Motion pictures are another area in which the nurse is viewed. From 1930 through 1979, motion pictures were analyzed for content by P. Kalisch and B. Kalisch (1982a). Because films help to shape images toward life, the image of nursing is also affected. Nurses were depicted as caring for others, engaging in worthwhile activity, and serving one's country. The most positive image of nursing was depicted in the 1940s--the nurse was serving her country. After 1943, the war story theme diminished in popularity, likewise the image portrayed about nurses diminished. When films were analyzed about the nurse's view toward her career, 55.3% of the characters portrayed a positive view toward nursing. An ambiguous attitude was portrayed by 41.3% of the characters, and nursing was disliked by 3.4% of the characters (P. Kalisch & B. Kalisch, 1981b, 1982a).

Psychiatric nurses have been portrayed in a negative stereotype in motion pictures. Psychiatric nurses were investigated as part of a study of over 200 films released between 1930 and 1980 pertaining to the image of nursing. Eleven motion pictures and 16 nurse characters were

identified as having a psychiatric focus through content analysis. Nurse characters were always female, Caucasian, single 88% of the time, and childless 94% of the time. They were more likely to hold administrative positions. Physically they were less attractive and sexual than other nurses. None of the older nurses were involved in romantic relationships. When nurses were cast in romantic relationships, it was in a negative respect. Psychiatric nurses often sought and abused power as did the nurse in the movie One Flew Over the Cuckoo's Nest. Nurse Ratched portrayed by Louise Fletcher is a smiling unruffled nurse who abides by rules which benefit her. She does not tolerate any insubordination. When questioned about watching the World Series on television, she has everybody on the ward vote. Those who are not even aware of the issue are included in the vote--the World Series is not watched. Nurse Ratched remains in control throughout the film. Randle P. McMurphy, the nonconformist, is lobotomized at Nurse Ratched's recommendation during the final portion of the film. Two characteristics of psychiatric nurses were usually lack of compassion and demonstration of more harm than good. Matron, a nurse in the movie Private Worlds, caused a violent outbreak by a patient. Nurse Ratched caused a patient's suicide in One Flew Over the Cuckoo's

Nest. Charlotte Diesel in the movie High Anxiety deliberately tried to keep her patients from recovering. The only positive image portrayed by motion picture nurses is a young and pretty nurse who is usually involved with the psychiatrist (P. Kalisch & B. Kalisch, 1981a).

The image of nursing as presented by motion pictures ranged from the positive image of the 1940s to the negative image of the psychiatric nurse. Motion pictures analyzed for content contained nurses who usually portrayed a positive or ambiguous attitude toward nursing. Psychiatric nurses were usually depicted as being power-hungry individuals who sought and abused power.

Television

Television has played a vital role in molding the public's image of nursing. Researchers surveyed 320 television episodes which were shown during the past 30 years. Over 80% of the nurses worked in hospitals. The majority of nurses ranged between the ages of 24 and 35 years and were not depicted as pursuing a life-long career in nursing. Nursing activities in the professional role were portrayed by 64% of the television episodes; personal activities were portrayed in 36% of the episodes. Expanded role responsibilities were portrayed only in crisis. Nursing activities usually were as a resource to other

health care providers. Physicians' careers were portrayed as more important, active, and successful than the nurses' (P. Kalisch & B. Kalisch, 1982c; P. Kalisch, B. Kalisch, & Clinton, 1982).

Networks have been turning to long-running television serials. One of the most popular was and is MASH. Writers talked with nurses and doctors for show plots and used real life stories for 60% of the plots. Hot Lips Houlihan was portrayed as an excellent nurse but as a failure as a woman. During the long-running series, Hot Lips also was attracted to two different doctors on the program, was discontented with her lover, married and divorced, and hardened and softened as a character (Corliss, 1983; Waters & Hackett, 1983).

B. Kalisch and P. Kalisch (1983a) researched Florence Nightingale as a topic for media productions. Between 1915 and 1965, 10 productions were made about Nightingale. Included were two stage plays, three films, and five radio and television plays.

Television's portrayal of the image of nursing has focused upon a young female working in a hospital. Literature revealed that nurses were depicted as being secondary in importance to physicians and as a resource to other health care providers. MASH was discussed as a long-

running serial which portrayed Hot Lips Houlihan as an excellent nurse but as a failure as a woman. Her personal life provided topics for many episodes of MASH as have other nurses' lives such as Florence Nightingale.

Nursing's Effect Upon the Image of Nursing

Nurses are typically nonpolitical--disorganized and neither joiners nor participants. Nurses have remained relatively silent in the past allowing outsiders to impose their will upon nursing (B. Kalisch & P. Kalisch, 1976). Autonomy was viewed as being crucial to the profession when 2,000 nurses responded to a survey examining the meaning of professionalism to nurses. Two-thirds of the respondents replied that while they felt that nursing's image was improving, the American Medical Association was viewed as actively hindering nursing's progress (Gulack, 1983).

Nursing image is a concern to different areas and groups in the profession. AORN appointed a task force to develop strategies for improving the image of professional nursing (Koehler, 1983). Nurse practitioners chose five issues of concern for the future of nursing. Public awareness and image was an area that would be receiving attention by the ANA Council of Primary Health Care Nurse

Practitioners ("Nurse Practitioners," 1984). Concern for the image of nursing has also extended into hospitals.

Hospital administrators are becoming concerned about their hospitals' images and marketing of their product--patient care. Nurses' roles and their perception of roles affect their performance and accomplishments of duties which in turn affect the hospitals' image. A mailed questionnaire was sent to 600 nurses throughout Nebraska to determine preference orderings of 11 desired images of nurses and explore perceptions of relationships with role partners. Nurses were asked to verbalize perception of the general public's image of nursing. Some of the responses included the following (Hafer & Joener, 1984, p. 30):

1. They see nurses on television.
2. . . . glamour girls out to get doctors.
3. Most television shows show nurses as unintelligent handmaidens to doctors.
4. Public tends to be unsure of nurses and not sure if they can trust them.

Media presentation of nursing not only affects nurses on a local level but on a national basis as well.

National coverage of the image of nursing is often negative as was presented by Newsweek (Clark & Joseph, 1984). San Francisco General Hospital had been investigated

by state officials, and nurses were directly blamed for the majority of problems. Examples cited in the article included:

1. Nurses were watching television instead of monitoring disoriented patients and changing linens.
2. Nurses were lax about transfusions--did not check blood type adequately and failed to discontinue blood after a reaction.

3. Nurses gave incorrect medication dosages and failed to obtain consents for sterilization surgery.

Hospital officials commented that their hospital was in a ghetto section of town, had an overload of difficult patients, and operated under civil service which made it difficult to hire and fire qualified personnel. Nurses themselves were outraged over criticism directed at them. Comments cited in the article referred to the difficult population treated at the hospital, an increase of over 17% in patient load during the past year, and no increase in staffing coverage to meet increased patient needs. According to the article, problems were being solved through removal of the Director of Nurses and other supervisors and implementation of a strict quality control procedure.

Locally the image of nursing has been presented through burnout articles concerning nurses (Fielder, 1984). Nurses

were interviewed about responsibilities and liabilities of hospital employees. Several past and present employees gave reasons for burnout in nursing which included increased paperwork, difficult hours, and problems with administration. However, a nursing educator recommended along with others that nurses themselves will have to quit fighting among themselves, band together, and solve their own problems.

The image of nursing was also discussed in literature in British journals. British nurses are concerned about media and its effect upon nursing as reflected by articles which stress autonomy and utilization of the media in a systematic way (Nursing Times, 1983; p. 21; Weaving, 1983).

Nursing's effect upon the image of nursing has been that of a disorganized nonpolitical silent group. Nurses have allowed others including the media to define their roles locally, nationally, and abroad as well.

Summary

This review of literature discussed aspirations of high school students, media effects upon the public and nursing, and nursing's own effect upon the image of nursing. Research mainly by the Kalisches has uncovered media effects upon nursing. Nursing through history has remained nonpolitical and has allowed others to control its

destiny. Plans by national organizations and British nurses were discussed as a means to improve nursing's image and therefore its future.

CHAPTER 3

PROCEDURE FOR THE COLLECTION AND TREATMENT OF DATA

This study was classified as a descriptive survey. According to Polit and Hungler (1978) " . . . the aim of descriptive correlational studies is to describe the relationships among variables" (p. 185). The investigator has no control over the independent variables, no manipulation of variables is done, and no random assignment to groups is attempted.

The independent variable or variables was the list of television shows and the number of times watched as identified by the subject on the Demographic Data Sheet (Appendix B). The dependent variables were the scores on the Stegmaier Opinion Survey (SOS).

Setting

The setting for this study was a southwestern town of 50,000. The subjects were asked to complete the SOS at a meeting of their church youth organization. Church youth groups from Catholic and mainline Protestant churches were asked to participate. Collection of data took place at the beginning of a regularly scheduled meeting following an explanation of the study (Appendix C).

The room setting in general consisted of chairs and tables or desks for writing. Each participant had ample space so to complete his questionnaire in comfort.

Population and Sample

The population for this survey consisted of all recent female high school graduates, 18 years of age and over, who had just graduated from high school but had not yet attended college. A Demographic Data Sheet was included to ensure eligibility of the participants. Questions 1, 2, 3, and 4 identified criteria which were needed to select the sample. Since there were usually males in church youth groups, question 2 was included to ensure correct identification of sex. Question 4 was added to the original Data Sheet to ensure that college students were identified. Any questionnaires that did not meet selected criteria were eliminated.

The sample used for this study was a sample of convenience. A sample of convenience or accidental sample according to Polit and Hungler (1978) entails the use of the most convenient group for use as subjects in the study. The subjects were selected from Catholic and mainline Protestant youth groups from the small town previously described. The subjects were limited to females, newly

graduated from high school, and at least 18 years of age. Thirty-five subjects were selected.

Protection of Human Subjects

The subjects in this study were classified in Category I,A of the Federal Registry Guidelines (Appendix D). Therefore the study was exempt from review by the Human Subjects Review Committee. Written permission was obtained from the graduate school (Appendix E).

Directors of Catholic and mainline Protestant church youth groups were contacted and asked for their cooperation in completion of the questionnaires during group meeting time. After obtaining permission to conduct the survey during meeting time (Appendix F), the researcher met with the youth group at the beginning of their meeting. Youth group members were told that this was not a test, that it was voluntary, and that they could withdraw at any time. Anonymity was assured by including no names, numbers, or coding to identify participants. Completion of the questionnaire was ensured as consent for participation as stated on the top of the questionnaire.

Instruments

Permission was obtained to adapt the Stegmaier Opinion Survey (SOS) (Appendix G) for this study. The SOS was used in a descriptive survey which examined the relationship

between the image of nursing score and whether or not the television shows identified as nursing were watched (Stegmaier, 1983).

The Demographic Data Sheet of the SOS was modified for this study. Question 1, which asked which age category the participant was in, was changed to meet new age requirement for recent high school graduates. Question 2 was left as is since both females and males were in youth groups. Questions 3 and 4 asked about high school and college status. Question 6 was revised to include current television shows which portrayed nurses and nursing. Question 6 also included the frequency that the television shows were watched monthly by the participant. Question 5 asked about any R.N. associations.

The second part of the SOS originally consisted of 37 questions which addressed nursing in different images: status, social, economics, and professional/job satisfaction. A 4-point Likert scale was used for answering the degree of whether or not participants agreed or disagreed with a statement.

Content validity of the SOS was established by Stegmaier (1983) through the use of a panel of five experts. The participants were involved in education and held faculty positions at colleges and universities in

different areas of the United States. Content and category were examined and assessed by the panel prior to the study.

Stegmaier divided the questions into four categories: status, social, economics, and professional/job satisfaction. Questions in each category were designed to address a different image of nursing. The status category consisted of nine statements which compared the perception of nursing to the status of teachers, social workers, and physicians. Statements 5, 11, 13, 17, and 25 were perceived to be negative in nature while statements 2, 9, 30, and 37 were perceived to be positive in nature. The second category was the social category which consisted of 10 statements which examined the social status of nurses. Statements 1, 6, 13, and 16 were worded negatively while statements 16, 18, 22, 29, 31, and 34 were worded positively. The third category consisted of nine statements that examined the economic status of nurses. Statements 7, 10, 19, and 32 were worded negatively while statements 3, 14, 23, 27, and 35 were worded positively. The final category professional/job satisfaction consisted of nine statements which examined the professional status of nursing. Positive statements were 8, 15, 24, and 36. Negative statements were 4, 12, 20, 21, and 28.

The total perception score was obtained through use of a 4-point Likert scale. By assigning negatively worded statements a value of 4 to 1 beginning with strongly agree (SA), agree (A), disagree (D), and strongly disagree (SD), a total score was obtained for negatively worded statements. The total of 37 statements gave the total perception score with a possible range of 37 to 148 points. A high total score of the 19 positively and 19 negatively worded statements denoted a more negative perception of nursing. Each category was also scored to determine the perception of nursing--a higher score represented a more negative perception of nursing. Coefficient alpha was used to determine reliability scores for each category. Following statistical analysis using coefficient alpha, 10 statements were deleted during the pilot study to increase the reliability of the SOS.

The status category originally consisted of 9 statements. Following deletion of statement 30, the coefficient alpha was found to be .52 for the pilot study.

The social category originally consisted of 10 statements. Statements 26, 29, and 33 were deleted which gave the category a coefficient alpha of .71 for the pilot study.

The economics category originally consisted of 9 statements. Following deletion of 4 statements, 3, 7, 23, and 32, coefficient alpha was found to be .65 for the economics category during the pilot study.

Originally the last category, professional/job satisfaction, consisted of 9 statements. After deletion of statements 4 and 12, coefficient alpha was found to be .70 for the pilot study.

For this study deleted statements (3, 4, 7, 12, 23, 26, 29, 30, 32, and 33) of the SOS were revised or reworded to attempt to increase reliability of the instrument. Statements 38, 39, and 40 were also added to the status category to attempt to increase its reliability coefficient. A new reliability coefficient was established upon completion of data collection.

Data Collection

After permission was obtained from the graduate school and the Human Subjects Research Committee, directors of Catholic and mainline Protestant youth groups were contacted. After the study was explained and permission was obtained to approach the church youth groups directly, the researcher met with the groups at the beginning of their meetings.

The researcher explained the purpose of the study and that participation was voluntary and limited to individuals 18 and older. If individuals did not wish to participate, they were excused. The researcher explained that no names, numbers, or coding would be used to identify participants. Participants were told that they could withdraw at any time.

Participants were given pencils and the questionnaire to complete. A suitable time was allowed for completion of the questionnaire. After all questionnaires were collected, the youth group and the director were thanked for their cooperation. Four weeks were allowed for collection of data.

Treatment of Data

The Demographic Data Sheet (questions 1, 2, 3, and 4) was examined first to verify eligibility of the participants of the study. Frequency and percentage were used to analyze the response to question 5 concerning the association of registered nurses.

Each hypothesis was analyzed using multiple regression. "Multiple regression analysis is a method used for understanding the effects of two or more independent variables on a dependent measure" (Polit & Hungler, 1978, p. 568). The independent variables were whether or not certain television shows were watched and frequency that

each show was watched. The dependent variable was the total SOS score as stated in hypothesis 1. The dependent variables in the remaining hypotheses were the individual category scores, statements previously selected to measure a certain image of nursing.

CHAPTER 4

ANALYSIS OF DATA

This descriptive survey was conducted to determine whether there was a relationship between recent female high school graduates' perception of nursing's image and nursing television programs watched by them. A demographic data sheet which consisted of 6 questions and the Stegmaier Opinion Survey (SOS) which consisted of 40 statements were modified and used for this study. This chapter discusses the reliability of the modified instruments and results of the survey.

Description of Sample

The sample consisted of 35 recent female high school graduates (May, 1984) from a small southwestern town of 50,000. The sample was a convenience sample from church youth groups which served as a source for selection of participants. All 35 participants were between 18 and 21 years of age and female who answered questions 1 and 2 of the data sheet. All participants had completed high school and none had begun college who answered questions 3 and 4. Table 1 represents responses to the fifth question on the demographic data sheet which asked participants of the

study if they had any knowledge of anyone currently working as an RN. Twenty-three respondents (65.7%) knew someone working as an RN. Seven respondents (20%) had a relative who was currently employed as an RN. Eighteen respondents (51%) had a friend who was currently employed as an RN. Two respondents (6%) knew an RN in the other category.

Table 1

Knowledge of RNs

Categories	Yes		No		Totals	
	No.	%	No.	%	No.	%
Knowledge of RN	23	(65.7%)	12	(34.3%)	35	(100%)
Relative	7	(20.0%)	28	(80.0%)	35	(100%)
Friend	18	(51.0%)	17	(49.0%)	35	(100%)
Other	2	(6.0%)	33	(94.0%)	35	(100%)

Table 2 represents the independent variables of the hypotheses, television programs watched during the past year, and the frequency watched by respondents who answered question 6 of the demographic data sheet. In order of popularity, television programs watched most frequently were All My Children, Three's Company, and General Hospital.

Programs watched least were Ryan's Four, Guiding Light, and St. Elsewhere. Missing data, unanswered questions, are listed as No Response (NR) in Table 2.

Table 2

Television Programs Watched by Recent Graduates During Past Year

Program	Frequency Per Month						Total	
	0	1	2	3	4-plus	NR		
AFTER MASH	20	8	5	0	1	1	35	100%
MASH	11	10	3	4	6	1	35	100%
GENERAL HOSPITAL	18	1	2	1	13	0	35	100%
ST. ELSEWHERE	22	6	2	2	3	0	35	100%
ALL MY CHILDREN	12	2	2	0	19	0	35	100%
GUIDING LIGHT	24	3	0	1	6	1	35	100%
QUINCY	18	12	2	0	2	1	35	100%
RYAN'S FOUR	29	2	3	0	0	1	35	100%
THREE'S COMPANY	6	2	5	5	17	0	35	100%
AS THE WORLD TURNS	23	2	4	1	4	1	35	100%
TRAPPER JOHN	8	9	4	1	12	1	35	100%

Findings

Hypothesis 1

The first hypothesis stated: There is no significant relationship between the perception of the image of nursing scores and television programs identified as nursing watched by recent female high school graduates. Multiple regression was used to analyze findings of the study. An acceptable level of significance according to Polit and Hungler (1978) is .05 for the purpose of scientific research was used in this study. A significant relationship was found between the total perception of the image of nursing score and those graduates who watched Quincy, St. Elsewhere, and Three's Company ($R = .53$, $p = .03$).

Table 3

Significant Values for Hypothesis 1

Program	<u>R</u>	<u>t</u>	<u>p</u>
QUINCY	3.98	2.96	.01
ST. ELSEWHERE	-2.14	-1.81	.08
THREE'S COMPANY	-1.24	-1.39	.18
(CONSTANT)	83.46		

The multiple correlation coefficient $R = .53$ showed the strength of association between viewing Quincy, St.

Elsewhere, and Three's Company and the total image of nursing score as measured by the SOS. The subjects' perception of the image of nursing was affected to a greater extent by viewing Quincy together with St. Elsewhere and Three's Company as shown by $p = .01$ in Table 3. Subjects who watched Quincy had a more positive perception of nursing while those who watched St. Elsewhere and Three's Company had a more negative perception of nursing. The null hypothesis was not supported.

Hypothesis 2

The second hypothesis stated: There is no significant relationship between the perception of status category score in nursing and television programs identified as nursing watched by recent female high school graduates. A significant relationship was found between the status score and watching Quincy and After MASH ($R = .46$, $p = .04$). The correlation coefficient $R = .46$ showed the strength of association between the status score on the SOS and watching Quincy and After MASH by recent high school graduates. The subjects' perception of the status image was affected to a greater extent by watching Quincy together with After MASH as shown by $p = .02$ in Table 4. The subjects who watched Quincy had a more positive perception

of nursing while those who watched After MASH had a more negative perception of nursing. Therefore the null hypothesis was not supported.

Table 4

Significant Values for Hypothesis 2

Program	<u>R</u>	<u>t</u>	<u>p</u>
QUINCY	1.40	2.56	.02
AFTER MASH	-1.51	-1.97	.06
(CONSTANT)	31.22		

Hypothesis 3

The third hypothesis stated: There is no significant relationship between the perception of the social category in nursing and television programs identified as nursing watched by recent female high school graduates. No significant relationships were found between the social category score and programs watched by recent high school graduates. Therefore, the null hypothesis was supported.

Hypothesis 4

The fourth hypothesis read: There is no significant relationship between the perception of the economic category in nursing and television programs identified as nursing

watched by recent female high school graduates. Three's Company was found to have the most significant relationship of the independent variables to the perception of the economic image of nursing score, the dependent variable ($R = .25$, $p = .18$). According to Polit and Hungler (1978) the minimum acceptable level of significance is .05. Therefore, the null hypothesis was supported.

Hypothesis 5

The fifth hypothesis read: There is no significant relationship between the perception of the professional/job satisfaction category in nursing and television programs identified as nursing watched by recent female high school graduates. Ryan's Four was found to have the most significant relationship among independent variables to the professional/job satisfaction perception of nursing as measured by the SOS ($R = .34$, $p = .07$). Again the minimum level of significance according to Polit and Hungler (1978) is .05. Therefore, the null hypothesis was supported. A summary of image perception scores may be found in Table 5.

Additional Findings

Stegmaier's Opinion Survey (SOS) originally consisted of 37 statements. During the pilot study (1983), 10 statements were deleted to increase reliability of the instrument. Deleted statements were reworded and 3

Table 5

Image Perception Scores

Image	<u>R</u>	<u>p</u>
Total perception	.53	.03
Status perception	.46	.04
Social perception	--	--
Economic perception	.25	.18
Professional/Job Satisfaction perception	.34	.70

$p = .05$, significant level of acceptance.

statements (38, 39, and 40) were added to attempt to increase the status category reliability of the SOS.

The status category originally consisted of 9 statements: 2, 5, 9, 11, 13, 17, 25, 30, and 37. During Stegmaier's pilot study, coefficient alpha was found to be .52. Following revisions, coefficient alpha was found to be .51 for this sample, recent high school graduates. Deletion of statement 25, "Nurses have many opportunities to marry doctors," would increase reliability coefficient to .55 which would be an improvement when compared to the pilot study (Appendix H).

The social category consisted of 10 statements: 1, 6, 16, 18, 22, 26, 29, 31, 33, and 34. During the pilot study Stegmaier found coefficient alpha to be .71. Coefficient alpha was found to be .48 for this sample. Deletion of statement 1, "Nursing is a career mainly for females," would increase reliability to .55 (Appendix I).

The economic category consisted of 9 statements: 3, 7, 10, 14, 19, 23, 27, 32, and 35. Coefficient alpha was found to be .52 following revisions to questions. Deletion of statement 10, "There is a nursing shortage," would increase coefficient alpha to .75. Stegmaier's coefficient alpha was .65 for the economic category during the pilot study. Appendix J gives a summary of statistics for this category.

Professional/job satisfaction category consisted of 9 statements: 4, 8, 12, 15, 20, 21, 24, 28, and 36. Coefficient alpha was found to be .70 after revision of questions which was equal to Stegmaier's reliability coefficient during her pilot study. Deletion of statements would not improve reliability as summarized in Appendix K. Statements in this category were found to be most relative to recent high school graduates' perception of the professional/job satisfaction image of nursing as measured by the SOS.

Summary of Findings

The demographic data sheet and the SOS were administered to 35 recent female high school graduates. Overall the perception of image of nursing score was affected by watching Quincy, St. Elsewhere, and Three's Company. The status image of nursing as measured by the SOS was affected to a greater degree by watching Quincy along with After MASH. No significant relationships were found between nursing programs and the social, economic, and professional/job satisfaction images of nursing. Reliability coefficients ranged from .48 for the social category to .70 for the professional/job satisfaction category.

CHAPTER 5

SUMMARY OF THE STUDY

This chapter is a review of a descriptive survey which was conducted to determine any relationships between the perception of the image of nursing and nursing television programs. Results of the study are discussed and recommendations are made for further studies.

Summary

This study investigated relationships between the image of nursing as perceived by recent female high school graduates and television programs identified as nursing. Bandura's social learning theory (Bandura, 1974, 1977; Bigge, 1982) was used as the theoretical framework for this study. Bandura stated that most behavior is learned through direct experience or observation. Behavior learned through observation or modeling is governed by four processes--attentional, motor reproduction, incentive, and motivational. Behaviors are selected, stored in the memory, and integrated into new response patterns. Incentive and motivational processes determine whether or not observational behavior will be performed. All behavior which is observed will not necessarily be performed

according to the social learning theory. Bandura stated that mass media especially television serves as a mode of transmission for spreading ideas and practices among or between societies. Television programs which portray nursing may affect the public's perception of the image of nursing through observational learning or modeling.

Literature reviewed for this study covered aspirations of high school students and who or what influences them to make occupational choices. Mass media, its effect upon the public in general, as well as its effect upon nursing, were also reviewed. Nursing's effect upon nursing was also reviewed as well as nursing's current involvement in addressing and changing its own image.

Five null hypotheses were tested to determine whether or not any relationship existed between television programs identified as nursing and recent female high school graduates' perception of the image of nursing. Two tools, the Demographic Data Sheet and the Stegmaier Opinion Survey (SOS) (1983), were modified and used for this study.

The first instrument, the Demographic Data Sheet, was used to fulfill certain requirements:

1. Age of participants was limited to those 18 years of age and over to fulfill requirements for exemption from the Human Subjects Review Committee and to meet

classification requirements in Category I,A of the Federal Registry Guidelines.

2. Completion of high school and whether college had been attended were determined to meet sample requirements for recent female high school graduates who had not attended college yet.

3. Knowledge of anyone working as an RN fulfilled requirements for prior associations of nurses.

4. Television programs and frequency watched during the past year met the requirements for the independent variable of television programs identified as nursing.

The Demographic Data Sheet revealed the following information about the sample:

1. All 35 participants were between 18 and 21 years of age and female.

2. All 35 participants had completed high school and had not yet begun college.

3. Knowledge of anyone currently working as an RN was a characteristic of 23 (65.7%) participants while 12 (34.3%) claimed not to know any RNs.

The second instrument, Stegmaier Opinion Survey, was used to collect information about the perception of the image of nursing. Content validity was established previously by a panel of experts. Following collection of

data, reliability was determined through use of a no split scale for each perceived image of nursing. Reliability coefficients were: status image, .51; social image, .48; economic image, .52; and professional/job satisfaction image, .70.

Multiple regression analysis was applied to each group of statements selected to test a hypothesis. Results revealed a significant relationship between the total image of nursing score and those who watched Quincy, St. Elsewhere, and Three's Company. Also a significant relationship was found to exist between the status category and those who watched Quincy and After MASH. No other significant relationships were found when social, economic, and professional/job satisfaction categories were analyzed.

Discussion of Findings

This section discusses and explores results of this study which examined the relationship of the perception of the image of nursing by recent high school graduates and nursing television programs. Modifications of the two tools used during this study and limitations are also included in the discussion.

A significant relationship was found using multiple regression analysis between the overall image of nursing and watching Quincy, St. Elsewhere, and Three's Company.

Also a significant relationship was found between the status image of nursing and watching Quincy and After MASH by the sample of recent high school graduates. Those relationships support Bandura's social learning theory (Bandura, 1974, 1977; Bigge, 1982) that learning may occur through watching television. Reviewed literature mentioned that television often conveys status upon someone or something (Bauer & Bauer, 1960; Hubert, Ungurant, & Bohn, 1974; Sancff, 1984; Schramm & Porter, 1982).

The Stegmaier Opinion Survey (SOS) (1983) was divided into four perceived images of nursing by Stegmaier which were used for this study. Statements deleted by Stegmaier during the pilot study to increase reliability were revised for this study. Three statements were also added to the status group for reliability purposes. Following modifications of the SOS, reliability scores ranged from .55 to .70 for this sample. Improvements were made in status and economic categories while the social image score fell. Professional/job satisfaction image score remained at .70.

Literature reviewed described students as not having a realistic view toward life and choosing a profession (Heller & D'Lugin, 1979; Johnson Community College, 1979; Patrick, 1972; Pedro, 1978; Roane State Community College, 1977).

Perceived images of nursing such as social, economic, or professional/job satisfaction may have little meaning for recent high school graduates who have not been exposed to nursing except through television or personal knowledge of RNs. According to the Demographic Data Sheet almost 66% of the sample knew currently employed RNs which may have affected results of this study. Reviewed literature implied students are often influenced by others when selecting a career which would be related to one's perception of the image of the career (Helms, 1982; Houston Community College, 1979; Johnston, 1982).

Results of this study are limited to the sample studied--recent female high school graduates selected from church youth groups. Economic, social, and ethnic backgrounds also were not considered. However, reviewed literature stated that the social and economic status of individuals and their families seemed to influence career decisions for the future (Johnston, 1982).

Conclusions and Implications

Conclusions based on the results of this study were:

1. Learning can occur through watching television which supports Bandura's social learning theory.
2. Some television programs may affect high school student career selection to a greater extent than others.

The implication derived from the conclusions of this study was that nurses need to become more actively involved in producing and monitoring nursing television programs to improve the image of nursing.

Recommendations for Future Study

Recommendations for future study include the following:

1. This study should be replicated using a larger sample.
2. More studies should be conducted to find out what images are actually conveyed by nurses themselves since 66% of this sample knew nurses.
3. A treatment variable such as vocational counseling could be used following initial testing of a group. The SOS then could be repeated to determine any changes in the perception of the image of nursing.
4. Based on the findings, further study needs to be conducted to compare men and women regarding the reliability of the "social" category of the instrument used.

APPENDIX A

COMPLETION AND RETURN OF THE QUESTIONNAIRE WILL BE CONSTRUED AS INFORMED CONSENT.

STEGMAIER OPINION SURVEY (SOS)

INSTRUCTIONS: Please read and respond to each of the following statements with a check (✓) under the column most nearly describing how you feel about the statement. For this study, a nurse is a registered nurse who has completed two, three, four, or more years of nursing education. (A licensed vocational nurse (LVN/LPN) is NOT a registered nurse.)

	Strongly Agree	Agree	Disagree	Strongly Disagree
1. Nursing is a career mainly for females.				
2. Physicians depend on nurses' knowledge and skills.				
3. Economic benefits in nursing are equal to those of social workers.				
4. A primary job of the nurse is to keep the patient clean.				
5. It is easy to get through a nursing curriculum/program.				
6. Being a nurse is a good job for the young and unmarried.				
7. Nursing is a good job for persons who want to live well.				
8. A nurse can choose her own hours.				
9. One must be intelligent in order to be a nurse.				
10. There is a nursing shortage.				
11. A nurse's main job is to follow doctor's orders.				
12. Working on holidays discourages persons from entering the profession.				

	Strongly Agree	Agree	Disagree	Strongly Disagree
28. Nurses never get tired of their jobs.				
29. Nursing is encouraged as a career by school officials.				
30. Nursing is more difficult than teaching school.				
31. Nurses should be admired because of their devotion to their patients.				
32. Male nurses should not make more money than female nurses.				
33. Nurses are as intelligent as doctors.				
34. Nurses are special people because they devote their lives to helping others.				
35. Nursing assures a financially secure future.				
36. Persons who choose nursing are choosing a job which produces a lifetime of satisfaction.				
37. Nursing is a profession equal to other professions, such as teachers and social workers.				
38. Nurses are admired because of their dedication to the service of mankind.				
39. Much of the nurse's work is paperwork.				
40. Nurses should not question orders given by doctors.				

APPENDIX B

COMPLETION AND RETURN OF THE QUESTIONNAIRE WILL BE CONSTRUED
AS INFORMED CONSENT.

DEMOGRAPHIC DATA SHEET

1. Age
☐ 18-21
☐ 22-25
2. Sex
☐ Male
☐ Female
3. Have you completed high school?
☐ Yes
☐ No
4. Have you started college?
☐ Yes
☐ No
5. Do you know anyone who is currently working as an RN?
☐ No
☐ Yes
☐ Relative
☐ Friend
☐ Other
6. Do you or have you watched any of the following
television programs in the past year?

	TIMES WATCHED PER MONTH				
	0	1	2	3	4 or more
AFTER MASH					
MASH					
GENERAL HOSPITAL					
ST ELSEWHERE					
ALL MY CHILDREN					
GUIDING LIGHT					
QUINCY					
RYAN'S FOUR					
THREE'S COMPANY					
AS THE WORLD TURNS					
TRAPPER JOHN MD					

APPENDIX C

ORAL PRESENTATION TO SUBJECTS

My name is Christine Cordes, and I am a graduate student at Texas Woman's University conducting a study on the image of nursing for my thesis. I am interested in the image of nursing as perceived by recent high school graduates who have not yet entered college. If you agree to participate, you will be given a demographic data sheet and a questionnaire consisting of 40 questions to complete. You must be 18 years of age to participate in this study.

This is not a test. There are no right or wrong answers. There is no way to identify participants through coding, names, or numbers on the questionnaires. You may withdraw at any time if you agree to participate.

I will answer or explain any questions. Return of the completed questionnaire constitutes informed consent as stated on top of the questionnaire.

APPENDIX D

TEXAS WOMAN'S UNIVERSITY
COLLEGE OF NURSING

PROSPECTUS FOR THESIS/DISSERTATION/PROFESSIONAL PAPER

This prospectus proposed by: Christine E. Cordes

_____ and entitled:

The Image of Nursing as Perceived by
Recent Female High School Graduates

Has been read and approved by the members of (his/hers)
Research Committee.

This research is (check one):

xx Is exempt from Human Subjects Review Committee
review because this research study poses no risk to the
subjects and qualifies under Category 1 research accord-
ing to the Health and Human Services Federal Guidelines.

_____ Requires Human Subjects Review Committee review
because _____

Research Committee: _____ Date: _____

Chairperson, Gandee Finkland

Member Jill Larson

Member Susan Goad

Dallas Campus xx Denton Campus _____ Houston Campus _____

Date: April 11, 1984

APPENDIX E

TWU  **Texas Woman's University**
P. O. Box 22479, Denton, Texas 76204 (817) 383-2302, Metro 434-1757, Tex-An 834-2133
THE GRADUATE SCHOOL

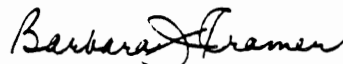
June 7, 1984

Ms. Christine E. Cordes
1820 Teasley Ln., Apt. 716
Denton, TX 76201

Dear Ms. Cordes:

I have received and approved the Prospectus for your research project. Best wishes to you in the research and writing of your project.

Sincerely yours,



Barbara J. Cramer
Provost, ad interim

tb

cc Dr. Sandra Strickland
Dr. Anne Gudmundsen

APPENDIX F

TEXAS WOMAN'S UNIVERSITY
COLLEGE OF NURSING

AGENCY PERMISSION FOR CONDUCTING STUDY*

THE Immaculate Conception Catholic Church

GRANTS TO Christine E. Cordes
a student enrolled in a program of nursing leading to a
Master's Degree at Texas Woman's University, the privilege
of its facilities in order to study the following
problem.

To determine if there is a relationship between the
perception of image of nursing scores and television
programs, identified as nursing, watched by recent high
school graduates.

The conditions mutually agreed upon are as follows:

1. The agency (may) (may not) be identified in the
final report.
2. The names of consultative or administrative
personnel in the agency (may) (may not) be
identified in the final report.
3. The agency (wants) (does not want) a conference
with the student when the report is completed.
4. The agency is (willing) (unwilling) to allow the
completed report to be circulated through
interlibrary loan.
5. Other n/a

4/19/84 Mary L Garcia
Date Signature of Agency Personnel
Christine E Cordes Endra Strickland
Signature of Student Signature of Faculty Advisor

*Fill out & sign 3 copies to be distributed: Original-
student; 1st copy-Agency; 2nd copy-TWU School of Nursing

TEXAS WOMAN'S UNIVERSITY
COLLEGE OF NURSING

AGENCY PERMISSION FOR CONDUCTING STUDY*

THE _____

GRANTS TO Christine E. Cordes
a student enrolled in a program of nursing leading to a
Master's Degree at Texas Woman's University, the privilege
of its facilities in order to study the following
problem.

To determine if there is a relationship between the
perception of image of nursing scores and television programs
identified as nursing, watched by recent high school
graduates.

The conditions mutually agreed upon are as follows:

1. The agency (may) (may not) be identified in the
final report.
2. The names of consultative or administrative
personnel in the agency (may) (may not) be
identified in the final report.
3. The agency (wants) (does not want) a conference
with the student when the report is completed.
4. The agency is (willing) (unwilling) to allow the
completed report to be circulated through
interlibrary loan.
5. Other _____

Date <u>4/18/84</u>	Signature of Agency Personnel _____
Signature of Student <u>Christine E. Cordes</u>	Signature of Faculty Advisor <u>Sandra Chaffard</u>

*Fill out & sign 3 copies to be distributed: Original-
student; 1st copy-Agency; 2nd copy-TWU School of Nursing

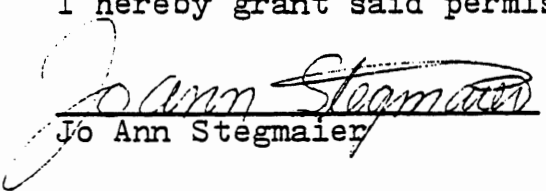
APPENDIX G

CONSENT

Consent is herewith requested for use of an unpublished tool, "The Image of Nursing as Perceived By Female College Freshmen", for the purpose of research.

I hereby authorize Christine Cordes to modify and adapt said questionnaire, for utilization of a particular research study on the "image of nursing" as perceived by recent female high school graduates. The tool was developed by Jo Ann Stegmaier.

I hereby grant said permission. Yes X No


Jo Ann Stegmaier

Dec. 13 1983
Date

APPENDIX H

STATUS CATEGORY

Statements	Means	SD	Alpha If Item Deleted
2. Physicians depend on nurses' knowledge and skills. (R)	3.24	.70	.52
5. It is easy to get through a nursing curriculum/program. (R)	3.32	.68	.50
9. One must be intelligent in order to be a nurse. (R)	3.27	.67	.49
11. A nurse's main job is to follow doctors' orders.	2.15	.70	.52
13. People view nursing as a servant-like career.	2.65	.77	.53
17. Nursing is a glamorous profession.	2.97	.76	.34
25. Nurses have many opportunities to marry doctors.	2.68	.81	.55
37. Nursing is a profession equal to other professions, such as teachers and social workers. (R)	2.91	.67	.48
38. Nurses are admired because of their dedication to the service of mankind. (R)	3.18	.52	.49

STATUS CATEGORY--Continued

Statements	Means	SD	Alpha If Item Deleted
<hr/>			
39. Much of the nurse's work is paperwork.	2.65	.65	.45
40. Nurses should not question orders given by doctors.	2.62	.74	.42

Alpha = .51.

APPENDIX I

SOCIAL CATEGORY

Statements	Means	SD	Alpha If Item Deleted
1. Nursing is a career mainly for females.	3.00	.70	.55
6. Being a nurse is a good job for the young and unmarried.	2.29	.63	.42
16. Nursing is a career of which one can be proud.	1.32	.48	.48
18. Parents, relatives, and friends encourage nursing as a career choice.	2.24	.74	.23
22. Nursing is generally well respected by people in society.	1.71	.68	.52
31. Nurses should be admired because of their devotion to their patients.	1.82	.72	.46
34. Nurses are special people because they devote their lives to helping others.	1.77	.61	.37

Alpha = .48.

APPENDIX J

ECONOMIC CATEGORY

Statements	Means	SD	Alpha If Item Deleted
<hr/>			
10. There is a nursing shortage	2.23	.81	.75
14. A nurse can usually find a job.	2.13	.56	.38
19. Nurses make less money than social workers and teachers	2.90	.54	.49
23. Men should receive a higher salary than women in nursing.	3.52	.81	.23
27. Nursing provides job security.	2.45	.68	.44
35. Nursing assures a financially secure future.	2.55	.72	.34

Alpha = .52.

APPENDIX K

PROFESSIONAL/JOB SATISFACTION CATEGORY

Statements	Means	SD	Alpha If Item Deleted
8. A nurse can choose her own hours. (R)	1.88	.60	.70
15. Persons who choose nursing as a career can develop their full career potential.	1.94	.67	.66
20. The opportunities in a nursing career are very limited.	1.88	.65	.60
21. Nurses are more interested in helping people than making money. (R)	3.03	.73	.70
24. "Burnout" is high among nurses. (R)	2.55	.79	.60
28. Nurses never get tired of their jobs. (R)	1.82	.53	.69
36. Persons who choose nursing are choosing a job which produces a lifetime of satisfaction.	2.15	.67	.62

Alpha = .70.

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